



The Virginia Podiatric Medical Association

presents

Beachfront 2012

Annual Meeting and Scientific Seminar

June 21-24, 2012

Cavalier Hotel • Virginia Beach, Virginia



Podiatric Medical Association
Advocating for Virginia's Podiatrists and the Public

I hope everyone had a nice holiday season and happy New Year.

As the Scientific Chair, I want to thank you for your support of the Annual Virginia Podiatric Medical Association Scientific Conference. Our next meeting will be June 21-24, 2012 at the Cavalier Hotel in Virginia Beach. This is your best opportunity to showcase your products to over 200 podiatrists and 100 podiatric medical assistants. We plan to expand the exhibit space this summer, and I think you will be pleased with the increased space available.

We would like to extend you the opportunity to commit to our yearly meeting now. This will give you priority for exhibit space assignments.

Also, I am working on the lecture schedule now and need to know if you would like to sponsor a speaker at our meeting this year. Those companies interested in speaker sponsorships may contact me directly at vbpod@hotmail.com directly for information.

Exhibit fees are \$1000.00 per single exhibit, \$1900 per double exhibit, and \$50.00 per electrical outlet. Fees include exhibit space and registration for 2 representatives. Sponsors receive priority booth assignments. All other exhibitors will be assigned as received. All sponsors and exhibitors are asked to complete the registration form attached in order to receive an exhibit space assignment. Please note that all sponsors pay for exhibit space.

Exhibitor set up will be Thursday, June 21, 2012 between Noon and 6:00 pm. Exhibits must be ready for business at 7:30 am on Friday, June 22, in time for continental breakfast in exhibits. Exhibits will break down after the morning refreshment break on Saturday, June 22.

Exhibit Hours:

Friday, June 22, 2012: 7:30 am - 5:00 pm

Saturday, June 23: 7:30 am - 12:00 Noon

The Cavalier Hotel is located at 4201 Atlantic Avenue, Virginia Beach. The group rate is \$179.00 plus taxes per night for single or double occupancy and \$25 for each additional adult. Group rate is guaranteed through May 27, 2012 or until sold out. Please let Reservations know that you are part of the Virginia Podiatric Medical Association meeting in order to receive the negotiated rate. Contact Reservations at 757/425-8555. For further hotel information go to cavalierhotel.com. Complimentary parking is available across the street from the hotel. Those spaces in front of the hotel are available for \$7.50 per day and require a pass available at the front desk.

It is because of the generous support from companies like yours, that VPMA's annual meeting continues to be so successful! We look forward to partnering with you again this year.

Please contact the executive director for additional information.

Sincerely,

Michael Chung, DPM, Seminar Chair
vbpod@hotmail.com

Jean U. Kirk, Executive Director
877/406-8762
vpma@uptonassociates.com



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Exhibit Registration Form

Company: _____

Please indicate company name as it should appear in printed materials.

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Contact Name: _____ Phone: _____

Email: _____ Will contact attend? ___ yes ___ no

Product/Service: _____

Registration	Before 5/20/12	After 05/20/12	AMOUNT DUE
One Exhibit Space	\$1000.00	\$1100.00	
Double Exhibit Space	\$1900.00	\$2000.00	
Workshop	\$500.00		
Electrical Service (additional \$50.00 fee)	_____ yes	_____ no	
Booth Sign	_____ yes	_____ no	
Internet Access	\$60.00	\$60.00	
		TOTAL:	

Names of Representative(s) Attending:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

It is the responsibility of the individual completing this form to advise EACH representative of the Rules and Regulations attached below.

For Credit Card Payment:

Type: MC VISA Discover

Card Number: _____

Expiration: _____ 3 Digit Security Code on Back _____

I agree to have my credit card charged by VPMA for the above amount.

Cardholder Signature: _____

Requests for refunds received prior to May 20, 2012 will be refunded registration/sponsorship fees minus \$50.00 processing fee.

Make checks payable to VPMA (Tax ID# 54-6041722) and mail to:

Virginia Podiatric Medical Association
 3733 Benson Drive
 Raleigh NC 27609

Or Fax to: 919/872-1598

Contact Jean Kirk at 877/406-8762 or by email to vpma@uptonassociates.com with additional questions or to discuss sponsorship options.

By completion and return of the Exhibit Registration Form to the Virginia Podiatric Medical Association, you agree to adhere to the rules and regulations as outlined above. Failure to conform or comply could result in financial penalty or jeopardize invitations to participate in future programs

Virginia Podiatric Medical Association Sponsorship Agreement

The goal of the Virginia Podiatric Medical Association is to provide high-quality continuing medical education (CME) to Doctors of Podiatric Medicine in an atmosphere conducive to learning, on an annual basis, in a manner consistent with the requirements of VPMA on Podiatric Medical Education.

This letter of agreement serves to:

- Identify requirements of participation to the organization
- Identify the organization involved, as well as its partners or co-sponsors
- Identify what funds, services, or materials will be provided as support by the organization

Sources and potential sources of commercial support for CME activities are bound by the following requirements:

- Payments for all activities, expenses, goods, or services will be made directly to the VPMA. The organization may not make payments directly to speakers, authors, or other entities on the VPMA's behalf.
- The VPMA has sole authority to make decisions regarding disbursement and disposition of funds, goods, or services received from the organization.
- Funds from the organization cannot be used to pay expenses for non-teacher participants.
- The organization must follow the VPMA's guidelines governing advertising and promotional materials.
- Lectures or presentations arranged by the organization must promote quality or improvements in healthcare and not a specific business, trade name, or brand. Presentations must give a balanced view of therapeutic alternatives and options. Trade names from several companies should be used if a generic name is not applicable.
- Teachers, lecturers, or presenters arranged by the organization must disclose to the VPMA any relevant financial relationship with the organization within the last 12 months. This information will be disclosed to participants by the VPMA prior to the beginning of sessions at any CME activity. Disclosure includes name of the speaker, organization name, and nature of the financial relationship (salary, royalty, consulting fee, honoraria, et cetera). Financial relationships with teachers, speakers or presenters constitute a financial relationship with their spouse or partner.

Educational materials that are part of the CME, such as slides, screens, abstracts, and handouts cannot contain product promotion material or product-specific advertising. Representatives of the organization may not engage in sales or promotional activities in the educational space. Additionally, advertisements or promotional materials for the organizations products, goods, or services cannot be:

- Interleafed within the pages of handouts
- Visible on the screen at the same time as the CME activity or interleaved on screens
- Included within the CME activity; "Commercial breaks are prohibited"
- Be displayed or distributed in the educational space before, during or after the activity

The cost of sponsorship, plus honorarium and expenses of the speaker.

The cost of workshop is \$500. If Sponsoring Organization participates in both, the workshop cost is reduced to \$250.00

Organization Name: _____

Type of Support: Speaker Workshop

Speaker Name _____

Speaker's email _____

Signature of Organization's Representative

Signature of Seminar Chair or ED

Print Name

Print Name

Title

Title

RULES AND REGULATIONS GOVERNING THE EXHIBIT REGISTRATION FORM

1. RESERVATIONS FOR SPACE will be made in the order in which signed contracts are received. Space will be assigned on a first-come, first served basis. VPMA reserves the right to relocate display areas for the benefit of the exhibitor and/or the organization.
2. BOOTH RATE, PAYMENT, AND CANCELLATION POLICY: A Standard booth space, 8 feet wide by 8 feet deep, price is \$1000.00. Full payment must be received with signed contract by May 20, 2012. Cancellations received in writing before May 20, 2012, will receive a refund, minus a \$50.00 processing fee. NO REFUNDS will be given after that date.
3. DIMENSIONS AND LIMITATIONS: Exhibits must not exceed 8 feet in height. Exhibits must be constructed so as not to obstruct the general view or the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained in writing from the VPMA office. The exhibitor will be advised of which booth location will meet his/her requirements.
4. LIABILITY: The exhibitor agrees to protect, save, and keep VPMA, Upton Associates, Cavalier Hotel and their representatives, employees and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents or employees of the exhibitor or those persons acting under the express or implied authority of the exhibitor. Exhibitor also agrees to comply with all applicable terms, conditions, rules and regulations of the Cavalier Hotel.

The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of his/her property, employees, agents and guests of VPMA, Upton Associates, any officer, agent or employee thereof will not be liable for any loss, damage or destruction of exhibitor's property for theft, fire, accident or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives or employees.

The exhibitor will indemnify and hold harmless VPMA, Upton Associates, Cavalier Hotel, their members, directors, officers, agents, representatives, and employees against any and all liability whatsoever arising from any and all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees or any other such persons.

5. INSTALLATION OF EXHIBITS will begin Thursday, June 21, 2012 at 1:00 pm for all exhibitors. All exhibits MUST be completed no later than 7:30 a.m. on Friday, June 22, 2012.
6. SPACE NOT OCCUPIED BY 7:30 a.m. on Friday, June 22, 2012, will be forfeited by the Exhibitor, and the space may be resold, reassigned, or used by the VPMA without refund.
7. DISMANTLING: Displays must be dismantled before 1:00 pm on Saturday, June 23, but not before 10:30 am. EARLY DEPARTURE IS STRICTLY PROHIBITED.
8. PROHIBITIONS: Subleasing or assigning of booths or a part of a booth is NOT permitted. Exhibits, signs, or displays are prohibited in any of the public rooms or elsewhere on the premises of the Pinehurst. Aisle space may NOT be used for exhibit purposes, (including tables and chairs) displays or signs, solicitation or distribution of cards, circulars, samples, or other promotional materials.
9. SOUND DEVICES: The use of sound devices, megaphones, loudspeakers, or undignified methods of drawing attention is prohibited.
10. AMENDMENT TO REGULATIONS: All matters and questions not covered by these regulations are subject to the decision of VPMA. The Executive Director shall have sole authority to promulgate, interpret, and enforce all rules and regulations, and to make any amendments necessary for orderly conduct.

By completion and return of the Exhibit Registration Form to the Virginia Podiatric Medical Association, you agree to adhere to the rules and regulations as outlined above. Failure to conform or comply could result in financial penalty or jeopardize invitations to participate in future programs.

Contact Jean U. Kirk, Executive Director, at 877/406-8762 with additional questions.