



Corporations and
Organizations

Colleges of Podiatric
Medicine

Alumni

Podiatry Practices

Residency Programs

We have long admired the valuable contribution made by the American Podiatric Medical Students' Association to the management skill set of young podiatrists. Their work has never been more important than it is today, as the future of the industry is dependent on the success of these budding podiatrists. We are proud to be working with this fine organization."

PRESENT e-Learning System, CEO
Alan Sherman, DPM, CCMEP

Take advantage of our powerful marketing and educational opportunities to reach the largest rising new segment of scholars, purchasers and service providers in podiatric medicine.

[APMSA](#)
[2016](#)
[Partners](#)



Partner With the Future

APMSA, founded in 1954, is the only national organization representing **more than 2500 students** enrolled at the nine colleges of podiatric medicine. The APMSA advances the educational process for the betterment of the podiatric profession.

The APMSA Partner's Program is a mutually beneficial collaboration between students and corporations, organizations, alumni, podiatric medical colleges, residency programs and practices, to enhance and support the educational and training process and experience of podiatric medical students. This endeavor is achieved through Partner financial support, education, resources, direction and involvement. In recognition of support, APMSA Partner's have direct access and maximum exposure to 2500 podiatric medical students and receive vast and valuable recognition and numerous program benefits, a **\$10000 value of direct and In-direct benefits.**

To receive APMSA Partner funding support, sponsored programs are primarily dedicated to education, service and research. Here's what APMSA Partnership provides in your name:

- All APMSA publications are digital and made available on www.apmsa.org. Partners receive a complimentary ad in each publication and prominent recognition.
- **First Step** is a national newsletter written by students for students. Issued three times an academic year, First Step provides important and relevant information to current and pre-podiatry students.
- The **APMSA Residency Survey** 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.
- **APMSA e-News** is emailed to 2500 student members to share information on issues of the day, conduct surveys and polls, and event notifications.
- 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, accessing school calendars and information, retrieving/reviewing reference materials, blog, and stay connected. Partners are profiled and hyperlinked.
- **APMSA Education/Service Grants** - Nine \$1000 grants, one per podiatric medical college, are awarded to conduct an event or project that will enhance student education such as practice management, research programs, or public awareness programs.
- **APMSA Partner Basketball Tournament and Educational Symposium** - On a annual rotating college basis, the host podiatry school draws students from across the country to promote the profession and foster fellowship between students and Partners.
- **College Visits** - Every year representatives from the American Podiatric Medical Association orient and welcome new students to the profession. The APMSA provides a review of the APMSA and the benefits provided including APMSA Partner sponsored programs.

Comments from a recent survey of APMSA Partner's regarding the overall program value:

"Great opportunity to assist and work with tomorrow's podiatrists!"

"Having the opportunity to include your logo in our ads is huge for us. In addition, the student and graduate information has helped us stay in touch with the students."

A mutually beneficial partnership to enhance and support the educational and training process and experience of podiatric medical students.



APMSA Partner Recognition/Benefits

Complimentary Advertising – Partner's receive one complimentary ad in each publication and are prominently recognized. Partner's also receive a 50% discount on additional ads, a \$3200 value.

APMSA Partnership Database Savings – Partner's receive over 35% cost savings, a \$250 value, when purchasing APMSA's membership address database for mailings and promotions.

APMSA Liaison Relationships - The APMSA has formal liaison positions with the following podiatric related organizations: AACPM, AAPPM, ABFAS, ABPM, APHA, AAWP, AMSA, APMA, APMA Educational Foundation, APHA, Federal Service, COTH, CPME, NBPME, and APMA PAC. Maintaining and fostering liaison relationships allows the APMSA the opportunity to promote Partner's in recognition of their support.

First Opportunity to Underwrite APMSA Special Projects – Partner's have the first opportunity to support APMSA special projects which include the APMSA Partner Basketball Tournament. Partners are encouraged to attend and participate such as being a speaker, referee or scorekeeper, be an event sponsor, or provide attendee gifts. Partners receive prominent recognition at this popular national event such as signage, shirts, program booklet, tournament and awards ceremony announcements, etc.

Staff and Student Support - APMSA lends staff and student support to elevate and execute your outreach and to assist in leveraging your partnership.

Student Focused Webinars- Webinars are presented on a variety of topics ranging from residency selection, practice options, marketing, practice dispensing, insurance, debt management, etc. These recorded sessions are available on www.apmsa.org.

Partner Websites – Partner's may download recorded webinars to their own website. Partner participation is on a first-come, first-serve, rotating basis, with consideration to which Partner(s) is uniquely qualified to provide the needed perspective, information and resources.

Certificate of Partnership – Partner's receive a certificate of Partnership to display demonstrating support of the APMSA and students.

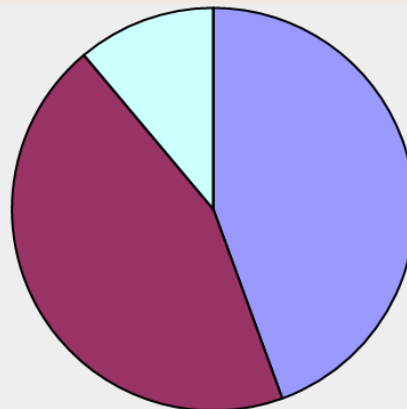
Partner Logo Rights – Partner's have the exclusive right to use the APMSA Partner logo in promotion and advertising.

Student Member Orientation - Partner's are featured in the orientation presentation as well as in the APMSA materials students retain throughout their education.

Direct Access to APMSA Leadership –When possible, Partner's may speak directly to the APMSA House of Delegates comprised of over 65 student leaders from the nine colleges of podiatric medicine.



APMSA Executive Director
Heather Keith



- Extremely likely
- Very Likely
- Moderately likely
- Somewhat Likely
- Not Likely

In a recent Partner Survey, 90% of respondents said they were extremely likely or very likely to renew their partnership in 2017.



Reach podiatry students during a very strategic and critical time in their education and training process.

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:

- A completed Partnership application with corresponding annual dues.
- Partnership 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.
- Partnership may be rescinded or non-renewed by separate or upon mutual agreement.



ADVERTISING SPECIFICATIONS

Partners receive one complimentary full page ad in each APMSA publication. If we do not receive a new ad by the deadline, we will use the current ad on file.

Email ads to: apmsacfd@apma.org

First Step and Residency Survey: Color or black/white JPG, TIFF and PDF (only) high resolution files at 100%, 300 DPI minimum.

Fonts must be outlined and all images provided. Photoshop composite files, embedded files, or hard copy artwork can not be accepted.

- Full page
7.5"w x 10"h
 - 1/2 page vertical
3.625"w x 10"h
 - 1/2 page horizontal
7.5"w x 4.875"h
 - 1/4 page vertical
3.625"w x 4.875"h
- APMSA e-News:**
- Color Jpeg file
 - 11 point font size
 - 5 megabytes maximum; 600 pixel wide maximum
 - Resolution at 200 or 225

Complimentary Advertising Options and Deadlines

	First Step	Residency Survey	APMSA e-News	Website contact MultiView 972.402.7023
Distributed	Fall, Winter and Spring	Summer	Approximately 20 times a year	
Artwork Deadline	30th of September, January and March	June 15th	1st of each month	

Partnership is simple and affordable. You're on your way toward building valuable relationships with the future of podiatry.

Application

Name of Company/Organization/Group: _____
Contact Name: _____
Email: _____
Website: _____
Address: _____
City, State, Zip: _____
Phone: _____
Signature: _____

Please indicate Partnership category:

- ☐ Corporation
☐ Organization
☐ School
☐ Individual DPM
☐ Podiatry Group
☐ Residency Program

Please indicate topic of interests for participating in:

- ☐ Advocacy
☐ APMSA's Education and Training Webinars
☐ Research
☐ Marketing
☐ Public Education & Information
☐ Residency Preparedness
☐ Employment Options
☐ Debt Management
☐ Practice Development/Management
☐ Mentoring
☐ APMSA Website/Social Media
☐ Other _____



Please email application, a high resolution JPG logo, and 20-30 word description of your organization, college, practice, etc. for publication use to apmsacfd@apma.org

Remit payment to: American Podiatric Medical Students' Association

Attention: Colleen Driver

9312 Old Georgetown Road

Bethesda, MD 20814

Contact information: 800-275-2762 x283 or apmsacfd@apma.org