

ANNUAL CONFERENCE
& EXHIBITION



ROYAL COLLEGE
of PODIATRY

PODIATRY 2023

REIMAGINING PODIATRY

ACC
LIVERPOOL

23-25 NOVEMBER

[RCPOD.ORG.UK/PODIATRY2023](https://rcpod.org.uk/podiatry2023)

EXHIBITION & SPONSORSHIP GUIDE



PODIATRY 2023

REIMAGINING PODIATRY

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.



EXHIBITORS
CAN MEET WITH
THE PODIATRIC
WORKFORCE IN
ONE PLACE

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!

Packages are limited and allocated on a first-come-first-served basis. Book today, or call or email to discuss your needs:

Lauren Crawford Chamberlain Dunn
lauren@chamberdunn.co.uk +44 (0) 2083 344500

ACC LIVERPOOL

Liverpool's breathtaking and iconic waterfront venue, ACC Liverpool, is one of the UK's best conference venues. Modern, airy, and accommodating - it is the best place to spend your days learning, making friends and having fun.

ACCESSIBILITY

ACC Liverpool aims to provide a safe and enjoyable experience for all delegates and exhibitors attending events at its venue.

**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)
- Experienced organisers 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 22 November	08:00 - 22:00 (space-only exhibitors)
Wednesday 22 November	14:00 - 22:00 (shell scheme exhibitors)

EXHIBITION OPEN DAYS	
Thursday 23 November	08:30 - 18:15 (subject to programme changes)
Friday 24 November	08:15 - 17:15 (subject to programme changes)

EXHIBITION BREAKDOWN	
Friday 24 November	From 17:30 - 22:30 (removal of stands)



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

DELEGATE FEEDBACK



SPONSORSHIP OPPORTUNITIES

Introducing brand new sponsorship opportunities for the 2023 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

- 8 x 4m stand space including six 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 65 credits in the branding and sponsorship menu (details on page 5)**

SILVER SPONSOR £12,000

- 6m x 4m 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 30 credits in the branding and sponsorship menu (details on page 5)**

BRONZE SPONSOR £9,000

- 5m x 4m stand space including four stand personnel passes
- Logo and 100-words in handbook on exhibitor listing page
- Logo, link and 100-words on conference website
- **PLUS 15 credits in the branding and sponsorship menu (details on page 5)**

PRIORITY STAND ALLOCATION

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

BOOK NOW!

Packages are limited and allocated on a first-come-first-served basis. To discuss or book your sponsorship opportunity for the 2023 RCPod Conference and Exhibition please contact:

Lauren Crawford, Business Development Manager - Chamberlain Dunn
lauren@chamberdunn.co.uk +44 (0) 2083 344500



BRANDING & SPONSORSHIP MENU

CREDITS		NUMBER AVAILABLE
60	Headline sponsor on the conference app	1
50	Co-sponsor on the Friday evening social	2
35	Coffee bar sponsor	1
30	Logo on pads and pens provided for every delegate on registration	1
30	Logo/branding on delegate lanyards and sponsorship of the registration/badging area	1
30	Branding Power Hub for delegates and Wi-Fi Access for delegates	1
20	Logo on conference handbook cover and 1 x Full-page colour advert in conference handbook	1
17	DPS colour advert in the conference handbook	Multiple
15	Full page colour advert in the conference handbook	Multiple
15	Trade sessions <ul style="list-style-type: none"> Pre-conference learning lab session on Thursday 10.00-10.40am Pre-conference learning lab session on Thursday 11.00-11.40am 1 x 40-minute evening symposium on Thursday or Friday 1 x 40-minute breakfast symposium on Friday or Saturday RCPod invites educational workshop sessions led by trade colleagues FOC, where there is an established educational benefit for delegates and no product promotion.	Up to 6
15	Conference steward t-shirts	1
10	1 x half-page colour advert in conference handbook	Multiple
5	15-minute demo session, to be held during scheduled breaks in the plenary programme	Multiple
5	1 x quarter page advert in conference handbook	Multiple
4	Additional SQM purchase on your stand space (shell scheme or space only)	N/A
2	1 x insert in digital delegate bags	Multiple
1	2 x day stand personnel pass	N/A
1	Fund a poster presentation (supporters will be credited in the poster display area)	Multiple
1	£100 Donation to Arch Support	N/A

Pick and mix options to create the perfect package for you brand. Credits are priced at £100 each +VAT



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 Liverpool venue. Your guests will step into a Winter Wonderland with music, food and drinks – an enchanting evening with broad appeal.

Your corporate logo would be displayed on event collateral including tickets, social promos and posters with four event tickets for your sales team to 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, to the right until the end!

Registration sponsor £3,000

CONFERENCE HANDBOOK

Delegates are given the conference handbook on arrival. The full colour 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	£2,925
1 x advertorial	£2,730
1 x single page	£1,950

COFFEE BAR SPONSOR £3,500

A focal point in the exhibition hall, with a branded speciality coffee bar area and professional barista continuously serving hot drinks in branded cups. Offering a meeting place for delegates to network.

A great opportunity to display up to two pop-up banner display stands (to be provided by the sponsor) within the coffee area. Why not create your very own coffee bar drinks menu offering a unique experience to promote your brand.

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 Lauren Crawford to discuss qualification.
lauren@chamberdunn.co.uk +44 (0) 2083 344500



STAND PACKAGE & PRICES

SHELL SCHEME STAND SIZE	£ EXC VAT	SQM	EXHIBITOR PASSES INCLUDED	PLAN COLOUR REFERENCE
2m x 2m	£2,400	4	2	
3m x 2m	£3,000	6	2	
4m x 2m	£4,000	8	3	
3m x 3m	£4,500	9	3	
4m x 3m	£5,400	12	4	
8m x 2m	£9,600	16	8	
6m x 3m	£7,200	18	6	x3
8m x 2m	£9,600	16	8	x4
6m x 8m	£17,500	48	10	x4

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
2023
FLOOR
PLAN



EXHIBITOR DEMOS £500 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.



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 members of the Royal College of Podiatry who, in the opinion of the Board of Trustees, are in need.

Donation £100

POWER HUB SPONSOR £3,000

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 2023

Terms and Conditions apply. All prices exclude VAT. For further information on the event, why not visit our conference page www.rcpod.org.uk/podiatry2023

CHAMBERLAIN DUNN

For almost 30 years, Chamberlain Dunn and their team have been helping organisations throughout the UK and across many sectors, especially healthcare. Creating links and streamlining operations. They are proud to share their expertise with you, for your Podiatry 2023 conference and exhibition experience.

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To discuss or book your sponsorship, advertising or exhibition opportunity for the 2023 RCPod Conference and Exhibition please contact:

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**BOOKING
IS NOW
OPEN!**