



22nd Australasian Podiatry Conference Hotel Grand Chancellor, Hobart

Registration and Exhibition: Tuesday 8th – Friday 11th May 2007
Scientific program: Wednesday 9th May – Saturday 12th May 2007

Exhibitor & Advertiser *Information*

Evolution is our theme this year giving exhibitors and sponsors a conference to introduce products, services and new innovations to podiatrists from Australia, New Zealand and around the world. There is great interest in the conference and the destination will offer an intimate sense of connection, when almost 500 podiatrists descend upon the historic city of Hobart.

The hotel and adjoining auditorium have outstanding facilities with the exhibition area being located in the hotel where meals will be served. All morning, afternoon teas and lunches will be served in the Convention Centre amongst the trade exhibitors, so you can expect to see delegates during these meal times as well as before and after the sessions. In addition, APodC will again host an Official Welcome Drinks to open the Trade Exhibition, along with our popular Exhibitors Breakfast on Friday morning.

Our delegate feedback from previous conferences confirms that podiatrists view this biannual display as an integral component of the conference program. We look forward to making your exhibition a great success and thank you for your continued involvement and sponsorship.

Matthew Slattery
President
Australasian Podiatry Council

OVERVIEW

The 22nd Australasian Podiatry Conference will bring together over 400 delegates from Australia, New Zealand and beyond. Delegates will explore the evolution of clinical practice in response to the continued ground breaking research and the ever-emerging new technology. The four-day scientific program will draw from an outstanding group of invited speakers from across Australia. In addition, the conference committee will draw from over 100 abstracts submitted by podiatrists from Australia, New Zealand and overseas to produce a rich and diverse range of presentations, scientific posters and workshops. More information about the program is available at www.apodc.com.au

LOCATION, LOCATION, LOCATION

Tasmania is a place of wild and beautiful landscapes; friendly welcoming people; a pleasant, temperate climate; wonderful wine and food; a rich history; and a relaxed island lifestyle.

Charles Darwin wrote: "If I was obliged to emigrate I certainly should prefer this place...."

According to travelers worldwide, Tasmania offers one of the best 10 beaches of the world, the world's best town and was rated equal third for land stewardship. It is an island of rugged beauty and quaint cities and towns.

Hobart is the destination for this year's conference and offers state of the art technology, an excellent conference venue and accommodation with the quaintness of a 'country town'. Hobart is located on the Derwent River and has a population of 240,000.

There are many activities and MUST SEES whilst there. Cradle Mountain, Lake Claire, the Franklin & Gordon Rivers, Strahan, Cataract Gorge, tasting their Sauvignon Blanc, Port Arthur Historic Site, Cascade Brewery, Cadbury Chocolate Factory, Aurora Australis, Wineglass Bay and the West Coast wilderness, to name a few. Why not join one of the organised tours on the Friday afternoon? Mingle with delegates whilst enjoying the delights of the local landscape and scenery.

VENUE & TRADE EXHIBITION OPPORTUNITIES

The Hotel Grand Chancellor in Hobart is located right on the pier in the historic section of town. It is opposite the old wharves from early settlement days and which now host the finishing line of the Sydney to Hobart Yacht Race.

Plenary sessions will be presented in the Federation Concert Hall, whilst the exhibition and meals will all be offered in the Federation Ballroom. These venues adjoin each other with easy access to each and the hotel. With such a large area again it offers exhibitors a chance for maximum exposure to the conference delegates as they eat and socialise in the trade exhibition.

All morning and afternoon teas, lunches will be served in the Exhibition amongst the trade exhibitors, so you can expect to see delegates during these meal times as well as before and after the sessions.

An official Welcome Drinks function will open the Trade Exhibition on Tuesday 8th May at 5.00pm and coincides with registration. An Exhibitors Breakfast is also offered on Friday morning 11th May. This function is designed for maximum exposure. All podiatrists are encouraged to utilize this opportunity to catch the latest developments in trade and industry on the last day of the exhibition, as delegates and exhibitors meet and enjoy a nourishing healthy breakfast.

Benefits of exhibiting:

- **Exposure** to 400+ podiatrists from Australia and New Zealand in the largest podiatry conference to be held in Australasia during 2007. A unique opportunity to promote your products and services to a targeted audience.
- **Contact details** of delegates registered to date will be supplied two weeks before the event to maximize your pre conference planning.
- Detailed floor plan and **your details listed** in the Conference Program *and* Book of Abstracts.
- **Preferential advertising rates** in the Book of Abstracts.
- Opportunity to supply **satchel inserts** at exhibitors' rates.
- **Catering** for two people per booth – morning and afternoon teas, lunches, welcome drinks and Friday's exhibitors' breakfast.
- **Conference registration** for two people per booth, providing free access to all lectures, workshops and scientific sessions.

BOOTH OPTIONS

All prices quoted are in Australian Dollars. Being back on Australian shores, prices given are inclusive of GST. See Terms and Conditions for more information.

Standard Booth *\$2365 (includes gst)*

3m x 3m. Black frontrunner system, 2.3m high, including Velcro receptive covered partitions. Four pin multi box 10 amp power supply plus 2 x150 watt spotlights. Company sign and white strato fascia

Double Booth *\$4290 (includes gst)*

3m deep x 6m wide – gives you and your visitors room to move and space to display your products. Black frontrunner system, 2.3m high, including Velcro receptive covered partitions. Four pin multi box 10 amp power supply plus 2 x150 watt spotlights. Company sign and white strato fascia

Quad booths (only three available) *\$8800 (includes gst)*

Four booths brought together (either placed in a row or in a square option in the centre of the room (6m x 6m.) Freedom to design your own booth – be creative – don't be constrained by walls! Plus the freestanding square option maximises your visibility and exposure. Great for exhibitors with a visual or eye-catching product.

Exhibition Hours

- **Tuesday 8th May**
8.30am – 3.30pm Bump In
5.00pm – 7.00pm Exhibition Open, Registration & Welcome Drinks
- **Wednesday 9th May**
8.30am – 5.00pm Exhibition Open
- **Thursday 10th May**
8.30am – 5.00pm Exhibition Open
- **Friday 11th May**
7.00am – 9.30am Exhibitors' Breakfast
9.30am – 1.00pm Exhibition Open
1.00pm – 3.00pm Bump Out

Exhibition venue and construction

We regret that exhibitors cannot pre-select the exact location of the booth because layout will be determined by final numbers and other factors, however we will attempt to accommodate any special requests you may have, provided they are indicated at the time of booking. An exhibition package confirming your arrangements, including booth allocation, will be forwarded by the conference organiser, Mrs Sue Botta (*The Conference Specialists Pty Ltd*), once your payment has been received.

Staging Connections has been contracted to construct the BLACK shell schemes. Any additional display items such as exhibition furniture, display items, carpet or extra signs, will be quoted to and invoiced directly to the exhibitor by Staging Connections. A brochure detailing items available for hire will be provided by email to exhibitors upon confirmation of booking.

Security has been arranged for the venue from 6.30pm to 8.00am the following morning – Tuesday, Wednesday, Thursday evenings/overnight. Please see Terms and Conditions for more details.

How to book your booth

To secure a booth please complete the booking form at the rear of this booklet and return it with your full payment, **no later than Friday 19th January, 2007**. Payment can be made by cheque (payable to Australasian Podiatry Council) or credit card (Visa, Mastercard or Bankcard). Your booking will not be confirmed until your full payment has been received.

Accommodation

Accommodation has been arranged in a variety of hotels close to the Hotel Grand Chancellor. Please complete the enclosed accommodation booking form or email the conference organiser Mrs Sue Botta (sbotta@confspec.com.au). Pre and post accommodation is also available.

Cancellations and refunds

Please refer to the terms and conditions for our policy on the cancellation of exhibition booths.

ADVERTISING OPTIONS

Satchel Inserts:

All conference delegates receive a conference satchel and satchel inserts provide an excellent opportunity to reinforce your company message to the conference audience. Satchel inserts must be booked and confirmed with full payment no later than **Friday April 11th, 2007**. A sample of the insert material must be sent to the APodC no later than Friday April 11th and the APodC reserves the right to approve content of the proposed insert. It is the responsibility of the advertiser to ensure the insert material is delivered to the Hobart Grand Chancellor for satchel packing on **Monday May 7th** for inclusion. Prices quoted are based on type of materials being inserted and are subject to prior approval of content.

Advertising in the Book of Abstracts

The conference Book of Abstracts will be inserted in the conference satchel and referred to constantly by delegates during the conference. For a small fee you can have your advertisement included in the Book of Abstracts and be forever on a Podiatrist's shelf in easy reach. Each time a delegate refers to this valuable reference tool, they will be reminded of your product. The Book of Abstracts is also available for purchase after the event by members unable to attend the conference. Press-ready Adobe Acrobat files should be emailed to apodc@apodc.com.au no later than Friday

Full colour advertisements – available only to conference exhibitors		
	Dimensions	Price incl GST
Inside back or front cover	Full page print area	\$2200
Inside book – front half	Full page A4	\$990
Mono Advertisements (b&w)		
Inside abstracts book	Full page print area – A4	\$650
	Half page horizontal 115mm x 180mm	\$450
	Half page vertical 240mm x 85mm	\$450

SPONSORSHIP OPTIONS

Sponsor a lunch break:

\$770 per day

Place your promotional material (A4) highlighting your latest product in a plastic display unit on the dining tables around the room for a day. This 'table centre' gives delegates the opportunity to read your information over their meal and maximizes your exposure.

Sponsor a coffee machine outside your booth (only two available each day):

\$990 per day

Convention centre coffee is the pits isn't it? Delegates will line up patiently for freshly brewed cappuccinos and latte's and they'll thank you for supplying it. With the machine set up outside your booth all day, you're bound to attract additional visitors to your stand.

Supply fresh bottled water for delegates, labeled with your company logo (only one available):

\$2400

Podiatrists work hard and play hard. We have responded to their demands by providing fresher and healthier refreshments at national conferences. This year we have arranged a local supplier to deliver 600ml bottled spring water for satchels and you can take advantage of a unique advertising opportunity by having your logo added to the bottles and an additional 600 bottles to give away during the week at your stand.

Name tag lanyards labeled with your company logo (only one available):

\$5100

Everybody wears name tags throughout the conference. Delegates will remember your company name when all the lanyards around their necks carry your company logo. APodC will supply the 750 lanyards and consult with you on printing and production.

Sponsor a speaker:

\$3300

The conference committee has invited some exciting and motivating speakers to present at the Hobart conference. Sponsor a speaker and have your logo feature on the Program and in the Book of Abstracts, and your company slide feature during the session in which he/she presents and a full page colour advertisement in the Book of Abstracts beside his/her abstract.

Sponsor the gala dinner:

\$4200

This event is a highlight not to be missed. This year the dinner will be held in Hobart's historic City Hall and once again we expect in excess of 500 guests to dine in style and then kick up their heels to the band. Your logo will feature on the dinner tables and be acknowledged in the conference program. Your support will be acknowledged in the president's welcome address.

All prices quoted inclusive of GST. Sponsorship opportunities are limited, will be accepted on first come-first serve basis and must be accompanied by booking form and payment. All sponsors acknowledged in the conference program. For tailored sponsorship packages, please contact the APodC.