



Professional
Development
Series

Partnership & Exhibition Opportunities



*Physical Activity
& Exercise in focus*

SOUTH AUSTRALIA • 1-2 MARCH 2024

Business in focus

NEW SOUTH WALES • 2-3 AUGUST 2024

Paediatric podiatry in focus

VICTORIA • 11-12 OCTOBER 2024

Invitation to Partner

You're invited...

It is our pleasure to extend an invitation for you to partner with us as sponsors and/or exhibitors at the APoDA Professional Development Series in 2024.

We are excited to be able to offer these unique, in-person events that are designed to give delegates and our trade partners the opportunity to network, exchange valuable information and reconnect.

There are a wide range of partnership opportunities for you to choose from, be it becoming one of our Platinum or Supporting Sponsors, supporting our educational streams, providing one or more delegate services, making our social events glitter, sponsoring a session or presenter and/or exhibition and advertising.

There is an opportunity to suit every budget and if you support all three events you will reach around 600-700 podiatrists from across Australia.

Some of the many benefits of participating in the 2024 Professional Development Series events include opportunities to:

- ✓ Promote your company, support your brand(s) and to maintain a high profile among delegates before, during and after the event
- ✓ Grow and strengthen your relationships with existing clients and make new contacts
- ✓ Create new sales opportunities
- ✓ Launch a new product or service
- ✓ Network informally with delegates from within the region and around Australia
- ✓ Demonstrate commitment to the podiatry community

Most importantly you will benefit from exposure to an interested, relevant and influential audience in an informal yet informative environment – away from the competition of everyday distractions.



Partnership Promotion

Your partnership will be publicised regularly before, during & after the event.



Online

Electronic Direct Mail (EDMs): regular provision of program and key date alerts, sponsors and exhibitors, speaker announcements and cross promotion with other relevant industry associations.

Event Website: consistently updated with news and information about the upcoming event – key touch point for delegates

Social Media: Twitter, Facebook and Instagram posts to promote interest, interaction and discussion

On-site

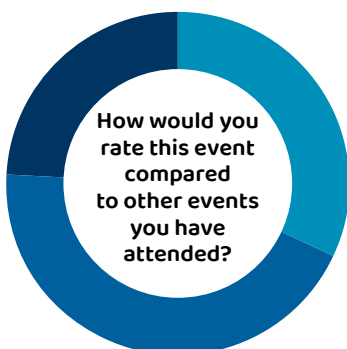
Event Signage: Use signage to create brand awareness for your business. Recognition opportunities available for registration desk, workshop and session rooms, and within the exhibition area

Sponsor Logos: Reinforce your commitment and support to all delegates during workshops, plenary and concurrent sessions through on-screen logo acknowledgements.



EXAMPLE ONLY

Feedback from previous events



■ Much better	44%
■ Better	24%
■ About the same	32%
■ Worse	0%
■ Much worse	0%



■ Yes	100%
■ No	0%

Partnership Opportunities

Sponsorship packages

If you sponsor and/or exhibit at all 3 events you will receive a 10% discount

AT A GLANCE

Packages marked 'exclusive' in the availability column are for all 3 events.

Packages marked 'each' in the availability column are offered individually for each event – but applicants may choose to take the same package at more than one event.

When you have made your selections total your commitment on the enclosed application form, scan both sides and email to phil.mcshane@podiatry.org.au

Sponsorship Packages	Package Highlights	Availability	Price (ex GST)
Platinum Partner	8sqm floor space logo acknowledgement in all event materials, EDMS, Workshop or Session sponsor	One (1) for all 3 events	\$40,000
Major Supporting Sponsor	6sqm floor space logo acknowledgement in all event materials, EDMS, Workshop or Session sponsor	Two (2) for each event	\$7,500
Session Sponsor	Display of corporate signage during session, Acknowledgement by Chair, EDM, Logo	Multiple	\$3,000
Workshop Sponsor	Display of corporate signage during sponsored workshop and alongside speaker details in event program	Multiple	\$3,000
Sponsor a Pod	Opportunity to help a student, new grad, rural & remote and/or disadvantaged pod to attend	Multiple	Cost on Application
Barista Zone	Opportunity to badge/brand the barista zones in prime location	One (1) for each event	\$3,500
Lanyard Sponsor	Supply of sponsor lanyards for delegate use	Exclusive	\$3,000
Advertising	Video ad (30 seconds) at breaks	Multiple	\$1,000
Delegate Breakfast	Opportunity to host a sponsored breakfast session	One (1) for each event	Cost on Application
Exhibition	2m x 2m floor space, trestle table, 2 chairs, access to power	Limited availability	\$2,750

Entitlements – major partnerships

Partners can either select from our partnership options which are consistent across all events and you will receive acknowledgements, benefits and entitlements according to this partnership package.

Be aware however that you may also select particular regional individual opportunities which will be promoted separately for each event over the coming months.

Platinum Partner (All Events)

One (1) opportunity

SOLD

ACKNOWLEDGMENTS

- Premium exhibition floor space
- One (1) full page advertisement in STRIDE
- Three (3) complimentary exhibitor registrations including morning tea, afternoon tea, lunches, access to the exhibition, all social events
- Top logo on sponsor signage at the venue
- Company logo and 100-word company synopsis to appear in the event program
- Company logo and 100-word company synopsis to appear on the partnership page of the event website with hyperlink to your company website
- Social media exposure
- A delegate list pre and post event (subject to privacy laws)

Major Supporting Sponsor

Two (2) opportunities each event

\$7,500 per Event (\$20,000 for all 3)

ACKNOWLEDGMENTS

- Premium exhibition floor space (2nd choice of position after Platinum Sponsor)
- One full page advertisement in STRIDE
- Two (2) complimentary exhibitor registrations including morning tea, afternoon tea, lunches, access to the exhibition, all social events
- Logo on sponsor signage at the venue
- Company logo and 50-word company synopsis to appear inside the event program
- Company logo and 50-word company synopsis to appear on the partnership page of the event website with hyperlink to your company website
- Social media exposure
- A delegate list pre and post event (subject to privacy laws)

SPONSOR A POD

COST ON APPLICATION

Your chance to advance the podiatry profession by sponsoring either a student, new grad, rural and remote and/or disadvantaged podiatrist to attend this event. Your sponsorship would cover travel, accommodation and registration.

Contact Phil at phil.mcshane@podiatry.org.au to discuss

Session Sponsor

The opportunity exists to sponsor a Session at each of the events

\$3,000

ACKNOWLEDGMENTS

- Logo on sponsor signage
- Logo against session information on the website
- Logo against speaker's information in the program
- Logo on the holding slide at the beginning of session
- One banner (supplied by the sponsor) displayed during the session
- Logo displayed in any social media promoting the speakers in that session
- Logo on event website

Workshop Sponsor

There will be workshop sessions available to sponsor at each of the events. Or you can design your own workshop – simply contact us to discuss the options

\$3,000

ACKNOWLEDGMENTS

- Acknowledgment as a workshop sponsor
- Opportunity for company representative to attend the workshop
- One banner (supplied by the sponsor) displayed during the workshop
- Logo displayed on a slide during the workshop
- Logo on event website

Barista Zone

One (1) opportunity at each event

\$3,500

A barista zone will be located in the exhibition area serving coffee and tea during the event.

ACKNOWLEDGMENTS

- Naming rights to barista zone
- Logo in event program
- Company logo to be included on the barista zone signage
- Logo on event website
- Logo on EDM's to podiatry database
- Recognition by Chairperson
- Opportunity to have other refreshments at the barista zone at sponsor's own expense*

(*subject to event venue rules and licensing)

Lanyard Sponsor

EXCLUSIVE: One (1) opportunity covers all 3 events

\$3,000

ACKNOWLEDGMENT

Each delegate, and all exhibitors, will receive the lanyard. The only logos to appear on the lanyard will be the APodA logo/event logo and the sponsor's logo and logotype.

Entitlements – supporting partnerships

Exhibition

Limited availability

\$2,750

FLOOR SPACE – 2M X 2M

We are planning an open-access area so will not be building any booths or stands. Instead we envisage exhibitors creating their own welcoming areas that are free of walls (back walls are permitted) so that delegates can walk freely and safely within the exhibition area.

INCLUSIONS

- Company listing in program (subject to time of booking)
- 1 trestle table and 2 chairs
- Two (2) exhibitor registrations per stand
- Access to power
- Logo in Event website
- Acknowledgment by Chair at the event
- Logo on screen at event
- Delegate list supplied on-site at event (subject to Privacy Laws)

Spaces in the exhibition are strictly limited so book your spot early to avoid disappointment.

To request a copy of the exhibition floor plan, please contact Phil McShane phil.mcshane@podiatry.org.au or call 03 9416 3111

SOCIAL FUNCTIONS

Delegate Breakfast

One (1) opportunity each event

COST ON APPLICATION

Open to all registered delegates, this social function will take place in the event venue. Sponsorship of this event offers excellent branding and networking opportunities. The Breakfast is included in the delegate registration fee, which is reflected by the strong attendance at this event.

ACKNOWLEDGMENTS

- Naming rights
- Logo on all sponsor signage at venue
- Logo in event program
- Logo included on reception signage
- Logo on event website
- Opportunity to place a company-provided free-standing pull-up banner at entrance to the breakfast venue
- 2 complimentary tickets to the function

ADVERTISING

Video Ads

Multiple opportunities

\$1,000

(50% DISCOUNT FOR SPONSORS AND EXHIBITORS)

ACKNOWLEDGMENT

Opportunity to run a video advertisement (supplied by the sponsor) at the start and end of designated sessions.

Participation Terms & Conditions

1. Applications should be directed to the APodA Business Manager, Phil McShane at phil.mcshane@podiatry.org.au.
2. **A) Sponsor packages:** Invoices will be issued on receipt of application and due 14 days from the invoice date. Please contact finance@podiatry.org.au if you require a payment plan.
B) Exhibitor booths: Invoices will be issued on receipt of application and due 14 days from the invoice date.
3. Payments not made in full 4 weeks prior to the event, may result in your sponsorship item or exhibition stand being released for sale.
4. Payment can be made by credit card (Mastercard or Visa), cheque or EFT
5. Refunds or discounts do not apply for facilities not used or required.
6. All amounts quoted exclude GST.
7. All cancellations must be advised in writing directly to APodA at phil.mcshane@podiatry.org.au.
8. In the event of a cancellation of sponsorship or exhibition booth/s less than 6 weeks prior to the event, a service fee of 10% (being a reasonable pre-estimate of administration costs incurred) shall apply and the balance of any monies paid shall be refunded.
9. Cancellations beyond this time may incur a fee of 50% of the value of sponsorship and/or exhibition.
10. In the event of cancellation less than 4 weeks prior to the event, no refund of any monies paid will be made unless the sponsorship or booth (as appropriate) is "resold", in which event a service fee of 10% will apply with the balance of any monies then paid being refunded.
11. The APodA Conference Organising Committee reserve the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the Conference. Every effort will be made to maximise sponsor benefits as well as delegates' experiences.
12. APodA reserves the right to decline applications based upon any association, direct or indirect, that does not uphold the objectives of the Conference or is in conflict with the values of APodA.
13. No sponsor or exhibitor will be able to set up their exhibition booth or display until full payment and a booking form are received by APodA.
14. No sponsor or exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship and/or exhibition entitlements.
15. Booth positions will be first allocated to the Platinum Partner, then other sponsors. Other positions will be allocated in order of receipt of application. Please indicate booth preferences when applying.
16. All exhibitors must be registered for the Conference. Additional exhibitor registrations at a discounted price, can be purchased through the delegate registration form when available.
17. Should the exhibition floor plan require expansion or retraction, the Committee has the right to make the necessary changes
18. **Public Liability and Property Insurance:** All exhibitors must ensure they have adequate insurance for public liability and property damage to cover their liability (if any). Exhibitors will be required to provide a copy of their PL insurance policy and certificate currency to the Event Manager.
Please ensure the document shows the following information:
 - The insured name
 - The name of the insurer (The document must come direct from the Insurer not a Broker)
 - The policy number
 - Period of insurance (valid for the event dates)
 - Business description
 - Policy limit: Must be a minimum cover of \$20 million.
19. **Liability:** The venue, APodA, the Scientific Program Committee, and the Conference Secretariat shall not be responsible for any loss, damage or injury that may occur to the exhibitor, exhibitor's employees (public or other) or property from any cause whatsoever prior, during and after the exhibition. The exhibitor, on contracting for space or an exhibition stand, expressly releases APodA, the Scientific Program Committee, and the Conference Secretariat, and the venue from, and agrees to indemnify same against, any and all claims for such direct and indirect loss, damage, or injury. Exhibitors shall indemnify and hold harmless the venue, APodA, the Scientific Program Committee, and the Conference Secretariat from all liability (damage, incident, or accident) which might ensue from any cause resulting or connected with the transportation, placing, removal or display of exhibits. Each exhibitor should secure insurance at their own cost and expense to cover their equipment, exhibits and display materials. It is the responsibility of all Exhibitors to ensure that they have adequate insurance.

Application Form

Applicant Details

Company:	<input type="text"/>		Your Position:	<input type="text"/>	
Contact First name:	<input type="text"/>		Contact Last name:	<input type="text"/>	
Company postal address	<input type="text"/>		Suburb/City	<input type="text"/>	
			State	<input type="text"/>	
			Postcode	<input type="text"/>	
			Country	<input type="text"/>	
Email:	<input type="text"/>		Phone number:	<input type="text"/>	

Sponsorship/Exhibition Requirements

Please note all prices exclude GST

EVENT	SA	NSW	VIC	ALL
Platinum Partner				SOLD
Major Supporting Sponsor	\$7,500	\$7,500	\$7,500	\$20,000
Session Sponsor	\$3,000	\$3,000	\$3,000	\$8,100
Workshop Sponsor	\$3,000	\$3,000	\$3,000	\$8,100
Barista Zone	\$3,500	\$3,500	\$3,500	\$9,450
Lanyard Sponsor				\$3,000
Advertising	\$1,000	\$1,000	\$1,000	\$2,700
Exhibition (\$2,750 per space)				

Refer to Participation Terms & Conditions on previous page for full details.

10% discount will be applied to your invoice if you sponsor and/or exhibit at all 3 events.

Total	<input type="text"/>
Plus GST (10%)	<input type="text"/>
Invoice Amount	<input type="text"/>

PLEASE SEND COMPLETED FORM TO: Phil McShane | phil.mcshane@podiatry.org.au | 0408 916 011



THANK YOU

FOR MORE INFORMATION CONTACT:

Phil McShane
phil.mcshane@podiatry.org.au

podiatry.org.au