



# REFRESH & RECONNECT 2022

Professional Development  
& Social Events



## VICTORIA

Sunday 3<sup>rd</sup> &  
Monday 4<sup>th</sup> April  
Lorne Mantra

## NEW SOUTH WALES

Friday 27<sup>th</sup> &  
Saturday 28<sup>th</sup> May  
ICC Sydney

## QUEENSLAND

Friday 2<sup>nd</sup> &  
Saturday 3<sup>rd</sup> September  
Gold Coast

## SOUTH AUSTRALIA

Friday 28<sup>th</sup> &  
Saturday 29<sup>th</sup> October  
Adelaide Hills  
Convention Centre

# Invitation

## – Partnership Opportunities

### You're invited...

It is our pleasure to extend an invitation for you to partner with us as sponsors and/or exhibitors at the Australian Podiatry Association (APodA) Refresh & Reconnect Events in 2022.

We are excited to be able to offer these unique, in-person events that are designed to give delegates and our trade partners the opportunity to network, exchange valuable information and reconnect.

We have created a wide range of partnership opportunities for you to choose from, be it becoming one of our Platinum or Major Supporting, our educational streams, providing one or more delegate services, helping underwriting catering, making our social events glitter, sponsoring a session or presenter and/or exhibition and advertising.

There is an opportunity to suit every budget and if you support all four events you will reach over 1,000 podiatrists from across Australia.

### Some of the many benefits of participating in the 2022 Refresh & Reconnect events include opportunities to:

- Promote your company, support your brand(s) and to maintain a high profile among delegates before and during the event
- Grow and strengthen your relationships with existing clients and make new contacts
- Create new sales opportunities
- Launch a new product or service
- Network informally with delegates from within the region and around Australia
- Demonstrate commitment to the podiatry community

Most importantly you will benefit from exposure to an interested, relevant and influential audience in an informal yet informative environment – away from the competition of everyday distractions.

### Your partnership will be publicised regularly before, during & after the event.

#### Online



##### Electronic Direct Mail (EDMs)

Regular provision of program and key date alerts, sponsors and exhibitors, speaker announcements and cross promotion with other relevant industry associations.

##### Event Website

Consistently updated with news and information about the upcoming event – key touch point for delegates.

##### Social Media

Twitter, Facebook, Instagram and LinkedIn posts to promote interest, interaction and discussion.

#### Digital Print



##### Advertising

Advertising in *Stride for Podiatry* (the Association's magazine) which reaches every member podiatrist, flyers, key information and call to action for registration.

##### Event Program

Through our event website/ Mobile App, providing key brand and promotional opportunities – used as a reference throughout and post event by delegates.

#### On-Site



##### Event Signage

Use signage to create brand awareness for your business. Recognition opportunities available for registration desk, workshop and session rooms, and within the exhibition area.

##### Sponsor Logos

Reinforce your commitment and support to all delegates during workshops, plenary and concurrent sessions through on-screen logo acknowledgements.

##### Delegate App

Event program, speaker/ workshop details, sponsor & exhibitor search and logos, attendee itinerary, social functions, connect with delegates, take notes and meetings setup.

# Sponsorship Packages

## – At a Glance

Package	Package Highlights	Availability	Price (inc GST)
<b>Platinum Partner</b>	Premium floor space, trestle tables, logo, acknowledgement in all event materials, EDMS, workshop or session sponsor, breakout room, delegate app, 2 event registrations and 2 exhibitor registrations included	One (1) for all events	\$45,000
<b>Major Supporting Sponsor</b>	Premium floor space, logo, acknowledgement in all event materials, EDMS, workshop or session sponsor, delegate app, 1 event registration and 2 exhibitor registrations included	Two (2) for each event	\$7,500
<b>Session Sponsor</b>	Display of corporate signage during session, Acknowledgement by Chair, EDM, logo on holding slide, logo in delegate app, 1 event registration included	Multiple	\$3,000
<b>Workshop Sponsor</b>	Display of corporate signage during sponsored workshop and alongside speaker, details in event program (delegate app), 1 event registration included <i>Note: *priority will be given to platinum/major sponsors for space as workshop sessions can be limited per event</i>	Multiple	\$3,000
<b>Exhibition Package 1</b> Contact events team to confirm availability	Octanorm Booth (3m x 2m), fascia company sign, lights and power, 1 exhibitor per booth	Limited	\$3,950
<b>Exhibition Package 2</b>	Floor space 2m x 2m, x1 trestle table, chairs, access to power, 1 exhibitor per booth	Multiple	\$2,750
<b>Welcome Function</b>	Exclusive naming rights to welcome function and display of corporate signage <i>*email phil.mcshane@podiatry.org.au to discuss further</i>	One (1) for each event	Pricing on request
<b>Dinner Sponsor</b>	Exclusive naming rights to dinner function and display of corporate signage <i>*email phil.mcshane@podiatry.org.au to discuss further</i>	One (1) for each event	Pricing on request
<b>Breakfast Sponsor</b>	Exclusive naming rights to breakfast function and display of corporate signage <i>*email phil.mcshane@podiatry.org.au to discuss further</i>	One (1) for each event	Pricing on request
<b>Lanyards</b>	Supply delegate lanyards <i>*email phil.mcshane@podiatry.org.au to discuss further</i>	Exclusive – one (1) opportunity covers all 4 events	Pricing on request
<b>Barista zone/cart</b>	Opportunity to badge/brand the barista zones in prime location	One (1) for each event	\$3,500
<b>Environmental Sponsor</b>	Unique opportunity to partner with APodA with a sustainability focus <i>*email phil.mcshane@podiatry.org.au to discuss further</i>	One (1) for each event	Pricing on request
<b>Refreshment Break</b>	Signage at lunch & morning/afternoon tea	Two (2) for each event	\$1,000
<b>Advertising</b>	Video ad (30 seconds) at breaks	Multiple	\$1,000

- Packages marked 'exclusive' in the availability column are for all 4 events.
- Packages marked 'each' in the availability column are offered individually for each event – but applicants may choose to take the same package (or a different package) at more than one event.
- When you have made your selections total your commitment, go to the [link here](#)

If you have any questions please contact Phil McShane or the events team at [events@podiatry.org.au](mailto:events@podiatry.org.au) or call 03 9416 3111.

# Premium Partnership Entitlements

## Platinum Partner

**\$45,000** AUD

One (1) opportunity for all events

Partners can either select from our partnership options which are consistent across all events and you will receive acknowledgements, benefits and entitlements according to this partnership package. Be aware however that you may also select particular regional individual opportunities which will be promoted separately for each event over the coming months.

### Acknowledgements:

- Premium exhibition floor space
- One (1) full page advertisement in *Digital STRIDE* (APodA Magazine)
- Two (2) complimentary exhibitor registrations including morning tea, afternoon tea, lunches, access to the exhibition, welcome function ticket, access to delegate app/program
- Two (2) complimentary full event registration including morning tea, afternoon tea, lunches, access to the event sessions, access to the exhibition, welcome function ticket and access to delegate app/program
- Top logo on sponsor signage at the venue
- Company logo and 100-word company synopsis to appear inside the event program
- Company logo and 100-word company synopsis to appear on the partnership page of the event website with hyperlink to your company website
- Social media exposure
- A delegate list pre and post event (subject to privacy laws)

**Sold**

## Major Supporting Sponsor

**\$7,500** AUD

Per event (or \$27,000 for all 4 events)

Two (2) opportunities each event

A premium level sponsorship that gives you access to some exclusive sponsorship packages. Sponsor a specific event that aligns with your business or sponsor all 4 and get a discount.

### Acknowledgements:

- Premium exhibition floor space (2nd choice of position after Platinum Sponsor)
- One (1) full page advertisement in *Digital STRIDE* (APodA Magazine)
- Two (2) complimentary exhibitor registrations including morning tea, afternoon tea, lunches, access to the exhibition, welcome function ticket, access to Delegate App/program
- One (1) complimentary full event registration including morning tea, afternoon tea, lunches, access to the event sessions, access to the exhibition, welcome function ticket and access to delegate app/program
- Logo on sponsor signage at the venue
- Company logo and 50-word company synopsis to appear inside the event program
- Company logo and 50-word company synopsis to appear on the partnership page of the event website with hyperlink to your company website
- Social media exposure
- A delegate list pre and post event (subject to privacy laws)



# Supporting Partnership Entitlements

– Delegate: Educational

## Session Sponsor

**\$3,000** AUD

Multiple opportunities per event

The opportunity exists to sponsor a session at each of the events.

### Acknowledgements:

- Logo in the event program (website and Delegate App)
- Logo on sponsor signage
- Logo against session information on the website
- Logo against speaker's information in delegate app
- Logo on the holding slide at the beginning of session
- One banner (supplied by the sponsor) displayed during the session
- Logo displayed in any social media promoting the speakers in that session
- 1 event registration included

## Workshop Sponsor

**\$3,000** AUD

Multiple opportunities per event

There will be workshop sessions available to sponsor at each of the state events.  
Or you can design your own workshop – simply contact us to discuss the options.

### Acknowledgements:

- Acknowledgment as a workshop sponsor
- Opportunity for company representative to attend the workshop
- One banner (supplied by the sponsor) displayed during the workshop
- Logo on the holding slide at the beginning of session
- Logo in the event program (website and delegate app)
- Logo displayed on a slide during the workshop
- 1 event registration included



# Supporting Partnership Entitlements

– Delegate: Services & Catering

## Environmental Services

**Pricing on request**

One (1) opportunity per event

A unique opportunity to partner with APodA with a sustainability focus. All suggestions welcomed. Please contact us to discuss opportunities.

## Lanyards

**\$3,000** AUD

Exclusive. One (1) opportunity for ALL events

- Each delegate will receive the lanyard
- The only logos to appear on the lanyard will be the APodA logo/event logo and the sponsor's logo and logotype

## Barista Zone/Cart

**\$3,500** AUD

One (1) opportunity per event

A barista zone will be located in the exhibition area serving coffee and tea during the event

### Acknowledgements:

- Naming rights to barista zone
- Logo in the event program (website and delegate app)
- Company logo to be included on the barista zone signage
- Logo on event website
- Opportunity to have other refreshments at the barista zone at sponsor's own expense\*  
*(\*subject to event venue rules and licensing)*
- \$500 additional exhibitor registration per booth

## Refreshment / Break Sponsor

**\$1,500** AUD

Two (2) opportunities per event

Morning tea, afternoon tea, lunch

### Acknowledgements:

- Display of corporate signage at all meal breaks duration of event
- Logo on special features (like fruit table)
- Logo in the event program (website and delegate app)



# Supporting Partnership Entitlements

## – Delegate: Social Functions

### Welcome Function

#### Pricing on request

One (1) opportunity per event

Open to all registered delegates, this social function will take place in the exhibition area. Sponsorship of this event offers excellent branding and networking opportunities. The welcome function is included in the delegate registration fee, which is reflected by the strong attendance at this event.

#### Acknowledgements:

- Naming rights
- Logo on all sponsor signage at venue
- Logo in the event program (website and delegate app)
- Logo included on reception signage
- Logo on event website
- Opportunity to place a company-provided free-standing pull-up banner at entrance to welcome reception venue
- Complimentary ticket to the function

### Dinner Sponsor

#### Pricing on request

One (1) opportunity per event

Open to all registered delegates, this social function will take place at the event venue. Sponsorship of this event offers excellent branding and networking opportunities. The dinner is included in the delegate registration fee, which is reflected by the strong attendance at this event.

#### Acknowledgements:

- Naming rights
- Logo on all sponsor signage at venue
- Logo in the event program (website and delegate app)
- Logo included on reception signage
- Logo on event website
- Opportunity to place a company-provided free-standing pull-up banner at entrance to welcome reception venue
- Complimentary ticket to the function
- \$500 additional exhibitor registration per booth

### Delegate Breakfast

#### Pricing on request

One (1) opportunity per event

Open to all registered delegates, this social function will take place in the event venue. Sponsorship of this event offers excellent branding and networking opportunities. The breakfast is included in the delegate registration fee, which is reflected by the strong attendance at this event.

#### Acknowledgements:

- Naming rights
- Logo on all sponsor signage at venue
- Logo in the event program (website and delegate app)
- Logo included on reception signage
- Logo on event website
- Opportunity to place a company-provided free-standing pull-up banner at entrance to the breakfast venue
- Complimentary tickets to the function

# Supporting Partnership Entitlements

– Delegate: Advertising & Exhibition

## Video Advertisements

**\$1,000** AUD

Multiple opportunities per event

Opportunity to run a video advertisement (supplied by the sponsor) at the start and end of designated sessions.

## Exhibition

**\$2,750 – \$3,950** AUD

Multiple spaces per event

After what seems like an eternity we are finally providing you with the opportunity to interact directly with a large number of podiatrists in a safe, welcoming and friendly environment.

Join our interactive exhibition by bringing your own style and pizzazz to our trade display and boast an impressive presence at the event showcasing your latest within the industry and connecting with delegates face-to-face.

The exhibition will once again be the focal point with the event program structured to maximise the opportunity for delegates to visit the exhibition and interact with trade throughout the event. Morning tea, lunch and afternoon tea will be served in and around the exhibition each day.

<b>Exhibition Package 1</b> (Limited – contact events team to confirm availability first)	\$3,950
Octanorm booth (3m x 2m, fascia company sign, lights, power, 1 exhibitor per booth)	Limited
<b>Exhibition Package 2</b>	\$2,750
Floor space 2m x 2m, x1 trestle table, chairs, access to power, 1 exhibitor per booth	Multiple

We are planning an open-access area so will not be contracting stands. Instead we envisage exhibitors creating their own welcoming areas that are free of walls (back walls are permitted) so that delegates can walk freely and safely within the exhibition area.

Spaces in the exhibition are strictly limited so book your spot early to avoid disappointment. We have some excellent locations available for your selection.

### Inclusions List

- Company listing in program (subject to time of booking)
- One (1) exhibitor registration per booth
- Access to power
- Chairs
- Logo on event website and delegate app
- Acknowledgement by Chair at the event
- Logo on screen at event
- Delegate list supplied on-site at event (subject to privacy laws)

**Please note:** \$500 per additional exhibitor registration

**To request a list of available exhibit locations, and a copy of the exhibition floor plan, please contact Phil McShane or the events team at [events@podiatry.org.au](mailto:events@podiatry.org.au) or call 03 9416 3111.**





# Terms & Conditions

## **ALL exhibition spaces include:**

- 2m X 2m floor space (carpeted)
- Access to power (1 x 4amp)

## **Exhibition Floor Plan**

While the floor plans for each event were correct at the time of printing, the event organisers retain the right of alteration should it be deemed necessary. These changes may occur without notice.

Priority of placement within the exhibition will be offered to partners first and then sold in accordance with the date of application receipt. Early commitment will ensure that your company can secure a prominent location on the exhibition floor.

## **Exhibition Design**

All exhibition designs must be approved by APodA before construction to ensure they comply with the overall exhibition plan and delegate flow. Send all designs to [events@podiatry.org.au](mailto:events@podiatry.org.au)

## **Exhibitor Registrations**

Exhibitor registrations include morning tea, lunch and afternoon tea each day, access to the exhibition, access to the delegate app.

Additional exhibitor registrations can be purchased and will have the same entitlements as above.

## **Payment**

On your commitment you may request a payment schedule which will be created and emailed to you for signature.

## **Cancellation Policy**

In exceptional circumstances the organisers will be prepared to consider cancellation of their contract with a partner/sponsor/exhibitor, but only if the following conditions are complied with:

- The request for cancellation is submitted in writing and;
- The reason given for the cancellation is, in the opinion of the organiser, well founded and;
- The cancellation is before sponsorship entitlements have been fully or partly met and;
- See Participation Terms and Conditions Item 16 for detail.

## **Delegate Lists**

APodA can only share contact information from delegates where they have agreed for their information to be shared.

You will receive a list of those that have agreed.

## **Participant: TERMS AND CONDITIONS**

- Sponsors and exhibitors invoices are payable as per their indicated commitment and schedule including your representative/s registration and related fees which must be received prior to commencement of the event to ensure admittance to the event, unless by prior approval.
- Participants must not resell or sub-let entitlements.
- All prices quoted include GST.
- Participation is by invitation only and the organiser reserves the right to refuse an application.
- If your selected requirement/s is not available, the organiser will contact you as soon as possible to discuss alternatives.
- Participants agree to fulfil all their obligations in regards to deadlines and the provision of correct documentation as required by the organiser, thus ensuring all the participant's entitlements can be met.
- Sponsors and exhibitors agree to abide by such conditions as laid down by the organiser and agree not to violate any of the lease conditions of the building in which the event is being held.

- If the sponsor/exhibitor fails to comply with any of the rules and regulations laid down, or any requirements stipulated, the organiser has the right to sell the space or enlist a replacement sponsor/ exhibitor and the sponsor/exhibitor will forfeit all monies paid.
- Acknowledgement of sponsors in the program is dependent upon the date of the sponsor's booking, provision of the sponsor's logo.
- All signage, collateral, advertisements and any other artwork for any participant must be provided to the organiser for approval. The organiser reserves the right to reject anything it considers inappropriate.
- The organiser reserves the right to redesign the floor plan as it sees fit.
- Exhibitors must have third party liability insurance cover. A Certificate of Currency is to be provided on request.
- Exhibitors must not erect any sign, display or obstruction which intrudes into any adjoining exhibitors' space or affects the safety of the venue, conduct unauthorised 'chair drops' or flyer distribution in the aisles, haggle, promote a product or service at someone else's stand, denigrate other exhibitors, steal or reuse the IP of others, use a lanyard other than the event lanyard.
- Exhibitors must not damage in any way the walls, floors, ceilings or any other surface of the exhibition area or the exhibitor will be liable for all associated charges due to the venue.
- The organiser accepts no responsibility whatsoever for any actions, suits, proceedings, claims, demands, costs and expenses, which may arise from the supply of samples or other material by participating sponsors/exhibitors to any person.
- The organiser will take all precautions it considers necessary for the protection and security of exhibited articles but will not be responsible for the safety, loss, damage or compensation of any exhibit or other property under any circumstances whatsoever.
- Cancellation of sponsorships, and/or exhibition space and or booths under 6 months from event may incur a minimum 50% cancellation fee of the total invoice cost. If the item (sponsorships and exhibition space) is not replaced by another equivalent the organisers reserve the right to implement a 100% cancellation fee of the item.

## **Covid-19 Vaccinations**

For your safety and that of our community, all APodA staff are required to be fully vaccinated against COVID-19. It is also a requirement that all presenters, exhibitors and registrants are fully vaccinated with a TGA approved COVID-19 vaccine in order to attend a face to face event. Proof of required vaccination or medical exemption, will be required when checking in to the event.

## **Cancellation Policy**

- A 10% Admin fee will be charge when any package is cancelled.
- APodA must receive written response for cancellation to [events@podiatry.org.au](mailto:events@podiatry.org.au)
- Cancellation within one month of event – 50% of your total fee will be held unless the booth can be resold.
- Cancellation within two weeks out of event – no refund will be given unless discussed with organisers.