



# California Podiatric Medical Association

## REACH • EDUCATE • HELP HEAL

| <b>CORPORATE MEMBER BENEFITS</b>   | <b>Associate<br/>\$2,500</b>                  | <b>EXECUTIVE<br/>\$4,500</b>                | <b>Presidential<br/>\$6,500</b>             |
|--|---|---|---|
| Discount off booth(s) at the <i>Western Foot and Ankle Conference (The Western)</i> with site selection opportunities                          | 5% discount with booth location consideration | 15% discount with booth selection advantage | 30% discount with premium booth location    |
| <i>Western Foot and Ankle Conference</i> preregistration attendee mailing labels to announce participation at the meeting                      |   |   | √   |
| Post <i>Western Foot and Ankle Conference</i> attendee list to follow-up on leads  |   |   | √   |
| Extensive signage, traffic builders/drivers providing enhanced interaction with attendees in <i>The Western</i> exhibit hall                   | √   | √   | √   |
| Corporate Member flyer with company logos and websites inserted in each <i>Western</i> attendees' registration packet                          | √   | √   | √   |
| Invitation to reception with CPMA leadership at <i>The Western Foot and Ankle Conference</i>   | √   | √   | √   |
| Pictorial in the post <i>Western</i> issue of <i>The California Podiatric Physician</i> magazine   |   |   | √   |
| Emails sent to CPMA Members on company's behalf  |   |   | √2  |
| "Thank You" message: on CPMA's Facebook and Twitter pages; in <i>The California Podiatric Physician</i> magazine, and <i>DPMemo</i> newsletter | √   | √   | √   |
| CPMA membership mailing list   | √   | √   | √   |
| Company logo with link on CPMA homepage  |   |   | √   |
| "Corporate Member Spotlight" on CPMA homepage  |   |   | √   |
| Advertising in CPMA's member magazine <i>The California Podiatric Physician</i>  | A half-page 4-color ad in <b>two issues</b>   | 1 full page 4-color ad in <b>two issues</b> | 1 full page 4-color ad in <b>each issue</b> |
| Advertising in CPMA's electronic newsletter <i>DPMemo</i>  |   |   | Display ad with link                        |
| Half-page company profile in <i>The California Podiatric Physician</i>   |   |   | √   |
| Company logo with link on the Corporate Member page of the CPMA website  | √   | √   | √   |
| Ad on CPMA website   |   |   | √   |
| Company logo and web address featured in each issue of <i>The California Podiatric Physician</i> and <i>DPMemo</i>                             | √   | √   | √   |
| First option to sponsor CPMA member programs/events  | √   | √   | √   |
| Complimentary subscription to <i>The California Podiatric Physician</i> magazine   | √   | √   | √   |
| Complimentary subscription to the e-newsletter <i>DPMemo</i>   | √   | √   | √   |
| Use of CPMA Corporate Member logo in advertising+  | √   | √   | √   |
| "Thank You" flyer with company logos and websites mailed to CPMA members   | √   | √   | √   |
| Discounts on additional advertising  | 25% off                                       | 30% off                                     | 50% off                                     |

### California Podiatric Medical Association

2430 K Street, Suite 200 • Sacramento, CA 95816

Phone (800) 794-8988/(916) 448-0248 • Fax (916) 448-0258 • Website CalPMA.org



# APPLICATION

## REACH • EDUCATE • HELP HEAL

The California Podiatric Medical Association's (CPMA) Corporate Member Program provides an outstanding platform for corporate leaders to share innovative ideas, products and services with clinicians to better serve their patients, enhance their companies' name recognition and build brand loyalty. Being a CPMA Corporate Member provides exclusive opportunities for corporate leaders to showcase their companies' commitment to California's podiatric physicians, their patients and medical specialty.

*Podiatric Medicine is A Healing Art*

Please print clearly and complete all fields.

Company Name: \_\_\_\_\_

Company Contact (Name and Title): \_\_\_\_\_

*(This person will be the point of contact for all membership correspondence)*

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email for Contact Person: \_\_\_\_\_

Signature of Authorized Company Representative: \_\_\_\_\_

Company Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Company Website: \_\_\_\_\_

Choose your level for Corporate Membership in the California Podiatric Medical Association.

Select payment type *(Please check one)* for your chosen Corporate Membership Participation Level

Check Enclosed     Visa     MasterCard     Amex     Discover

For the amount of: *(Please check one)*

Presidential \$6,500     Executive \$4,500     Associate \$2,500

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Company Billing Address (if different from above): \_\_\_\_\_

\_\_\_\_\_

Please submit your completed application to CPMA:



California Podiatric Medical Association  
Attn: Corporate Membership  
2430 K Street, Suite 200  
Sacramento, CA 95816  
Fax: (916) 448-0258  
afinley@calpma.org

\*All applications for Corporate Membership will be reviewed prior to approval by the CPMA Board of Directors.

\*All marketing, i.e. advertisements, faxes, mailings, or use of CPMA Corporate Member logo must have prior approval from CPMA.