

EXHIBITOR PROSPECTUS



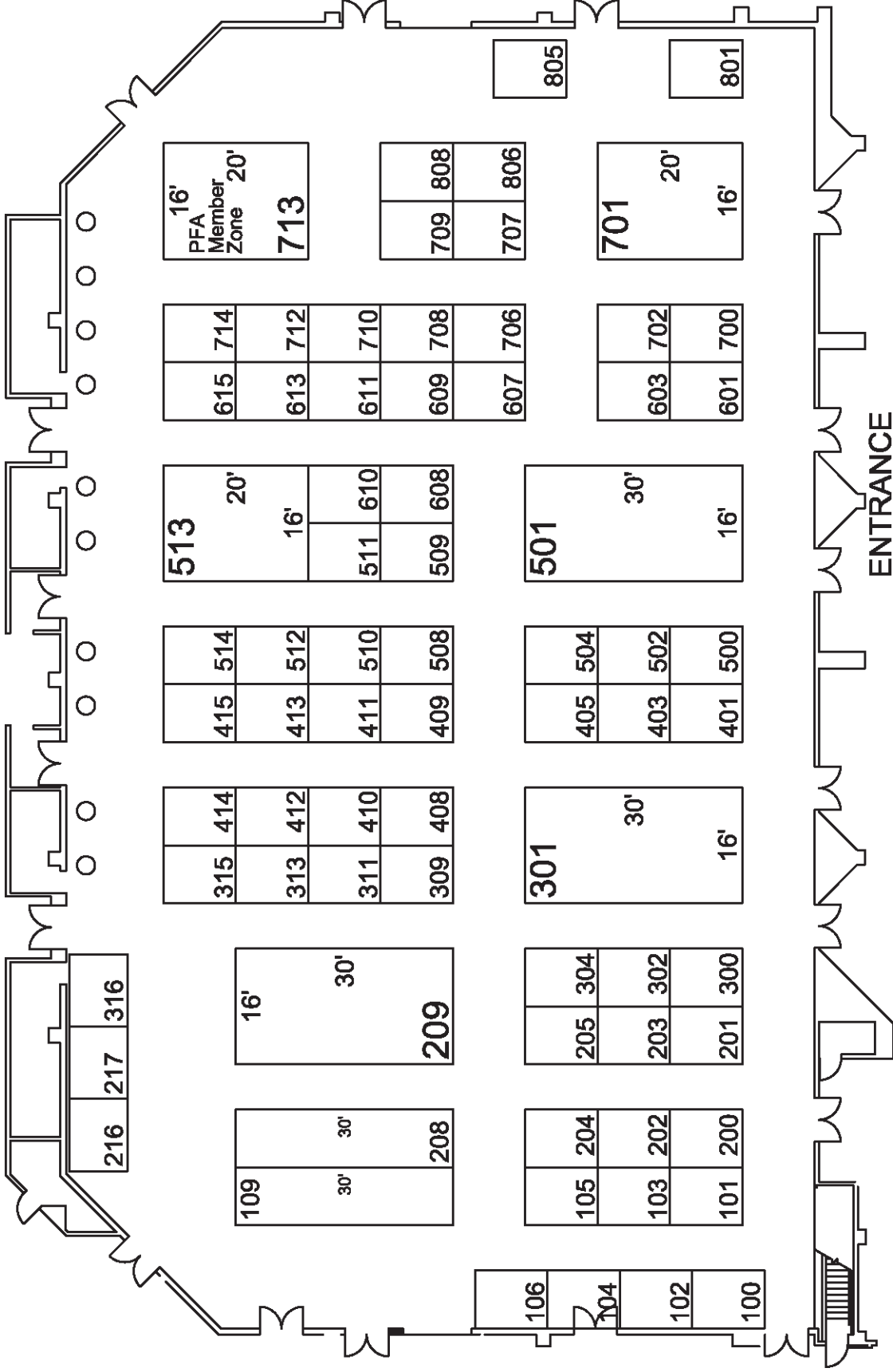
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**PEDORTHIC FOOTCARE ASSOCIATION
55TH ANNUAL
SYMPOSIUM & EXHIBITION
October 24 - 26, 2014**



PFA 2014
OCTOBER 23-26, 2014



HILTON IN THE WALT DISNEY WORLD RESORT
GRAND BALLROOM
LAKE BUENA VISTA, FLORIDA

55th Annual Symposium & Exhibition

October 24 - 26, 2014

Hilton Lake Buena Vista (in the Walt Disney World Park) | Orlando, FL



Contract Rules and Regulations (Page 1 of 2)

Your signature on the Pedorthic Footcare Association's (hereafter known as PFA) Symposium Commitment Form indicates that you have read, understand, and agree to the Contract Rules and Regulations stated below in alphabetical order. Please read completely.

ACCESSIBILITY FOR PERSONS WITH DISABILITIES: The representatives of each exhibiting company will be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that PFA will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirement as stated in the Americans with Disabilities Act.

ADMISSIONS: PFA will have sole control over all admissions of persons to the Symposium and its exhibit area. Admission is open only to individuals who are registered for the PFA Symposium.

APPLICATION FORMS: All applications to exhibit must be via forms obtained from, and approved by PFA.

BOOTH CONSTRUCTION: A standard 8' x 10' draped booth (8' high backdrop and 36" high side dividers) will be provided. The exhibit hall is carpeted. No side rails or counters may exceed 36" in height; backgrounds are limited to 8' in height and must not protrude from the back wall more than 36"; no exhibit construction will be permitted to exceed the height of the side rail except in the back one-third of the booth as noted above. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid a raw exposure to a neighboring booth or aisle. If the exhibitor does not comply with the above standards, PFA will have the decorator drape the area and bill the exhibitor. The 8' height restriction is waived for island displays.

BOOTH DISPLAYS AND DECORATIONS: Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit, merchandise, equipment, trunks, cases, or packing materials shall be left in any aisle, but shall be confined to the exhibit space. No trunks, cases, or packing materials shall be brought into or out of the exhibit space during exhibit hours. No signs, advertising devices, or merchandise shall be displayed outside the exhibit space or project above or beyond limits of exhibit space. PFA reserves the right to request modification of any exhibit or activity that PFA, in its sole discretion, determines to be objectionable to show or any exhibits. Any exhibitor using live or recorded music at his/her booth is responsible for obtaining all music copyright licenses and/or agreements.

BOOTHS AND EQUIPMENT: The exhibit fee shall include an 8' x 10' exhibit booth space with one 7" x 44" booth ID sign. A discounted Basic Booth Furniture Package is available at an additional cost of \$200.00 that can be ordered at the time the booth is contracted for by checking the appropriate box on page 1 of the Symposium Exhibitor Commitment Form. Additional equipment and furnishings can be ordered from the official exhibitor contractor. The service kit with order forms will be provided by the exhibitor contractor.

BOOTH PERSONNEL: All participants affiliated with exhibits must be registered. For the first 8' x 10' booth, 2 full conference registration badges will be provided. For each additional 8' x 10' booth, 2 complimentary exhibit-hall only-access badges will be provided. Additional full conference registrations and exhibit hall only access registrations are available to exhibitors at a reduced price. Once full payment has been received, exhibitors will be able to register their booth personnel.

CANCELLATIONS OR REDUCTIONS OF SQ. FT.: In the event of cancellation or reduction by the exhibitor on or prior to March 3, 2014, the

exhibitor is responsible for 25% of the total booth. In the event of cancellation or reduction by the exhibitor on or prior to June 20, 2014 the exhibitor is responsible for 50% of the total booth. Any exhibit space cancellation or reduction after June 20, 2014, will not be entitled to any refund and will owe total booth payment.

CHILDREN IN EXHIBIT HALL: In order to maintain the safety and business atmosphere of the exhibit hall, children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult. Absolutely no children are allowed in the exhibit hall during move-in or move-out.

DECORATING, STORAGE, HANDLING AND SHIPPING, AND ELECTRICAL SERVICES: PFA's official exhibit service provider is Shepard Exposition Services ("Shepard"). The hotel will not accept any exhibit material. Exhibitors must ship to and from the Symposium all exhibitor materials in accordance with instructions provided by Shepard included in the exhibitor's service kit. It is the exhibitor's responsibility to accurately identify all material and to comply with fire regulations. All boxes may not be visible on show floor during exhibit hall hours. Proper storage is available via the service contractor on-site. No electric is included in booth package. Electrical order forms will be included in the exhibitor's service kit provided by Shepard.

DISMANTLING AND REMOVAL OF EXHIBITS: Under no circumstances may dismantling occur before the official close of the exhibit hall at 12 Noon, Sunday, October 27, 2014. Exhibitors will have until 9:00 p.m. Sunday, October 27, 2014 to remove exhibits from the exhibit halls. The exhibitor shall pay PFA \$1,000 as reasonable liquidated damages in the event the exhibitor dismantles his/her exhibit prior to the official closing of the exhibit halls, unless such dismantling was at the request of PFA pursuant to termination of the exhibitor's display privileges. PFA reserves the right to modify the Symposium schedules, and will notify affected parties of any changes.

EXHIBITOR CONDUCT: Exhibitor and its representatives shall not congregate or solicit trade in the aisles, in the hotel, center lobbies, or other common areas of the facilities. The prior written consent of PFA is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. PFA, in its sole and absolute discretion, may withdraw its consent at any time, in which exhibitor shall terminate such activity. All promotional plans must be submitted to PFA for approval in advance of the Symposium. Distribution of pamphlets, brochures, or any advertising matter must be confined to the exhibit space. Exhibitor shall refrain from any action that will distract buyers from attendance at any official meeting or function at the Symposium. Exhibitor shall not enter into another exhibitor's space without invitation or when unattended. Neither exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste.

EXHIBITOR INSURANCE: All property of the exhibitor is understood to remain under its custody and control during transit to and from and within the confines of the exhibit area. PFA, Shepard, and the hotel do not maintain insurance covering exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability, and \$500,000 for Property Damage Liability. Exhibitor shall deliver to PFA, upon request,

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Contract Rules and Regulations (Page 2 of 2)

certificates of insurance evidencing such coverage, naming PFA as a co-insured (or additional insured) and providing that each policy of insurance required to be maintained contains a clause requiring a 30-day precancellation notice to the insured and the co-insured (or additional insured).

EXHIBITOR AND PFA RESPONSIBILITIES: Principal(s) and/ or employee(s) of the exhibitor must be present in the exhibit space at all times during the open hours of the exhibition. PFA shall (a) supply exhibitor with the exhibitor service kit, which is hereby made an integral part of this agreement, (b) supply exhibitor with a uniform name sign, and (c) provide information to attendees regarding the Symposium, its Exhibition, and Sponsorship.

FLOOR PLAN: The floor plan as presented in the Exhibitor and Sponsorship Prospectus will be adhered to as closely as possible. However, PFA reserves the right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry. If PFA makes a major modification, PFA will notify the exhibitor.

GUARD SERVICE: PFA will furnish guard protection, however, the management of the hotel, PFA and their agents, will not be responsible for either any personal injury to the exhibitor or its agents or for the safety of exhibits against robbery, damage, accidents, or other causes. The exhibitor is urged to take all such steps, measures, and precautions as may be necessary to protect itself, its agents, representatives, employees, and guests, as well as its exhibits, displays, and property, against all possible injury, damage, loss, or destruction at the Symposium and during the move-in and move-out.

LIABILITIES: PFA shall not, in any manner or for any cause, be liable or responsible to an exhibitor for any injury to the exhibitor or exhibitor's directors, officers, employees, agents, licensees, or guests, or for any damage to the goods or other property of the exhibitor, or of exhibitor's directors, officers, employees, agents, licensees, or guests arising in connection with any aspect of Symposium. Any and all claims for such injuries or damages are hereby waived. Exhibitor will defend, release, indemnify, and hold PFA, its contracted convention facilities, exhibit hall, their directors, officers, employees, agents, licensees, or guests harmless from any and all claims, injuries, damages, and liability, including reasonable attorneys' fees, arising out of the acts or omissions of the exhibitor and/or exhibitor's directors, officers, employees, agents, licensees, or guests arising in connection with any aspects of the Symposium. PFA, their directors, officers, employees, agents, licensees, or guests will not be liable for failure to hold the Symposium as scheduled. In the event of cancellation by PFA, payments for booth space will be returned except that any actual expenses incurred by PFA will be prorated and deducted if the Symposium is cancelled on or after June 20, 2014, because of fire, an act of God, natural disaster, strike, epidemic, terrorism, disruptions to the domestic and/or international transportation infrastructure, or any law or regulation of public authority which makes it impossible or impracticable to hold the Symposium.

PAYMENT: When applying for space, the exhibitor must submit 50 percent of payment total as a deposit. PFA accepts checks, credit card and wire transfer. Please note there is a fee for wire transfers of \$35. All payments are due in full by June 20, 2014. Any contract received after June 20, 2014 requires full payment.

PHOTOGRAPHS: No photographs of exhibit spaces or merchandise shall be taken without the prior consent of PFA and the exhibitor involved. PFA will

employ a photographer who will be photographing the Symposium. These photos will be used for marketing purposes (print, electronic, social and other marketing mediums as determined appropriate) to promote PFA and its events.

RULES AND REGULATIONS: Exhibitor agrees to conform to all rules and regulations as provided and interpreted by its facility and state and the exhibit hall representatives. Exhibitors cannot buy both sides of an aisle designated as an entrance aisle: exhibitors requesting multiple booths must request continuous space. The exhibitor cannot select multiple booths across from each other on an entrance aisle, therefore dominating that aisle to the detriment of other exhibiting companies.

SPACE ASSIGNMENT: PFA reserves the right to determine space assignment. Applications for space received on or before November 29, 2013 will be assigned according to points earned from previous PFA activities and the date the application is received. Thereafter, assignment will be made on a first-come, first-served basis. Exhibitors receive one point for each consecutive year of PFA Vendor/Manufacturer Membership and one point for each 8' x 10' or each 10' x 10' booth at each Symposium (2008-2013). Booth application is not considered complete by PFA until application and deposit are received. Exhibitors will be unable to set up booths until complete exhibit fee has been paid in full.

SOLICITATION: No soliciting of attendees shall be permitted other than at exhibitor's booth. Samples, brochures, etc., may be distributed only within the exhibitor's booth. It is not permitted for money to change hands (including credit card payments) for products, merchandise, membership, or services of any kind in the exhibit hall. Orders may be taken for payment at a later date.

SUBLETTING OF EXHIBIT SPACE: Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit merchandise or advertising materials to be exhibited in their space that are not part of their own regular products. It is not permitted for money to change hands (including credit card payments) for products, merchandise, membership, or services of any kind in the exhibit hall. Orders may be taken for payment at a later date.

SYMPOSIUM HOURS AND DATES: Hours and dates for installing, showing, and dismantling exhibits shall be those specified by PFA. All exhibits must be open for business during exhibit hours, and no dismantling or packing may be started before the official close of the exhibit hall at the Symposium. Official hours are subject to change.

TERMINATION OF DISPLAY PRIVILEGES: PFA reserves the right to terminate the exhibitor's display privileges at any time, without prior notice or liability, if PFA, in its sole discretion, determines that exhibitor has materially breached any of the terms, rules, and regulations. If termination becomes effective during the Symposium, the exhibitor agrees to close his/her exhibit immediately upon receipt of notice of termination, and thereafter remove his/ her exhibit from the exhibit hall as soon as possible and without disruption of the Symposium. Expulsion of an exhibitor under this rule shall not give rise to a claim for a refund of the fee(s) or any affiliated expenses paid by such exhibitor.

UNION LABOR: Exhibitor must comply with all union regulations applicable to set up, display, and dismantling of its exhibit.

USE OF PFA NAME AND LOGO: PFA reserves the right to approve use of its name and logo in all material disseminated to the media, public, and professionals. PFA's name and logo may not be used without permission.



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Symposium Supporter Commitment Form (Page 1 of 2)

Company Name: _____ PFA V/M Member Non-Member

Company Contact Name & Title: _____ First-Time Exhibitor with PFA

Company Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Contact Phone Number: _____

Contact Fax Number: _____ Contact E-mail Address: _____

Company Web Site: _____ Product Category(ies): _____

A. Exhibitor Commitment

Booth Selection: Your exhibit fee includes an 8' x 10' exhibit booth space and one 7" x 44" booth ID sign. You will also appear as an exhibitor in the Symposium registration guide as long as your completed form and deposit are received by March 28, 2014.

STANDARD EXHIBIT BOOTHS:

	Inline Booth	Corner Booth	Island Booth
PFA Vendor/Manufacturer Member	\$22.50 per sq. ft. (\$1,800 per 8'x10')	\$23.75 per sq. ft. (\$1,900 per 8'x10')	\$22.50 per sq. ft. (\$1,800 per 8'x10')
Non-Member	\$31.25 per sq. ft. (\$2,500 per 8'x10')	\$32.50 per sq. ft. (\$2,600 per 8'x10')	\$31.25 per sq. ft. (\$2,500 per 8'x10')

No. of 8'x10' Booths Requested: _____ Type of Booth: Inline Corner Island

Add a Basic Booth Furniture Package (6' x 30" table, two padded chairs, waste paper basket): \$200.00

TOTAL EXHIBITOR COMMITMENT*: \$ _____ (*All payments must be made in U.S. Dollars)

SPACE SELECTION: List your top three booth location preferences

1st: Choice _____ 2nd Choice: _____ 3rd Choice: _____ Do not place near: _____

B. Sponsorship Commitment

Select the sponsorship element(s) that you wish to sponsor from the list below. PFA will send you confirmation of your sponsorship and information about the benefits that you receive as a sponsor. Sponsorships are accepted on a first-come, first-served basis.

- Symposium Tote Bag (\$8,500)
- Lanyards (\$5,000)
- Cyber Station/Wi-Fi (\$5,000)
- Friday Afternoon Exhibit Hall Happy Hour (\$5,000)
- Wednesday Night Reception with the Board of Directors (\$4,000)
- Keynote Speakers (\$2,500 each)
- Refreshment Breaks (2 per day, \$2,500 per day)
- Floor Decals (\$1,000 each)
- New Product Showcase (\$600)
- Thursday Night Exhibit Hall Opening Reception (\$7,500)
- Conference Presentations USB Drive (\$5,000)
- Lunch (3 available, \$5,000 each)
- Hotel Room Keycards (\$4,000)
- Symposium On-Site Program (\$4,000)
- Breakfasts (3 available, \$2,500 each)
- Tote Bag Literature Insert (\$1,250 each)
- General Symposium Sponsors (\$1,000)

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Symposium Supporter Commitment Form (Page 2 of 2)

C. Advertising Commitment

Promote your company by advertising in the full-color Symposium On-site Program. Select your advertising preference by checking the appropriate box below. Space reservations must be received by August 1, 2014, and all advertising materials must be received by August 29, 2014. All materials must be a high-resolution (minimum 600 DPI) Adobe PDF.

- Half-page, full-color Symposium On-site Program Ad \$1,200.00
- Full-page, full-color Symposium On-site Program Ad \$1,400.00

TOTAL ADVERTISING COMMITMENT: \$ _____

Company Name: _____

Payment Information

A. Total Exhibitor Commitment*: \$ _____

B. Total Sponsorship Commitment: \$ _____

C. Total Advertising Commitment: \$ _____

}} TOTAL SUPPORTER COMMITMENT**: \$ _____

**This is the total amount owed

- Paying by Check (drawn on a U.S. bank in U.S. funds and made payable to the Pedorthic Footcare Association) OR
- MasterCard Visa American Express Discover

Amount to Charge: \$ _____

Cardholder's Name: _____ Credit Card No.: _____

Expiration Date: _____ Cardholder's Signature: _____

Acceptance of Terms

- I have read and agree to PFA's Contract Rules and Regulations.
- I agree to the payment conditions and schedule as specified.
- I agree that space assigned will be acceptable, unless I contact PFA within ten days of notice of booth assignment to make other arrangements.
- I agree that cancellation of my company's booth space by my company prior to March 3, 2014, is subject to a 25% processing fee; after March 3, 2014 and before June 20, 2014, is subject to a 50% processing fee; and, after June 20, 2014 is subject to a 100% processing fee.

AUTHORIZED SIGNATURE: _____ Date: _____

Return this completed form with deposit (as applicable) to:

PEDORTHIC FOOTCARE ASSOCIATION
 8400 Westpark Drive, 2nd Floor
 McLean, VA 22102 USA
 Credit card users may fax this form to (703) 610-0203 **QUESTIONS?** Call Andre Cholewinski at PFA at (703) 610-0297