



Scientific Conference **ACFAS** **2024**

February 1-4 • Tampa

— Exhibit Dates: February 1-3 —

EXHIBIT AND SPONSORSHIP PROSPECTUS

Making Waves
in Foot and Ankle Surgery



**American College of
Foot and Ankle Surgeons®**
Proven leaders. Lifelong learners. Changing lives.

Photo courtesy of Visit Tampa Bay

WELCOME!



**American College of
Foot and Ankle Surgeons®**

Proven leaders. Lifelong learners. Changing lives.

CONTENTS

Exhibit Opportunities 3

Why Exhibit 4

Become an Exhibitor 6

Sponsorship Opportunities . . 7

The American College of Foot and Ankle Surgeons (ACFAS) is a national association for the surgical arm of the podiatric and lower extremity profession. The ACFAS Annual Scientific Conference is the largest gathering of foot and ankle surgeons and primary care podiatric medicine physicians.

Come to Tampa and connect face-to-face with potential customers and build relationships with the surgeons you want to reach at the 2024 Annual Scientific Conference. Establish new, valuable connections while strengthening existing relationships.



Scientific Conference **ACFAS** **2024**

February 1-4 • Tampa

— Exhibit Dates: February 1-3 —

Tampa Convention Center
**Pre-Conference Workshops Begin
January 31, 2024**

Prospectus Photos from 2023 and Visit Tampa Bay

MEMBER WEBSITE
acfas.org

PATIENT EDUCATION WEBSITE
FootHealthFacts.org

SCIENTIFIC JOURNAL WEBSITE
jfas.org

FOR MORE INFORMATION CONTACT:

Greg Andruch | gandruch@heiexpo.com | 630.929.7972 | acfas.org/AnnualScientificConference

JOIN US

Scientific Conference
ACFAS
2024



A MUST-ATTEND OPPORTUNITY

nearly

3,000

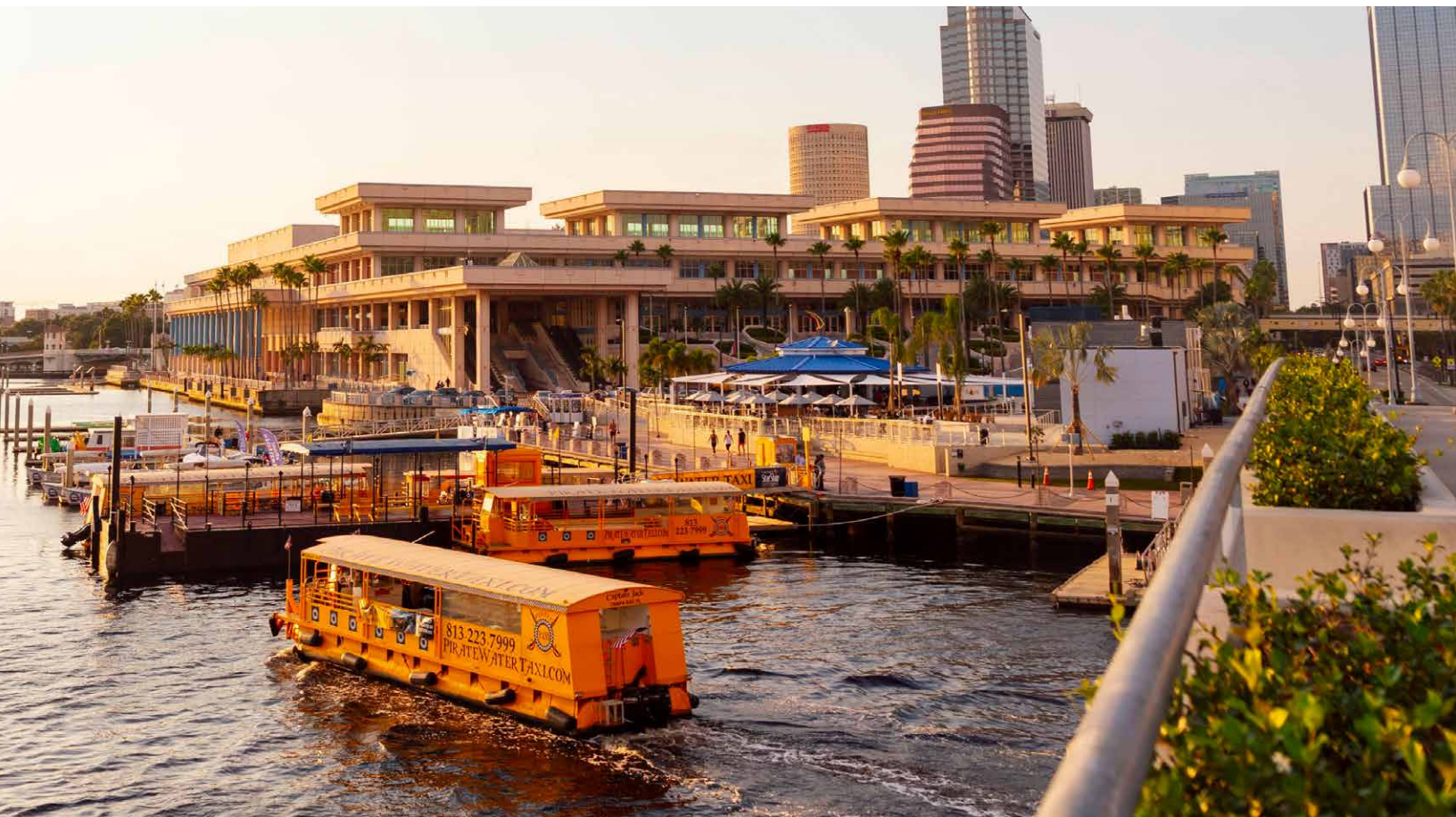
Foot & Ankle Surgeons

150+

Companies



We anticipate nearly **3,000 foot and ankle surgeons** to attend ACFAS 2024, making it a must-attend opportunity for your company. The Exhibit Hall will feature **over 150 companies** from across the globe showcasing their products and services.



FOR MORE INFORMATION CONTACT:

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WHY EXHIBIT

Scientific Conference ACFAS 2024



The Exhibit Hall is integrated with educational opportunities, innovation theaters, food and beverage events and companies with the leading innovations and products for attendees. It all has been designed to enhance booth traffic, interactions and opportunities for leads for participating exhibitors and sponsors.

81%

81% of exhibitors exceeded or met their **expectations and goals** at the ACFAS Annual Scientific Conference!

Top 3 Reasons

Exhibitors Participated in the ACFAS Annual Scientific Conference

- 1** Establish initial contact with **new prospects**
- 2** **Maintain relationships** with current customers
- 3** **Save time and money** by participating and reducing additional visits



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ATTENDEE INTERESTS



Interest in product/service

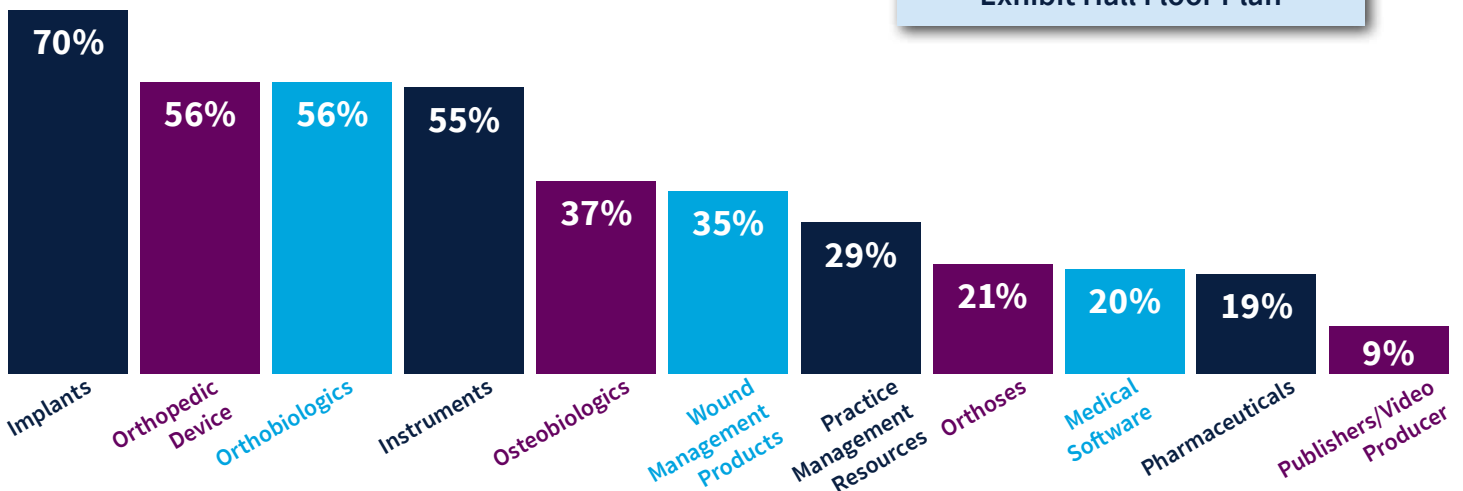
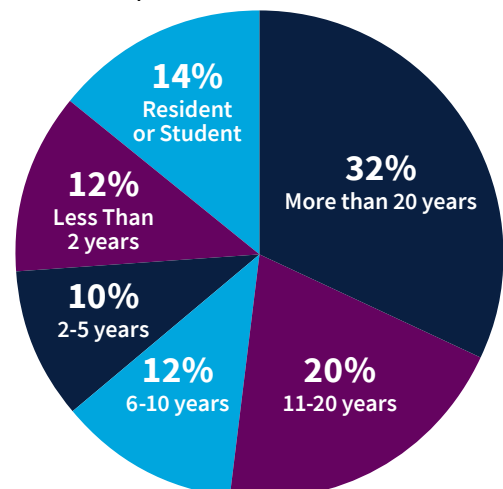


Exhibit Hall Floor Plan

On the floor ACFAS brings attendees with

- **Announcements** in educational sessions
- **Complimentary breakfast and lunch** served each day
- **Poster sessions** in the Exhibit Hall each day
- Badge scanning stations for attendee **CME credit**
- **NEW - Longer breaks** on the show floor
- **ACFAS special areas** with job fair and head shot lounge
- **NEW - Didactic and surgical lab** learning events and presentations
- **The HUB** educational area
- **Passport to prizes** program

Years in the profession



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BECOME AN EXHIBITOR

Nearly **3,000 foot and ankle surgeons** want to meet you at ACFAS 2024!

Attendees will visit the Exhibit Hall in search of your products and services:

- Complete Medical Group Management Software
- Medical Records Software
- Practice Management Resources
- Diagnostics
- Orthobiologics
- Publishers/Video Producers
- Education
- Orthopedic Devices
- Producers
- Implants
- Orthoses
- Ultrasound/X-Ray
- Instruments
- Osteobiologics
- Wound Management Products
- Lab Equipment
- Pharmaceuticals
- Medial Publications



Exhibit Booth	Before 06/30/23	After 06/30/23
10 x 10	\$26.50 NSF	\$30.00 NSF
Corner Fee	\$275	\$500
Island Fee	\$27.50 NSF	\$31.00 NSF

Exhibits Open

- Thursday, February 1
10:00 am – 4:00 pm
- Friday, February 2
9:30 am – 4:00 pm
- Saturday, February 3
9:30 am – 2:00 pm

Installation of Exhibits

Wednesday, January 31
8:00 am – 6:00 pm

Island Booths Only

Tuesday, January 30
8:00 am – 6:00 pm

Dismantling of Exhibits

Saturday, February 3 after
2:00 pm

Included in Your Booth

- **Pipe and drape:** 8' back with 3' sides (charcoal and white) for linear booths
- **Company identification sign:** 7" x 44" for linear booths
- **Company listing** with a 30-word description in the final program and on the mobile app
- General perimeter exhibit hall **security service**
- **Exhibitor portal** to enter badges online
- **Complimentary exhibitor lunch stations**
- **Thursday evening networking reception**
- **Complimentary exhibitor badges** per booth:
 - 3 badges: 100 sq. ft.
 - 5 badges: 200–300 sq. ft.
 - 8 badges: 400–1,000 sq. ft.
 - 15 Badges: 1,100–3,600 sq. ft.
- **Exhibitor service manual** online ordering at t3expo.com
- **Attendee reference list** to record leads on site
- **Optional lead retrieval**

RESERVE YOUR EXHIBIT SPACE TODAY!

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EXTEND YOUR REACH
WITH SPONSORSHIP OPPORTUNITIES



Exhibitors at the ACFAS Annual Scientific Conference can stand out even more by sponsoring one of the many opportunities available in 2024. Reach a targeted audience based on their specific area of interest. Sponsorships are available of all types and at all price points, including:

- Educational Grants 8
- DEI Grants 10
- Events and Experiences 11
- Awards 12
- Products and Branding Opportunities 13
- Digital Media 16

EDUCATIONAL GRANTS



Get unmatched visibility with key decision-makers beyond the Exhibit Hall. The ACFAS Annual Scientific Conference offers a variety of educational grant sponsorships that reach a targeted audience based on specific areas of interest. Sponsors will receive recognition on the ACFAS website, on the mobile app, and in attendee emails.

Pre-Conference Clinical Workshop

\$28,500 half-day workshop/\$50,000 full-day workshop

Preceding the Annual Conference, a full day of clinical workshops is offered. These popular CME courses offer surgeons a hands-on opportunity to learn about the latest and greatest surgical techniques. Sponsors will be requested to provide instrumentation and staff to conduct the workshop. In return, the sponsor of these workshops will receive recognition in a variety of formats – from the ACFAS website, conference app and in follow-up emails.

Residents Day

\$50,000

Residents Day offers engaging talks, career advice and networking opportunities to residents on Wednesday, January 31, 2024.

Residency Directors Forum

\$28,500

This complimentary and well-attended event brings together residency directors, faculty and program coordinators, fellowship directors and school deans for a half-day of learning and networking.

Keynote Lecture

\$10,000

Sponsorship recognition includes the opportunity to introduce the keynote speaker as well as recognition through on-site and digital promotion.

Hands-On Workshops

\$14,000 (attendance limited per session)

These popular 3 1/2 hour CME workshops fill up quickly and offer an intimate environment for attendees to learn one-on-one by performing advanced surgical techniques. Sponsor will be requested to provide instrumentation and staff to conduct the workshop. The sponsor will also be given the opportunity to deliver one non-CME webcast after ACFAS 2024 to all members.

Foot and Ankle Innovation Lab Option 1

\$15,000 per presentation

Host a non-CME surgical lab event designed exclusively by your team and held on the exhibit floor during peak hours when no educational sessions are occurring. Your speaker(s)/presenter(s) will be able to utilize your own equipment to demo and showcase attendees your latest products, technology, and surgical procedures. The enclosed room on the exhibit floor will provide privacy for your presentation and seating will be set for 50. Your team will have the opportunity to distribute materials to attendees as they enter/leave (or on their seats). A table will be provided outside the room for your team if they would like to check-in attendees prior to entrance.

Foot and Ankle Innovation Lab Option 2

\$15,000 for one presentation,

\$5,000 for each additional presentation

Already have a mobile lab? You now have the opportunity to have your own mobile lab conveniently located on the ACFAS exhibit floor for your team's lab presentations. Pricing is \$10,000 for exhibit floor placement and one (1) presentation listing.

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EDUCATIONAL GRANTS

Student Club Scholarship Fund **\$5,000 (multiple sponsorships available)**

This sponsorship provides funding for ACFAS Student Club Members to attend the Annual Scientific Conference education programs by underwriting registration fees for students. Sponsor Benefits include: Verbal acknowledgement, recognition at the Student Clubs and in correspondence with students.

Pre-Conference Course: Coding & Billing **\$10,000**

This event, popular with physician attendees, offers the sponsor visibility on take-home course material and on signage at the course. This is an ideal opportunity for companies offering practice management products and services.

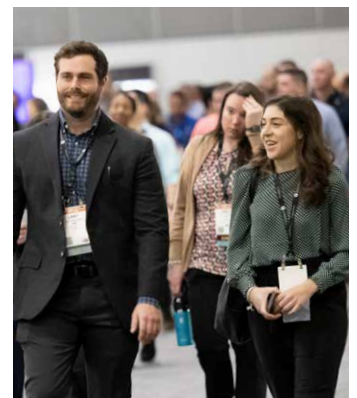
Pre-Conference Course: Coding & Billing Fundamentals **\$7,500**

This half-day course is meant to give our physician attendees and those new to practice management an introduction to coding and billing.

General Support of Annual Scientific Conference

This sponsorship provides funding for general operation of the Annual Scientific Conference and offers recognition through both on-site and digital promotion.

See [page 17](#) for sponsorship recognition levels.



DEI GRANTS

ACFAS is committed to fostering a community that promotes respect for diversity of opinion, inclusive of all origins with transparent and open communication. As the College works to ensure that equity and inclusion is of high importance and enmeshed in all College initiatives, ACFAS is reaching out to industry to request support for DEI grants to allow our underrepresented members accessibility to attend the Annual Scientific Conference.



The College's DEI Grant Program aims to increase the presence and participation of women, racial and ethnic minorities, LGBTQ+ community, people with disabilities, people of low socioeconomic status, and other underrepresented groups across foot and ankle surgeons.

DEI grants will be awarded in the amount of \$2,500 and can be used toward hotel, travel, and registration fees to attend the 2024 ACFAS Annual Scientific Conference in Tampa.

DEI Grant Supporter Benefits

Companies supporting the DEI Grant program with a donation of \$10,000 or more will receive:

- The name of the grant will include your company's name.
- Professional(s) who have been selected as a grant recipients will be encouraged to stop by your booth to thank your company for their support.
- You will be recognized during the ACFAS Annual Scientific Conference opening session for your support.
- You will be recognized through ACFAS communications to our full membership.
- You will be about to support and advance your company's DEI goals.
- You will enjoy the satisfaction of knowing that you are assisting new, diverse foot and ankle surgeons pursue meaningful careers and get access to education to grow themselves and their craft.

DEI Grant Applicant Eligibility and Application Requirements

- Applicants must be a member of ACFAS in good standing at their time of application.
- A statement of intent:
 - Why the applicant is deserving of a DEI grant.
 - How the award would advance personal leadership training and career goals.
- Letter of Recommendation
- Final attendee evaluation report after ACFAS 2024

DEI Grant Timeline

Applications Open	September 2023 <i>with ACFAS 2024 Registration</i>
Applications Due	October 13, 2023
Grant Selection	November 13, 2023
Recipient notification	November 22, 2023

Additional Grant Funding Information:

- A 12% administrative fee will be included.
- ACFAS reserves the right to change the program and/or recognition policies based on strategic focus and administrative needs of the organization.
- The designated contact is responsible for informing ACFAS of any changes to their contact information.
- All contributions are made to ACFAS, a 501(c)(3) organization. Contributions cannot be returned to the donor.

EVENTS AND EXPERIENCES

Industry Innovations Theater

\$10,000

Run your own dedicated, 30-minute non-CME session in the Exhibit Hall during expo only hours. Your session will be promoted on the ACFAS website and through email and the conference app to drive attendance to your session. Benefits include one table to display materials, listing in the digital program and conference app, lead retrieval device, ability to have (2) roll-up banners promoting the session and sponsor company, announcement on the show floor 10 minutes prior to the start of the session and ability to distribute literature/handouts as attendees walk in or placed on seats.

Resident/Student Networking

\$25,000

This event is held one hour prior to our welcome reception and is the perfect opportunity to connect with residents and students in an informal networking environment. As a sponsor, you'll be able to welcome attendees, distribute materials, and will be recognized through on-site signage and digital media.

Opening Networking Event *Thursday Evening*

\$25,000

The largest social event of the conference is open to all attendees, guests, and exhibitors. Your company logo will be posted on signage at the entrance and throughout the conference.

Industry Presentation/Demo Breakfast

\$17,500 plus expenses

6:30 - 7:30 am - Friday/Saturday

ACFAS is pleased to offer the ability to host a non-CME educational, research or marketing event, designed by you and held at a non-conflicting time.

Industry Presentation *Evening/After-Hours Event*

\$25,000 plus expenses

7:30 pm - Thursday

6:15 pm - Friday/Saturday

ACFAS is pleased to offer the ability to host a non-CME educational, research or marketing event, designed by you and held at a non-conflicting time.

Wrap Party

\$20,000

Close out ACFAS 2024 in style! Meet over 500 attendees, including ACFAS executive leadership and speakers, by supporting the ACFAS closing event on Saturday evening. Your company logo will be posted on signage at the entrance and throughout the conference.



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AWARDS

Poster Awards

\$12,000

Sponsorship of our prestigious poster awards will provide 1st, 2nd and 3rd place awards for our winners. Sponsorship recognition includes a variety of on-site signage and digital media as well as formal recognition at our Honors and Awards Ceremony.

Manuscript Awards

\$12,000

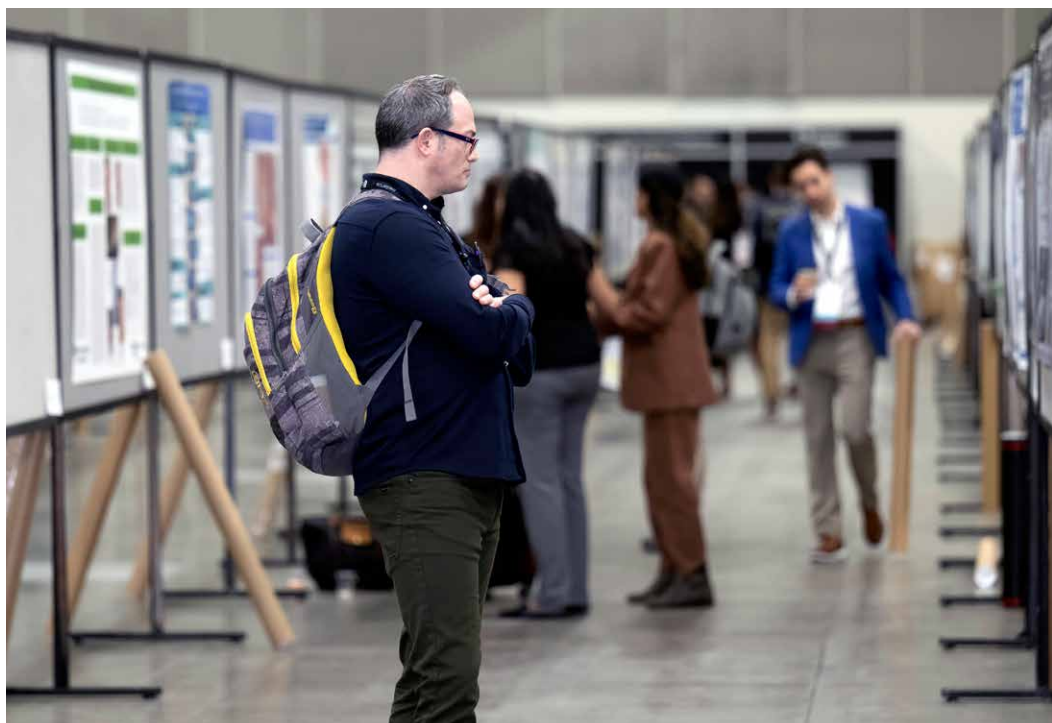
The Manuscript Awards support will provide 1st, 2nd, and 3rd place awards and four Honorable Mention awards. Sponsorship recognition includes a variety of on-site signage and digital media as well as formal recognition at our Honors and Awards Ceremony.

ACFAS Passport to Prizes

Main Sponsor \$10,000

Participating Sponsor \$3,000

Engage in a fun, attendee-facing experience, while driving traffic directly to your booth. Attendees will need to collect stamps from participating sponsor companies. Sponsor will be able to collect contact information and main sponsor booth will be the final destination with the raffle drum. Prizes will be selected each show day.



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PRODUCTS AND BRANDING OPPORTUNITIES

Wi-Fi Access in Exhibit Hall

\$35,000

Provide an essential service for the Annual Scientific Conference attendees to stay connected with their practice and day-to-day business while away from the office. Your company logo will appear when Wi-Fi is accessed, and recognition will be posted on signage at the entrance to the Exhibit Hall and throughout the conference.

The HUB

\$15,000

This large, open-space theater is the go-to spot on the Exhibit Hall floor for lively, interactive learning. Your logo will appear in multiple locations, including the entrance to the theater as well as a variety of on-site and digital promotions.

Hotel Key Cards

\$30,000

Your logo will appear on the key cards at all JW Marriott and Tampa Marriott Water hotels which include our largest block of rooms and ACFAS leadership.

Headshot Lounge

\$11,500

Provide attendees with a new professional headshot! Your logo will be displayed on signage and on all photos/email confirmations to attendees. (Optional additions: provide logo attire for personnel.) Average of 400 attendees attend this and have their badges scanned at the Headshot Lounge.

Food/Beverage Breaks at or near Exclusive Sponsor's Booth

\$12,000 per day, \$30,000 for all three days

Your logo will appear on signage at up to six food/beverage distribution locations during our morning coffee or afternoon snack breaks. Servers dress in company swag, cling logo on tables near booth.

Conference Session Listing

\$12,000

All registrants receive a condensed daily schedule. Include your logo on the front cover and receive recognition on the outside back cover.

Afternoon Snack Break

\$12,000 per day, \$30,000 for three days

Your logo will appear on signage in the Exhibit Hall during our afternoon snack breaks.

Conference Notebooks

\$35,000

Each attendee will get an ACFAS notebook book with your logo. The spiral bound books and pens will be utilized both during and after the conference.

Schedule-At-A-Glance

\$20,000

Get your company in front of all attendees as the exclusive sponsor of the on-site Schedule-At-A-Glance. Each attendee will receive a schedule that will be used throughout the conference.



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PRODUCTS AND BRANDING OPPORTUNITIES

Escalator Runners and Floor Decals

\$5,000 - \$35,000

The heart of the conference includes escalators and floor decals that can be sponsored with your logo. Opportunities for placement of company or product branded escalator runners are available in a prominent area within the convention center. Sponsorship includes productions of the runners, installation, and removal.



Banners and Branding

\$15,000 - \$30,000

Capture the attention of attendees throughout the week with branding opportunities within the building in high traffic locations and the exterior.



Column Wraps

\$10,000 - \$15,000

Available in multiple locations. Sponsorship includes production of the panels, installations, and removal.



Hanging Aisle Sign Branding

\$25,000

Each aisle will include sponsor logo under ACFAS aisle sign. Multiple aisles and exposure throughout the show.



Show Clings

\$2,500 - \$10,000

Locations include at the front of entrance leading from hotel to convention center, escalators, footprints to hotels, restrooms and food and buffets areas, stairs and window leading up to the convention center.



PRODUCTS AND BRANDING OPPORTUNITIES

Exterior Lamp Post

\$5,000 per banner

Your company logo will be located in select areas of the streets and entrance leading up to the convention center.

Exclusive Giveaway Sponsor

\$15,000

Be the exclusive sponsor of one additional giveaway item which will be distributed at registration.

Registration Lanyards

\$27,500

All attendees will wear your logo at the conference! The lanyards will include both your logo and the ACFAS logo. It is a great way to gain exposure to each attendee!

Business Consultation Suite

1,280 NSF - \$11,000

650 NSF - \$8,000

The consultation suite is a chance to meet with clients in a private area. It can be an opportunity to create meetups and impromptu meetings right on the show floor. The dedicated room will have windows overlooking the riverwalk and will be a private office and meeting room for all three show days based on your needs and schedule. Each meeting room will include meeting room table, six chairs, electrical, wastebasket and identification sign.



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DIGITAL MEDIA

Digital Final Program

\$15,000

This valuable conference resource contains the Annual Scientific Conference schedule and list of manuscript and poster presentations. Sponsor's name and logo will appear on the front cover of the program and sponsor will receive full-page recognition in the program.

Mobile App Splash Screen

\$15,000

Let your company name be the first thing our attendees see! The ACFAS 2024 Conference App will be available starting January 2024 until 90 days after the Annual Conference ends. Your company's corporate logo and booth number are launched each time an attendee opens the app.

ePosters

\$5,000

ACFAS 2024 Posters will be viewed on-site on paper and electronically online following the conference. Supporter is recognized with six months of corporate logo recognition on ACFAS website.

Mobile App Banner

\$4,500 per banner

Your company logo and booth number rotate on the mobile app after our attendees open it. Metrics for the annual conference include over 7,500 visits.

Digital Sign Opportunities at the Convention Center

Contact for availability and pricing

Digital signs are a great way to showcase your company to all attendees throughout the convention center.

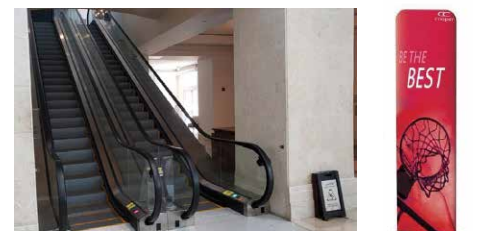
Headquarter Hotel Related Opportunities

Contact for availability and pricing

Available opportunities may include elevator wraps, floor clings, lobby branding and more.

Corporate Sponsor Mall

All ACFAS corporate partners receive a complimentary listing, with a link to the partner's website, in the ACFAS Corporate Sponsor Mall at [acfas.org](https://www.acfas.org).



SPONSORSHIP LEVELS



Details	DIAMOND ELITE \$175,000+	PLATINUM ELITE \$125,000+	GOLD \$75,000-124,999	SILVER \$50,000-74,999	BRONZE \$5,000-49,999
Your company representative will be the VIP to cut the ribbon and lead participants into the Exhibit Hall	★				
Selection of priority exhibit space for Annual Scientific Conference	★				
Your company product information on 6' tall panel in designated area	★				
Includes meeting with ACFAS executive board, Invitation to board reception at ACFAS, Elite ribbon badge, complimentary consultation suite on show floor (comp access based on first come first served)	★	★			
Door Drops allowed with approval by January 8, 2024	★	★	★		
Complimentary recognition in final Annual Scientific Conference Program	FULL	FULL	HALF		
Complimentary tickets to Wrap Event	4	4	4	4	
Pre-conference Mailing Lists (mailer must be approved by January 8, 2024)	★	★	★	★	
Your company name and logo will appear in signage at the event	★	★	★	★	★
Your company name listed with all sponsors in a streaming video at the Opening General Session and throughout the conference	★	★	★	★	★
Your company name acknowledged in the final Annual Scientific Conference Program and ACFAS 2024 app	★	★	★	★	★
Company will be recognized in Update, the ACFAS member newsletter	★	★	★	★	★
Listing in ACFAS website, Corporate Sponsor Mall, including a link to your website	★	★	★	★	★
Designation as a member of ACFAS 2024 CORPORATE CIRCLE at your booth at the Annual Scientific Conference	★	★	★	★	★
Corporate Sponsor Mall	★	★	★	★	★

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