



# THE AUSTRALIAN PODIATRY ASSOCIATION SA INC. SA LOWER LIMB CONFERENCE – UPDATE & EDUCATE 2010

4th & 5th March 2010  
Hilton Adelaide

## SPONSORS & EXHIBITORS INFORMATION

The Australian Podiatry Association SA Inc. is a not-for-profit member service organisation that provide services to the podiatry profession and podiatric service providers in South Australia.

A key objective of the Association is to provide continuing education opportunities to the profession throughout the year along with a biennial state conference held in the alternate year of the national, Australasian Podiatry Councils' Conference.

The opportunity to bring together podiatrists and the suppliers to the industry is a major component of each conference. With over 200 members in South Australia, the conference Trade Display is the opportunity to interact with potential clients and of course catch up with existing customers. Exhibitors at the Trade Display have an opportunity to demonstrate products, answer questions, and meet the market face-to-face, no other marketing medium concentrates the suppliers efforts on the most active buyers in the market at any one time.

### State Conference at a Glance

The two day conference will include presentations by Keynote speaker, Podiatrist Dr Karl Landorf from La Trobe University along with plenary sessions addressing key issues effecting the podiatry profession across all sectors. Concurrent sessions addressing specific fields of podiatry will be held along with breakout sessions for small to medium sized hands on practical workshops. 100 - 150 delegates are expected to attend including professionals closely related to the podiatry profession.

### Standard Exhibitor Package

**\$ 1,250**

- 1 x 3 x 2 m booth (2.4m high) includes black velcro walls, aluminium framed fascia, name board for company sign, 2 spotlights, 1 powerpoint
- One exhibition pass for the two days which includes catering
- Complimentary attendance for one at the Welcome Drinks
- Complimentary attendance for one at the Conference Dinner (extra tickets available at \$75 per head)
- Electronic copy of the delegates list, (practice location details only)
- Full page, colour advertisement in the Exhibitors Conference Specials handout (included in conference satchels)
- Inclusion of the company logo and contact information in the Conference Proceedings booklet
- Company logo and hyperlink to your organisation on the Conference Page of the Association's website [www.podiatrysa.net.au](http://www.podiatrysa.net.au)
- Trade Display acknowledgement in the March/April 2010 edition of Footnotes
- 10% discount off advertising rates in the Jan/Feb 2010 edition of Footnotes (great for pre-advertised conference specials)

The Trade Display is limited to 30 booths. Booths will be allocated in order of receipt of confirmation and payment. All prices are GST exclusive. All meal breaks will be served in the Trade Display area to ensure maximum exposure and interaction between delegates and exhibitors.

A exhibitors card will be issued to all delegates as an enticement for delegates to visit each booth. Each completed card will be entered into a draw to be eligible to win exhibitors prizes. Product donations for prizes and the silent auction are welcome. To assist you plan your marketing and business development opportunities, a list of 2010 delegates will be available on request.



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## SPONSORSHIP OPPORTUNITIES

### Key Partners

**\$ POA**

The Conference Committee would like to invite suppliers to the industry who are interested in a tailor made partnership arrangement that suits both the suppliers needs and compliments the conference program.

Partnership arrangements involving a presentation, workshop, product supplies, direct marketing opportunities and event naming rights are available on request. A key component of any conference is the array of products and services available to the industry. To ensure you capture the attention of your market, consider a specific partnership arrangement that will strengthen your relationship with the South Australian podiatry community.

Suppliers are welcome to contact the conference committee by emailing: [podiatry@podiatrysa.net.au](mailto:podiatry@podiatrysa.net.au)

### Student Subsidized Registration Sponsorship

**\$2,500**

- Exclusive sponsorship of subsidized student registration sponsorship (*excludes conference dinner attendance*)
- A 20 minute exclusive presentation to students towards the conclusion of day one
- Complimentary attendance for two at the welcome drinks
- Complimentary attendance for two at the conference dinner
- Presentation of the student prize for the winning poster presentation
- Acknowledgement with company name and logo in the conference program relating to sponsors Full page, colour advertisement in the Exhibitors Conference Specials handout (included in conference satchels)
- Inclusion of the company logo and contact information in the Conference Proceedings booklet
- Acknowledgement with company name and logo in the conference program relating to student sponsors
- Acknowledgement with company name and logo on the sponsors page of the conference website

### Silent Auction

**Donations**

A highlight at the conference is the silent auction display. Delegates enjoy viewing the items on offer and make the most of the opportunity to buy a bargain. Whilst not podiatry specific, this is an ideal opportunity to provide products by way of donated gifts that will reach the podiatry buyer. The Silent Auction is a fun, interactive means of generating product interest. If you would like to participate in the silent auction, please indicate on the attached registration booking. Donators will be acknowledged on the silent auction table alongside the item donated.



## SPONSORSHIP OPPORTUNITIES

### Welcome Drinks

**\$2,000**

- Exclusive sponsorship of the welcome drinks for all delegates
- Recognition of the sponsorship with company signage on display during welcome drinks
- Complimentary attendance for four at the welcome drinks
- One company insert in the delegate satchel
- Acknowledgement with company name and logo in the conference program relating to sponsors Full page, colour advertisement in the Exhibitors Conference Specials handout (included in conference satchels)
- Inclusion of the company logo and contact information in the Conference Proceedings booklet
- Acknowledgement with company name and logo in the Conference Program relating to sponsors
- Acknowledgement with company name and logo on the sponsors page of the conference website

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### Conference Satchels

**\$1,000**

- Exclusive sponsorship of the delegate satchel.
- Inclusion of the conference satchel sponsors' logo along with the APodA SA logo and the title "*SA Lower Limb Conference - Update & Educate 2010*"
- One company insert in the delegate satchel.
- Complimentary attendance for two at the welcome drinks
- Acknowledgement with company name and logo in the conference program relating to sponsors Full page, colour advertisement in the Exhibitors Conference Specials handout (included in conference satchels)
- Inclusion of the company logo and contact information in the Conference Proceedings booklet
- Acknowledgement with company name and logo in the Conference Program relating to sponsors
- Acknowledgement with company name and logo on the sponsors page of the conference website

### Conference Lanyards

**\$1,000**

- Exclusive sponsorship of the delegate lanyards.
- Inclusion of the conference lanyard sponsors' logo along with the APodA SA logo and the title "*SA Lower Limb Conference - Update & Educate 2010*"
- One company insert in the delegate satchel.
- Complimentary attendance for two at the Welcome Drinks
- Acknowledgement with company name and logo in the conference program relating to sponsors Full page, colour advertisement in the Exhibitors Conference Specials handout (included in conference satchels)
- Inclusion of the company logo and contact information in the Conference Proceedings booklet
- Acknowledgement with company name and logo in the Conference Program relating to sponsors
- Acknowledgement with company name and logo on the sponsors page of the conference website



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## **Policies and Disclaimers**

### **Confirmation and Payment**

Sponsorship and Exhibitors will be advised in writing to confirm the registration and sponsorship arrangement with the SA Lower Limb Conference - Update & Educate 2010. A tax receipted invoice will be issued once payment has been received. All amounts are exclusive of GST.

### **Cancellation Policy**

In the case of a cancellation of a sponsorship or exhibition arrangement by the sponsor/exhibitor a 25% payment of the original fee will be applicable. Cancellations must be notified to the Association by 19th February 2010. Cancellations notified after this date will not receive a refund. Cancellations must be notified in writing to the Australian Podiatry Association SA Inc.

### **Exhibitors and Sponsors Policy**

Exhibitors and Sponsors must comply with the rules and regulations imposed by the venue. The conference committee reserve the right to decline registration and/or sponsorship registrations. The conference committee have the final decision on sponsorship arrangements, selection of ordered goods such as satchels, lanyards and conference proceeding booklet.



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## REGISTRATION TO EXHIBIT / SPONSOR

Registration will be confirmed on receipt of payment.  
Allocations will be made strictly in order of receipt of application and payment.  
Please note all prices quoted EXCLUDE GST

**COMPANY NAME:**

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**CONTACT:**

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**POSTAL ADDRESS:**

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**EMAIL:**

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**EMAIL:**

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**TELEPHONE:**

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**NUMBER OF BOOTHS REQUIRED:**

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**ADDITIONAL DINNER GUESTS** (add \$75 pp)

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**SPONSORSHIP OPTION:**

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**DONATION FOR SILENT AUCTION:**

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**TOTAL PAYMENT:** *(include 10% GST to total)*

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### PAYMENTS

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**CREDIT CARD NUMBER:**

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**NAME ON THE CARD:**

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**EXPIRY DATE:**

**AMOUNT:**

*(+ 1.98% surcharge if paying by credit card)*

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**OR EFT TRANSFER DATE:**

**EFT REFERENCE:**

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Direct deposits can be paid to the Australian Podiatry Association SA Inc.

BSB: 105034 Account Number: 057806240

Please include your company name as the reference.

Cheques can be made payable to: The Australian Podiatry Association SA

A tax receipted invoice will be emailed to the company representative to confirm payment.

ABN: 22 406 055 311

The Australian Podiatry Association SA Inc  
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