PARTNERS PROGRAM PROSPECTUS

WORKING TOGETHER FOR THE FUTURE OF PODIATRY

APMSA
AMERICAN PODIATRIC MEDICAL STUDENTS ASSOCIATION
The Future of Podiatry
Who we are

The American Podiatric Medical Students’ Association (APMSA) is the national, student-led organization that serves as the collective voice for all podiatric medical students. We are committed to the protection and advancement of student rights and interests by advocating in legislative and educational arenas. We provide resources to our members to assist them throughout their education as they transition into podiatric residents and physicians.

Founded in Chicago in 1954, the structure of the APMSA provides equal representation from each podiatric medical college. Each college has a student body president and president-elect. Every class elects an APMSA delegate and one or more alternate delegates. These student leaders comprise the APMSA House of Delegates who meet twice annually.

The APMSA:
• provides a forum to address and resolve student issues and problems
• represents students to the podiatric medical community
• furthers the profession in the delivery of health care

What we do

To accomplish these goals, the APMSA, with a strong collective voice, maintains liaisons with a number of associations and organizations affiliated with podiatric medicine, including the American Podiatric Medical Association (APMA).

Today’s podiatric medical students are committed to involvement in total health care delivery. With this goal in mind, the APMSA maintains relationships with students of allopathic and osteopathic medicine, dentistry, optometry, pharmacy, and nursing. The APMSA also has an American Public Health Association (APHA) advocate to represent the podiatric profession by enhancing the understanding and importance of podiatric medicine by other health professionals.

“We thank the companies, organizations, and individuals who have joined for their commitment to working collaboratively to advance and achieve podiatric medical student goals with their valuable support, direction and involvement.”

APMSA President Sarah Gostich
Partnership the way you want it
Partners Program is a mutually beneficial collaboration between students and corporations, organizations, alumni, podiatric medical colleges, residency programs, and practices. This partnership enhances and supports the educational and training process as well as the overall experience of podiatric medical students. This endeavor is achieved through Partner financial support, Corporate Advisory Board membership, education, and resources, and involvement.

APMSA wants to help you develop and maintain a strong network and expand your target audience within the podiatric student community. We have a comprehensive offering of partnership opportunities to meet your goals. Or, let APMSA create a unique promotional opportunity just for you.

Get involved
We invite corporations, organizations, alumni, podiatric medical colleges, residency programs, and practices to join the program. Corporations and non-profits may also participate on the APMSA Corporate Advisory Board.

Recognition
In recognition of your support, APMSA Partner you will have direct access and maximum exposure to approximately 2,300 podiatric medical students, you will also receive valuable recognition and numerous program benefits.

Partnering for the future
APMSA Partners believe that students are the future of the profession and support student education and related endeavors. Your participation and involvement provides education, service, and research grants to students and supports valuable student programming and publications such as student focused webinars, research symposiums, and leadership meetings.
PARTNER BENEFITS OVERVIEW

CORPORATE ADVISORY BOARD
The CAB will provide corporations with a structured and meaningful forum to serve as program advisors as needed to podiatric medical students. The CAB will meet twice a year. Once in conjunction with a major podiatry conference during the 1st or 2nd quarter and once in conjunction with the American Podiatric Medical Association National.

APMSA partners will be invited to speak directly to the APMSA House of Delegates during the Annual meeting held in conjunction with the American Podiatric Medical Association’s National meeting. The APMSA House of Delegates is comprised of over 60 student leaders from the nine colleges of podiatric medicine.

DIRECT ACCESS TO APMSA LEADERSHIP

APMSA INDIVIDUAL E-NEWS
E-News is emailed to approximately 2300 student members, and highlights important issues and school events. Each issue prominently displays a list of APMSA Partners and a link to their websites.

APMSA WEBSITE
The APMSA website features up-to-date information for pre-podiatry and podiatry students on current issues and activities such as applying for education, service and research grants, retrieving/reviewing reference materials, and staying connected. Partners are profiled and hyperlinked on the site.

SOCIAL MEDIA CAMPAIGNS
APMSA will work with Partners to promote social media campaigns with the students.
# APMSA Partners Program Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Corporate</th>
<th>Non-Profit</th>
<th>Residency</th>
<th>Practice GRP</th>
<th>Individual</th>
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</thead>
<tbody>
<tr>
<td>Membership in the APMSA Corporate Advisory Board</td>
<td>✔</td>
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<tr>
<td>Attend all Corporate Advisory Board meetings (twice per year)</td>
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<td>Invitation to attend the APMSA Annual House of Delegates meeting</td>
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<td>Access to student liaison at each school</td>
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<tr>
<td>Access to special reports on student social media trends and how to host events at the podiatric colleges</td>
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<td>Invitation to exhibit (for a fee) at the APMSA Annual Academic &amp; Athletic Conference</td>
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<td>Two (per year) email blasts to the entire membership sent by APMSA on your behalf</td>
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<td>Featured article four times a year in the APMSA e-Newsletter</td>
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<tr>
<td>Promotions on the APMSA’s social media feeds once a month</td>
<td>✔</td>
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<td>Partner-to-student promotions published on the APMSA website</td>
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<td>Opportunity to host/present live workshops/webinars on topics of interest to the APMSA membership using the APMSA brand</td>
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<td>Opportunity to submit educational articles/blog posts for the APMSA website</td>
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<td>Three complimentary advertisements per year in the APMSA e-Newsletter</td>
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<td>Partner Spotlight on the APMSA website homepage once a year</td>
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<td>Logo showcased on the APMSA website homepage</td>
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<td>One complimentary full-page advertisement in the APMSA Annual Residency Survey</td>
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<td>Logo on all marketing materials related to the APMSA Annual Academic &amp; Athletic Conference</td>
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<td>Recognition during APMSA student orientation sessions held in the fall and spring each year</td>
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<td>Opportunity to rent the APMSA mailing list at a discounted rate to distribute your message via direct mail</td>
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<td>Corporate profile, logo and link to your website featured on the APMSA website's Partners landing page</td>
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<td>Use of a special APMSA Partner logo on Partner websites and collateral materials with approval by the APMSA</td>
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<td>Recognition of support through a Thank You ad in each APMSA e-Newsletter</td>
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<td>Complimentary subscription to all APMSA e-Newsletters</td>
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<tr>
<td>Recognition of support on the APMSA website</td>
<td>✔</td>
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<tr>
<td>Recognition of support in the APMSA Annual Residency Survey</td>
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Partnership criteria
Companies, organizations and individuals interested in working collaboratively to advance and achieve podiatric medical student goals through support, direction, and involvement.

Eligibility requirements/terms and conditions
1. A completed Partner application for membership with corresponding annual dues;
   - Corporations - $2,500
   - Non-Profit Entity - $1,500
   - Residency Programs - $500
   - Podiatry Practices - $250
   - Individuals - $100
2. Dues are payable in full by July 1 of each fiscal year. Pro-rated Partner is available.
3. Partner renewal is automatic with adherence to program tenets and current dues payment. Non-payment or non-compliance will result in forfeiture of partnership and loss of benefits and privileges.
4. Partnerships may be rescinded or non-renewed upon mutual agreement.
5. APMSA Partners assume no oversight or fiduciary responsibility for the APMSA.

CURRENT PARTNERS
APPLICATION

To begin taking advantage of these exciting Partner Program benefits right away, please complete this application and return it with payment to:

American Podiatric Medical Students’ Association
9312 Old Georgetown Road
Bethesda, MD 20814

Organization:__________________________________________________________

Address:______________________________________________________________

City:__________________________ State: ___________ Zip: __________________

Contact Name: ____________________________ Position: ____________________

Phone Number:________________________________________________________

Email Address:________________________________________________________

Company Description:___________________________________________________

_____________________________________________________________________

Website address:_______________________________________________________

Please indicate partner category:

☐ Corporation $2,500  ☐ Group Practice $250
☐ Non-Profit $1,750  ☐ Individual $100
☐ Residency Program $500

I have enclosed check number:___________________________________________

Signature:______________________________ Date:______________
HOW PARTNERS SUPPORT STUDENTS

APMSA RESIDENCY SURVEY
APMSA’s most popular student membership benefits is an annual resource guide that provides candid, first-hand information from current podiatric medical residents about their existing residency program to aid students with their clerkship and residency selections. All APMSA partners receive free advertising in the online publication.

COLLEGE VISITS
Every year representatives from the APMA and APMSA orient and welcome new students to the profession. During the sessions, APMSA provides a review of member benefits and promotes interaction with APMSA Partners.

APMSA RESEARCH/EDUCATION/SERVICE GRANTS
Nine $1000 grants, one per podiatric medical college, are awarded to conduct an event or project that will enhance student education.

STUDENT FOCUSED WEBINARS
Partner resources are used to support webinars on a variety of topics ranging from residency selection, practice options, marketing, insurance, and debt management.

APMSA ACADEMIC AND ATHLETIC CONFERENCE
This event draws students from across the country to promote the profession and foster fellowship between students and partners. Partners are encouraged to attend and participate. Partners receive prominent recognition such as signage, logos on t-shirts, and program booklet for a small fee.
Heather Keith
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hakeith@apmsa.org