



CPMA SPONSORSHIP OPPORTUNITIES

The Connecticut Podiatric Medical Association (CPMA) offers year-round partnership opportunities designed to connect your company with podiatric physicians, practice leaders, and decision-makers across the state. Whether you're looking to build relationships in person at our Annual Symposium, showcase products at a clinical workshop, or stay top-of-mind through digital advertising, CPMA has a platform to help you meet your goals.

With a trusted reputation and a highly engaged membership, CPMA partnerships offer targeted exposure, meaningful engagement, and long-term value. Let us help you build brand recognition where it matters most—inside the practices shaping the future of podiatric medicine in Connecticut.





CPMA ANNUAL SYMPOSIUM

Dates: November 7–8, 2025

Location: Foxwoods Resort & Casino, Ledyard, CT

Audience: 140+ podiatrists and their staff from across Connecticut

Join us at Connecticut's premier event for podiatric professionals, the CPMA Annual Symposium. Our two-day conference brings together over 140 practicing podiatrists and clinical staff for cutting-edge education, peer connection, and practice growth. As an exhibitor, you'll gain direct access to high-value decision-makers and front-line users eager to explore new products, services, and innovations in the field.

This year's event includes:

- Two full days of exhibiting, with dedicated break times on Friday and Saturday to maximize foot traffic
- An expanded Friday evening Networking Reception held directly in the exhibit hall—creating prime opportunities for meaningful engagement in a relaxed social setting
- High visibility and direct alignment with CPMA's trusted brand in the podiatric community

www.cpma.org | exhibit@cpma.org



Annual Symposium I Platinum – \$12,500

Three Premium Booth Displays

Maximize your reach with three exhibitor tables in high-traffic areas at CPMA's Annual Symposium—perfect for engaging with attendees, showcasing your offerings, and having meaningful conversations throughout the event.

Five Complimentary Registrations

Invite up to five representatives to attend the Symposium at no additional cost. Your team will have full access to educational sessions, networking events, and meals.

Exclusive Demonstration & Break Partner (5–10 Minutes)

Showcase your product or service directly to all attendees with a spotlight hands-on demonstration during the coffee break. This high-visibility opportunity enables you to educate, engage, and impress decision-makers in real-time during the general session.

Exclusive Lanyard or Name Badge Partner

As the exclusive partner of CPMA's attendee lanyards or name badges, your logo will be prominently displayed on the item worn by every participant throughout the Symposium. From registration to networking receptions and photo ops, your brand will be front and center all day long.

Premier Logo Placement on Event Signage and Registration Pages

Gain high-impact visibility with prominent logo placement on all event signage and registration landing pages, ensuring your brand is front and center before and during the event.

Logo on CPMA Homepage for 12 Months

Benefit from year-round brand exposure with your company logo featured on the CPMA homepage, visited regularly by podiatric professionals and industry stakeholders across the state.

Welcome Toast Opportunity

Kick off the Symposium with a branded **Welcome Toast!** A representative will have the opportunity to say a few words during the welcome reception, setting a warm tone for the event and establishing a memorable presence with attendees.

Q4 2025 Banner Advertisement on CPMA Website

Reach CPMA's digital audience with a dedicated banner ad running on CPMA's website during the final quarter of 2025—an ideal way to align your brand with year-end initiatives and planning cycles.

Full-Page Ad in the Annual Symposium Program

Make a lasting impression with a full-page ad in the printed Symposium program, distributed to all attendees and retained as a resource throughout the year.

Dedicated Social Media Acknowledgment

Receive a personalized sponsor spotlight across CPMA's social media platforms, showcasing your support and encouraging member engagement with your brand.

Verbal Recognition During the Annual Symposium

Your partnership will be acknowledged publicly during key sessions at the Symposium, reinforcing your commitment to podiatric medicine in front of a captive audience.

Recognition in Post-Event Exhibitor Thank-You Email

Your company will be included in a special exhibitor appreciation email sent to all attendees following the event, extending your visibility beyond the Symposium.

Annual Symposium I Gold – \$8,500

Two Premium Booth Displays

Maximize your reach with two exhibitor tables in high-traffic areas at CPMA's Annual Symposium—perfect for engaging with attendees, showcasing your offerings, and having meaningful conversations throughout the event.

Four Complimentary Registrations

Invite up to four representatives to attend the Symposium at no additional cost. Your team will have full access to educational sessions, networking events, and meals.

Premier Logo Placement on Event Signage and Registration Pages

Gain high-impact visibility with prominent logo placement on all event signage and registration landing pages, ensuring your brand is front and center before and during the event.

Half-Page Ad in the Annual Symposium Program

Make a lasting impression with a full-page ad in the printed Symposium program, distributed to all attendees and retained as a resource throughout the year.

Dedicated Social Media Acknowledgment

Receive a personalized exhibitor spotlight across CPMA's social media platforms, showcasing your support and encouraging member engagement with your brand.

Verbal Recognition During the Annual Symposium

Your partnership will be acknowledged publicly during key sessions at the Symposium, reinforcing your commitment to podiatric medicine in front of a captive audience.

Recognition in Post-Event Exhibitor Thank-You Email

Your company will be included in a special exhibitor appreciation email sent to all attendees following the event, extending your visibility beyond the Symposium

Annual Symposium I Silver – \$5,000

One Premium Booth Display

Maximize your reach with a single exhibitor table in high-traffic areas at CPMA's Annual Symposium—ideal for engaging with attendees, showcasing your offerings, and fostering meaningful conversations throughout the event.

Three Complimentary Registrations

Invite up to three representatives to attend the Symposium at no additional cost. Your team will have full access to educational sessions, networking events, and meals.

Premier Logo Placement on Event Signage and Registration Pages

Gain high-impact visibility with prominent logo placement on all event signage and registration landing pages, ensuring your brand is front and center before and during the event.

Quarter-Page Ad in the Annual Symposium Program

Make a lasting impression with a full-page ad in the printed Symposium program, distributed to all attendees and retained as a resource throughout the year.

Verbal Recognition During the Annual Symposium

Your partnership will be acknowledged publicly during key sessions at the Symposium, reinforcing your commitment to podiatric medicine in front of a captive audience.

Recognition in Post-Event Exhibitor Thank-You Email

Your company will be included in a special exhibitor appreciation email sent to all attendees following the event, extending your visibility beyond the Symposium.

Annual Symposium Tabletop Exhibitor I \$2,500

Engage directly with Connecticut's podiatric leaders, build lasting relationships, and demonstrate your value in a focused, high-impact environment.

Showcase your brand with a prominent tabletop display during our 2025 Annual Symposium. Exhibitors receive:

- A 6x2" draped table with 2 chairs
- Full access for two representatives to attend sessions, meals, and receptions.

Need more support on-site? Additional staff may be added for \$75 per person, which includes all meals and events on Friday. Electrical and internet services are available for an additional fee.

Symposium Function Partnerships

Welcome Reception Partner – \$2,500

Be the first to make a lasting impression. As the official partner of the Symposium's Welcome Reception, your brand will be associated with the event's most social and high-energy gathering. Includes prominent signage, verbal recognition during welcome remarks, and the opportunity to display materials or giveaways at the reception.

Lunch Partner – \$2,000

Nourish connections. Partner with Symposium's lunch sessions and gain brand visibility when attendees are relaxed, refreshed, and ready to network. Includes signage on lunch tables, verbal recognition during welcome remarks, and the option to display branded materials in the lunch area.

Breakfast Partner – \$1,500

Start the day with your brand in view. As the exclusive breakfast partner, your logo will be featured prominently as attendees begin their day. Includes signage in the breakfast area, verbal recognition during morning remarks, and the opportunity to display light collateral or branded napkins/materials.

Media Partner – \$1,000

Capture the moments that matter. As the exclusive Media Partner, your contribution will cover professional photography throughout the event. Your logo will appear on signage acknowledging your support and in any post-event photo galleries, social media albums, or promotional materials featuring event imagery. Includes verbal acknowledgment during the program.

Interested in becoming an exhibitor?
Get in touch by emailing
exhibit@cpma.org or call **(860) 586-7512**.

We look forward to working with you!

EVENT SPONSORSHIPS

Minimally Invasive Surgery (MIS) Workshop

Date: September 27, 2025

Location: To be Determined

Ideal For: Surgical tool vendors, laser technology firms, orthopedic companies

Position your brand at the forefront of podiatric surgical innovation. The MIS Workshop offers a unique, hands-on environment where decision-makers experience new tools and technologies in action. This is an ideal opportunity for companies looking to demonstrate surgical solutions directly to high-performing podiatric surgeons, build credibility, and generate real-time interest from practitioners poised to adopt new techniques.

Sponsorship Opportunities

- **Lab Sponsor – \$5,500 (Two Available)**
Lead the field as Lab Sponsor, with maximum visibility at the MIS Workshop. As a Lab Sponsor, you'll receive onsite signage, representative attendance, a premium tabletop display at the event, a chance to highlight your product or technique with a 10-minute demonstration, and a featured ad in a future CPMA newsletter. This package is ideal for companies seeking to establish robust, educational relationships with attending surgeons in a targeted clinical setting.
- **Demo Break Sponsor – \$2,500 (Five Available)**
Highlight your product or technique with a 5-minute featured demonstration or a walk-through of the procedure. A rare opportunity to showcase innovation to a captive clinical audience.

Spring Clinical Workshop 2026 (TAR – Total Ankle Replacement)

Date: To be Determined

Location: To be Determined

Ideal For : Device manufacturers, surgical tool companies, physical therapy providers

This highly specialized workshop draws forward-thinking podiatric surgeons and clinical leaders interested in mastering total ankle replacement procedures. It's the perfect platform for companies that want to showcase surgical systems, introduce post-op solutions, or build relationships with providers making decisions in the OR and beyond. With a strong educational focus and interactive structure, this event is built for brands seeking meaningful, clinical-level engagement.

Sponsorship Opportunities

- **Workshop Sponsor – \$5,500 (Two Available)**
As a Workshop Sponsor, you'll receive onsite signage, representative attendance, a premium tabletop display at the event, brand exposure at all surgical stations, and a featured ad in a future CPMA newsletter. This package is ideal for companies seeking to establish robust, educational relationships with attending surgeons in a targeted clinical setting.
- **Cadaver Table Sponsor – \$2,500 (Five Available)**
Place your brand where it matters most—directly on a surgical station used during hands-on training. This opportunity includes signage and acknowledgment in workshop materials, providing consistent exposure as participants move through the procedure and interact with your tools and systems.

State Meeting 2026

Date: To be Determined

Location: To be Determined

Ideal For: Insurers, compliance consultants, practice support vendors

The State Meeting convenes CPMA's full membership for business updates, legislative discussions, and professional development. It's an excellent fit for organizations that support podiatric practices operationally, through insurance solutions, billing systems, risk management, or legal and regulatory guidance. Align your company with CPMA's commitment to strengthening the profession and gain visibility among those shaping practice management across the state.

Sponsorship Opportunities

- **Reception Sponsor – \$3,500 (Exclusive)**
Position your brand at the center of the State Meeting's networking reception. As the exclusive Reception Sponsor, your company will receive premium signage at the hosted bar, verbal recognition during welcome remarks, and the opportunity to provide branded napkins or drinkware (optional). A high-visibility, relationship-building opportunity perfect for companies seeking casual but strategic interactions.
- **Tabletop Sponsor – \$1,000 (Ten available)**
Showcase your services and connect directly with CPMA members by securing a standard exhibitor tabletop during the meeting. A cost-effective way to build brand awareness and start conversations with practice leaders.

DIGITAL ADVERTISING OPPORTUNITIES

Reach Connecticut's Podiatric Community—Anywhere, Anytime

Amplify your brand's visibility with **CPMA's targeted digital advertising packages**, designed to connect you with podiatric physicians and practice leaders across the state. Whether you're launching a new product, growing brand awareness, or promoting educational content, CPMA's digital platforms offer multiple touchpoints to engage with our active and growing membership.

Digital Boost Package: Ideal for companies seeking to maintain consistent visibility across CPMA's digital channels.

- **Investment: \$500**
- **Duration: 3 Months**

Package Includes:

- **Website Logo Placement:** Your logo featured on CPMA's website homepage for 3 months, linked to your site.
- **Newsletter Banner Ads:** Three (3) banner ads featured across CPMA's monthly e-newsletters (one per month). Submit up to three unique designs.
- **Curated Social Media Posts:** Three (3) sponsored posts shared across CPMA's social platforms over the 3-month period.

Sponsored Content Package: Position your company as a thought leader with educational, brand-aligned content featured across CPMA's digital ecosystem.

- **Investment: \$750**
- **Duration: 3 Months**

Package Includes:

- **Website Logo Placement:** Logo featured on CPMA's website homepage for 3 months with a redirect link.
- **Sponsored Newsletter Articles:** Featured content included in the **premier section** of two CPMA e-newsletters, along with your logo and link.
- **Sponsored Blog Post or Resource:** Educational content hosted on the CPMA website or blog, increasing visibility and SEO value.

Technical Requirements & Submission Guidelines

Upon confirmation, please email the following to info@cpma.org:

www.cpma.org | exhibit@cpma.org



For All Packages:

- **Logo** in high resolution (.png or .eps) with a URL for hyperlinking.

For Digital Boost:

- **Newsletter Banners** (728x90 px, .png, .jpg, or .eps)—up to 3 versions.
- **Social Media Posts:**
 - Up to 3 posts, including final copy (max 280 characters with hashtags + tags).
 - Graphics (preferred size 1200x670 px; max 1200x1200 px).

For Sponsored Content:

- **2–3 paragraph summary**, headline, and full article text (PDF or Word).
- Any associated **images, logos, or embedded links** for digital use.

Timing: Your 3-month package begins upon receipt of payment and logo. Banner ads and social posts can be scheduled flexibly within that 90-day window.

Want More Exposure?

Learn about our quarterly bundles, exclusive digital sponsorships, and custom campaign options designed to meet your goals.

Interested in becoming a sponsor?
Get in touch by emailing
exhibit@cpma.org or call **(860) 586-7512**.

We look forward to working with you!