

FOCUS24
The business of physiotherapy

Conference
Crown Perth
31 Oct-2 Nov

SPONSORSHIP AND EXHIBITION PROSPECTUS



AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

INVITATION TO FOCUS24

The Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. The APA is a national organisation with more than 32,000 members.

We are committed to the concept of continuing professional education, with a strategic plan strongly focused on providing opportunities for members through professional excellence and career success.

With our sights firmly fixed on the betterment of our profession, FOCUS24 recognises that we are all in the business of physiotherapy. Whether you are an educator, in leadership, running a practice or providing support to the profession, FOCUS24 will provide an extensive program for you, covering all the hot topics under one roof.

At FOCUS24 join us for a leading edge offering of speakers, sessions and networking events to assist our members to be best prepared for where our profession is headed and to meet the demands of what our future holds.

Where is your FOCUS?

DESTINATION
PARTNERS:

**BUSINESS
EVENTS
PERTH**



Great Eastern Hwy,
Burswood,
Perth WA,
6100 Australia



WHO ATTENDS?

With an expected audience of over 200 national attendees, and an exhibition of 50+ booths, the conference will bring together industry professionals and educational leaders from across Australia. It promises to be an outstanding learning and networking opportunity.

Showcase your products and services to:

- Physiotherapy practitioners
- Practice managers and owners
- Business and education leaders
- Allied health clinicians
- Future clinicians

WHY PARTNER?

- Showcasing and educating over 200 prospective face-to-face delegates in the use of your products, services and programs
- Exposure to a national and world wide online audience via the conference website and app
- Collecting highly qualified leads and strengthening long term brand building
- Exceptional networking opportunities within our exhibition and social program
- Being seen as a supporter of physiotherapists and physiotherapy in Australia.



We look forward to the chance to discuss the opportunities set out in the following prospectus with you.

APA CONTACTS:

Glenn Lloyd

Manager, Partnerships & Business Development

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Vanessa Moran

Partnership and Business Development Representative

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PROGRAM SNAPSHOT

THURSDAY 31 OCTOBER

- Exhibition opens 12.00pm
- Welcome/Opening keynote
- Breakout sessions: Invited and abstracts
- Welcome Reception – Optus Stadium

FRIDAY 1 NOVEMBER

- Exhibition
- Conference Breakfast/s
- Keynote Speakers
- Breakout sessions: Invited and abstracts

SATURDAY 2 NOVEMBER

- Exhibition
- Keynote Speakers
- Breakout sessions: Invited and abstracts
- Closing keynote
- Conference Dinner - Crown Ballroom



PARTNERSHIP OPPORTUNITIES

The APA looks forward to discussing all partnership opportunities with you that will bring the focus directly on to your business for our delegates. We aim to ensure that our delegates leave the conference and exhibition feeling inspired, connected and uplifted and that our partners receive tangible engagement and exposure from their support of FOCUS24, the APA and our industry.

This event is where decision makers attend with the major focus on business, leadership, education, community and management strategies to improve all aspects of their practice.

Please contact APA's Manager, Corporate Partnerships & Business Development or the Partnership and Business Development Representative to discuss the following or any other sponsorship opportunities in further detail as per contact details on page 3.



PLATINUM PARTNER

(Including lanyards)

\$22,000 including GST

SOLD

As the **sole** Platinum Partner of FOCUS24, your organisation will be the primary partner receiving the ultimate level of exposure and recognition during the event.

Your entitlements as Platinum Partner include:

- Recognition as the Platinum Partner, with your company logo appearing on most of the generated collateral:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Corporate logo on all lanyards, which every attendee receives.
- Opportunity for a representative from your organisation to make a 2 minute presentation (*Time and session to be advised to maximize partnership*).
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Opportunity for logo and message in one direct email communication.
- 30 day website banner on conference website (art to be supplied to specs).
- Two (2) 2m x 3m exhibition booths located in a prominent position.
- Four (4) complimentary exhibitor registrations including Welcome Reception and Conference Dinner tickets. (Not including access to conference sessions).
- Priority App Push notifications, 1 per day.

TICKET SUMMARY

Exhibitor Registrations	4
Welcome Reception	4
Conference Dinner	4



GOLD PARTNER (Including Conference Dinner)

\$17,500 including GST

SOLD

As the Gold Partner of FOCUS24, your organisation will receive a high level of exposure and recognition during the event.

The Conference Dinner event offers the opportunity to bring together delegates, exhibitors and speakers in an informal networking setting.

Your entitlements as Gold Partner include:

- Recognition as the Gold Partner, with your company logo on
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Opportunity for logo and message in one direct email communication.
- Acknowledgement as the Conference Dinner partner at the event and an opportunity for a 2 minute address (including logo on menu, and a pull up sign within the event space).
- 30 day website banner on conference website (art to be supplied to specs).
- One (1) 2m x 3m exhibition booth located in a prominent position.
- Two (2) complimentary exhibitor registrations, including Welcome Reception and Conference Dinner tickets. (Not including access to conference sessions).
- Two (2) additional complimentary Conference Dinner tickets.
- 1 x Priority push notification on Conference App prior to dinner.

TICKET SUMMARY

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	4

DUST OFF YOUR BOOTS!

We're heading out West for Conference Dinner '24.
Please join us for a night of Country Rock.



SILVER PARTNER (Including Welcome Reception)

\$14,000 including GST

SOLD

Silver Partnership extends the opportunity to be a major contributor to FOCUS24 plus sponsorship of the Welcome Reception.

Your entitlements as Silver Partner include:

- Recognition as the Silver Partner with your company logo on
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Opportunity for logo and message in one direct email communication.
- Acknowledgement as the Welcome Reception Partner (pull up banners provided by company) at the event and the opportunity for a 2 minute address at the end of the Plenary on the first day.
- One (1) 2m x 3m exhibition booth located in a prominent position.
- Two (2) complimentary exhibitor registrations, including Welcome Reception and Conference Dinner tickets. (Not including access to conference sessions).
- 1 x Priority push notification on Conference App prior to Welcome Reception.
- Agreed promotional activity aligned with Welcome function.
- Two (2) additional complimentary Welcome Reception tickets.

TICKET SUMMARY

Exhibitor Registrations	2
Welcome Reception	4
Conference Dinner	2



BRONZE PARTNER

(Including Delegate Satchel)

\$11,000 including GST
(one available)

As a Bronze Partner of FOCUS24, your organisation will receive an extensive level of exposure and recognition.

Your entitlements as Bronze Partner include:

- Recognition as the Bronze Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Corporate logo printed in prominent position in full colour on the satchel product alongside the conference logo.
- One (1) 2m x 3m exhibition booth located in a prominent position.
- Two (2) complimentary exhibitor registrations, including Welcome Reception and Conference Dinner tickets. (Not including access to conference sessions).

TICKET SUMMARY

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	2



COFFEE CART PARTNER

\$8,000 including GST
(one available)

The Coffee Cart will operate Friday and Saturday mornings from 8am until 12pm.

Your entitlements as Coffee Cart Partner include:

- Recognition as the Coffee Cart Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage
 - Cart signage (*specifications to be provided*).
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Option to supply branded, reusable coffee cups (at sponsor cost and as directed by the venue).
- 2 x AM push notifications on Conference App to advise coffee commencement.
- Two (2) complimentary exhibitor registrations, including Welcome Reception and Conference Dinner tickets. (Not including access to conference sessions).

TICKET SUMMARY

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	2



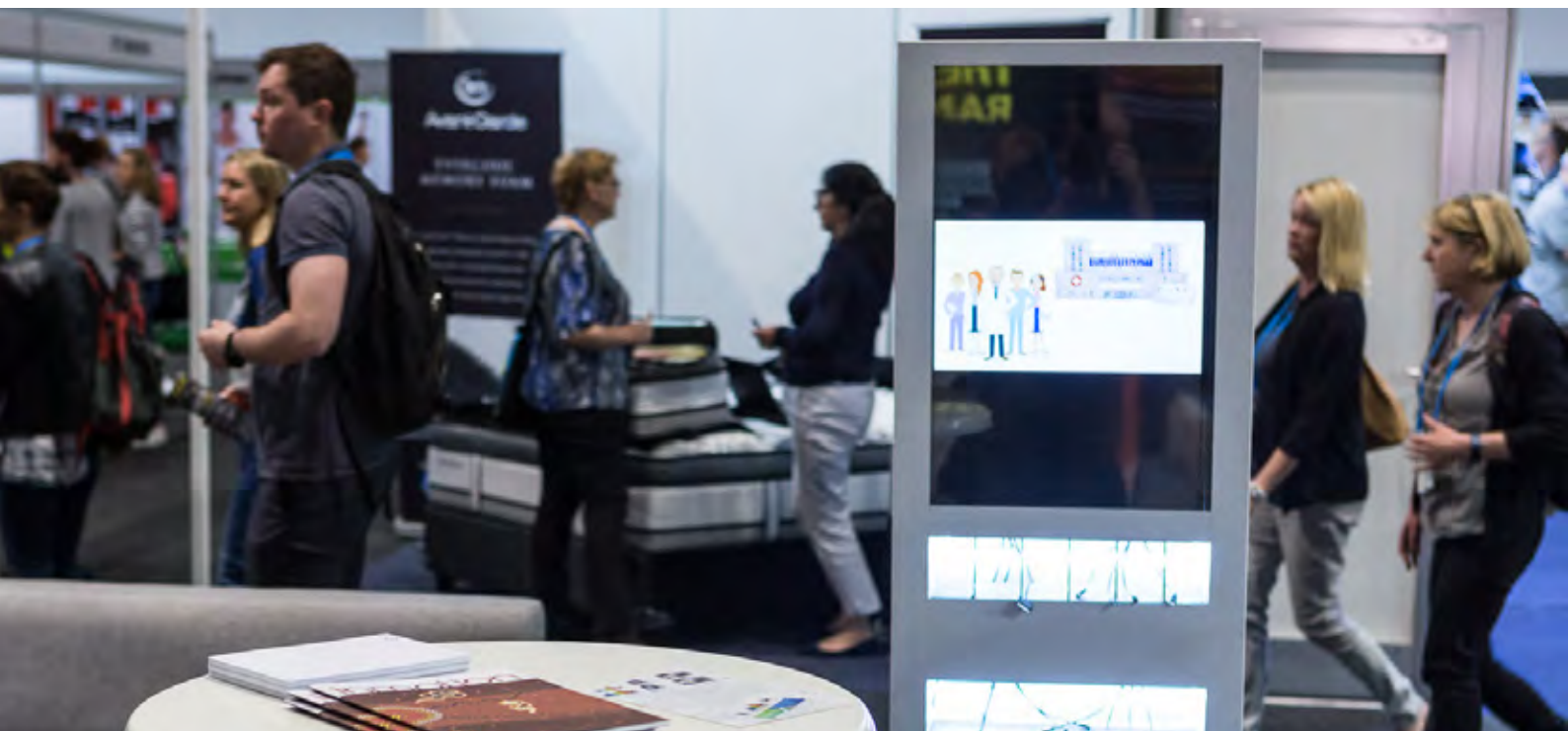
RE-CHARGE ZONE PARTNER

\$8,000 including GST
(one available)

The Re-Charge Zone will operate for the duration of FOCUS24 from exhibition opening to closing and provide delegates a place to sit quietly and “re-charge”.

Your entitlements as Re-Charge Zone Partner include:

- Naming rights and recognition as the Re-Charge Zone Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage
 - In Booth signage (e.g. Re-Charged by XXXX or Company name and Re-Charge Zone) within the Re-Charge Zone (*specifications to be provided*)
 - 2m x 6m Re-Charge Zone in the exhibition.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Pull up banner provided by company.
- Option to supply collateral/merchandise within the Re-Charge Zone (at sponsor cost and pre-approved by APA).
- 1 x Priority daily push notification on Conference App.
- One (1) complimentary exhibitor registration, including Welcome Reception and Conference Dinner tickets (not including access to conference sessions).



TECHNOLOGY AND APP PARTNER

\$7,500 including GST
(one available)

As the Technology and App Partner of FOCUS24, your organisation will receive an extensive level of exposure and recognition along with a platform to showcase your products to a targeted audience.

Your entitlements as Technology and App Partner include:

- Recognition as the Conference Technology and App Partner, with your company logo featured on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website) and allowance for one banner ad.
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Sponsorship of one session related to technology incorporating a 2 minute presentation. Partner and the APA to agree on session and speaker.
- 30 day website banner on conference website (art to be supplied to specs).
- One (1) 2m x 3m exhibition booth located in a prominent position.
- Two (2) complimentary exhibitor registrations, including Welcome Reception and Conference Dinner tickets (not including access to conference sessions).
- Branding on App homepage and post-event survey.

TICKET SUMMARY

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	2



CATERING BREAK PARTNER

\$6,500 including GST
(one available)

As the Catering Break Partner (morning tea, lunch and afternoon tea) of FOCUS24, your organisation will receive a high level of exposure and recognition, along with a platform to showcase your products to a targeted audience.

Your entitlements as Catering Break Partner include:

- Recognition as the Catering Break Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage
 - A5 double sided logo signage on all catering tables.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Opportunity to provide promotional staff in lunch breaks to distribute approved collateral/merchandise.
- Dress catering staff in branded product i.e. apron/cap for lunch breaks (*pending venue approval*).

- Priority push notification on Conference App pre service time. 2 x lunch breaks, 2 x morning tea and 3 x afternoon tea.



BREAKFAST PARTNER

\$3,300 including GST

(NB: Sponsorship will proceed only based upon minimum attendance being met)

Your entitlements as Breakfast Partner include:

- Recognition as a Breakfast Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).

- 2 minute presentation at the start of the breakfast session after introduction from convenor and option to stay for breakfast.
- 1 x App push notification prior to breakfast.
- Pull up banner signage at breakfast provided by company.

STATIONERY PARTNER

\$3,000 including GST
(one available)

An opportunity to supply a variety of stationery such as pads and pens to go into all delegate satchels at FOCUS24.

Your entitlements as Stationery Partner include:

- Recognition as the Stationery partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Supply of branded company pens and A4 or A5 pads to be placed in all delegate satchels (*partner to supply or the APA can organise printing of the pads and charge back to company*).
- Provision of pre-approved collateral on tables.

OPENING OR CLOSING KEYNOTE PARTNER

\$2,200 each including GST
(two sessions available)

The opening and closing sessions are a highlight of the conference with two sessions available to choose from. Please go to the conference website to review the sessions as they are confirmed and decide the best fit and alignment for your brand.

(NB: the conference committee needs to approve potential partnerships.)

Your entitlements as Opening or Closing Keynote Partner include:

- Recognition as a Keynote Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference APP (with company logo).
- 2 minute presentation at the start of the keynote session.
- 1 x App push notification prior to session.

PLENARY SESSION PARTNER

\$1,100 each including GST
(three sessions available)

The plenary sessions form the backbone of the conference with three sessions available to choose from. Please go to the conference website to review the sessions as they are confirmed and decide the best fit and alignment for your brand.

(NB: the conference committee needs to approve potential partnerships.)

Your entitlements as Plenary Partner include:

- Recognition as a Plenary Partner, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- 2 minute presentation at the start of the plenary session.
- 1 x App push notification prior to session.



SACHEL GIFTS

\$1,100 including GST
(limited availability)

Include your company goods in the conference delegate satchels to maximise your exposure, direct delegates to your booth, and promote your company as an integral part of the physiotherapy profession.

- One (1) *satchel gift (to be approved by APA) to be placed in all delegate satchels (Partner to supply).

For inclusion to be confirmed a **sample only must be sent to APA no later than 1 August, 2024. Gifts need to be sent direct to packing company (due date and delivery details to be confirmed).*



DIGITAL ADVERTISING

\$440 including GST

The FOCUS24 website will provide opportunities for advertising on a selection of webpages. Your ad will be visible for 30 days. All artwork must be supplied 728 x 90 px for desktop and 234 x 60px for mobile. There is an allowance for two advertisers on one banner at any one time. Pages included: Registration, Program, Speakers and Exhibition.

EXHIBITING

FOCUS24 Conference Exhibition will commence at 12 noon on Thursday 31 October and conclude once afternoon tea concludes on Saturday 2 November. The exhibition will provide a unique marketing opportunity for exhibitors to meet with all delegates over the duration of the conference, with 30-45 minute morning and afternoon tea breaks and 1 hour lunch on Friday and Saturday only. In addition to key networking opportunities at Welcome and Dinner functions.

EXHIBITION BOOTH

\$4,400 including GST

Exhibition Booth inclusions:

- One (1) Exhibition Booth comprising of **2m x 3m** floor space with 2.48m high Octanorm white walls.
- Lighting: 2 x LED arm lights per 6 sqm.
- Power: 1 x 4 amp GPO included per 6 sqm.
- Fascia sign of up to 30 characters for company name (**single company name only**).
- Existing venue carpet comes standard. Any additional flooring at additional charge.
- Opportunity to request a push notification on the Conference App to promote your booth (based on availability).
- Promotion and recognition as an exhibitor, with your company logo on:
 - Conference app (with hyperlink to your website)
 - Conference website (with hyperlink to your website)
 - Exhibition Entrance signage.
- Company profile (100 words) featured on the conference website and conference app (with company logo).
- Two (2) complimentary exhibitor registrations, including Welcome Reception and Conference Dinner tickets. (Not including access to conference sessions). Up to 2 additional Exhibitor passes available per booth at additional charge.



2 x 3m corner booth displayed here. Central booths will have 3 walls.

TICKET SUMMARY

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	2

Partnership confirmation will be secured with the return of a completed booking form (**page 21**) and payment as specified in the terms, to the APA. Exhibition booths will be allocated on a first come first served basis, with sponsor partners having priority over exhibitors.

*** Due to Privacy and Confidentiality the APA will not supply a delegate list. Included in the cost of your booth is the supply of a Lead Scanning App to enable you to scan and collect data from delegates using your smartphone.**

EXHIBITING

Exhibitor insurance:

All exhibitors are responsible for their own insurance, including public liability. Exhibitors must provide a copy of their insurance policy and certificate of currency upon request.

Exhibitor registration inclusions

(as per inclusions listed above within your partnership or exhibition package):

- Conference exhibition registration for the duration of the conference
- Priority daily catering (morning tea, lunch, and afternoon tea)
- Social events – Welcome Reception, Conference Dinner
- Conference satchel (one per booth).

Exhibitor registration additional costs

(not as per your inclusions listed above within your partnership or exhibition package):

Additional Exhibitor Registration (maximum 2 per booth):

\$250 per person for three days (total). *This is to cover the cost of catering for any additional (not included within your partnership inclusions) exhibitor staff for Thursday through Saturday. This does not include access to conference sessions or the conference dinner.*

Additional Exhibitor Social Tickets:

\$85 Welcome Reception. Access to this function is for badged Delegates and Exhibitors only (please bring badge for entry).

Delegate Registration:

Delegate registration will allow access to conference sessions, social functions and the exhibition. Please contact events@australian.physio for further information.

EXHIBITOR SCHEDULE

Wednesday 30 October 2024	Exhibition Build (no access)
Thursday 31 October 2024	Exhibitor Bump In – 7.00am – 11.00am (high vis and enclosed footwear required)
	Exhibition Open – 12 noon
	Conference Day 1
	Welcome Reception – 5.30pm
Friday 1 November 2024	Conference Day Two
	Exhibition – 8.00am – 5.00pm
Saturday 2 November 2024	Exhibition – 8.00am – 4.30pm
	Conference Day Three
	Exhibitor Bump Out – 4.30pm – 6.00pm (high vis and enclosed footwear required)
	Conference Dinner – 7.00pm

PAYMENT CONDITIONS

1. All prices listed are Australian dollars, and include 10% Australian Goods and Services Tax (GST).
2. A deposit of 50% must be submitted with your booking, with the balance paid no later than 5 August, 2024. The APA will provide a letter of confirmation together with a tax invoice for the full amount payable.
3. Payment of 50% MUST be received within 14 days of this application to secure the required partnership or space, and the reservation is confirmed once the deposit is paid.
4. Partnerships will be allocated strictly in accordance with the date of receipt of the signed application form and confirmed deposit payment.
5. Participation in the event is not permitted until the full payment has been confirmed.
6. Cheques should be payable to the Australian Physiotherapy Association and must be drawn by an Australian bank. For direct debit payments:

Name of Account:

AUSTRALIAN PHYSIOTHERAPY
ASSOCIATION
BSB: 083 – 170
ACCOUNT #: 489250709
Ref: FOCUS24 (your organisation name as per fascia
listing and booth number)
Bank: NATIONAL AUSTRALIA BANK LIMITED

Bank Address:

129 – 135 ELGIN STREET
CARLTON VIC 3053

7. Cancellation Policy: In the event of cancellation, a 50% fee will apply prior to 5 August, 2024. No refunds will be made for cancellations after this date.
8. The Australian Physiotherapy Association reserves the right of refusal of any application.

TERMS & CONDITIONS

1. The APA will take all diligent care to fulfill the above mentioned partnership commitments. All Partners and Exhibitors must ensure that they take out and keep current, appropriate public, liability and other insurance to cover risks which may arise due to their involvement in the Conference and Exhibition. It is our partners and exhibitors responsibility to insure themselves against loss or damage for any equipment, fittings, products or materials that are brought onto the premises. Crown Perth and the APA are not responsible for and are to be released from any liability in regard to loss, damage or theft of any delivered/stored items.
2. The Partners and Exhibitors must indemnify and hold the APA harmless in respect of all damages, injuries, costs, claims, demands, liabilities, and expenses, however they may arise and whoever may make them in connection with or arising out of the Conference and Exhibition.
3. Partners and Exhibitors are responsible for the security of all their equipment and materials at all times while at the conference both within and outside the Exhibit floor.
4. The Australian Physiotherapy Association and Crown Events and Conferences, Perth will not be held liable for damage or loss of goods or equipment while at the conference.
5. Partners and Exhibitors are responsible for providing all their requirements i.e. banners, promotional material and any other required material within the specified timelines outlined in this prospectus and the Exhibitor Manual (to be supplied).
6. Whilst every care is taken in program content/structure, the Australian Physiotherapy Association reserves the right to alter/substitute components of the event as deemed appropriate.
7. Exhibition booths are allocated on a sole entity basis, unless otherwise agreed to by the Australian Physiotherapy Association. Cross promotion is prohibited.
8. Partners and Exhibitors must abide by the rules and trading policies implemented by the Australian Physiotherapy Association and Crown Events and Conferences, Perth.
9. Bump in and bump out times must be strictly adhered to.
10. Solicitation of delegate data in any capacity, other than via the Lead Scanner on the app provided within the Exhibit, anywhere inside or outside of the Conference venue at all times is strictly prohibited.

PARTNER & EXHIBITOR APPLICATION FORM

Company name:

Contact person:

Position:

Address:

City:

Postcode:

Phone:

Mobile:

Email:

Website:

Packages (including GST)

	Investment (AUD)	Booking (please tick)
Platinum Partner - lanyard	\$22,000	SOLD
Gold Partner - Conference Dinner	\$17,500	SOLD
Silver Partner - Welcome Reception	\$14,000	SOLD
Bronze Partner - Delegate Satchel	\$11,000	
Coffee Cart Partner	\$8,000	
Re-Charge Zone Partner	\$8,000	
Technology and App Partner	\$7,500	
Catering Break Partner	\$6,500	
Breakfast Partner	\$3,300	
Stationery Partner	\$3,000	
Opening or Closing Keynote Partner	\$2,200	
Plenary Session Partner	\$1,100	

Advertising (including GST)

	Investment (AUD)	Booking (please tick)
Satchel Gift	\$1,100	
Digital advertising	\$440	

Exhibitor booths (including GST)

	Investment (AUD)	Booking (please tick)
Single Booth 2 x 3	\$4,400	
Double Booth 2 x 6	\$8,800	
Double Booth 4 x 3	\$8,800	
Triple Booth 2 x 9	\$13,200	

Custom booths (including GST)

All custom booths must have a defined floor space and back wall build as minimum

	No. of spaces	Investment (AUD)	Booking (please tick)
We intend to have a CUSTOM built booth (to be approved by APA). \$4,400 x No. of booth spaces			

All values above are in Australian Dollars

Please refer to the exhibition floor plan in the prospectus or on the conference website and indicate your preferred booth number. Booths will be allocated on a first in first served basis.

	1st Choice	2nd Choice	3rd Choice
Booth number (refer to floor plan on page 19)			
Name to be used for Exhibition Fascia. (30 characters maximum inc spaces) and all promotional material. Please ensure you supply a logo in EPS format to reflect this branding.			

Note: We do not allocate floor space only, all exhibitors must have a booth with fascia OR a custom built booth approved by the APA.

