



THE WESTERN

Foot and Ankle Conference

📍 7311 Greenhaven Drive, Suite 208, Sacramento, CA 95831 | 📞 (800) 794-8988 | 🌐 thewestern.org

THE 2026 WESTERN EXHIBITOR CONFIRMATION PACKET

INFORMATION TO HELP YOU PREPARE TO HAVE THE BEST MEETING YET

Please pay special attention to:

- **Installation & Dismantling Policy**
- **Dates and Deadlines**

CONTENTS

- I. Exhibit Hall Decorator & Shipping Information
- II. Exhibit Hall Schedule and **Installation & Dismantling Policy**
- III. Refreshments
- IV. Representative Badge Information
- V. Meeting App Listing
- VI. Mailing Lists
- VII. Lead Retrieval Information
- VIII. Booth Dimensions and Floor Plan
- IX. IAEE Display Rules
- X. **Dates and Deadlines**

Tip: Click on a Content item to be taken to its section within the document.

I. EXHIBIT HALL DECORATOR & SHIPPING INFORMATION

Freeman is the official general contractor for The 2026 Western Foot and Ankle Conference. Freeman exhibitor service kits will be emailed to the company representative on file.

Detailed exhibitor and hand-carried freight guidelines will be included in the exhibitor service manual sent by Freeman starting in February. If you do not receive your service kit, please contact Freeman at (714) 254-3410 or FreemanAnaheimES@Freemanco.com.

The Freeman show site will be available in February for all your ordering needs. You will be able to find this link on the [Prospectus and Forms tab](#) of The Western's Exhibit tab at <https://www.thewestern.org>



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II. EXHIBIT HALL SCHEDULE AND INSTALLATION POLICY

2026 EXHIBIT DATES AND HOURS

Wednesday, June 24	Check-in/Set-Up	8:00 AM – 5:00 PM/8:00 AM – 7:00 PM
Thursday, June 25	Exhibits Open	9:30 AM – 4:00 PM
Friday, June 26	Exhibits Open	9:30 AM – 4:00 PM
Saturday, June 27	Exhibits Open	9:30 AM – 2:00 PM
Saturday, June 27	Move-Out	2:00 PM

Exhibits will be in the Exhibit Hall at the *Disneyland*® Convention Center. Exhibit hours are subject to change. Registered Exhibitors will be notified of any changes that may occur.

INSTALLATION & DISMANTLING POLICY

Move-in, including exhibit freight and set-up of all booths, is to be completed by 7:00 PM on Wednesday, June 24. All exhibiting representatives must print their badges between 8:00 AM and 5:00 PM on **Wednesday, June 24** prior to booth set-up.

Exhibitors who are unable to set up on Wednesday must contact show management at acarrick@calpma.org or by May 12.

No booth set-up may be completed while the exhibit hall is open. Exhibitors are required to staff their booths in accordance with the hall schedule.

EXHIBITOR REGISTRATION & INSTALLATION

Wednesday, June 24 8:00 AM – 5:00 PM Exhibitor badge printing and registration open
8:00 AM – 7:00 PM Exhibitor move-in & installation completed

DISMANTLING

Move-out is **Saturday, June 27, from 2:00 to 6:00 PM.** No Exhibitor is permitted to dismantle any exhibit prior to 2:00 PM on Saturday, June 27. **Exhibitors that dismantle or begin to dismantle prior to 2:00 PM on Saturday will be subject to an early dismantle penalty of \$500.** Subsequent registrations will not be accepted until the fine is paid.

EAC FORM

Anyone using a contractor to set up their booth must complete an EAC form, found [here](#).

Failure to observe these regulations may result in rejection of the Exhibitor’s registrations for space at future Western Foot and Ankle Conferences.

NOTABLE NECESSITIES

- Each exhibitor must submit a show-compliant Certificate of Insurance (COI) by May 13. See the Rules and Regulations for details.
- Exhibitors must be checked in by 5 PM on Wednesday, June 24. Once checked in, set-up must be completed in the exhibit hall by 7 PM.
- **Any exhibitor who dismantles prior to 2 PM on Saturday will be subject to a penalty of \$500.**

III. REFRESHMENTS

The Western provides exhibitors with complimentary morning and afternoon coffee, tea, and refreshments to keep them on their toes throughout the meeting. Concession lunch will be available in the exhibit hall during lunch breaks. All refreshment breaks are in the exhibit hall when it is open to draw attendees in.

IV. REPRESENTATIVE BADGES

All company representatives must have a badge, including exhibitors who register for a booth and do not have additional help onsite (you must register for a badge separately from the booth). Each company gets 3 free badges per booth through May 20. Additional badges (up to 6 per booth) and registrations after May 20 – including onsite

registration – will be \$75 per badge. The link to register representatives will be included in your booth assignment email, on the website thewestern.org, and below.

- Free registration for all company representatives ends **May 20**. Additional and late badge registration (May 21- June 10) will be **\$75 per badge**.
- Advance registration for representatives ends **June 10**.
- Representatives may register onsite for **\$75**.

The link to register representatives for badges is [here](#).

V. MEETING APP LISTING

The 2026 Western will have a brand-new app. As always, your company's name and booth number will be listed in the app. Details on how to enhance your listing will be sent out as they are known.

PRODUCTS AND SERVICES CATEGORY

Your company's products and services primary category will also be visible in the meeting app. If you are unsure of the category you submitted for your company, please login to the Exhibit Portal at thewestern.org and make any changes necessary **by May 27**.

VI. MEETING REGISTRANT MAILING LISTS

As an exhibitor at *The Western*, we would like to offer you the opportunity to promote your presence at the meeting with a mailing. Simply agree to terms and add the pre- and/or post-meeting mailing list to your registration to have a list of registrant addresses emailed to your preferred direct marketing mail processor before or after the meeting, whichever option is ordered. The list will include registered attendees to date. The file is for one-time use only and not to be shared, saved, stored, or sold for any reason. The file will now include email addresses.

USE AGREEMENT

This agreement provides the conditions and authorizations for use of attendee mailing information provided by the California Podiatric Medical Association.

The deadline to order the pre-meeting list is June 3. Pre-meeting labels will be emailed approximately three (3) weeks before the meeting.

The deadline to order the post-meeting list is June 3. Post-meeting labels will include on-site registrations and will be sent after staff returns to work after the meeting.

To order a mailing list, agree to the Label Use Agreement and pay online on the registration page at www.thewestern.org. (You will need to enter the Exhibitor Portal to access the registration page.)

VII. LEAD RETRIEVAL

Learn more about how Lead Retrieval from Trade Show Leads works [here](#).

The link to purchase Lead Retrieval is [here](#).

IF YOU HAVE PURCHASED LEAD RETRIEVAL

Visit the Lead Retrieval Desk onsite – conveniently located in the Exhibitor Badge Printing area of the Center Lounge – Wednesday, June 24.



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VIII. BOOTH DIMENSIONS AND FLOOR PLAN

Please be sure that your booth decorations and exhibit materials will fit within the dimensions of your assigned booth space per the IAEE guidelines.

Please see the Exhibit Hall Floor Plan on the next page to note your location in the hall and refer to the specs on the IAEE sheet for in-line booths to ensure good fit of your booth set-up.

If you have any questions about your booth specifications, please email exhibit@thewestern.org.

SINGLE BOOTH

Single booth dimensions are 10 feet wide on the back wall by 8 feet deep toward the aisle.

DOUBLE END CAP BOOTH

If you have selected a **double end cap booth space (two corners at the end of two rows)**, the following are your dimensions:

16 feet long (back rail)
10 feet deep (front to back)
(16' x 10')

DOUBLE IN-LINE BOOTH

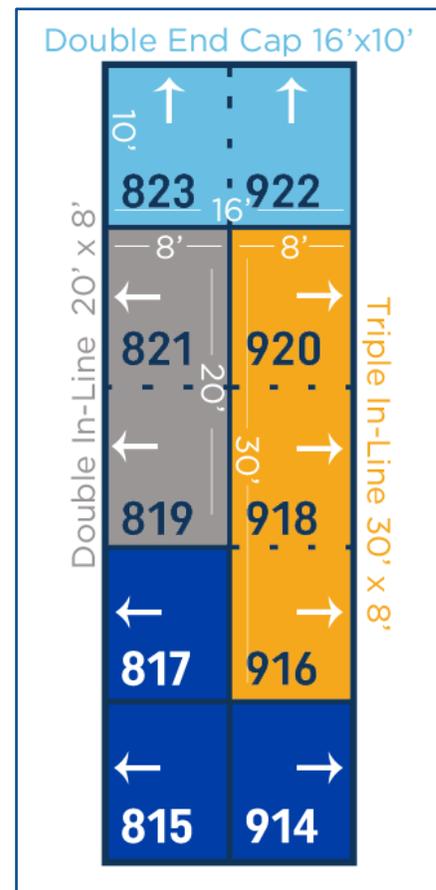
If you have selected a **double in-line booth space (two booths together in the same row)**, your in-line booth placement is such that your booth faces the aisle, and the following are your dimensions:

20 feet long (back rail)
8 feet deep (front to back)
(20' x 8')

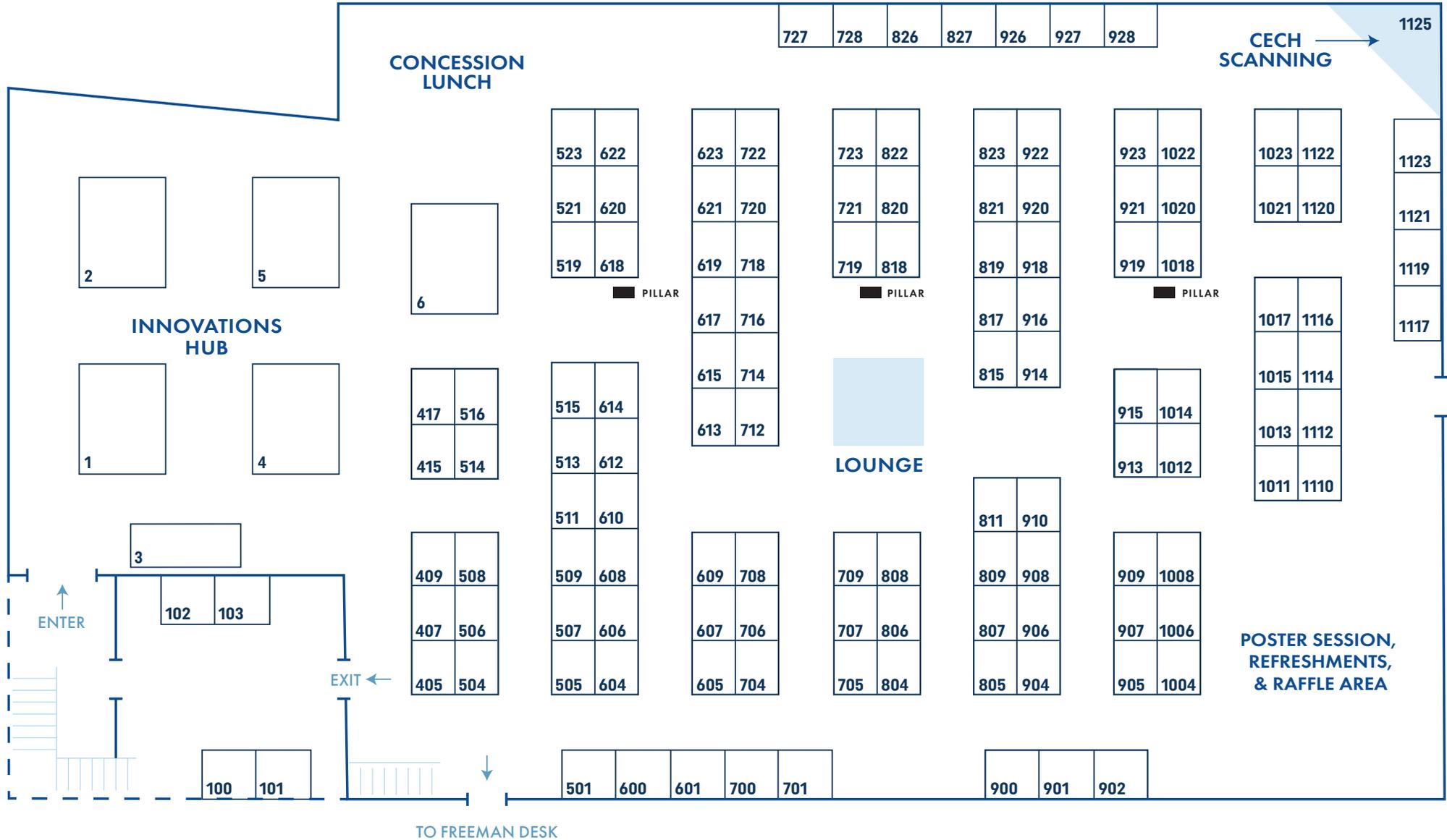
TRIPLE IN-LINE BOOTH

If you have selected a **triple in-line booth space (three booths together in the same row)**, the following are your dimensions:

30 feet long (back rail)
8 feet deep (front to back)
(30' x 8')



2026 WESTERN EXHIBIT HALL



TO FREEMAN DESK

IX. IAEE DISPLAY RULES

LINE-OF-SIGHT

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR OR IN-LINE BOOTH

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

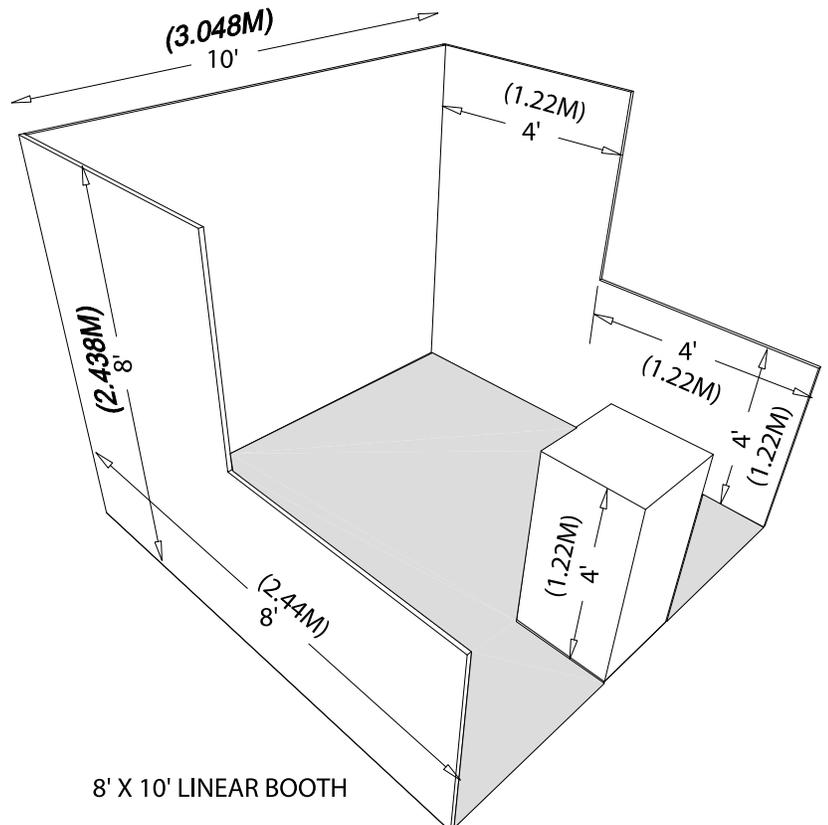
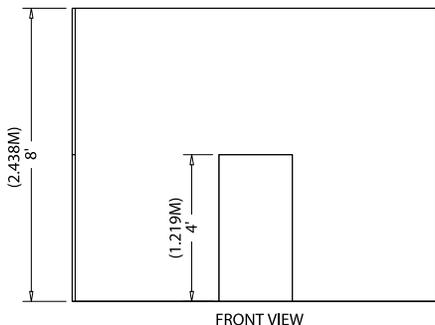
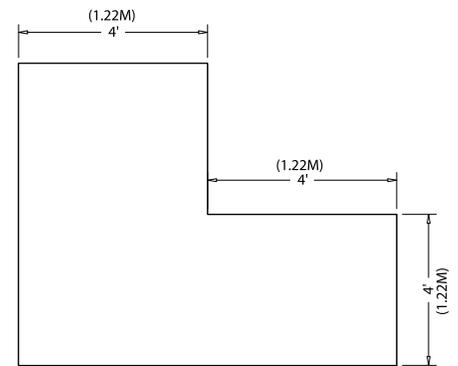
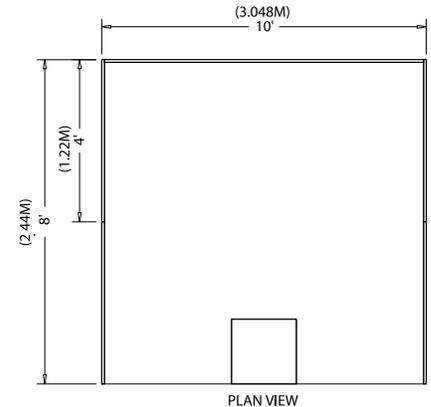
A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

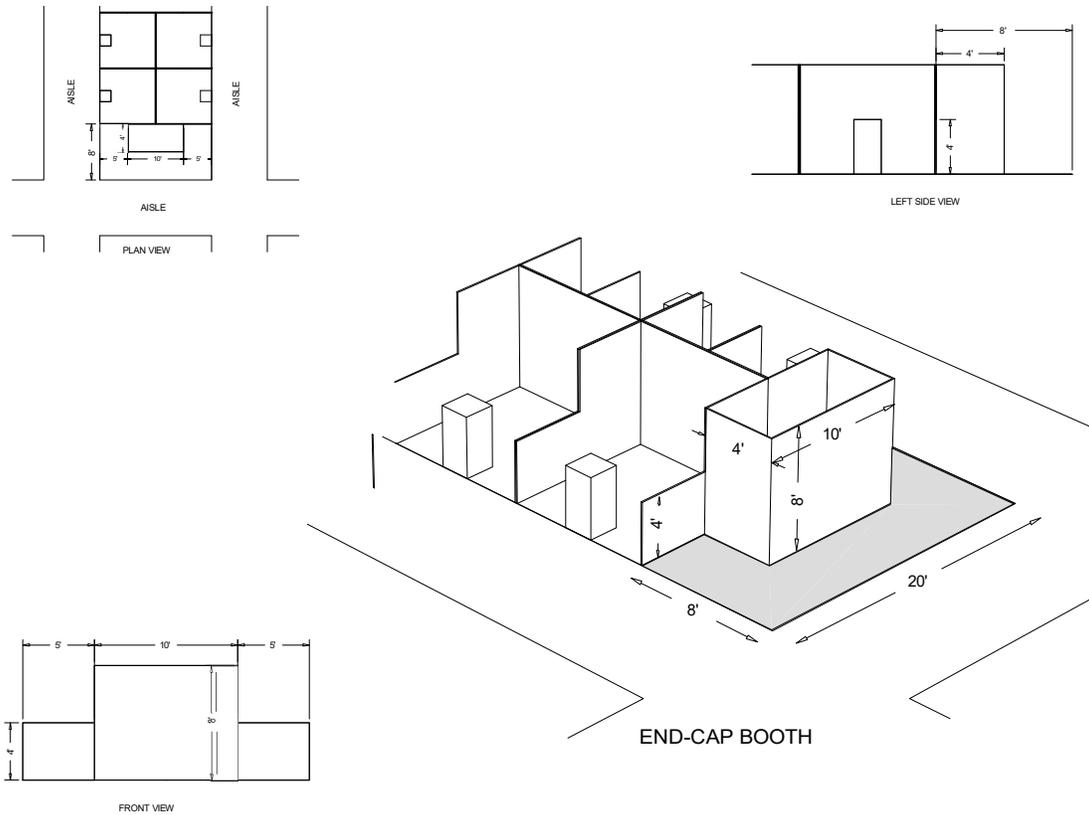
USE OF SPACE

Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island.

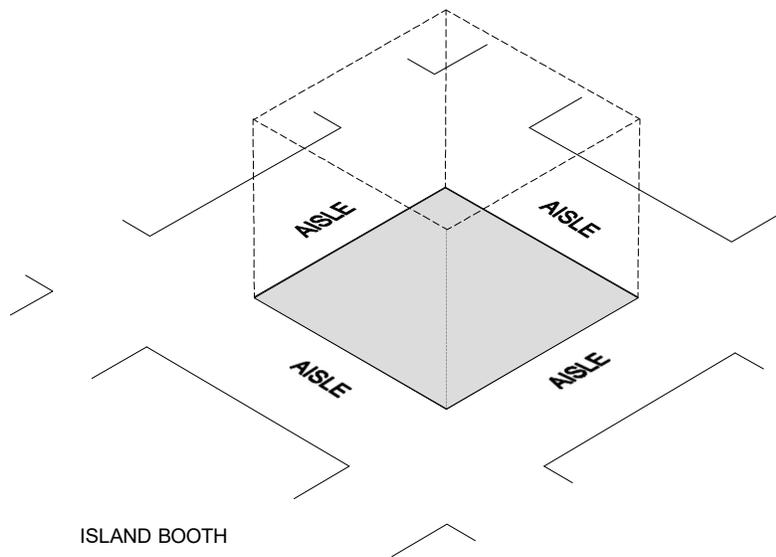
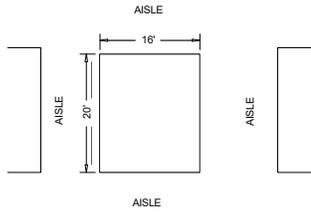


USE OF SPACE

End-cap Booths are 8ft deep by 20ft wide. The maximum back wall height allowed is 8ft and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.



USE OF SPACE

A Quad Island Booth is 16ft by 20ft, although it may be configured differently. Island booths are not permitted at less than 400 sq ft. The entire Cubic Content of the space may be used up to the maximum allowable height, which is subject to change depending on location, including to the top of signage.

DATES & DEADLINES

All forms will be online.

Links will be sent to the company point of contact.
Freeman forms will be sent with the Exhibitor Services Manual **after March 19.**

2025 >

OCTOBER

- 30 Exhibitor Registration Opens
- 30 Exhibitor Housing Opens

< 2026

JANUARY

- 23 Deadline for Corporate Member Priority Booth Selection
- 26 Booth Assignments and Exhibitor Confirmations Emailed

MARCH

- 4** Last Day to Cancel with Partial Refund
- 5 Cancellation without Refund Begins
- 19 Exhibitor Services Manual Available (*Freeman*)
- 23 Sponsor Logo Deadline (*submit eps vector format and png as requested*)

APRIL

- 1** Regular Booth Registration Rates End
- 2 Late Registration Begins

MAY

- 13 EAC Form Due
- 13** Certificate of Insurance (COI) Due
- 20 Deadline for Free Representative Name Badges (*any changes or additions will cost \$75 each after this date*)
- 21 Late Registration for Representative Badges Begins (*\$75*)
- 22 Advance Warehouse Shipments Begin (*Freeman*)
- 27 Advance Order Discount Rates End (*Freeman*)
- 27 Hotel Room Block Cut Off

JUNE

- 3 Deadline to Submit Order Form for Pre-Conference Mailing List
- 3** Exhibitor Booth Registration Ends
- 4 Pre-Conference Mailing List Emailed (*if ordered*)
- 10** Representative Badges Deadline
- 19 Advance Warehouse Shipments Received until Friday, June 19 (*Late Fee applies after June 19. No shipments received on Sat/Sun. (Freeman)*)
- 19 Direct Shipments to Convention Center (*Freeman*)
- 24** Move-In begins 8 AM
- 25 - 27** Exhibition
- 27 Move-Out after 2PM

JULY

- 2 Post-Conference Mailing List Emailed (*if ordered*)

October

S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January

S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

March

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June - July

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2		