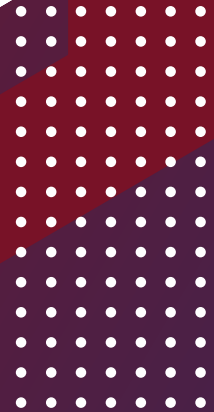


WEIL  
FOOT & ANKLE  
INSTITUTE  
**RETREAT**



EXHIBITOR AND SPONSOR PROSPECTUS

**Nov  
4-5  
2022**  
**Westin Chicago  
North Shore**

# What can you expect?

For over 55 years, Weil Foot & Ankle Institute has been considered one of the innovative world leaders in the enhancement and improvement of care for foot and ankle medical conditions, sports medicine, and clinical programs.

Over the last several years, WFAI has expanded nationally, adding 1Foot 2Foot Centre for Foot and Ankle Care in Virginia and Foot & Ankle Specialists of West Michigan. These physicians are looking for resources to make them more efficient, more profitable, and more innovative.

We (Ann & Sarah from PodiatryMeetings.com) are honored to partner with the WFAI Team to design and implement this event. We are bringing our A-Game with unique exhibitor benefits designed to maximize your ROI and cut out all the "fluff". We are here to practice what we preach in an effort to deliver an epic event designed with you in mind.

Note: This event is hosted by the Weil Foot & Ankle Institute Foundation, a 501(c)3 non-profit organization.



November 4-5, 2022

Westin Chicago North Shore | Wheeling, IL

**Locations**

**29**



**States**

**5**



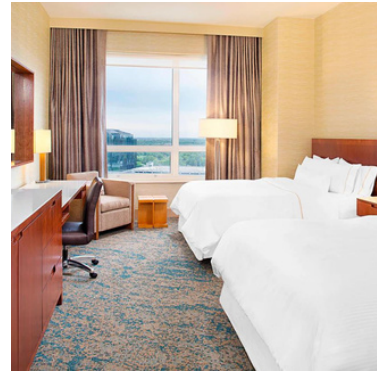
**Physicians**

**50+**



# The Westin Chicago North Shore

601 N. Milwaukee Avenue | Wheeling, IL | 847-777-6500



Hotel reservations with group discounted rate will be available no later than August 17, 2022

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## Shipping Information

Packages may arrive at hotel up to 5 days prior to the event.

Be sure to clearly label your packages.

**Attention Guest: Your name, Company  
Weil Retreat Nov. 3**

**The Westin Chicago North Shore  
601 N. Milwaukee Ave.  
Wheeling, IL 60090**

Package Weight	Handling Fee Does not include delivery.
0-5 pounds	\$5.00 each
6-20 pounds	\$10.00 each
21-50 pounds	\$15.00 each
Over 50 pounds	\$25.00 each
Crates	\$100 each
Pallets	\$200 each

## BOOTH OPTIONS

- Single \$2,950
- Double \$4,950

## BOOTH INCLUDE

- 1 - 6' table with basic skirt
- 2 chairs
- 2 exhibitor badges
- Exhibit area is carpeted
- Electricity is available for \$200

# EXHIBIT

See booth registration form and rules & regulations for more information.

## Details

### Set Up

Thursday  
November 3rd  
2:00 pm - 5:00 pm

### Exhibit

Friday  
November 4th  
1:00 pm - 8:00 pm

### Breakdown

Saturday  
November 5th  
3:00pm - 4:00 pm

Saturday  
November 5th  
9:00 am - 3:00 pm

# ADD-ON OPPORTUNITIES

*All add-on opportunities require the purchase of a booth (single or double).*

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## Options for The Brand Builder

*Ideal for exposure and creating awareness.*

**Program Advertisements: Full Page \$899 | Half Page \$679 | Quarter Page \$449.** Full-color advertisement included in our printed program distributed to attendees. Ads due 10/5/2022. The program will also feature a workbook attendees will use throughout the event and reflect on in the future for action items. Perfect opportunity to get your message in front of attendees repeatedly.

**Swag Bag Provider: \$1500.** Attendees will thank you for providing the bag to carry all their conference materials. Work with our team to design a bag that showcases your brand. **One available.**

**Lanyards: \$750.** Ensure your brand is top-of-mind for attendees throughout the conference with the use of branded lanyards. Our team will work with you to design the lanyard with a custom color and imprint. **One available.**

**Swag Bag Contribution: \$350.** Provide a marketing piece or small sample to be included in each attendee bag. Company must provide item and ship to conference to be included. Must arrive by 11/1/2022.



# ADD-ON OPPORTUNITIES CONTINUED

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## Options for The Storyteller and Educator

*Best for new innovations backed by data and science.*

**Cadaver Lab.** We will feature your event in all communication leading up to the Retreat. Does not include the cost of the lab facility, instruments and specimens. Contact Ann & Sarah to discuss your goals and pricing:  
BeHeard@PodiatryMeetings.com

**Spotlight Interview: \$5,000.** Main stage introduction from one of our WFAI Leaders, followed by a 10-minute address from your company's representative to our attendees showcasing your company and your specific value proposition plus a chat on stage with our WFAI Leader. LIMITED! **Only two available; requires approval. Contact Ann & Sarah for more details.** [CLICK HERE FOR EXAMPLE](#)

**Hands-on Workshop, Friday: \$10,000.** Includes 30-minute non-CME workshop on Friday. **One available.**

**Exclusive Lunch and Learn Symposia, Saturday: \$16,000.** Includes a 40-minute presentation during lunch on Saturday. Includes the cost of a plated meal and beverages for up to 40 attendees. **One available.**

**Genius Arena: \$3,000.** 20-minute session in our Genius Arena to deliver your message to our attendees. Scheduled during exhibit hall break times, these sessions will allow you to discuss and present your product or service's value to our attendees. Be sure to offer snacks and drinks to grab attention; food and beverage costs not included; must be coordinated through WFAI. **Three available.**



# ADD-ON OPPORTUNITIES CONTINUED

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## Options for The Entertainer

*Best for companies who want to make an impact while having fun.*

**Kick-Off Party: \$15,000+.** Host a 30-minute cocktail hour on Friday evening in lobby/foyer area outside of exhibit hall. Includes opportunity to address attendees. Will be featured in our program and pre-conference communication. Cost may vary dependent on menu selections. Deadline to sign-up 10/11/2022.

**One available.**

**Attendee Re-Charge: \$750.** Offer **food and beverage stations at your booth** during exhibit hall breaks on Friday afternoon, Saturday morning or Saturday afternoon. Food and beverage costs not included; must be coordinated through WFAI. Will be featured in our program and pre-conference communication.

**GUARANTEED TO DRIVE BOOTH TRAFFIC!**

**Around the World Participant: \$375.** Add on your company's participation in our "Around the World" exhibit hall game to ensure attendees engage with you at your booth. Upon completion, the attendee has a chance to win one of several prizes. **BONUS!** No charge for this add-on if your total amount due to WFAI exceeds \$4,000 OR if you contribute a giveaway valued at \$250+ (not one of your company's products or services).



# ADD-ON OPPORTUNITIES

Select your add-on options below.

## Options for The Brand Builder

*Ideal for exposure and creating awareness.*

- Program Advertisements Full Page \$899 | Half Page \$679 | Quarter Page \$449.
- Swag Bag Provider \$1500. One available.
- Lanyards \$750. One available.
- Advertisement in *My Meeting Workbook* \$779.
- Swag Bag Contribution \$350.

## Options for The Storyteller and Educator

*Best for new innovations backed by data and science.*

- Cadaver Lab.
- Spotlight Interview \$5,000. Two available; requires approval.
- Hands-on Workshop, Friday \$10,000. One available.
- Exclusive Lunch and Learn Symposia, Saturday \$16,000. One available.
- Genius Arena \$3,000. Three available.
- 

## Options for The Entertainer

*Best for companies who want to make an impact while having fun.*

- Kick-Off Party \$15,000. One available.
- Attendee Re-Charge \$750.
- Around the World Participant \$375.
- 
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## EXHIBITOR REGISTRATION FORM

Please complete the following company information as it should appear in event literature. Please send completed form to our event coordinators, Ann & Sarah at PodiatryMeetings.com: BeHeard@PodiatryMeetings.com

### COMPANY INFORMATION

Company Name:

Contact Name :

Email :

Address :

City, State, Zip :

Phone :  Website :

Exhibit Category

<input type="checkbox"/> Orthotics	<input type="checkbox"/> Wound Care	<input type="checkbox"/> Surgical	<input type="checkbox"/> OTC/Cosmeceuticals
<input type="checkbox"/> Footwear	<input type="checkbox"/> Pharmaceuticals	<input type="checkbox"/> Supplies	<input type="checkbox"/> Software/EMR
<input type="checkbox"/> Other: <input type="text"/>			

Are there any companies you do not want to be placed near? :

### BOOTH OPTIONS

Additional sponsorship and branding opportunities will be made available soon. All opportunities require the initial purchase of a booth. To secure your spot, please select your booth option below.

Single Booth \$2,950    Double Booth \$4,950    Electricity \$200 (does not include power strip or extension cords)

All booths are 10'x10' and include a 6' table, 2 chairs, and 2 exhibitor badges. The exhibit area is carpeted.

Badge Names (2 badges are included)

### PAYMENT INFORMATION

Credit Card Number

Expiration Date  CVV  Billing Zip Code

Name on Card:

By signing and returning this agreement, you are authorizing the Weil Foot and Ankle Institute Foundation to process your payment as indicated and are declaring yourself as an authorized representative of the company stated

Authorized Signature

#### Contact our event coordinators:

Ann Dosen & Sarah Breyemeier  
(727) 422-3996  
BeHeard@PodiatryMeetings.com

THANK YOU

THE FINE PRINT: Every effort will be made to accommodate your request(s); however, no guarantees can be made. Full payment of booth fees must accompany this form to reserve your space. More information regarding cancellations can be found in the Exhibitor Rules and Regulations. By signing this form, you agree to indemnify and hold harmless The Weil Foot & Ankle Institute Foundation, as well as PodiatryMeetings.com, its volunteers, employees, and others working on their behalf against any and all claims, demands, suits, or loss, including all costs connected, and for any damages which may be asserted, claimed, or recovered against or from WFAIF including loss of life, as a result of the pandemic.

The Weil Foot and Ankle Institute Foundation is a 501(c)3 organization.

## Exhibitor Rules and Regulations

**SPACE ASSIGNMENT, RESTRICTIONS, AND LAYOUT:** Subletting or sharing space is not permitted. Exhibitor may not show, advertise, or offer any other products than those sold or manufactured by that Exhibitor in his or her regular course of business, as stated on the application form. All booth furnishings must conform to the Fire Marshal's regulations in the jurisdiction of the event location.

**GENERAL DISTURBANCES:** All sound presentations in the exhibitor booth must be done in a sound-proof environment or with earphones and must not disturb other exhibitors. If any exhibitor has equipment or devices that may disturb another exhibitor, because of noise or other objectionable features, they must notify us in writing prior to the meeting and agree to accept a table top assignment as determined by the Foundation or the Exhibit Managers.

**CANCELLATIONS:** The Exhibitor may request, in writing, a refund as follows: Ninety (90) days prior to the meeting, a 75% refund will be issued; eighty-nine (89) to forty-five (45) days before the meeting, a 50% refund will be issued; less than forty-five (45) days, no refund will be issued. If a confirmed Exhibitor does not occupy the tabletop for any reason, including failure to exhibit or arrive at the site, the Exhibitor is responsible for the total booth rental fee without refund.

**EXHIBIT CONTRACTORS AND SHIPPING:** Items shipped by your company should be addressed to your company, NOT the Foundation or Event Managers. Shipping costs are not included in the booth price.

**FURNISHINGS AND EQUIPMENT:** Exhibit furnishings and equipment must be rented from the event's approved decorator. You will receive the necessary forms and information to facilitate shipping and installation of your exhibit approximately- forty-five (45) days prior to the show. All structural work, such as extra shelves, signs, display racks, spotlights, etc. must be approved by the Foundation and/or the Exhibit Managers. No supplies, materials, posters, or other objects shall be displayed, posted, tacked, nailed, pasted, or otherwise attached to columns, walls, floors, or any other parts of the building or furniture. All electrical equipment must conform to the event location electrical code and must be approved by Underwriters Laboratory (U.S.) or another recognized authority. Volatile, flammable, radioactive, or explosive substances or other materials prohibited by Local Ordinance or by Insurance Carriers will not be permitted on the premises. If an outside contractor or other labor is used, a written notice to Foundation and Exhibit Managers and approval of such is required thirty (30) days in advance and must be accompanied by a Certificate of Insurer certifying coverage of the same type and amount as hereafter provided.

**INSURANCE:** All property of the exhibitor is to remain under the Exhibitor's custody and control to and from, or within, the confines of the exhibit area. The Foundation, event location, and exhibit managers do not provide insurance covering Exhibitors' property. Exhibitors 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. Statutory Workers Compensation with employer's liability, with a limit of at least \$100,000, must be obtained. The Exhibitor shall secure and furnish one (1) month prior to the first licensed day of the facility usage, and must maintain during the entire license period, the above stated coverage. The policies shall provide that they will not be controlled or materially altered prior to the termination of the facility license period or until the Foundation has been given at least thirty (30) days' written notice of such cancellation or alterations.

**SALES TAX:** In accordance with Illinois Statutes, this exhibitor agreement authorizes the retail sales of tangible personal property or services subject to sales tax. The Exhibitor must register, or be registered, with the Illinois Department of Revenue and collect and remit the tax imposed on such sales.

**SECURITY:** Loss prevention of Exhibitors' property will be a priority; however, neither Foundation, Exhibit Managers, event location/venue, decorator, nor the security service, will be responsible for loss or damage due to any cause.

**LIABILITY:** The Exhibitor hereby agrees to indemnify and hold harmless the Foundation, its officers, members, agents and staff, and the event location/venue, its managers, officers, sponsors, employees, agents, successors, and assigns, and other third party contractors from any lawsuit or claim, including, but not limited to, an action relating to personal injury, product liability, false claims, or property damage or for loss of use of property by whomsoever sustained as a result of Exhibitor's participation in the exhibit, except only for damages or injury due to negligence or willful misconduct of the indemnities. The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment, and other property while on premises, and hereby waives any claim or demand it may have arising from such loss, theft, or damage. The exhibitor agrees, for the benefit of the event venue and its affiliates, to comply with venue policies and procedures for exhibitors, and all applicable laws, regulations, and codes. In addition, the exhibitor agrees to defend (if requested by and with counsel satisfactory to the venue, indemnify and hold harmless the Foundation and event venue and their respective parent, subsidiary, and other affiliated or related companies from and against any liabilities, obligations, claims, damages, suits, costs, and expenses, including, without limitation, attorneys' fees and costs up through and including any appeal, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission or willful misconduct of the exhibitor or its employees, contractors, subcontractors, or agents.

**COMPLIANCE:** The Exhibitor shall comply with all federal, state, and local laws, rules, and regulations, including, but not limited to, those relating to safe usage, advertising, and marketing of products and services. Devices which emit radiation, light waves, sound waves, or other emissions which require or should reasonably require the use of safety equipment shall not be used in the hall or any part of the hotel without express prior authorization of the Foundation and event venue. The Exhibitor shall also comply with all provisions relating to continuing education for the Council for Podiatric Medical Education.

**FORCE MAJEURE:** In the event that the event venue, or any part of the exhibit area thereof, is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, or any such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which the Foundation has no control, or should the Foundation decide that because of such causes it is necessary to cancel, postpone, or reset the exhibit or reduce the exhibit time or move out time, the Foundation and event managers and event venue shall not be liable to indemnify or reimburse the Exhibitor in respect to any damage or loss, direct or indirect, arising as a result thereof.

**OTHER RULES:** Canvassing or distribution of advertising, promotional materials, gifts, or refreshments outside the Exhibitor's assigned space is not permitted. Solicitations or conferences in the interest of business, except by Exhibitors, are prohibited on the premises during the conference. Hospitality suites and receptions may be allowed if no Foundation official function is scheduled. Written requests must be made sixty (60) days prior to the event for approval by the Foundation or event managers.

**VIOLATIONS:** In the event an Exhibitor violates any provision of this agreement, the Foundation shall have the right, without liability whatsoever, to notify the agents, employees, or other persons operating Exhibitor's booth(s) to leave said booth(s) immediately and remove all the exhibits and other materials in the tabletop of the Exhibitor immediately upon notice. Furthermore, the Foundation shall have the additional right to bar the Exhibitor, his/her agents, employees, or other representatives from the exhibit area and the exhibit hall and facilities and to enforce the provisions hereof by having the responsible local government official enforce this provision, all without liability to the Foundation, its agents, servants, employees, and contractors. If any provision of this agreement is breached by the Exhibitor or if the Exhibitor is in default hereunder, the Foundation shall have the right, and it is hereby authorized, to retain all monies therefore paid by the Exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by the Foundation in this agreement, the Association shall have any and all rights and remedies otherwise available at law or equity.

**AMENDMENTS:** Any and all matters not specifically covered by the preceding rules and regulations and other terms and conditions contained in the Exhibitors Service Manual shall be subject to the decision of the Foundation. The Foundation shall have the full power to interpret, amend, or enforce these rules and regulations, provided any amendments or additions thereto are in conformance with the preceding sentence.

**DEFAULT:** Exhibitors will not be permitted to set up their exhibits or will be subject to eviction, without refund if this contract is violated.

**LAWS AND RULES APPLICABLE:** This Agreement and accepted paid contract shall be governed by the laws, rules, and regulations of the State of Illinois. The Exhibitor agrees to abide by the rules and regulations of the event venue while on property and understands where rules and regulations of the host hotel are more stringent than any of the above Foundation rules, such hotel regulations shall take precedence.