

ANNUAL CONFERENCE
& EXHIBITION



ROYAL COLLEGE
of PODIATRY



PODIATRY 2022

STEP INTO THE FUTURE

ACC
LIVERPOOL

7-9 JULY

[RCPOD.ORG.UK/RCPOD22](https://rcpod.org.uk/rcpod22)

EXHIBITION & SPONSORSHIP GUIDE



PODIATRY 2022

STEP INTO THE FUTURE

The Royal College of Podiatry Annual Conference and Exhibition is the largest professional podiatry event in Europe.

It is the event of the year for all podiatrists, podiatric surgeons, students and team colleagues from private practice and across the NHS. Showcasing the latest clinical, education and policy

LARGEST PROFESSIONAL PODIATRY EVENT IN EUROPE

Its continuing success is evident in the number of new and long-standing suppliers we welcome to the conference each year, making the exhibition a one-stop-shop for podiatrists' needs.

developments and an impressive range of national and international speakers.

The exhibition is one of a kind, the ONLY event in Europe featuring over 80 podiatry manufacturers and suppliers and where exhibitors can meet with over 1,000 podiatrists in one place.

The exhibition is the perfect platform to launch a new product, raise awareness, stay ahead of competitors, conduct research, make sales, generate new leads, learn direct from podiatrists, exchange ideas, network and support your industry.

Scan to watch our exhibition highlights from 2021



EXHIBITORS CAN MEET WITH OVER 1,000 PODIATRISTS IN ONE PLACE



KEYNOTE SPEAKER

STEVE CRAM CBE

Former Athlete and now Athletics Commentator



SPEAKERS

The Annual Conference features some of the biggest names in the UK and international podiatry. We select our speakers for their accomplishments within the profession and their relevance to all podiatrists.

GALLERY

Browse through a selection of photos from previous years. Featuring shots of speakers, workshops, demonstrations, and the exhibition. **View our gallery.**

BOOK NOW!

Packages are limited and allocated on a first-come-first-served basis. Return your booking form or call to discuss your needs:

Sue Elcock, Conference Director

sue.elcock@profileproductions.co.uk

+44 (0) 20 3725 5840

ACC LIVERPOOL

Liverpool's breathtaking and iconic waterfront venue, the ACC Liverpool is one of the UK's best conference venues. Modern, airy, and accommodating - it is the best place to spend three days learning, making friends and having fun.

ACCESSIBILITY

ACC Liverpool aims to provide a safe and enjoyable experience for all delegates and exhibitors attending events at its venue.

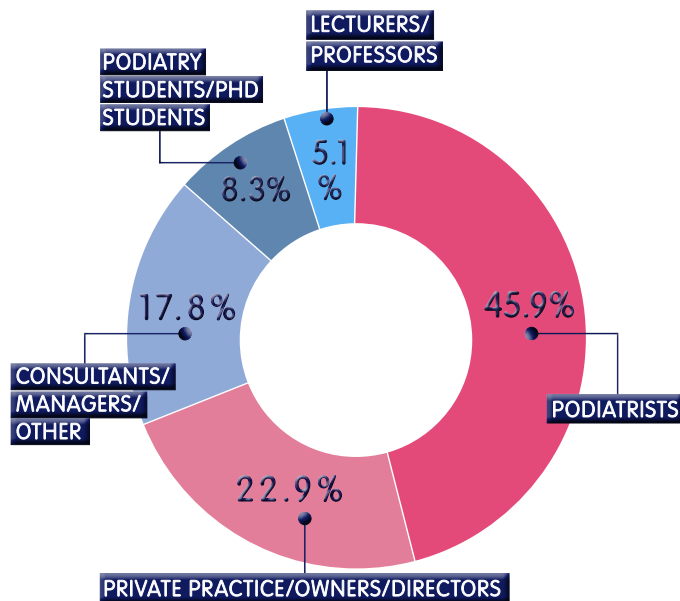
BOOKING IS NOW OPEN!

#RCPOD22

RCPOD.ORG.UK/RCPOD22



DELEGATE DEMOGRAPHIC



Read our blog to hear directly from podiatrists who have enjoyed the annual conference

**DELEGATE
FEEDBACK**

BENEFITS OF EXHIBITING

- A unique opportunity to engage and network with over 1,500 podiatrists.
- 100 words in the conference handbook.
- Free access to conference sessions.
- Free 15-minute session in the Exhibitor Demo Zone (stand bookings larger than 40sqm).
- Expert marketing campaign to secure a large, high-quality, influential audience.
- Listing and link on the conference website.
- Shell scheme and electrics package for all stands.
- List of attendees (subject to data protection).
- Experienced organisers ensure maximum flow of delegates in the exhibition.
- Access exclusive advertising and sponsorship opportunities to enhance your presence at the event.

EXHIBITION TIMETABLE

EXHIBITION BUILD

Wednesday 6 July	06:00 - 16:00 (space-only exhibitors)
Wednesday 6 July	09:00 - 18:00 (shell scheme exhibitors)
Thursday 7 July	08:00 - 13:00

EXHIBITION OPEN DAYS

Thursday 7 July	13:30 - 19:15
Friday 8 July	08:50 - 17:00
Saturday 9 July	08:50 - 13:45

EXHIBITION BREAKDOWN

Saturday 9 July	13:45 - 22:00 (removal of stands)
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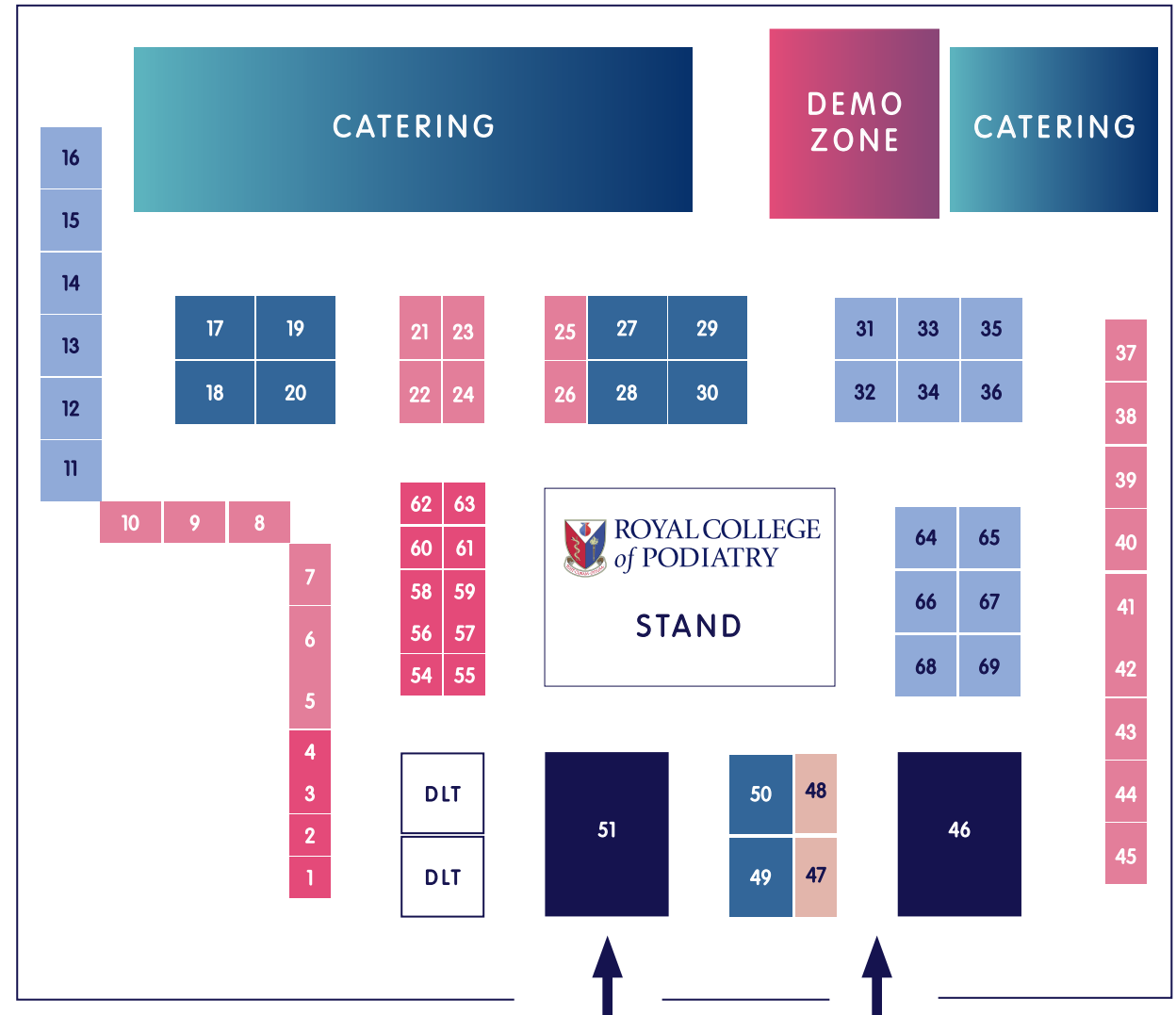


STAND PACKAGE & PRICES

STAND SIZE	STAND PRICE
2m x 2m	£2,200
3m x 2m	£2,625
4m x 2m	£2,900
3m x 3m	£3,250
4m x 3m	£4,200
6m x 8m	£15,360

STAND PACKAGE INCLUDES:

- Shell panels
- Carpet
- Fascia name board
- One power socket
- Two spotlights
- Complimentary registration for stand personnel
- Complimentary refreshments and lunch for stand personnel
- Attendee list (contact details not included)
- Space only options are available.





94%
OF 2021
EXHIBITORS
PLAN TO ATTEND
IN 2022

92%
OF EXHIBITORS
ACHIEVED THEIR
OBJECTIVES

86%
ARE RETURNING
EXHIBITORS

MARKETING, ADVERTISING & SPONSORSHIP OPPORTUNITIES

DIGITAL DELEGATE BAG INSERTS

All delegates get access to a digital delegate bag, containing information about the conference and promotional materials. To be included supply a website link or documents to the organisers by **6 June 2022**.

One Item	£195
Two Items	£295

CONFERENCE HANDBOOK

Each exhibitor gets 100 words in the conference handbook. You can upgrade to 200 words with a company logo, or if you have a particular message to convey, you can purchase advertising space.

200 word and logo upgrade	£295
DPS colour advert	£1,695
Full-page colour advert	£1,395
Half-page colour advert	£995

EXHIBITOR DEMO ZONE

The 'Exhibitor Demo Zone' in the exhibition hall has proved hugely popular with delegates, providing the opportunity to view live product demonstrations, updates on products and services, training initiatives and more by exhibitors.

Demonstrations happen on all three days of the conference during refreshments and lunch breaks. The Demo Zone has full audiovisual support, including headsets for delegates.

The sessions will be included in the programme and promoted to delegates ahead of the event. The conference handbook features a 50-word description of your session.

Exhibitors who book more than 40sqm of exhibition space will be entitled to one free 15-minute session.

15-MINUTE DEMO ZONE SESSION
£495

SPONSORED SESSIONS

Exhibitors can host their session at the conference as a breakfast or evening meeting. The conference organisers provide a meeting room and AV equipment. The session is promoted to delegates ahead of the event, and we take delegate bookings on your behalf. The conference handbook includes your company logo and a 50-word description.

50 minute session	£1,750
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CONFERENCE STEWARD T-SHIRTS **£1,500**

Logo on each T-shirt, logo on the sponsors' page of the conference handbook and conference website.

PADS & PENS **£2,000**

Logo on pads and pens, logo on the sponsors' page of the conference handbook and conference website.

WIFI ACCESS FOR DELEGATES **£3,000**

Link to the sponsors' landing page, logo on the sponsors' page of the conference handbook and conference website.

CONFERENCE HANDBOOK **£3,000**

Full-page advert in the handbook, logo on the sponsors' page of the conference handbook and conference website.



PRINCIPAL SPONSOR £28,000

- 6m x 3m stand space – 25% discount on any space purchased in addition to the original size
- 3 x 15-minute demo zone sessions, 1 per day in exhibition hall
- 1 x 45-minute evening symposium
- Logo on welcome signage in the venue
- Logo on delegate lanyards
- 2 x inserts in digital delegate bags
- Logo on handbook front cover
- 1 x double page advert in handbook
- Logo and 200 words in handbook on sponsor acknowledgement page
- Logo and 200 words in handbook on exhibitor listing page
- Logo on conference marketing material (circa 10,000)
- Logo, link and 200 words on conference website
- 1 x double-page display in The Podiatrist Professional Magazine
- 1 x advertorial in The Podiatrist Professional Magazine
- Unlimited stand personnel

GOLD SPONSOR £15,000

- 4m x 3m stand space – 10% discount on any space purchased in addition to the original size
- 2 x 15-minute demo zone sessions, 1 per day, Thursday and Friday in exhibition hall
- 2 x inserts in digital delegate bags
- 1 x Full-page colour advert in conference handbook
- 1 x single page display in The Podiatrist Professional Magazine
- Logo and 150 words in handbook on sponsor acknowledgement page
- Logo and 150 words in handbook on exhibitor listing page
- Logo on conference handbook cover
- Logo on conference marketing material (circa 10,000)
- Logo, link and 150 words on conference website
- Unlimited stand personnel

SILVER SPONSOR £7,500

- 3m x 3m stand space – 5% discount on any space purchased in addition to the original size
- 1 x insert in digital delegate bags
- 1 x half-page colour advert in conference handbook
- Logo and 100 words in handbook on sponsor acknowledgement page
- Logo and 100 words in handbook on exhibitor listing page
- Logo on handbook cover
- Logo on conference marketing material (circa 10,000)
- Logo, link and 100 words on conference website
- 1 x 15-minute demo zone sessions, Thursday or Friday

BRONZE SPONSOR £5,000

- 3m x 2m stand space
- 1 x insert in digital delegate bags
- Logo and 50 words in handbook on sponsor acknowledgement page
- Logo and 50 words in handbook on exhibitor listing page
- Logo on handbook cover
- Logo on conference marketing material (circa 10,000)
- Logo, link and 50 words on conference website

BOOK NOW!

Packages are limited and allocated on a first-come-first-served basis. Return your booking form or call to discuss your needs:

Sue Elcock, Conference Director

sue.elcock@profileproductions.co.uk

+44 (0) 20 3725 5840

**BOOKING
IS NOW
OPEN!**



BOOKING FORM

Please complete boxes with a tick to indicate selected option.

STAND DETAILS

Shell Scheme ☐
Space Only ☐

STAND SIZE

2m x 2m £2,200 ☐
3m x 2m £2,625 ☐
4m x 2m £2,900 ☐
3m x 3m £3,250 ☐
4m x 3m £4,200 ☐
6m x 8m £15,360 ☐

STAND NUMBER

Please provide stand number choices.

1st Choice _____
2nd Choice _____
3rd Choice _____

ADDITIONAL REQUIREMENTS

Please provide any additional requirements to exhibit.

MARKETING & ADVERTISING ITEMS

One digital insert £195 ☐
Two digital inserts £295 ☐
200 word upgrade with logo £295 ☐
DPS colour advert £1,995 ☐
Full-page colour advert £1,395 ☐
Half-page colour advert £995 ☐

SPONSORSHIP OPPORTUNITIES

Principal package £28,000 ☐
Gold package £15,000 ☐
Silver package £7,500 ☐
Bronze package £5,000 ☐

EXHIBITOR DETAILS

Name: _____
Position: _____
Organisation: _____
PO Number: _____
Address: _____
Postcode: _____
Invoice Address: (if different from above) _____
Postcode: _____
Telephone: _____
Email: _____

TOTAL AMOUNT OF BOOKING

Please provide total, prices listed are subject to an additional VAT charge.

Total* £ **+ VAT**

*Final total will be confirmed by receipt from Profile Productions.

CONTRACTUAL AGREEMENT

By signing this booking form I confirm I understand this is a legally binding contract and have read and agree to the terms and conditions.

Signature: _____

Date: _____

Please return form to:

Profile Productions
Boston House, 69 - 75 Boston Manor Road
Brentford, Middlesex
TW8 9JJ

Contact details:

Tel: +44(0)20 3725 5840
Email: rcpod@profileproductions.co.uk
Web: www.rcpod.org.uk





TERMS AND CONDITIONS

1. DEFINITIONS

In these Standard Terms and Conditions the word 'Sponsor/Exhibitor' means any company, organisation or person who has applied for space allocation in an exhibition and/or to sponsor an event, or their agent, contractor or employee. The word 'Organiser' means The Royal College of Podiatry or its contracted PCO.

2. STAND BOOKINGS

Sponsors/Exhibitors must complete sign and return the booking form. Provisional bookings can be held for 14 working days; however no application will be considered valid until a signed booking form and full payment is received. The Organiser reserves the right to refuse any bookings at any time without stating a reason. A booking is only confirmed when accepted by the Organiser in writing.

3. PAYMENT TERMS

An invoice will be raised on receipt of a booking form and should be paid in full within 21 days of the invoice date. Where the invoice amount is not paid within the prescribed time, stands and sponsorship packages may be reallocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Sponsor/Exhibitor.

4. CANCELLATION

All cancellations must be made in writing. Cancellations made within 60 days of the opening of the event will be liable to a further 50% cancellation fee. Cancellations made within 30 days of the opening of the event will be liable for payment of the total invoice amount for the original booking.

5. AMENDMENT OF EXHIBITION FLOOR PLAN

While every endeavour is made to retain the published plan of the exhibition and the sponsorship and exhibition packages, the Organiser shall be entitled to vary the layout and packages if it believes such variation to be in the general best interests of the event, including any measures necessary to ensure a Covid-safe event and in response to any emerging regulations and guidance.

6. SECURITY AND INSURANCE

Neither the Organiser nor its contractors shall be responsible for the safety and security of the exhibit or of any other property of any Sponsor/Exhibitor, its agents or employees, or for the loss, damage or destruction by theft or fire, or from any other cause, to such exhibits or other property, or for loss, damage or injury sustained by any Sponsor/Exhibitor or any other person save where proved to be caused by the negligence or breach of duty

of the Organiser. The Sponsor/Exhibitor shall indemnify the Organiser and its contractors against any liability incurred by the Organiser or its contractors to third persons, as a result of any act or omission of the Sponsor/Exhibitor, its employees or agents. The Sponsor/Exhibitor should effect its own insurance against the risk of any loss, damage or injury or liability.

7. POSTPONEMENT OR ABANDONMENT

The Sponsor/Exhibitor shall have no claim against the Organiser or its contractors in respect of any loss or damage caused by the prevention, postponement or abandonment of the event, for reasons beyond the control of the Organiser or its contractors. Should the event be cancelled, postponed or moved online for reasons beyond our control, such as a force majeure, or any governance restricting large gatherings then all monies paid will be refunded in full.

8. SUBLETTING AND SHARING OF STANDS

The Sponsor/Exhibitor shall neither share with, nor part with possession of the whole or any part of the stand allocated to it, to another organisation, company or person without the written consent of the Organiser.

9. STAND FITTINGS REGULATIONS

Under no circumstances may the Sponsor/Exhibitor alter or add to the external structure of the exhibition stands. Further interior design fittings, lighting and decoration may be added at the Sponsor/Exhibitor's expense subject to the compliance with current regulations, and any requirements of the local or other authority at the time. The Sponsor/Exhibitor is deemed to have knowledge of such requirements and regulations and is to be bound thereby, and shall indemnify the Organiser and its contractors ... against any claim, action, loss or liability occasioned by any breach thereof. The Sponsor/Exhibitor and its contractors may not interfere with the exhibition building in any way whatsoever, and any damage caused by their acts of negligence shall require them to indemnify the Organiser and its contractors against any claim arising from such damage.

10. ACCESS AND ST AND DISPLAYS

The Sponsor/Exhibitor must ensure that its stand is ready before the opening of the exhibition each day. Stands must be fully staffed and stocked at all times. The Sponsor/Exhibitor must comply with build up, breakdown and delivery times, as set out in the Sponsor/Exhibitor manual. Late build up and early breakdown creates problems in exhibition halls, contravenes health and safety regulations and is discourteous to other Sponsor/Exhibitors. If late setup is unavoidable, a suitable time slot will be allocated by the Organiser at its discretion. Exhibits are not to be removed until the exhibition is

closed, and any Sponsor/Exhibitors closing the stand before that time without the permission of the Organiser will be liable for an early closing fee of 25% of the total invoice amount. The Sponsor/Exhibitor must vacate its stand, and ensure that all exhibit items are removed from the premises, within the time specified for exhibition breakdown. Any Sponsor/Exhibitor failing to do so will be liable for additional rental costs.

11. UNDESIRABLE ACTIVITIES

If it appears to the Organiser that the Sponsor/Exhibitor may be engaged in activities which it considers to be contrary to the best interests of the Exhibition or event or which appear unethical or unlawful, the Organiser may without being under any liability to refund or reduce any costs, cancel any stand booking or sponsorship package and require the Sponsor/Exhibitor to vacate the event forthwith and to refuse the Sponsor/Exhibitor the right to participate further in the event. Canvassing for orders, except by the Sponsor/Exhibitor on his own stand in the normal course of his business is strictly prohibited and in any such case the right to expulsion referred to above will be exercised at once. The distribution or display of printed or other placards, flyers or circulars or other articles except by the Sponsor/Exhibitor on its own display space is prohibited, except by prior written agreement with the Organiser.

12. SAMPLING CONSUMABLES

If the Sponsor/Exhibitor wishes to sample consumables it must ensure that it complies with sampling regulations as laid out by the venue's contract and caterers. Consumables may be subject to corkage.

13. HEALTH & SAFETY AT WORK ACT

It is the responsibility of the Sponsor/Exhibitor to ensure that its contractors employees' and agents', displays and exhibits comply with current legislation regarding Health & Safety at Work.

14. DISPOSAL OF WASTE

It is the responsibility of the Sponsor/Exhibitor to ensure that all debris and waste material arising from its own stand fitting is completely removed from exhibition area prior to the opening of the exhibition. Failure to comply with this procedure shall render the Sponsor/Exhibitor liable for the cost of clearance by the Organiser.

15. SPECIAL HAZARDS

Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Sponsor/Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.

16. SPONSOR/EXHIBITOR BADGES

Please note that Sponsor/Exhibitor badges will not grant the Sponsor/Exhibitor access to any of the conference sessions. Individual employees, agents, or contractors from sponsoring/exhibiting companies or organisations who wish to attend the conference sessions must register as full conference delegates.

17. DELEGATE NUMBERS

Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.

18. AGREEMENT

These Standard Terms and Conditions, together with the booking form, printed sales material, letter of confirmation and any subsequent agreed variations in writing and signed by the Organiser shall represent the entire Agreement between the Organiser and the Sponsor/Exhibitor and shall supersede any previous agreements or representations whether written or oral.

19. GENERAL CONDITIONS

The Organiser reserves the right to change these Standard Terms and Conditions at any time without prior notice. Any variation to these terms and conditions shall only be valid if set out by the Organiser in writing and delivered to the Sponsor/Exhibitor. These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales. Disputes shall be exclusively subject to the jurisdiction of the courts of England and Wales. Agreement to these terms and conditions include specific agreement to the information provided by you on behalf of your organisation being recorded and used to communicate with you about commercial opportunities from The Royal College of Podiatry.

ABPI COMPLIANCE STATEMENT

The Royal College of Podiatry recognises that promotion of prescription medicines to members of the public is prohibited under the ABPI Code of Practice and have measures in place to ensure that all delegates are healthcare professionals. Funds generated from exhibition space and sponsorship are used solely to cover costs of the venue and logistical arrangements and do not fund any element of any social events. Support from pharmaceutical companies is clearly indicated in promotional and conference materials.