

# MIDWEST PODIATRY CONFERENCE

THE PREMIER MEETING FOR FOOT & ANKLE PHYSICIANS, SURGEONS & ASSISTANTS



**MARCH 6-9, 2025**

**HYATT REGENCY CHICAGO**

**[www.midwestpodconf.org](http://www.midwestpodconf.org)**

**[exhibits@midwestpodconf.org](mailto:exhibits@midwestpodconf.org)**

**Ph: 312-201-6771**

## **EXHIBIT AND SPONSOR PROSPECTUS**

# ABOUT MIDWEST PODIATRY CONFERENCE

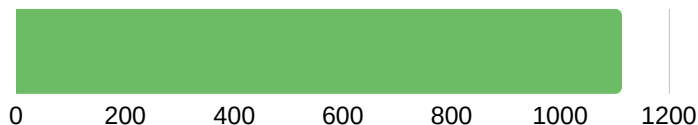
Celebrating 75 years, the Midwest Podiatry Conference strives to promote the art and science of podiatric medicine and surgery. Our conference hosts over 1,000 attendees from 41 states and Canada, making us one of the largest podiatric conferences in the nation. We represent a broad spectrum of podiatric professionals who specialize in surgery, sports medicine, diabetic feet, geriatrics, arthritis, orthopedics, pediatrics, biomechanics, wound care, and general podiatric care.

## WHO ATTENDS?

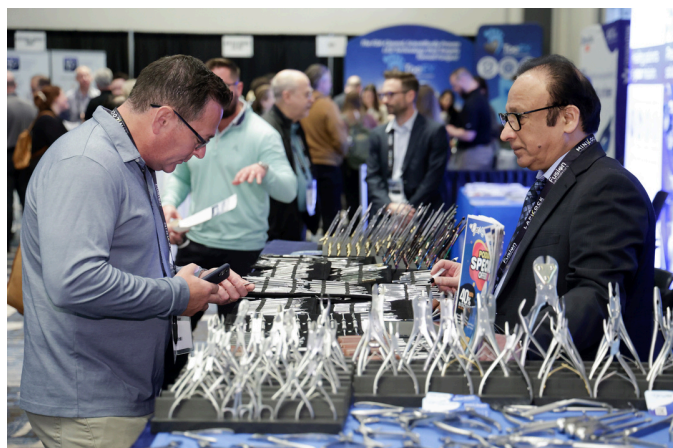
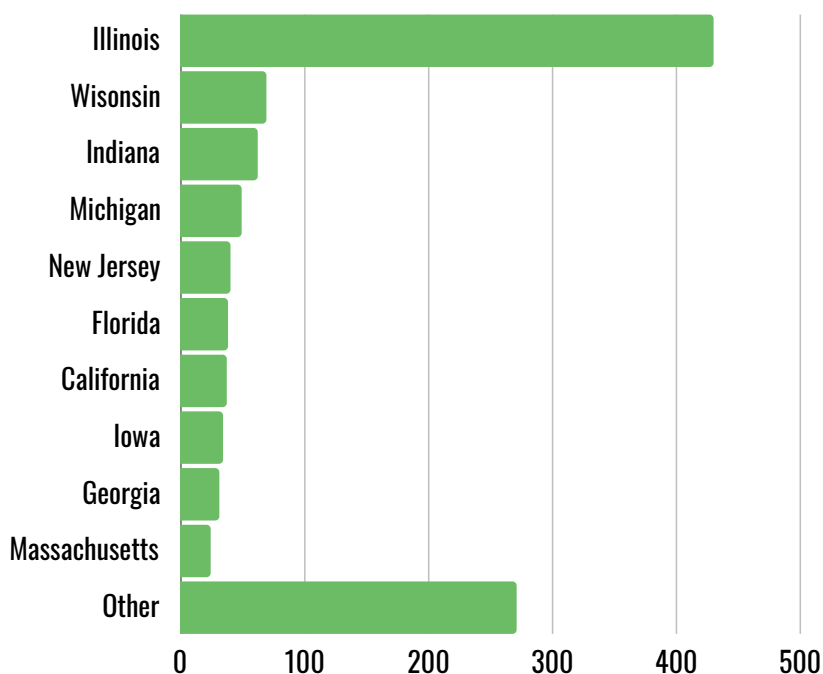
The Midwest Podiatry Conference isn't just for DPMs, it's for the whole practice! Advanced Practice Providers, Assistants, Practice Managers, and Office Managers are all welcome at the Midwest Podiatry Conference, and more often than not, they are THE decision-makers when it comes to purchasing. Residents also make up a large number of our attendees and are perfect for building new client relationships.

## ATTENDANCE IN 2024

DPMS: 577 ASSISTANTS: 57 STUDENTS: 70 OTHER: 409



## TOP TEN STATES BY ATTENDANCE



# EXHIBITING AT THE MIDWEST PODIATRY CONFERENCE

Whether your goal is to build a new client base or nurture existing relationships, the Midwest Podiatry Conference is a must-attend event.

## EXHIBIT HOURS

**WEDNESDAY**  
MARCH 5

Move-In  
1:00 PM - 7:00 PM

**THURSDAY**  
MARCH 6

9:30AM - 3:30PM  
Welcome Reception\*  
5:00PM - 6:00PM

**FRIDAY**  
MARCH 7

9:30AM - 3:30PM

**SATURDAY**  
MARCH 8

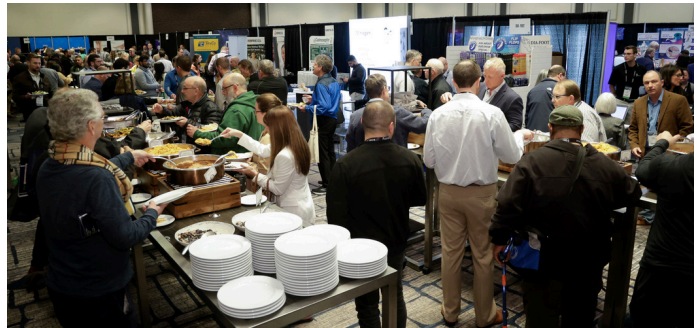
9:30AM - 1:30PM  
Move-Out  
1:30pm- 5:00pm

*\*Exhibitor attendance at Welcome Reception is required and no exhibitor activities may be scheduled during this event.*

## EXHIBITOR BENEFITS

IN ADDITION TO A BOOTH IN THE EXHIBIT HALL, EXHIBITORS RECEIVE THE FOLLOWING COMPLIMENTARY BENEFITS:

- (1) 6 foot skirted table
- (2) chairs
- (1) wastebasket
- (1) booth ID sign
- (2) exhibitor badges
- Post-conference attendee list valued at \$500.
- Company listing on the MPC website with direct link to exhibitor website for attendees to easily reference
- Company listing in the exhibitor's directory in the onsite printed program
- Recognition on signage throughout the conference



# ONLINE EXHIBITOR APPLICATION

Online registration is the safest and fastest way to complete your exhibitor application. Follow these quick and easy steps to sign up today:

- Go to [www.midwestpodconf.org](http://www.midwestpodconf.org)
- Select the EXHIBITORS menu at the top of the page and click EXHIBIT APPLICATION
- Select your company name from the drop-down menu OR enter your company information under new exhibitor
- Select the perfect booth space for your company
- Select sponsorship opportunities
- Contact us at [exhibits@midwestpodconf.org](mailto:exhibits@midwestpodconf.org) or 312-201-6771 for assistance.



## 2025 MPC EXHIBIT BOOTH INFORMATION & PRICING

Booth Category	Advance Rate Until 12/31/24	Regular Rate 1/1/25 - 2/13/25*
10x10 Sponsor Booth**	\$3,550	\$4,050
10x10 Premium Booth	\$3,550	\$4,050
8x10 Standard Booth	\$3,250	\$3,750
Table Top***	\$2,550	\$3,050

\*Applications received after 2/13/25 will incur a \$300 late fee and may not be included in the final printed collateral.

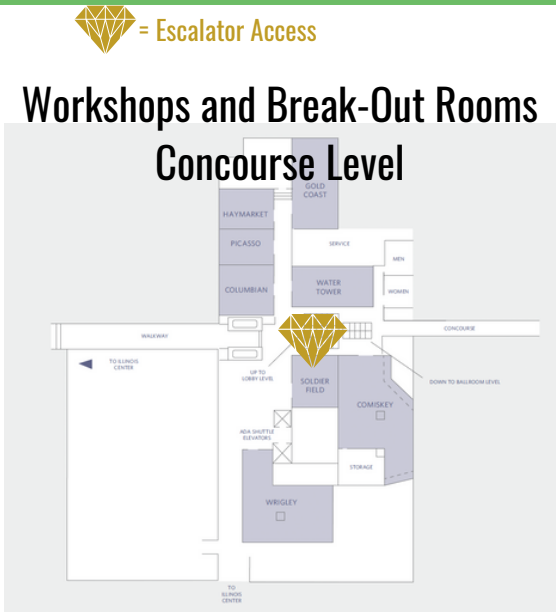
\*\*Booths 314-334 are reserved for Sponsors at the Platinum, Gold, and Silver Levels.

\*\*\*Table top spaces are equivalent to 8'x8', and displays larger than 8' w and/or 7' high are not permitted due to ceiling height.

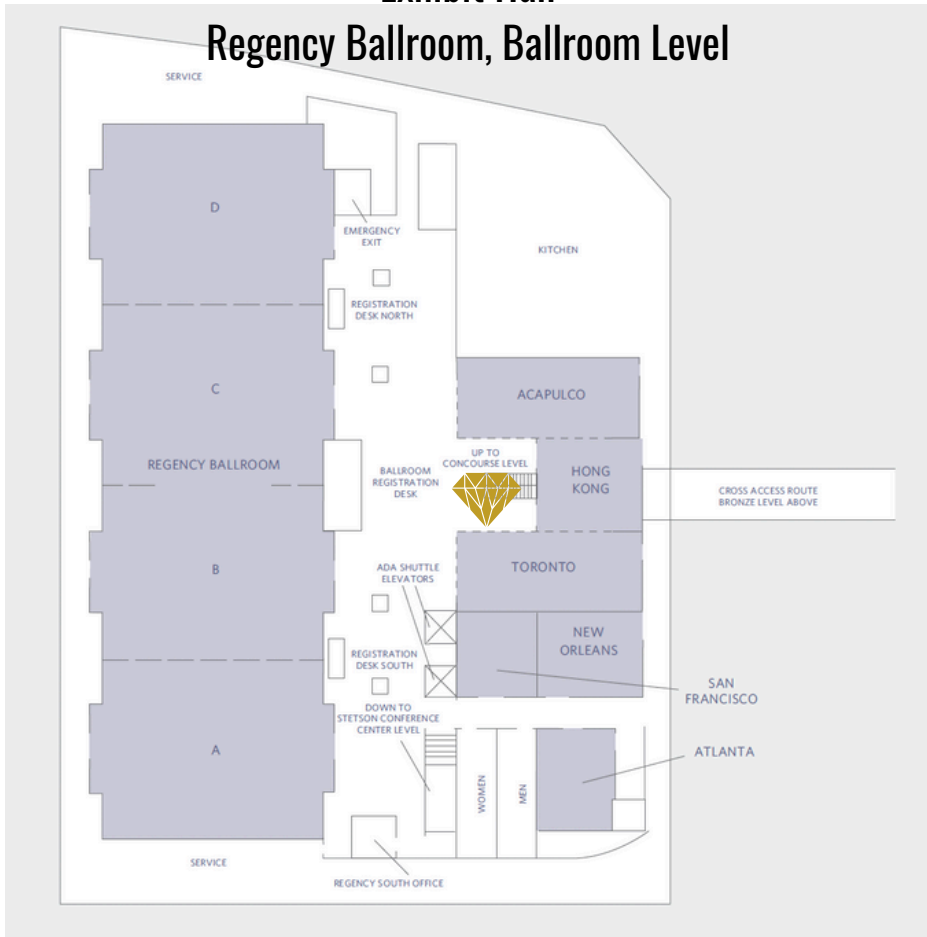


# EXHIBIT HALL LOCATION

**WE'RE OUT OF THE BASEMENT IN 2025!**  
**NEW EXHIBIT HALL LOCATION ONLY TWO FLOORS AND ONE ESCALATOR FROM GENERAL SESSION**



## Exhibit Hall





# EXHIBIT HALL FLOOR PLAN

## Regency Ballroom, Ballroom Level

- Sponsor Booth, 10'x10'
- Premium Booth, 10'x10'
- Standard Booth, 8'x10'
- Table Top





# PREMIER SPONSOR LEVELS

ITEM	PLATINUM \$30,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$5,000
Booth	(1) 10 x 20	(1) 10 x 10	(1) 10 x 10	N/A (Booth purchase required)
In-Booth Food or Beverage Station	X			
Extended "Poll Topper" Sign on Exhibit Booth	X	X		
Conference Bag Inserts (max size 8.5"x11")	X	X		
Pre/Post Conference Attendee List with email addresses	X	X	X	
Invitations to Faculty VIP Reception	4	3	2	1
Logo Recognition in Onsite Program and on Signage	X	X	X	X
Logo Recognition on Conference Website with Link to Company Website	X	X	X	X
Additional Badges	8 (10 total)	6 (8 total)	4 (6 total)	2 (4 total)
Social Media Recognition	(4) Posts Total	(3) Posts Total	(2) Posts Total	(1) Post Total
Ad in Onsite Program	(2) Full-Page	(1) Full Page	(1) Half-Page	(1) Quarter Page
Choice of Booth Placement for 2026 MPC Before Floorplan Goes Public	1st	2nd	3rd	4th



# SPONSORSHIP OPPORTUNITIES

## **LANYARDS | \$7,500**

Limited to one sponsor. Production and onsite logistics handled by conference organizers. Artwork due by 2/6/25.  
Quantity - 1,500

## **NOTEPADS AND PENS | \$7,500**

Limited to one sponsor. Production and onsite logistics are handled by conference organizers. Artwork due by 2/6/25.  
Quantity - 1,500 (each)

## **HOTEL ROOM KEYCARDS | \$10,000**

Limited to one sponsor. Production and onsite logistics are handled by conference organizers. Artwork due by 2/6/25.  
Quantity - 2,500 (est. two keys per room)

## **FLOOR CLINGS (FOOT PRINT PATHS) | \$10,000**

Limited to two sponsors. Production and onsite logistics are handled by conference organizers. Artwork due by 2/6/25.  
Quantity - 50 (can use on floors and escalator walls)

## **CONFERENCE TOTE BAGS | \$12,500**

Limited to one sponsor. Production and onsite logistics are handled by conference organizers. Artwork due by 2/6/25.  
Quantity - 1,500

## **VIDEO WALL | \$15,000**

Limited to two sponsors. Production and onsite logistics are handled by conference organizers. Artwork due by 2/6/25.  
Quantity - 2 (8'H x 13" W back wall with graphics and 55" embedded monitor for video/graphic images)

## **CONFERENCE WI-FI | \$20,000**

Limited to one sponsor. Conference wi-fi landing page artwork/ad provided by sponsor with link to sponsor website/selected product(s). Artwork due by 2/6/25.

## **HEADSHOT CAFE | \$20,000**

Limited to one sponsor. Provide professional headshots and fun "selfie station" in general session foyer with branded step-and-repeat backdrop. Price inclusive of photographer, onsite branding, and space rental. Artwork due by 2/6/25.

## **FACULTY DINNER | \$25,000**

Limited to one sponsor. Exclusive networking opportunity with faculty members inclusive of food and beverage, audiovisual, and room rental. A 15-minute promotional presentation will be permitted.





# INDUSTRY SUPPORTED SYMPOSIA AND WORKSHOPS

## **BREAKFAST SYMPOSIUM | \$15,000**

Available Thursday (3/6/25), Friday (3/7/25), Saturday (3/8/25), and Sunday (3/9/25) held in the general session room from 7:00 am - 8:00 am. CECH accreditation is preferred (unbranded/non-promotional content). Food and beverage, audiovisual, room rental, and onsite staff support included. Supporter is responsible for speaker travel and expenses.

## **LUNCH SYMPOSIUM | \$15,000 - \$25,000**

Available Thursday (3/6/25), Friday (3/7/25), and Saturday (3/8/25). Room sizes vary from 50-400 attendees. Food and beverage, audiovisual, room rental, and onsite staff support included. Supporter is responsible for speaker travel and expenses.

## **HANDS-ON WORKSHOP | \$10,000 - \$20,000**

Available Thursday (3/6/25), Friday (3/7/25), and Saturday (3/8/25). Room sizes vary from 20-80 attendees. Food and beverage, audiovisual, room rental, and onsite staff support included. Supporter is responsible for speaker travel and expenses, and all workshop materials (including shipping/drayage fees).

## **CADAVER LAB | \$15,000 - \$25,000**

Available Thursday (3/6/25), Friday (3/7/25), and Saturday (3/8/25). Room sizes vary from 20-80 attendees. Food and beverage, audiovisual, room rental, and onsite staff support included. Supporter is responsible for speaker travel and expenses, and all lab materials (including cadavers and shipping/drayage fees).



MPC will promote each activity via emails, push notifications, conference website, onsite program, and signage. The supporter is responsible for the cost and coordination of speakers (fees, travel, lodging, etc.), collateral/print materials, cadavers/disposal of medical waste, equipment, and any other items needed to produce their activity.

# ADVERTISING OPPORTUNITIES

## ONSITE PROGRAM AD | \$500 - \$1,500

Full page ad - \$1,500  
 Half page ad - \$750  
 Quarter page ad - \$500  
 Artwork due by 2/6/25.

## ONSITE SIGNAGE | \$5,000 - \$25,000

LED walls, escalator clings, elevator clings, column wraps, and physical structures are available. Contact [exhibits@midwestpodconf.org](mailto:exhibits@midwestpodconf.org) for additional details and specs. Artwork due by 2/6/25.

## CONFERENCE BAG INSERTS | \$1,000

Maximum size 8.5" x 11" and 12 pages. Sponsor is responsible for production, printing, and shipping fees.

## WEBSITE AD | \$500 - \$5,000

Sizes, placement, and duration vary. Contact [exhibits@midwestpodconf.org](mailto:exhibits@midwestpodconf.org) for additional details.

## PUSH NOTIFICATION | \$1,500

Limited to 5 advertisers. Send text only message to onsite attendees via their mobile devices.

## EMAIL MARKETING MESSAGE | \$1,500 - \$5,000

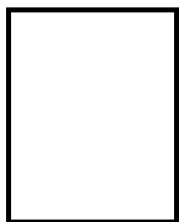
Send branded marketing messages to attendees, target audience, and/or full MPC email marketing database. Packages vary based on quantity. HTML artwork provided by advertiser.

## SOCIAL MEDIA POST | \$500 - \$5,000

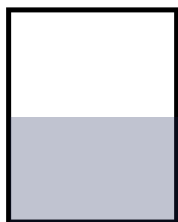
Send branded marketing messages via MPC social media channels, inclusive of Facebook, Instagram, LinkedIn, and X. Packages vary based on quantity. Artwork and content provided by advertiser.



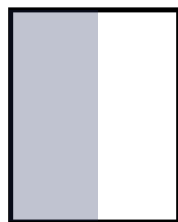
## AD SPECS



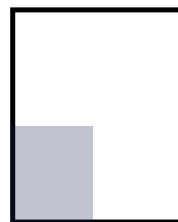
**FULL PAGE**  
 Trim size: 8.5 x 11  
 Bleed: 8.97 x 11.47  
 No bleed: 8 x 10.5



**HALF PAGE**  
 (Vertical)  
 No bleed: 4 x 10.5



**HALF PAGE**  
 (Horizontal)  
 No bleed: 8 x 5



**QUARTER PAGE**  
 No bleed: 4 x 5.5

### PREFERRED FILE FORMATS:

PDFX1A with fonts and 300 dpi (CMYK) images embedded.

## SOCIAL MEDIA POST GUIDELINES

- **Character Limits**
  - 700 characters
  - X limited to 280 characters
- **Images**
  - 1:1 ratio; 1080x 1080 pixels
  - File Format: only .jpgs and .pngs will be accepted.
- **Include any special instructions for the post - i.e. please tag [your username].**



# RULES AND REGULATIONS

## THE MIDWEST PODIATRY CONFERENCE

MARCH 6-9, 2025 | HYATT REGENCY CHICAGO  
151 East Wacker Drive, Chicago, IL 60601 | 312-565-1234

Please review these rules and regulations carefully as they may have changed. Checking the box on the application binds you and your company to this contract and the terms expressed herein.

### 2025 EXHIBITOR RULES AND REGULATIONS

#### BOOTH SPACE

Exhibit space is selected on a first-come, first-served basis and will not be reserved until completed applications and required payments are received by the Midwest Podiatry Conference. Booths vary in size, ranging from 10'x20' to tabletop displays. All display material is restricted to a maximum height of 36" except for the back wall of the display, which is limited to 8' in height and ½ the length of the booth in depth for 8'x10', 10'x10', and 10'x20' booths and 6' in height for table tops. Each booth requires NAME BADGE Admission to the exhibit area by official Conference badge only, which must be worn at all times when in the exhibit area. Badges are only assigned to employees of an exhibiting company. Additional badges may be purchased upon registration.

#### PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the Midwest Podiatry Conference and commonly manufactured or supplied by the exhibitor. Exhibitors may only exhibit products/services approved by the Midwest Podiatry Conference. The Midwest Podiatry Conference may refuse to accept the application of any company or person whose display of goods or services is not compatible, in the sole opinion of the Midwest Podiatry Conference, with the general character and objectives of the Midwest Podiatry Conference.

#### TERMS OF PAYMENT

Payments for exhibit booths are due at time of reservation. All monies paid shall be retained by the Conference as liquidated damages in the event the exhibitor violates this contract, cancels the exhibit space at any time after February 6, 2025, withdraws from the exhibit at any time, or fails to fulfill the terms of this contract. The Conference reserves the right to reassign without refund any space not claimed or occupied or for which special arrangements have not been made as of 7:00 pm CT on March 5, 2025.

Confirmed and paid for exhibit booths cancelled on or before February 6, 2025, may receive a full refund less a \$500 administrative fee.

#### CANCELLATION

In the event that the Conference shall not be held for any reason whatsoever, then and thereupon, the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the Midwest Podiatry Conference will be to return to exhibitors their space payment on a pro-rata basis after deduction of all Conference costs and expenses incurred by the Midwest Podiatry Conference through the date of cancellation, an administrative fee, non-refundable fees, and overhead charges.



## RULES AND REGULATIONS OF THE MIDWEST PODIATRY CONFERENCE

---

### SUBLETTING AND USE OF SPACE

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the Midwest Podiatry Conference for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges, or distribute advertising or other materials at the Conference. Any infringement of this regulation will result in prompt removal of the offending person(s). The Midwest Podiatry Conference does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the Conference.

### EMPTY CONTAINER STORAGE

All empty containers, cartons, fiber cases and skids **MUST** be placed in empty storage with GES or stored in an offsite location no later than 8:00 am the morning of show open. There is zero tolerance for Exhibitors storing these items behind the drapes or underneath tables. The Chicago Fire Marshal will conduct a thorough walk-through several times to ensure compliance with these regulations.

### BADGES

Admission to the exhibit area will be by official Conference badge only, which must be worn at all times when in the exhibit area. Exhibiting companies will be limited to allotment provided with booth or sponsor packages purchased. Badges are only assigned to employees of an exhibiting company. Guests of exhibiting companies must be approved by the Midwest Podiatry Conference and purchase exhibit hall-only passes. Badges are non-transferable.

### HOTEL RESERVATIONS

To secure the amount of meeting and exhibit space required to hold our conference, the Midwest Podiatry Conference must guarantee our exhibitors and attendees will occupy hotel rooms at the Hyatt Regency Chicago. If we do not meet or exceed this guarantee, we incur financial penalties that will increase the cost for exhibitors and attendees. **It is REQUIRED that all exhibitors stay within the official room block to ensure we meet our commitment.** Exhibitors in violation are subject to a fee and loss of priority points.

### EXHIBIT SPACE ACTIVITIES

Business activities, circulars and advertising material of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere inside of the Hyatt Regency Chicago without prior consent. Exhibitors are required to keep the assigned exhibit space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Promotional activities considered objectionable and not in the best interest of the Midwest Podiatry Conference and its purpose of education will be expressly prohibited. All unusual or atypical promotional activities, in the Midwest Podiatry Conference's sole discretion, must be approved in writing by the Midwest Podiatry Conference no later than sixty (60) days prior to the opening of the Conference.

### EXHIBITOR/SALES ACTIVITIES

Exhibitors/Sponsors will not host any onsite or offsite activities that interfere with scheduled MPC educational programming or events during the March 6-9, 2025 conference dates. All exhibitor/sponsor activities scheduled outside of MPC programming or events that include any MPC attendees must be approved through the Midwest Podiatry Conference to ensure no conflicts with MPC programming or events. Violation of this may result in the exhibitor being unable to return and participate in future conferences.



# RULES AND REGULATIONS OF THE MIDWEST PODIATRY CONFERENCE

---

## FOOD & BEVERAGE

Only food and beverage purchased from the host hotel may be served on hotel property. The Hotel reserves the right to cease service of alcoholic beverages in the event that persons under the state mandated age limit are present at the function and attempt to receive service of alcoholic beverages. Hotel further reserves the right to deny alcoholic beverage service to guests who appear to be intoxicated.

## SOUND & AUDIOVISUALS

Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, at the sole discretion of the Midwest Podiatry Conference, does not interfere with the activities of other exhibitors. Videos purely for entertainment, without educational or informational value, will not be permitted. The Midwest Podiatry Conference reserves the right to restrict any or all audio and/or visual exhibits that may be objectionable or to order the removal of any or all portions of an exhibit space that the Midwest Podiatry Conference deems is detrimental to or distracts from the common order of the exhibit hall.

## USE OF DIAGNOSTIC IMAGING EQUIPMENT

In compliance with the recommendation of the U.S. Department of Health and Human Services, exhibitors shall not demonstrate diagnostic imaging equipment using either ionizing or non-ionizing radiation (including diagnostic ultrasound). In addition, demonstrations of activated therapeutic lasers are prohibited.

## FDA REGULATIONS

Exhibitors will comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the US may be exhibited only if accompanied by easily visible signs indicating the status of the product.

## CONTRACTOR SERVICES

The Midwest Podiatry Conference has selected GES as its Official Service Contractor to provide services in the exhibit area. Complete information, instructions, and schedule of prices regarding shipping, drayage, labor for installing and dismantling, furniture, etc., will be included in the Exhibitor Services Kit available from GES after spaces have been confirmed. GES is the official hotel provider of cleaning services. All exhibitors using the services of an outside contractor must provide the following information to the Midwest Podiatry Conference no less than thirty (30) days before the start of the exhibit: name and address of contractor, name(s) of supervisors in attendance, name(s) and/or number of regular employees in attendance, certificate of liability and worker's compensation insurance, written statement that such contractor will comply with all rules and regulations of the Conference including observance of local labor rules and regulations and assurance that the nonofficial contractors will be responsible to GES regarding move-in and move-out scheduling. Labor other than permanent employees of the exhibitor must be furnished through GES.

## SHIPPING INSTRUCTIONS

All exhibit material and equipment must be consigned to GES. Please review the GES Exhibitor Services Kit for instructions on shipping materials.

## BOOTH AND SIGN INFORMATION

All booth draperies are fireproofed and conform to the fire regulations of the City of Chicago. Drapery back walls are 8 feet in height and side dividers are 3 feet high. Booth dimensions are 8'x10', 10'x10' or 10'x20'. Table top displays will not have pipe and drape. An identification sign 7" x 44" in dimension will be provided with each exhibit space.





## RULES AND REGULATIONS OF THE MIDWEST PODIATRY CONFERENCE

---

### FURNISHINGS AND EQUIPMENT

Exhibit space is equipped with pipe and draping, a 6-foot skirted - 30-inch-high table; 2 plastic side chairs; a wastebasket, a 17" x 11" sign (the facility is already carpeted, no additional carpeting will be provided). To enhance the appearance of your booth, carpeting and additional furnishings may be rented from GES. Additional furniture and equipment may be rented from GES, 7000 S Lindell Rd, Las Vegas, NV 89118, (800) 801-7648. Order forms will be included with your Exhibitor Service Packet. Additional electrical services can be rented from GES, via the exhibitor services kit. All electrical equipment must conform to the City of Chicago electrical code and must be approved by the Underwriters Laboratory (U.L.) or another recognized laboratory. Further specifications are available from GES.

### FLAMMABLE MATERIALS

Combustible or flammable decorations such as crepe paper, tissue paper, cardboard, corrugated paper, etc., shall not be used in the exhibit area. Helium balloons of any size and/or description are expressly forbidden. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. Exhibitors represent and warrant that they shall comply with all national, state, and local fire regulations and accept full responsibility for such compliance.

### SECURITY

The Midwest Podiatry Conference provides security guard service during exhibit hours to restrict access to meeting registrants displaying valid name badges. Although security personnel may be on-site during exhibit hours, the Midwest Podiatry Conference, Hyatt Regency Chicago, and GES Exposition shall have no liability whatsoever for theft, loss, or damage to property belonging to exhibitors, their agents, employees, business invitees, visitors, or guests.

### LIABILITY

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Chicago, its owners or managers that result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless Hyatt Regency Chicago, Midwest Podiatry Conference, and their owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability includes all losses, costs, damages, or expenses arising from or out of or because of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

### INSURANCE

All property of the exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area. The Midwest Podiatry Conference and the Hyatt Regency Chicago do not provide insurance covering exhibitor's property, and exhibitor expressly waives and releases any claim or demand it may have against them by reason of any damage to or loss of property of the exhibitor. The exhibitor shall carry comprehensive general liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for personal injury liability, \$1,000,000 for personal damage liability, and statutory workmen's compensation with employer's liability with a limit of at least \$100,000. Certificates of insurance must be furnished to the Midwest Podiatry Conference with final booth payment. The Midwest Podiatry Conference and the Hyatt Regency Chicago shall be listed as additional insured on the certificate of insurance. Address for MPC: 332 S. Michigan Ave, Suite 121-5468, Chicago, IL, 60604.



## RULES AND REGULATIONS OF THE MIDWEST PODIATRY CONFERENCE

---

### AMERICANS WITH DISABILITIES ACT

The exhibitor represents and warrants i) that its exhibit will be accessible to the full extent required by law; ii) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by that Act; and iii) that it shall indemnify and hold the Midwest Podiatry Conference harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against the Midwest Podiatry Conference, its officers, directors, members, agents or employees on the basis of exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

### ENTERTAINMENT

The exhibitor agrees not to sponsor group functions such as luncheons, receptions, speeches or other activities during periods when exhibits, meetings or regular conference events are scheduled that would in any way interfere with attendance at regular activities or induce visitors away from the exhibition or sessions. THE EXHIBITOR MUST CLEAR WITH MPC STAFF ANY INTENDED GROUP FUNCTIONS INTELLECTUAL PROPERTY Exhibitor shall obtain any and all licenses or grants of authority required under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. Copies of such licenses and grants will be furnished to the Midwest Podiatry Conference no less than thirty (30) days prior to the start of the Conference. In addition, exhibitor represents and warrants that it shall not display any product or related materials or take any action that infringes on the intellectual property rights of others, including, without limitation, copyright, patent, or trademark rights.

### INTELLECTUAL PROPERTY

Exhibitor shall obtain any and all licenses or grants of authority required under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. Copies of such licenses and grants will be furnished to the Midwest Podiatry Conference no less than thirty (30) days prior to the start of the Conference. In addition, exhibitor represents and warrants that it shall not display any product or related materials or take any action that infringes on the intellectual property rights of others, including, without limitation, copyright, patent, or trademark rights.

### PHOTOGRAPHY/MULTIMEDIA DISCLAIMER

The Midwest Podiatry Conference (MPC) reserves the right to use any photograph/videography or other, similar reproductions or recordings taken during the Midwest Podiatry Conference or at any event sponsored by the Midwest Podiatry Conference. The MPC reserves the right to use any photograph/videography without the written permission of those included within the photograph. Photographs may be used in publications or other forms of media produced, used, or contracted by the MPC. This includes, but is not limited to: magazines, web sites, social media, blog, presentations and other marketing materials. The Midwest Podiatry Conference reserves the right to utilize photographs taken during the Conference at their discretion, without the expressed written consent of the original owner. Any person attending the Midwest Podiatry Conference who does not wish to have their image recorded for distribution should make their wishes known to the photographer and/or the event organizers. Any person or organization not affiliated with the MPC may not use, copy, alter or modify MPC photographs, graphics, videography or other, similar reproductions or recordings without the advance written permission of the MPC.

### OTHER REGULATIONS

The Midwest Podiatry Conference shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the Midwest Podiatry Conference. These rules and regulations may be amended at any time by the Midwest Podiatry Conference upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the Midwest Podiatry Conference from time to time. Any exhibitor or exhibitor representative who, in the opinion of the Midwest Podiatry Conference, conducts itself unethically may immediately be dismissed from the Conference without refund or other appeal.



## **RULES AND REGULATIONS OF THE MIDWEST PODIATRY CONFERENCE**

---

### **VIOLATION OF RULES**

Any violation of these Rules and Regulations by exhibitor may, at the Midwest Podiatry Conference's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, loss of Exhibitor Rewards and/or prohibition on future participation in Conferences. In the event exhibitor violates the Rules and Regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it, is nonrefundable.

### **APPLICABLE LAWS**

This contract shall be governed by the laws of the State of Illinois. Exhibitor shall abide by these Rules and Regulations, as well as any rules and regulations of the Hyatt Regency Chicago, the policies of GES Exposition Services/Chicago, including, without limitation, the terms and conditions set forth in its Exhibitor's Manual, and all applicable local, state, federal or other laws, rules and regulations.

### **SEVERABILITY**

Should any part of this contract be found by a court of law to be void, unconstitutional, or unenforceable, the remaining provisions shall remain in full force and effect

