

 **Focus**2022

SPONSORSHIP AND EXHIBITION PROSPECTUS

6–8 OCTOBER 2022



www.focus.physio



AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

INVITATION

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 30,000 members.

The APA is 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.

australian.physio



Great Eastern Hwy,
Burswood, Perth
Western Australia 6100
crownperth.com.au

CROWN

Welcome to FOCUS 2022

With a vision for the future, this conference will focus on the latest in business, education, leadership and practice in physiotherapy.

Predicting the future is challenging. FOCUS 2022 will provide a foundation to help attendees prepare, understand and manage the challenges and opportunities that may lie ahead.



WHO ATTENDS?

With an expected audience of around 300 national attendees, and an exhibition of 50 booths, the conference will bring together industry professionals from across Australia and promises to be an excellent networking opportunity.

Showcase your products and services to:

- physiotherapy practitioners
- practice managers and owners
- business leaders
- allied health clinicians

WHY PARTNER?

- Showcasing and educating around 300 prospective face-to-face customers in the use of your products, services and programs.
- Exposure to a national and world wide online audience via the 2022 conference website and conference app.
- Collecting highly qualified leads and strengthening long term brand building.
- Being seen as a supporter of physiotherapists and physiotherapy in Australia.



We hope to have a chance to discuss the opportunities set out in the following prospectus with you.

APA Contacts:

Glenn Lloyd

Manager, Corporate Partnerships & Business Development

E: glenn.lloyd@australian.physio
P: +61 3 9092 0822
M: 0412 379 532

Maree Whittingham

Senior Account Coordinator, Partnerships & Advertising

E: maree.whittingham@australian.physio
P: +61 3 9092 0834

PROGRAM SNAPSHOT

Thursday 6 October

- > Exhibition opens (12.00pm)
 - > Opening ceremony and keynote address
 - > Breakout sessions: invited and abstracts
 - > Welcome Reception
-

Friday 7 October

- > Exhibition
 - > Keynote addresses
 - > Breakout sessions: invited and abstracts
-

Saturday 8 October

- > Exhibition
 - > Keynote addresses
 - > Breakout sessions: invited and abstracts
 - > Closing plenary
 - > Conference Dinner: Quokk n Quoll! (Rock n Roll, WA style!)
-



PARTNERSHIP OPPORTUNITIES

APA would be delighted to discuss any partnership opportunity with you that will benefit your company and our delegates.

Our aim is to ensure that our delegates leave the conference and exhibition feeling inspired and uplifted and that our partners receive engagement and exposure for your support of the APA and the industry. Delegates' major focus is on business and leadership alignment and strategies to improve business aspects of practices.

Please contact APA's Manager, Corporate Partnerships & Business Development or the Senior Accounts Coordinator, Partnerships & Advertising 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
(one available)



As the sole Platinum Partner of APA Conference, FOCUS 2022, 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) 3m X 2m 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).

Ticket Summary

Exhibitor Registrations	4
Welcome Reception	4
Conference Dinner	4



GOLD PARTNER

(Including Conference Dinner)

\$17,500 including GST
(one available)



As the Gold Partner of APA Conference, FOCUS 2022, 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 at the entrance).
- 30 day website banner on conference website (art to be supplied to specs).
- One (1) 3m X 2m 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.

Ticket Summary

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	4



SILVER PARTNER

(Including Welcome Reception)

\$14,000 including GST
(one available)



Silver Partnership extends the opportunity to be a major contributor to APA Conference, FOCUS 2022 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) at the event and the opportunity for a 2 minute address.
- One (1) 3m X 2m 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



BRONZE PARTNER

(Including Delegate Satchel)

\$11,000 including GST
(one available)



As a Bronze partner of APA Conference, FOCUS 2022, 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) 3m X 2m 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

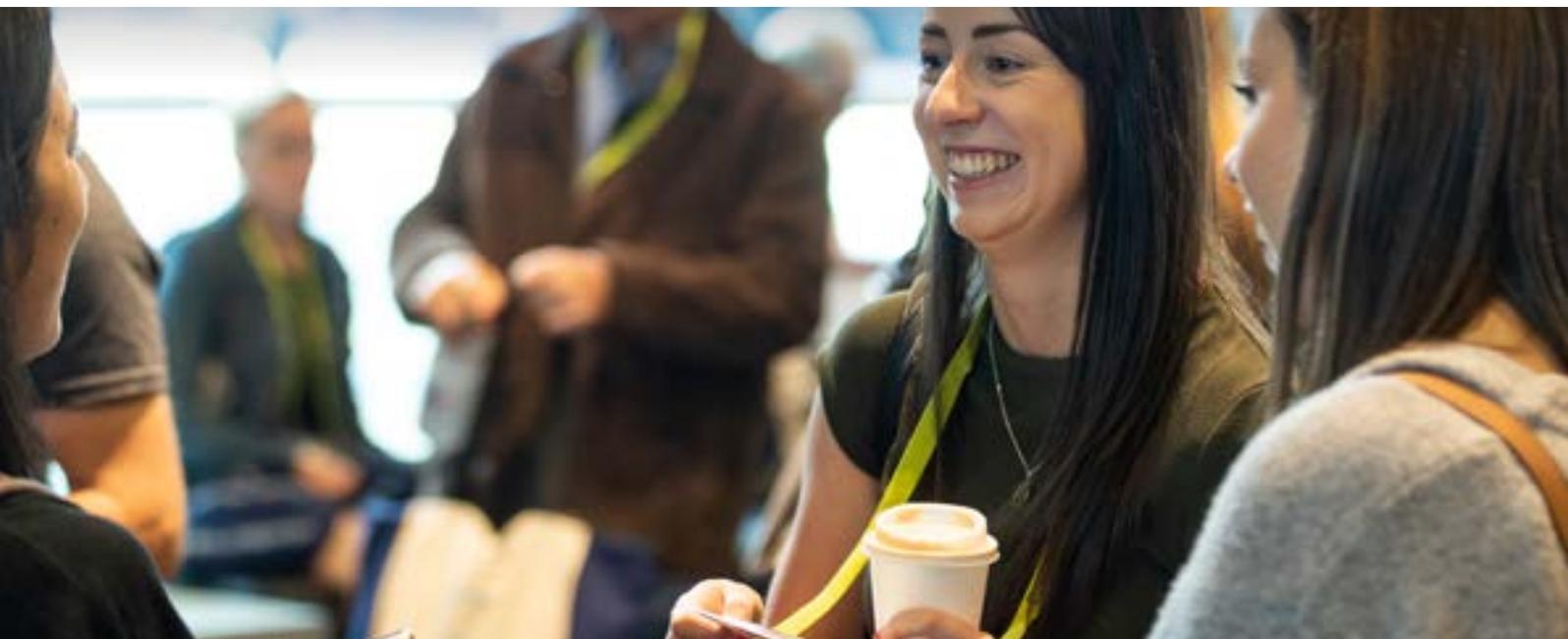
\$8,000 including GST
(one available)

SOLD

The Coffee Cart will operate for the duration of APA Conference, FOCUS 2022 from exhibition opening to afternoon tea each day.

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
 - Two pull up banners with company branding (Partner to supply art work, APA will print banners)
 - 30 day website banner on conference website (art to be supplied to specs).
- 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).



CONFERENCE TECHNOLOGY PARTNER

\$5,500 including GST
(one available)

As the technology partner of APA Conference, FOCUS 2022, 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 Partner include:

- Recognition as the Conference Technology Partner, with your company logo on:
 - Conference app (with hyperlink to your website) and allowance for brand advert banner
 - 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).
 - 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) 3m X 2m 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

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 APA Conference, FOCUS 2022.

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*).

PLENARY SESSION PARTNER

\$1,100 including GST
(five sessions available)

The plenary sessions form the most critical part of the conference with five sessions available to choose to partner with.

Please go to the conference website to review the sessions as they are confirmed and decide the best fit and alignment for your brand (opportunity is priced per plenary session).

Note: the conference chair needs to approve potential partnerships.

Your entitlements as Plenary Session 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.
- Ability to provide marketing collateral to delegates at the relevant session.

PHYSIOTHERAPY SUPPORT STAFF STREAM PARTNER

\$1,100 including GST
(one available)



A dedicated conference stream will take place on Saturday 8 October, for physiotherapy practice support staff to attend. The stream involves three dedicated sessions over the day.

Your entitlements as Support Staff Stream Partner include:

- Recognition as Stream 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 days sessions.
- Ability to provide marketing collateral/gift to delegates attending this program.

SACHEL GIFTS

SACHEL GIFTS (Limited Availability)

\$1,100 including GST

Include your company goods in the conference delegate satchels to maximise your exposure 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*).

**To be booked in and sample sent to APA no later than 6 July 2022. Gifts need to be sent to provided address approx. end August (date to be confirmed).*



EXHIBITING

FOCUS 2022 Conference Exhibition will commence in the afternoon of Thursday 6 October and will conclude at the end of afternoon tea on Saturday 8 October. The exhibition will provide a unique marketing opportunity for exhibitors to meet with all delegates over the duration of the conference, with 30 minute morning tea and 30 minute afternoon tea breaks and 1 hour lunch daily.

EXHIBITION BOOTH

\$3,300 including GST

Exhibition Booth Inclusions

- One (1) Exhibition Booth comprising of 3m X 2m floor space with 2.4m high Octonorm white walls.
- Two LED spotlights (directional) and 1 x 4 amp power supply (4 outlets).
- Fascia sign of up to 30 characters for company name (single company name only).
- 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).
- 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).



Please note, this is an image of a corner booth

Partnership will be secured with the return of a completed booking form (page 18) and payment as specified in the terms, to the APA. Exhibition booths will be allocated on a first come first served basis, with partners having priority over exhibitors.

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

Ticket Summary

Exhibitor Registrations	2
Welcome Reception	2
Conference Dinner	2

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.
- 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:

\$220 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, \$150 Conference Dinner.

Delegate Registration:

Available at a discounted rate please contact events@australian.physio

Delegate registration will allow access to conference sessions, social functions and the exhibition.

EXHIBITOR SCHEDULE:

Thursday 6 October 2022	Exhibition Build
Thursday 6 October 2022	Exhibitor Bump In (am)
	Conference Day One
	Exhibition Open 12.00pm
	Welcome Reception
Friday 7 October 2022	Conference Day Two
	Exhibition
Saturday 8 October 2022	Conference Day Three
	Conference Dinner
	Exhibition and Exhibitor Bump Out

Confirmed dates and times for the exhibitor schedule will be provided in the Exhibition Manual.

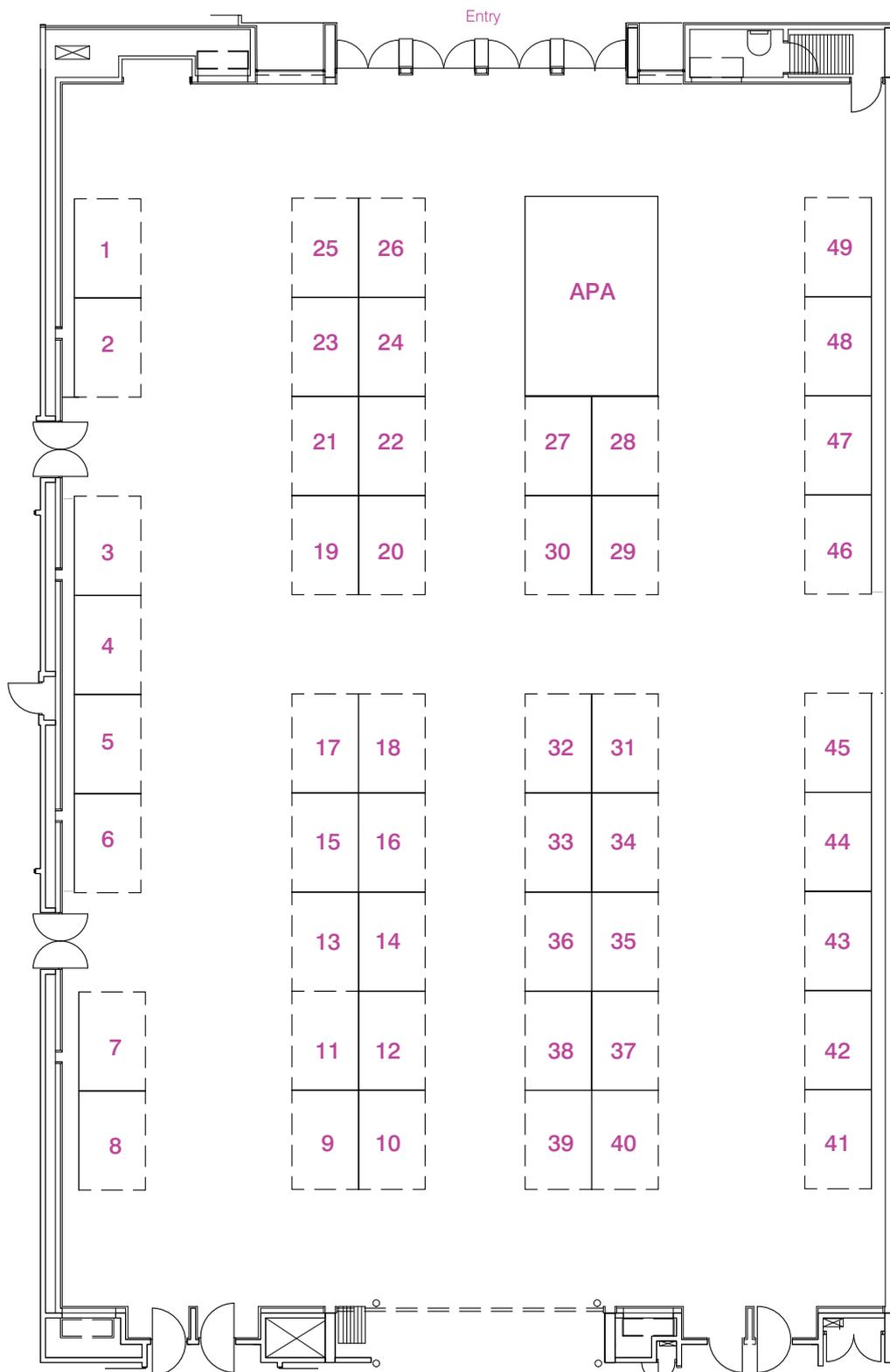
EXHIBITION MANUAL

An Exhibition Manual will be provided to all confirmed partners closer to the event. This comprehensive manual will include all the details you'll need in the lead up to this event to plan your participation, including bump-in/bump-out schedule, venue details (parking, OH&S, accommodation, cleaning, deliveries, etc), electrical equipment tag and testing, key dates, how to achieve the best return on your time and investment, and much more.

EXHIBITION FLOOR PLAN

Grand Ballroom 1 Crown Perth

Please check the conference web site for an up to date [floor plan](#) showing available, sold and reserved booths before completing the booking form.



TERMS & CONDITIONS

PAYMENT CONDITIONS

1. All prices listed are Australian dollars, and include 10% Australian Goods and Services Tax (GST).
2. A deposit of 30% must be received by the APA within 14 days of your booking (failure to do so will result in the cancellation of your booking), with a further 30% due by no later than 6 April 2022 and the balance due to be paid by no later than 6 July 2022. The Australian Physiotherapy Association will provide a letter of confirmation together with a tax invoice for the full amount payable.
3. Partnerships will be allocated strictly in accordance with the date of receipt of the signed application form and confirmed deposit payment.
4. Participation in the event is not permitted until the full payment has been confirmed.
5. 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: FOCUS2022 (and your organisation name)

Bank: NATIONAL AUSTRALIA BANK LIMITED

Bank Address:

129 – 135 ELGIN STREET
CARLTON VIC 3053

6. Cancellation Policy: In the event of cancellation, a 50% fee will apply prior to 6 July 2022. No refunds will be made for cancellations after this date. Partial refunds on Exhibition Booths (less an administration fee of \$220.00) may occur if the cancelled booth is resold.
7. The Australian Physiotherapy Association reserves the right of refusal of any application.

TERMS & CONDITIONS

1. The Australian Physiotherapy Association will take all diligent care to fulfil the above mentioned partnership commitments. The Partners and Exhibitors must ensure that they take out appropriate public, liability and other insurance to cover risks which may arise due to their involvement in the Conference and Exhibition, and that the insurance is maintained at all relevant times.
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 while at the conference.
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.

PARTNER & EXHIBITOR APPLICATION FORM



Company name: _____

Contact person: _____

Position: _____

Address: _____

City: _____ Postcode: _____ State: _____

Phone: _____ Mobile: _____

Email: _____

Website: _____

Packages (including GST)

	Investment (AUD)	Booking (please tick)
Platinum Partner	\$22,000	SOLD
Gold Partner – Conference Dinner	\$17,500	SOLD
Silver Partner – Welcome Reception	\$14,000	SOLD
Bronze Partner – Delegate Satchel	\$11,000	SOLD
Coffee Cart Partner	\$8,000	SOLD
Technology Partner	\$5,500	
Stationery Partner	\$3,000	SOLD
*Plenary Session Partner	\$1,100	
Support Staff Stream Partner	\$1,100	SOLD

Satchel Gift (including GST)

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

Exhibitor (including GST)

	Investment (AUD)	Booking (please tick)
Single Booth 2 X 3	\$3,300	
Double Booth 2 X 6	\$6,600	

*Please nominate session: _____

Please refer to the exhibition floor plan on the conference website & 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 16)			
Name to be used for Exhibition Fascia and all promotional material (please ensure you supply a logo in EPS format to reflect this branding).			

ALL VALUES ABOVE ARE IN AUSTRALIAN DOLLARS

PARTNER & EXHIBITOR APPLICATION FORM



Payment

Please tick (✓) to indicate payment method

AMEX MasterCard Visa Direct deposit*

Name on credit card:

Credit card no:

Expiry date:

CVV no:

Signature:

Total amount to be charged: AUD \$

I/We agree to the Terms & Conditions as mentioned and understand that space will be allocated strictly in accordance with date of receipt of application and payment. Payment of at least 30% MUST be received with the application to secure the required partnership. The reservation is confirmed once the deposit is received.

Cancellation Policy: Before 6 July 2022, refund less 50%. After 6 July 2022 NO refund will apply.

Signed:

Please complete this form and return with payment details, via fax, email or post to Maree Whittingham:

Australian Physiotherapy Association

Level 1/1175 Toorak Road Camberwell VIC 3124

Phone: +61 3 9092 0834

Fax: +61 3 9092 0899

Email: advertising@australian.physio

* For direct debit payments:

Name of Account:

AUSTRALIAN PHYSIOTHERAPY ASSOCIATION

BSB: 083 – 170

ACCOUNT #: 489250709

Ref: FOCUS2022 (and your organisation name)

PLEASE INCLUDE THE REFERENCE WITH THE EFT PAYMENT

Bank:

National Australia Bank Limited

129 – 135 Elgin Street Carlton Vic 3053