WHAT IS THE PEDORTHIC FOOTCARE ASSOCIATION

The PEDORTHIC FOOTCARE ASSOCIATION (PFA), founded in 1958, is the not-for-profit professional association which represents the interests of the certified and/or licensed pedorthist and supports the pedorthic profession at large. Through PFA's efforts, pedorthics — the management and treatment of the foot, ankle, and lower extremities requiring fitting, fabricating, and adjusting of pedorthic devices — is a well-established allied health profession which makes an invaluable contribution to public health. PFA's mission is to enhance the effectiveness and efficiency of credentialed providers of lower extremity pedorthic modalities through education; increase the demand for services through marketing; and promote the right to practice through government affairs activities.

PFA members work in hospitals, clinics, orthotics and prosthetics facilities, labs, pedorthic facilities, rehabilitation centers, universities, pharmacies, doctor's offices, retail shoe stores, on professional sports teams and with professional dance companies.

For more information, visit:
WWW.PEDORTHICS.ORG

PFA HELPS YOU REACH YOUR AUDIENCE AND CONNECT WITH THE INDUSTRY

PFA offers targeted media outlets to help you reach your audience, maximize your return on investment and communicate with the industry.

PEDORTHICS

"Pedorthics — the management and treatment of the foot, ankle, and lower extremities requiring fitting, fabricating, and adjusting of pedorthic devices — is a well-established allied health profession which makes an invaluable contribution to public health."
PFA’s Global Mission:

“End Footwear Related Ulcers & Amputations” Pedorthists are first responders in prevention, management & healing!

CONTACT US!
Contact us today for more information about becoming a year-round strategic sponsor, or advertising in any of PFA’s programs.
email: advertising@pedorthics.org
PFA CORPORATE SPONSORSHIP is an Efficient and Effective way to reach and educate your target audience.

- Pedorthists, Footwear, Running, and Outdoor, DME and Pharmacy retail sales associates and providers,
- Footcare educators and trainers, Footwear and orthotic fitters, Hands-on technicians, Shoe repair professionals,
- Podiatrists and clinical staff, Athletic trainers, Physical therapists, Physicians, Physician’s assistants, Diabetes and wound-care educators,
- Foot and lower extremity wellness practitioners and advocates, Students, and all who want better foot healthcare.
- Join other PFA Sponsors, Partners and Allied Associations:
  - ABC - American Board for Certification in Orthotics, Prosthetics & Pedorthics
  - AOFS - American Orthopaedic Foot & Ankle Society
  - BOC - Board of Certification/Accreditation
  - EPI – Eneslow Pedorthic Institute
  - Medi USA – Compression \ Orthopedics \ Wound Care
  - PFAA – Pedorthic Foot & Ankle Society
  - TRE – The Running Event
  - And more...

- Great way to get your name out there!
- Comprehensive and exciting selection of PFA’s various advertising platforms.

SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>PLATINUM SPONSORSHIP</th>
<th>$50,000</th>
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<tr>
<td>INCLUDES:</td>
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<tr>
<td>• Sustaining membership</td>
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<tr>
<td>• The Running Event (TRE) exhibitor table – prime location</td>
<td></td>
</tr>
<tr>
<td>• Vendor Sponsored education workshop at The Running Event (TRE)</td>
<td></td>
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<tr>
<td>• Sponsorship recognition in Diabetic Webinar series</td>
<td></td>
</tr>
<tr>
<td>• Recognition in all education promotion</td>
<td></td>
</tr>
<tr>
<td>• Product included in relevant webinar education</td>
<td></td>
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<tr>
<td>• Product included in relevant live conference education</td>
<td></td>
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<tr>
<td>• Inclusion in all PFA marketing and education including slides and acknowledgements</td>
<td></td>
</tr>
<tr>
<td>• Vendor ad (e-blast) sent to all PFA members – 4x per year</td>
<td></td>
</tr>
<tr>
<td>• Website Banner ads (365 days/year) choice of placement</td>
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<thead>
<tr>
<th>GOLD SPONSORSHIP</th>
<th>$25,000</th>
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<td>INCLUDES:</td>
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<tr>
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<td></td>
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<tr>
<td>• Inclusion in all PFA marketing and education including slides and acknowledgements</td>
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</tr>
<tr>
<td>• Vendor ad (e-blast) sent to all PFA members – 3x per year</td>
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<tr>
<td>• Website Banner ads (365 days/year) choice of placement</td>
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</table>
• Highest reach and frequency!
• Develop and grow sustainable relationships with professionals in the Pedorthic, retail, and healthcare and community.
• Support the organization that supports you and your organization.

PFA CORPORATE SPONSORSHIP INCLUDES:
▶ PFA at The Running Event
▶ The Diabetic Webinar Series
▶ Promotion on the PFA Learning Management System
▶ Banner ads on the PFA home page
▶ Email blasts to PFA audience
▶ Attendee listing with email and physical address*

*Sponsorship recognition in the Diabetic Webinar series

– Broaden your competitive edge!
– Improve your company’s image, prestige, and credibility!
– Reach your target market!

<table>
<thead>
<tr>
<th>SILVER SPONSORSHIP</th>
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<tr>
<td>INCLUDES:</td>
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<tr>
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<tr>
<td>• Sponsorship recognition in the Diabetic Webinar series</td>
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<tr>
<td>• Vendor ad (e-blast) sent to all PFA members – 1x per year</td>
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<tr>
<td>• Website Banner ads (3 months) choice of placement</td>
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<tr>
<th>BRONZE SPONSORSHIP</th>
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</table>
Get the most out of your marketing message via our electronic and social media platforms. Use our PFA E-BLAST, which is delivered to PFA members and other individuals interested in pedorthics, within 48 hours of your email set-up approval.

E-BLAST SPECS

IMAGE SPECIFICATIONS:
- Main image space dimensions: 570 pixels width max
- Logo dimensions: maximum of 90 pixels in height
- All images must be 72 dpi

TEXT SPECIFICATIONS:
- RGB color format for all elements
- We accept only the following file types: .jpg, .png,
- 75 words or fewer recommended
- UNLIMITED number of hyperlinks can be included
- Include a subject line: 35 characters (including spaces) or fewer recommended

CLASSIFIED ADVERTISING

Price for a single CLASSIFIED AD includes insertion on PFA’s website based on date of receipt of ad. To place a classified ad:

classifieds@pedorthics.org

*Target your message to the PFA membership, professionals in related fields, to practitioners and consumers alike.*
AD SIZES - PEDORTHICS.ORG

WEBSITE BANNER ADVERTISING on PFA's website: www.pedorthics.org which attracts thousands of visitors each month who specifically access resource information, checking on upcoming PFA events and educational programming, along with products in our online bookstore and signing-up for membership in PFA.

Example: Bottom Banner

Example: Right Column Banner

AD SIZES

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>PIXEL SIZE</th>
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</thead>
<tbody>
<tr>
<td>[F] HP Bt. Banner</td>
<td>960px W x 150px H</td>
</tr>
<tr>
<td>[G] HP Rt. Column</td>
<td>210px W x 300px H</td>
</tr>
<tr>
<td>[H] Interior Bt. Banner</td>
<td>960px W x 150px H</td>
</tr>
<tr>
<td>[J] Interior Rt. Column</td>
<td>210px W x 300px H</td>
</tr>
</tbody>
</table>

WEBSITE BANNER ADVERTISING

Make an investment for immediate ROI and long-term success
ADVERTISING SPECIFICATIONS

ADVERTISING MATERIAL PREPARATION

- High-resolution Adobe Photoshop TIF file, flattened and compressed (no layers), or
- High-resolution Adobe PDF with fonts embedded and all colors/images at 300 DPI and CMYK attributes.
- Allow 0.125" larger than trim size, and keep live matter at least 0.25” from trim.

Advertisements that exceed size specifications will be reduced as necessary and billed to the advertiser at cost. Advertisers or agencies requesting modifications to previously supplied advertising materials assume all risks associated with modifications. For utmost accuracy and quality, we recommend that advertisers or agencies provide new material for all changes.

DIGITAL FORMAT FEATURES

We can enhance the online publishing with interactive elements such as video, audio, rating, chat, subscription and feedback forms. All PFA’s publications are accessible from all mobile devices as well as accessible across all platforms including iOS, Android and Windows platforms.

We will also identify the geographic areas of our readers, which will allow us to focus more of your advertising and marketing efforts. We can provide the most detailed city level information we have about the location of readers; understand the share of audience who prefers mobility and which platforms are used most. We use analytics to keep track of links used, average view duration, view and downloads.

DIGITAL FILE SUBMISSION

Email your materials to: advertising@pedorthics.org

PUBLISHERS NOTE:

The publisher reserves the right to reject any advertising which is not in keeping with PFA policy or publication standards. The publisher also reserves the right to reposition any advertisement that arrives past the closing/materials due date. Without a color proof, print quality of your advertisement cannot be guaranteed. In addition, PFA is not liable for advertisers’ product claims, nor does PFA make changes or corrections to advertisements. Advertisements are printed as received from the designated agent.
IN-PERSON - SYMPOSIUM EXHIBIT BOOTH PACKAGE

- Two full Symposium registrations
- Access to all educational and networking opportunities
- Breakfasts, lunches, and refreshment breaks served in exhibit hall
- 8’ x 10’ exhibit booth space with standard backwall and side drape
- Two exhibit hall-only staff passes
- One table, two chairs and one 7” x 44” booth ID sign
- 25% discount on additional booth space

VIRTUAL - ADVERTISING PACKAGE

- Two full LIVE webinar registrations
- Access to all educational and networking opportunities
- Sponsorship - logo, ad in webinar final recording

SPONSORSHIP NOTE:
To become a full sponsor with additional benefits & pricing, see pg.4.
# PEDORTHIC FOOTCARE ASSOCIATION
## ADVERTISING ORDER FORM

### SECTION 1: SYMPOSIUM SPONSORSHIP

- **☑ IN-PERSON - SYMPOSIUM EXHIBIT BOOTH PACKAGE**
  - Total: $5,000

- **☑ VIRTUAL - ADVERTISING PACKAGE**
  - Total: $2,000

**SPONSORSHIP NOTE:** To become a full sponsor with additional benefits & pricing, see pg.4.

### SECTION 2: PFA E-BLAST PRICING

<table>
<thead>
<tr>
<th>FULL-COLOR</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Package*</td>
<td>$500</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*NOTE: Client provides artwork and copy. Client reviews before distribution.

### SECTION 3: PFA CLASSIFIED ADVERTISING

<table>
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<tr>
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### SECTION 4: PEDORTHICS.ORG BANNERS

<table>
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<tr>
<th>FULL-COLOR</th>
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<th>3mth</th>
<th>6mth</th>
<th>12mth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page - Bottom Banner</td>
<td>$750</td>
<td>$1,500</td>
<td>$3,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Home Page - Right Column Top</td>
<td>$450</td>
<td>$900</td>
<td>$1,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Interior - Main Pages Bottom Banner</td>
<td>$825</td>
<td>$1,650</td>
<td>$3,300</td>
<td>$6,500</td>
</tr>
<tr>
<td>Interior - Main Pages Right Column Top</td>
<td>$650</td>
<td>$1,300</td>
<td>$2,600</td>
<td>$5,200</td>
</tr>
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</table>

### SECTION 5: SELECTION TOTAL

**TOTAL: $7,000

### SECTION 6: CONTACT INFORMATION

- **COMPANY / AGENCY**
- **CONTACT NAME**
- **ADDRESS**
- **CITY**
- **STATE**
- **ZIP/POSTAL CODE**
- **COUNTRY**
- **TEL**
- **FAX**
- **EMAIL**
- **WEB ADDRESS**

**Note:** All cancellations must be made in writing to our advertising representative prior to the space reservation closing date of the issue(s) to be cancelled. Cancellations are subject to short rate.

### SECTION 7: PAYMENT INFORMATION

- **CARD**: ☐ VISA ☐ MASTER CARD ☐ DISCOVER ☐ AMERICAN EXPRESS
- **CREDIT CARD NUMBER**
- **CARDHOLDER NAME**
- **EXPIRATION DATE**
- **CVV or SECURITY CODE**
- **COUNTRY**
- **SIGNATURE**
- **DATE**

---

**GENERAL INQUIRIES & SALES DEPARTMENT**

8736 SE 165th Mulberry Lane, Unit 206
The Villages, FL 32162
phone: (229) 389-3440
email: advertising@pedorthics.org
SECTION 1: CORPORATE PRICING

CHECK ONE SPONSORSHIP PACKAGE:

- **PLATINUM SPONSORSHIP**: $50,000
- **GOLD SPONSORSHIP**: $25,000
- **SILVER SPONSORSHIP**: $10,000
- **BRONZE SPONSORSHIP**: $5,000

SECTION 6: CONTACT INFORMATION

COMPANY / AGENCY

CONTACT NAME

ADDRESS

CITY  STATE  ZIP/POSTAL CODE  COUNTRY

TEL  FAX

EMAIL

WEB ADDRESS

Note: All cancellations must be made in writing to our advertising representative prior to the space reservation closing date of the issue(s) to be cancelled. Cancellations are subject to short rate.

SECTION 7: PAYMENT INFORMATION

CARD:

- ☐ VISA  ☐ MASTER CARD  ☐ DISCOVER  ☐ AMERICAN EXPRESS

CREDIT CARD NUMBER

CARDHOLDER NAME

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COUNTRY

SIGNATURE  DATE