

ANNUAL CONFERENCE
& EXHIBITION



ROYAL COLLEGE
of PODIATRY

PODIATRY 2024

REVITALISING YOUR SOLE
WELLNESS AND RESILIENCE

HARROGATE
CONVENTION CENTRE

28-30 NOVEMBER
[RCPOD.ORG.UK/PODIATRY2024](https://rcpod.org.uk/podiatry2024)

EXHIBITION AND SPONSORSHIP GUIDE



Emma Stoneman
Conference Chair
Royal College of Podiatry

WELCOME CONFERENCE CHAIR

I am proud to be this year's Annual Conference Chair and I am delighted to share this exhibition brochure with you. It details all the opportunities that are available to you.

I have always admired Industry as some of this profession's biggest supporters and champions. Capable of moving all of us – podiatrists, educators and professionals – forward to achieve new heights.

This year's Conference is taking place in Harrogate from 28 to 30 November and we are now starting the journey to get as many of our friends and colleagues from the profession and Industry there to take part.

If there is one consistent thing that comes from the post-event evaluations that we

do with our delegates, it is that they all say how vital and indispensable the exhibition is. More than simply 'valuing' the exhibition as a nice little add-on, delegates often rank it the number one reason they attend.

It is not just your presence that makes delegates feel this way, but the expertise that you bring. Your obsession and passion for your products, services and latest innovations provides an incredible energy to the whole event.

We are lucky in podiatry that our professionals are as exacting about the companies they work with and the innovations that they decide to invest in as you are about your products.

So, if I have not made it obvious enough already – I really want to encourage as

many of you as possible to come along to this year's Conference and provide the amazing support that you always do to our profession and our community.

You can find several exhibition, sponsorship and advertising opportunities in this brochure to suit your size, ambitions and budget.

There is also a small menu of additional sponsorship options to peruse as well.

We are bringing back Demo Zones, giving you the chance for you to demonstrate your products to a live and captive audience. Or perhaps you fancy taking part in one of our fantastic learning labs, allowing you the possibility to educate people about your products, and share that hands-on tutelage that our delegates love so much.

If you are interested in coming along to this year's Conference, then all you must do is contact our Sales and Relationship Manager, Amy Skudder, who will be more than happy to talk you through your options.

Amy Skudder
Sales and Relationship Manager,
Royal College of Podiatry

exhibitions@rcpod.org.uk
+44 (0) 204 5307348

We count on your support a lot, and we hope to make this a terrific conference for Industry this year.

From me and the rest of the Conference planning team at the College, we hope to see you in Harrogate in November



PODIATRY 2024

The Royal College of Podiatry (RCPod) Annual Conference and Exhibition is one of the largest podiatry events in Europe.

It is the event of the year for all podiatrists, podiatric surgeons and students. The conference showcases the latest clinical updates, education and Industry developments.

ONE OF THE LARGEST PROFESSIONAL PODIATRY EVENTS IN EUROPE

We welcome new and long-standing suppliers to our conference each year. Our exhibition is a one-stop shop for all podiatrists' needs.

The conference features an impressive range of national and international speakers.

The exhibition features over 80 podiatry manufacturers and suppliers.

Exhibitors can meet with the podiatric workforce in one place.

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

Scan to watch
exhibitor interviews
from 2022.



SPEAKERS

Our conference features some of the biggest names in podiatry in the UK and internationally. 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!

We expect demand for sponsorship and exhibition bookings to be high, given their limited availability. Stand number allocations are done on a first come, first served basis. To discuss availability or to find out more, please contact: exhibitions@rcpod.org.uk

HARROGATE

Experience the timeless allure of Harrogate. Discover historic charm, picturesque landscapes and immerse yourself in cultural treasures, from Victorian architecture to vibrant shopping during your stay at this year's Conference.

ACCESSIBILITY

Harrogate Convention Centre provides a safe and enjoyable experience for all delegates and exhibitors attending events at its venue.



EXHIBITORS
CAN MEET WITH
THE PODIATRIC
WORKFORCE IN
ONE PLACE

BOOKING
IS NOW
OPEN!



DELEGATE DEMOGRAPHIC

- Podiatric surgeons
- UK practising podiatrists
- International podiatrists
- Assistant practitioners
- Mentors
- Those returning to the profession
- Podiatry students
- Newly qualified podiatrists
- Apprentices
- New graduates

BENEFITS OF EXHIBITING

- A unique opportunity to engage and network with the podiatric workforce
- Company profile and logo in the conference handbook
- Free access to conference sessions
- 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)
- Organisers that ensure maximum flow of delegates in the exhibition
- Access exclusive advertising and sponsorship opportunities to enhance your presence at the event
- Free public Wi-Fi
- Commission-free sales for exhibitors.

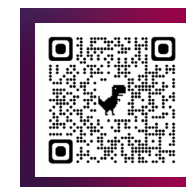
EXHIBITION TIMETABLE

EXHIBITION BUILD	
Wednesday 27 November	10:00 - 20:00 (space-only exhibitors)
Wednesday 27 November	15:00 - 20:00 (shell scheme exhibitors)
EXHIBITION OPEN DAYS	
Thursday 28 November	09:00 - 18:15 (subject to programme changes)
Friday 29 November	08:00 - 17:00 (subject to programme changes)
EXHIBITION BREAKDOWN	
Friday 29 November	From 16:00 - 20:00 (removal of stands)



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

**DELEGATE
FEEDBACK**



Scan to view our terms and conditions for exhibiting or visit:
www.rcpod.org.uk/podiatry2024/terms-conditions



SPONSORSHIP OPPORTUNITIES

Introducing brand new sponsorship opportunities for the 2024 RCPod Conference and Exhibition. With this new menu of options, we look to reward the partners willing to invest in the event and the development of the podiatry profession.

Sponsor packages offer a huge range of flexibility to pick and mix opportunities that suit your product and services and reflect your brand.



GOLD SPONSOR £18,500

- 6 x 3m stand space including eight stand personnel passes
- Logo and 100-words in handbook on sponsor acknowledgement page
- Logo and 100-words in handbook on exhibitor listing page
- Logo on conference marketing material (audience circa 10,000)
- Logo, link and 100 words on conference website
- Two additional stand personnel passes
- Priority loading bay access – band GOLD
- **Plus up to £6,000 of additional branding and sponsorship opportunities. We will work with you to create your own bespoke package.**

PRIORITY STAND ALLOCATION

As an event sponsor you will receive the benefit of priority stand allocation.

SILVER SPONSOR £12,000

- 4m x 3m stand space including four stand personnel passes
- Logo and 100-words in handbook on sponsor acknowledgement page
- Logo and 100-words in handbook on exhibitor listing page
- Logo on conference marketing material (circa 10,000)
- Logo, link and 100 words on conference website
- One additional stand personnel day pass
- **Plus up to £3,000 of additional branding and sponsorship opportunities. We will work with you to create your own bespoke package.**

BOOK NOW!

Packages are limited and allocated on a first come, first served basis. To discuss or book your sponsorship opportunity for the 2024 RCPod Conference and Exhibition, please contact:

Amy Skudder Sales and Relationship Manager, Royal College of Podiatry
exhibitions@rcpod.org.uk +44 (0) 204 5307348

BRONZE SPONSOR £9,000

- 4m x 2m stand space including three stand personnel passes
- Logo and 100-words in handbook on exhibitor listing page
- Logo, link and 100-words on conference website
- **Plus up to £1,500 of additional branding and sponsorship opportunities. We will work with you to create your own bespoke package.**



CONFERENCE APP SPONSOR £6,000

Your brand will be featured prominently across the app with headline positioning, splash advertising, posts and involvement in the event gamefication.

Sponsoring the indispensable conference app for delegates, exhibitors, sponsors and speakers.

- Enhances the presentation and accessibility, an unrivalled opportunity to reach event attendees
- Event collateral in one accessible place, keeping track and providing up to date information
- Posters can be shown digitally on the app and a voting system can be put into place.

CO-SPONSOR FRIDAY SOCIAL £5,000

The Friday evening social is a chance for delegates to relax and enjoy a fun evening networking in a leading Harrogate venue.

Your corporate logo will be displayed on event collateral, including tickets, social promos and posters.

You also get four event tickets so your sales team can attend.

REGISTRATION SPONSOR

Registration sponsor package includes your company logo/branding on every delegate lanyard plus sponsorship of the registration/badging area. An eye-catching opportunity that gets your brand in front of delegates from the very start of the event until the end!

Registration sponsor £3,000

CONFERENCE HANDBOOK

Delegates are sent the Conference handbook before they arrive. The full colour, digital publication lists every aspect of the event from programme to exhibition. Supporters are invited to sponsor the handbook as a whole or advertising space.

Full-page advert, logo on handbook cover	£2,000
DPS colour advert	£1,700
Full-page colour advert	£1,500
Half-page colour advert	£1,000
Quarter-page colour advert	£500

**THE PODIATRIST PROFESSIONAL
MAGAZINE**

1 x double-page	£3,592
1 x advertorial	£3,353
1 x single page	£2,395

LEARNING LABS £1,500

Exhibitors can host a workshop session in the fringe programme at the conference; breakfast, late-afternoon and pre-conference slots available. 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 for your session. The RCPod also invites educational workshop sessions led by trade colleagues free of charge, where there is an established educational benefit for delegates and no product promotion.

Please contact Amy Skudder to discuss qualification.

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STAND PACKAGE AND PRICES

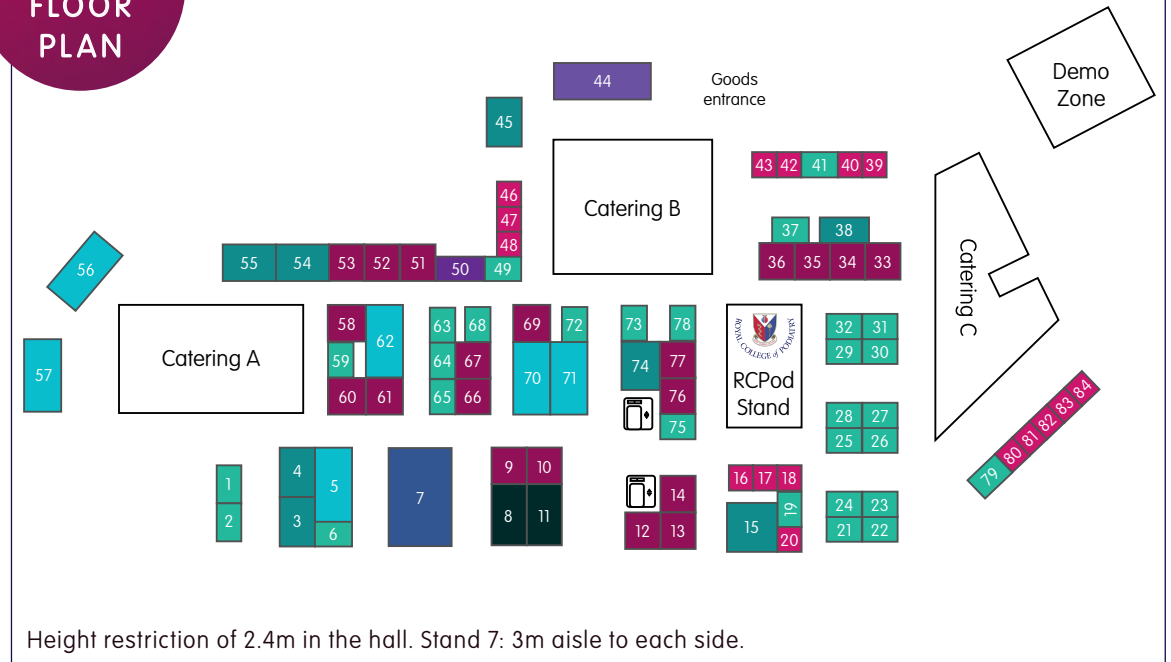
Shell scheme size	Early bird (2023 prices) excl VAT Booking by 30 June 2024	Price excl VAT 1 July 2024 onwards	SQM	Exhibition passes included
2m x 2m	£2,400	£2,520	4	2
3m x 2m	£3,000	£3,150	6	2
4m x 2m	£4,000	£4,200	8	3
3m x 3m	£4,500	£4,725	9	3
4m x 3m	£5,400	£5,670	12	4
5m x 3m	£7,500	£7,875	15	6
8m x 2m	£9,600	£10,080	16	8
6m x 3m	£9,600	£10,080	18	8
8m x 3m	£12,800	£13,440	24	8
8m x 5m	£17,500	£18,375	40	10

Space only options are available at rate of £420 sqm.

SHELL SCHEME STAND PACKAGE

- Shell panels
- Carpet
- Fascia name board
- One power socket
- Two spotlights
- Stand personnel day passes (further passes for your team are available at a rate of £50 pp per day) - see stand size allocation
- Pre-conference attendee list (contact details not included)
- 50-word profile, contact details and logo in the conference handbook.

**NEW
2024
FLOOR
PLAN**



Height restriction of 2.4m in the hall. Stand 7: 3m aisle to each side.

EXHIBITOR DEMOS £600 PER SESSION

Quick hitting live demos in the exhibition hall, providing the opportunity for live product demonstrations, updates on products and services, training initiatives and more within easy reach of your stand. The Demo Zones have audio-visual support, including headsets for delegates (audience of up to 35 delegates). Session details are included in the programme and promoted to delegates ahead of the event.



ADVERTISING POLICY AND RESTRICTIONS

Commercial products and services

- All advertising in the conference handbook must be legal, decent, honest and truthful. This means that advertising must not break any laws or entitle any third party to any right of civil action e.g. defamation
- In addition, all advertising must be compliant with the Committee of Advertising Practice Codes of Practice (commonly referred to as the 'CAP Codes') and all rulings, guidance or other publications issued by the Advertising Standards Authority and/or the Committee of Advertising Practice. It is important that advertisers, and agencies that sell advertising space on the RCPod's behalf, ensure compliance with the CAP Codes
- The conference handbook cannot take advertising for products and services for which there is no clear

evidence or consensus, those that contravene the RCPod's guidance, or products and services that have the potential to undermine the RCPod's standards/position.

These include:

- Any advertising pertaining to promoting alcohol
- Any advertising pertaining to promoting gambling, including scratch cards or foreign lotteries
- Any advertising pertaining to promoting the consumption of snacks, fast food outlets, sugary carbonated drinks or beverages
- Any advertising pertaining to promoting tobacco products
- The RCPod is not allowed to share any details about any company, product, or service it is working on with any other third party or commercial competitor company.
- The RCPod must be always confidential in its dealings and not divulge commercially sensitive

information outside of these three stakeholders (i) the company placing the advertisement, (ii) the Royal College of Podiatry, (iii) Faculty of Podiatric Surgery

Membership, qualifications and support services

- Direct advertisements or inserts for other competitive membership organisations will not be accepted unless otherwise agreed.

Conference and events

- The RCPod hosts an annual conference and exhibition as well as regional events. For this reason, consideration must be given to advertising other conferences and events that may compete with its own.

The RCPod logo usage and endorsement

- Any products and services that claim to be endorsed by the RCPod will be

checked before advertising approval

- The use of the main RCPod logo is not permitted for advertising in the conference handbook.

Partner organisation logos

- Some advertisements may carry partner or third-party logos. The advert should not carry logos for any of the member organisations unless agreed directly.

Recruitment

- Job and recruitment agency adverts can be carried within the conference handbook. We would not accept advertisements for job adverts for positions in other membership organisations. Job adverts may carry qualifications beyond the College's, e.g. MCSP, but advertisers should be encouraged to ask for RCPod qualifications as well.



**BOOKING
IS NOW
OPEN!**



Matters of taste

- The RCPod reserves the right to refuse advertisements on the grounds of taste, or any other matters relating to guidelines set by the Advertising Standards Authority or legal matters
- Main areas to highlight include: Pornography products and manufacturers, tobacco products and manufacturers, and weapons products and manufacturers.

Advertorials, creative and sponsored content

- No more than three carried in the conference handbook
- Advertising will not be carried on the front cover of the handbook unless agreed within a separate sponsorship agreement.

Independence

Any commercial partner/advertiser must be made aware that:

- The RCPod will not allow the interests of the partner to influence the content of the conference handbook material
- The RCPod reserves the right to veto any text produced by a partner/ advertiser

- The RCPod retains the right to comment on and criticise the actions of commercial companies and other organisations irrespective of any contract or commercial relationships it has with them.

**ROYAL COLLEGE OF
PODIATRY**

Packages are limited and allocated on a first come, first served basis. Terms and Conditions apply. All prices exclude VAT.

For further information on the event, why not visit the conference web page: www.rcpod.org.uk/podiatry2024

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To discuss availability, or to find out more, please contact: exhibitions@rcpod.org.uk

DISCLAIMER

The Royal College of Podiatry (RCPod) wishes to clarify that it does not endorse any specific products or services featured at its Annual Conference and Exhibition. While every effort is made to ensure a diverse and informative array of offerings, inclusion in the conference does not constitute an endorsement by the RCPod. Attendees are encouraged to exercise their own discretion and judgment when engaging with exhibitors and traders.



STEWART-SHIRTS £1,500

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

ARCH SUPPORT

Arch Support is a registered charity, no 1193688 (previously known as "The Benevolent Fund of The Society of Chiropodists") and is the hardship fund of the Royal College of Podiatry.

The hardship fund has a long history, stretching back to the earliest podiatry organisation established in the United Kingdom. It continues to provide assistance to RCPod members who, in the opinion of the Board of Trustees, are in need.

Donation £100

POWER HUB SPONSOR £3,500

As power hub and Wi-Fi access sponsor, your company will be promoted to the full conference delegation during all breaks in the exhibition hall. The charging station will be branded with your company logo and message plus your company logo will be on all Wi-Fi code promotion displayed across the event.

DON'T MISS OUT ON YOUR CHANCE TO SPONSOR, ADVERTISE OR EXHIBIT AT PODIATRY 2024

Terms and Conditions apply. All prices exclude VAT. For further information on the event, why not visit our conference web page: www.rcpod.org.uk/podiatry2024

ROYAL COLLEGE OF PODIATRY

We look forward to welcoming you to the Annual Conference and Exhibition in Harrogate in November 2024.

Packages are limited and allocated on a first come, first served basis.

To discuss or book your sponsorship, advertising or exhibition opportunity for the Annual Conference and Exhibition 2024, please contact:

Amy Skudder

Sales and Relationship Manager, Royal College of Podiatry
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Royal College of Podiatry

Quartz House
207 Providence Square
Mill Street
London SE1 2EW



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