

EDUCATION. SOLUTIONS. INNOVATION.



Exhibition & Sponsorship Opportunities

4TH - 5TH FEBRUARY 2025
EXHIBITION CENTRE LIVERPOOL



www.footandankleshow.com



The Show

Welcome to the Foot and Ankle Show – the ultimate conference for trade exhibitors. We believe that you, the trade, are crucial to the profession. Your conference experience and the value you get from it is of paramount importance.

So, what makes the Foot and Ankle Show different? For starters, we provide **consistent footfall** through the day, ensuring that you have ample time to connect with delegates and have better conversations. Our delegates are high-quality business owners and private practitioners, meaning that you'll be **engaging with the right audience**.

Our attendees are free to roam out of talks to chat with the trade, ensuring that you can connect with them when they are most receptive. We offer a **friendly and welcoming environment**, with plenty of **opportunities for networking**, so you can build relationships that last.

The best part? You are actually part of the show, not in a separate room like many other conferences, ensuring that you receive the **maximum exposure and value** from your investment.

Be seen, be heard, make your mark within the industry!



Follow Us



/footandankleshow



@footankleshow



@footandankleshow



/company/foot-and-ankle-show/



Contact Us



0161 714 4114



kathryn.goodlad@osgo.co.uk



www.footandankleshow.com



The Venue

Exhibition Centre Liverpool is situated in the North West's vibrant, modern city, proud of its rich heritage and renowned for its friendly people.

On the banks of Liverpool's world heritage waterfront, gateway to one of the world's most famous ports, **Exhibition Centre Liverpool is at the heart of the city** that made its name through global trade. It is a part of Europe's only purpose built interconnected area, convention and exhibition centre; together with on-site hotels.



Getting Here

Arrive by air, land or sea

Two international airports, **20 minutes from the UK motorway network**, and closer still to trains and ferries. Exhibition Centre Liverpool is a venue that's **so easy to reach**, but such a special place that it's always hard to leave.



Great event, everyone very friendly and engaged.

Lloyds Bank Cardnet

✓ Why are we different?

The event is produced to **entertain, inform and influence** through a blend of elements relevant to practitioners.

Our exhibitors are an **intrinsic part** of the experience.



Access to the **private practitioners** delivering care to the nation's foot and ankle health.



Showcase your products and services to a **highly engaged and targeted audience**.



Exhibit in a show where **the trade are integral to the experience**.



Deliver your solutions to the **key decision makers**.



Exhibitors are a part of the show, not in a separate room like other conferences.



We would just like to congratulate Osgo for organising The Foot & Ankle Show in Liverpool. We were pleased to have been able to exhibit our products with the help and support of such a dedicated team.

The show was very well organised and gave a very friendly yet professional atmosphere. It was great to meet so many new potential clients, as well as speak to existing clients in such a pleasant environment, and we very much look forward to attending next year.

Yvette Marcelissen – Trycare





Exhibiting

The Foot & Ankle Show is exactly that - a show that gives stage to the solutions and future of foot and ankle health in the UK. The event is produced to **entertain, inform and influence** through a blend of the elements that matter to a practitioner.

The entire hall is the stage, with **engagement throughout the day**. Our exhibitors are **an intrinsic part of the show** and contribute to an incredible experience for delegates that will enhance their practice.

- ✔ A **world class venue** in a stunning location.
- ✔ A **unique blend of practitioners** who are involved in the care of feet and ankles.
- ✔ **Delegates remain in the exhibition hall** for sessions.
- ✔ An opportunity to be a **key part of the show**. Sponsorship opportunities that can **propel your brand**.

And most importantly...

- ✔ A team of **experienced conference organisers** to support you every step of the way and make your arrangements as seamless as possible. Our exhibitor focus means **we understand how crucial the trade is to the profession**, and we prioritise the conference **experience and value for exhibitors**.

EXHIBITION TIMETABLE

EXHIBITION BUILD

Monday 3rd February

Space only exhibitors	12:30 - 14:30
Shell scheme exhibitors	14:30 - 19:00

EXHIBITION OPEN DAYS

Tuesday 4th February 08:30 - 18:00

Wednesday 5th February 08:30 - 15:00

EXHIBITION BREAKDOWN

Wednesday 5th February 15:30 - 21:30

“

Really great conference - well planned, very professional and the whole event was extremely well organised.

”

“

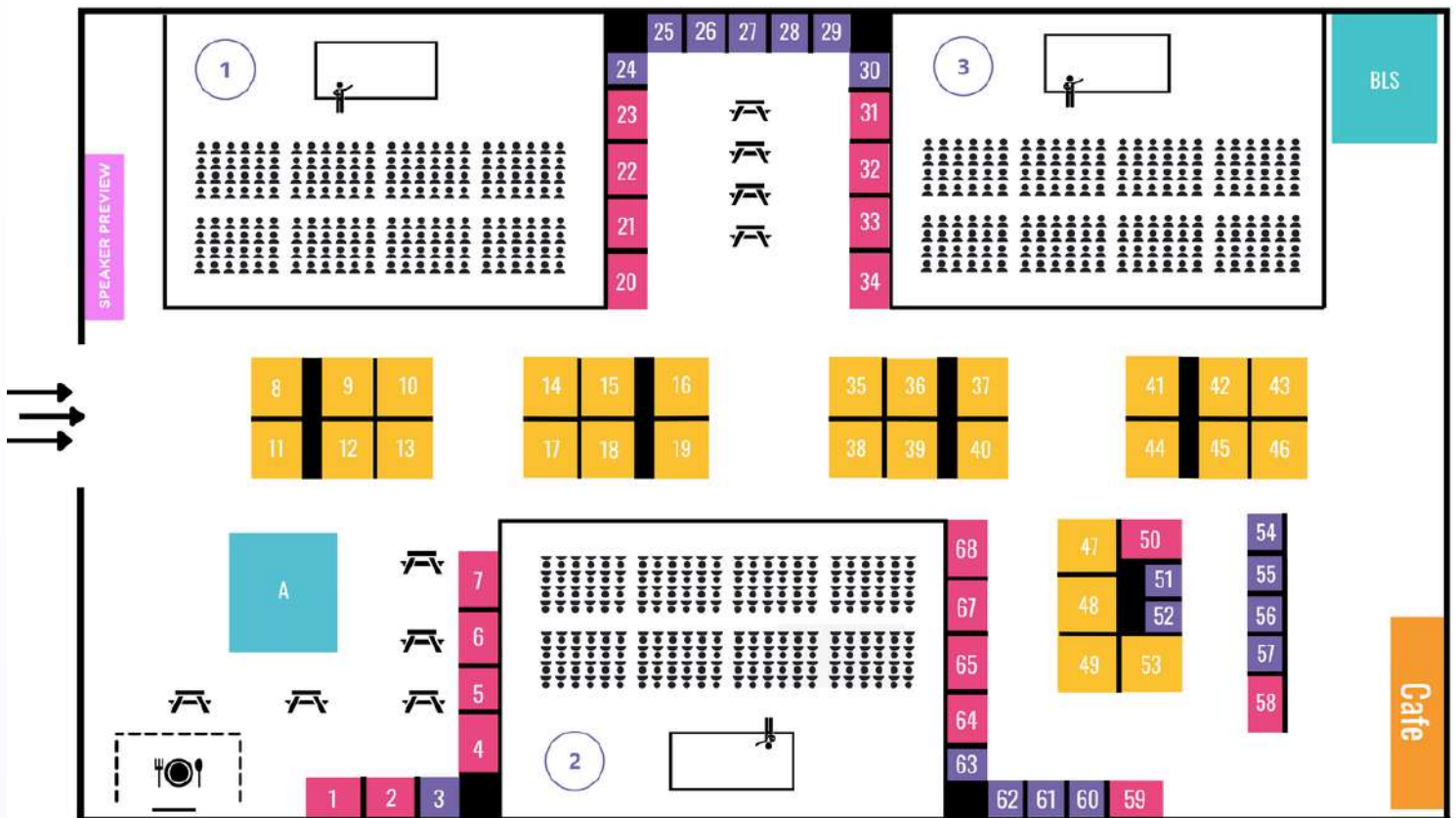
You are such a well organised and supportive team - it was great to be there!

”





Exhibiting



2m x 2m



3m x 2m



3m x 3m

Plan not to scale and subject to change

STAND PACKAGE

Shell scheme stands come with:

- Velcro compatible shell panels
- Two spotlights and a power socket
- 100 words in the conference handbook
- Listing on the conference website with link to exhibitors website
- Complimentary registration, lunch and refreshments for 2 persons per stand

STAND PRICES

	Before 31/08/24	From 01/09/24
2m x 2m	£2,000	£2,300
3m x 2m	£2,450	£2,800
3m x 3m	£2,950	£3,550

Prices exclusive of VAT



What Our Exhibitors Say

Don't just take our word for it - this is what our Exhibitors have to say about their experiences at The Foot & Ankle Show.



The show was a huge success for us. The conference itself was a breath of fresh air with the lectures taking place in the trade hall. This kept us busy throughout and brought us plenty of customers. We have already booked for next year with a bigger stand, and look forward to being back in Liverpool.

DLT Podiatry

We loved how welcoming and well organised the event was!



Jennifer Bailey - Calla



We had a fantastic time at the show and had plenty of interest so are really glad we attended. We're already looking forward to coming again next year!

Alex Price - Hollington Medical

Congratulations should be given to all the on-site team in Liverpool. As always they were well organised, happy and smiling. They gave us plenty of time to offload and pack up stands with no stress or time pressures. I love exhibiting at Liverpool!



Espère Healthcare Ltd



For anyone with an interest in Podiatry or lower limb care in general. I would highly recommend attending the Foot & Ankle Show! The show was innovative and had a great buzz about it. The education sessions were varied, informative and interesting. As an exhibitor it was a brilliantly run event and the delegates got plenty of time to spend interacting with the trade stands.

Francis Barrett – TalarMade



Advertising

▶ Delegate Bag Inserts

Each delegate will be provided with a delegate bag. This will contain information about the conference and promotional materials.

One Item	£685
Two Items	£1,040

*max size per item A4, 8 pages. Inserts will need to be supplied at least 3 weeks prior to the event.

▶ Workshop Slot

30 minutes	£600
------------	------

Join in as part of the main programme and take the opportunity to speak from one of our stages. Educational material is a great way to put forward your brand and speak directly to delegates

The stages are equipped with audio and visual support. The sessions will be promoted to the delegates ahead of the conference across our social media channels and in our conference newsletters.

▶ Conference Handbook £2,780

Full page advert in the handbook, logo on the sponsors' page of the handbook and website.

▶ Wifi Access £2,650

Direct link to the sponsors' landing page, logo on the sponsors' page of the handbook and website.

▶ Conference Handbook - Adverts

Each exhibitor will be given 100 words in the conference handbook. Upgraded advertising space and opportunities are available.

200 words and logo	£260
DPS Colour Advert	£1,255
Full Page Colour Advert	£1,030
Half Page Colour Advert	£715
Quarter Page Colour Advert	£465



Sponsorship

Being a sponsor is more than just raising awareness, our packages are designed to ensure your brand becomes **influential in the Foot and Ankle industry**. Presence is important, but we will ensure that your brand has **relevance and impact** through experiences that **leave a memory** with delegates.

▶ PREMIUM SPONSOR PACKAGE

£5,950

- 3x3 stand space and 5% discount on any additional space
- 1 x insert in delegate bags
- 1 x half page colour advert in the conference handbook
- Logo & 100 words in the conference handbook sponsor page
- Logo on the front cover of the conference handbook
- 1 x 30 min demo zone session



▶ PREMIUM+ SPONSOR PACKAGE

£13,470

- 6x3 stand space and 10% discount on any additional space
- 2 x 30 min workshop session
- 2 x inserts in delegate bags
- 1 x full page colour advert in the conference handbook
- Logo & 150 words in the conference handbook sponsor page
- Logo on conference marketing material and handbook
- Logo, 150 words and hot-link on the conference website



▶ HEADLINE SPONSOR PACKAGE

£32,340

- 9x3 stand space and 25% discount on any additional space
- 2 x 30 min workshop session
- 200 delegate tickets and outbound invitation
- Prominent logo coverage across venue and screens and on marketing and promotional materials
- 2 x inserts in delegate bags
- 1 x double page colour advert in the conference handbook
- Logo & 200 words in the conference handbook sponsor page
- Logo on conference marketing material and handbook
- Logo, 200 words and hot-link on the conference website
- Unlimited stand personnel





Booking Form

Exhibitor details:

Name: _____

Position: _____

Company Name: _____

PO Number: _____

Address: _____

Postcode: _____

Tel: _____

Email: _____

Invoice address details:

Name: _____

Organisation: _____

Address: _____

Postcode: _____

Tel: _____

Email: _____

Stand Size:

2m x 2m []

3m x 3m []

3m x 2m []

Space only []

Stand choices

If applicable, please detail your stand number preference*

1 _____

2 _____

3 _____

*We will try to accommodate your request where possible

Marketing and advertising items

One insert £685

Two inserts £1,040

200 word upgrade with logo £260

DPS colour advert £1,255

Full page colour advert £1,030

Half page colour advert £715

Quarter page colour advert £465

Sponsorship opportunities

Headline package £32,340

Premium Plus package £13,470

Premium package £5,950

Sponsorship items

Conference Handbook £2,780

WiFi Access £2,650

Workshop slot £600

Contractual agreement

By signing this booking form I confirm I understand this is a legally binding contract and have read and agree to the terms and conditions.

Signature _____

Date _____

Total amount of booking:

£ _____ + VAT



Terms & Conditions

Definitions

- Organiser: Osgo Ltd.
- Exhibitor: Any person, company, or organisation, and their staff or agents, taking display space.
- Venue: Exhibition Centre Liverpool, Kings Dock, Liverpool.

1. Contractual Agreement

- 1.1. Exhibitors must submit a completed booking form directly to the Organisers. Third-party bookings are not accepted. Submission confirms acceptance of these terms, including payment and cancellation policies.
- 1.2. Provisional bookings may be offered but can be reallocated if confirmation is not received upon request.
- 1.3. Acceptance of the contract implies full agreement with these terms, venue regulations, and all applicable health and safety and local authority regulations.

2. Payment Terms

- 2.1. An initial deposit of 30% of the total fee is due upon booking. The remaining balance is due by 1st October 2024. Failure to meet payment deadlines authorises the Organiser to reallocate the space and any monies paid will not be refunded.
- 2.2. Full payment is required 28 days before the event start date. Exhibitors failing to comply will be prohibited from exhibiting.

3. Cancellation by the Exhibitor

- 3.1. Cancellations must be communicated in writing to the Organisers. The cancellation fees, as a percentage of the total cost of the stand, are applied based on the timeframe before the event as follows:
 - Up to 16 weeks prior to the event: 40% cancellation fee of the total stand cost.
 - Up to 12 weeks prior to the event: 75% cancellation fee of the total stand cost.
 - Less than 12 weeks prior to the event: No refund will be available.

4. Cancellation or Alteration by the Organiser

- 4.1. In events of force majeure or unforeseeable circumstances preventing the event, the Organiser may at their discretion refund the space rental paid by the exhibitor, partially or in full, without further liability.
- 4.2. The Organiser reserves the right to alter event details, including dates and venue. Exhibitors affected by significant changes (over 50 km relocation) may cancel their participation within 10 business days of such notification without penalty.

5. Intellectual Property Rights (IPR)

- 5.1. Exhibitors grant the Organiser a non-exclusive, royalty-free license to use any materials provided for the event's promotion, with all rights reserved by the exhibitor.
- 5.2. The Organiser retains all rights to event materials and any associated IPR, with exhibitors agreeing not to use the event's branding without written consent.

6. Insurance and Liability

- 6.1. Exhibitors are responsible for insuring their displays, materials, and staff. The Organiser is not liable for damages or losses incurred during the event.
- 6.2. Liability for any damages caused by the exhibitor to the venue or third parties is solely the exhibitor's responsibility.

7. Health & Safety

- 7.1 It is the responsibility of the exhibitor to ensure that his staff and any supplier/contractor working on his behalf are familiar with and abide by all current UK and European health and safety regulations. The exhibitor is responsible for the health and safety of his stand during installation, use and dismantling.
- 7.2 In order to create and maintain a safe environment at all times, all exhibitors and contractors must abide by reasonable instructions from the organisers and/or the venue.

8. Security/ Insurance

- 8.1 Each exhibitor is responsible for the security and insurance of his own display and its contents at all times.
- 8.2 The exhibitor agrees he has made provision for adequate insurance, inclusive of Public Liability and Employer cover.

9. Installation and Dismantle

- 9.1 No items may be installed, removed or display breakdown commenced before the official allocated times or before the closing time of the exhibition.
- 9.2 Any exhibitor failing to vacate the venue, their stand and removing all items by the prescribed times will be held liable to pay any penalties that may be imposed by the venue.
- 9.3 The exhibitor accepts full liability of any charges arising from parking at the venue, unless notified in writing prior by the organiser and any consequence by the venue to remove unlawfully parked vehicles.

10. Staff identification

- 10.1 All exhibitor staff must wear the identification badges as issued by the organiser at all times. Additional staff and or seminar passes will be permitted upon payment of the relevant registration and booking fees.

11. Space Displays

- 11.1 All materials and stand fittings must be non-flammable or impregnated with fire-proofing solution in a way as to comply with all current safety requirements and requirements as specified by the venue and local authority.
- 11.2 Exhibitors shall not cause any damage to the venue and/or other exhibits, displays or structures and shall make good any such damage at their own expense.

12. Utilities

- 12.1 The organiser has made provision for additional utilities where appropriate and at additional charge. Unless previously ordered at the agreed fee, the exhibitor accepts full responsibility for:
 - 12.1.1 Clearance, cleaning and the removal of all waste from their exhibit space at all times. The organiser will not issue any waste bags or authorise usage of the dedicated commercial waste bins installed for the event. Exhibitors found using such without prior agreement may be subject to a charge of £100.00 (one hundred pounds).
 - 12.1.2 Any additional charges arising from the use of their own electrical equipment.
 - 12.1.3 Any charges arising from the unauthorised or otherwise use of Wi-Fi at the event.

13. Nuisance and Prohibited Activities

- 13.1 Many of the areas adjacent to the venue are residential and/or supply other function venues. The exhibitor must ensure that no noise nuisance, or any other type of nuisance or disruption whatsoever (together referred to as "Nuisance") is caused to residents or businesses in the area surrounding the venue.
- 13.2 The exhibitor agrees to conform to all unloading, loading and parking restrictions as specified by the Organisers.
- 13.3 Illegal or immoral activities must not be carried out by the exhibitor, its agents, officers or subcontractors
- 13.4 Activities involving danger to the public or exhibition visitors must not be carried out by the exhibitor.

14. Delegate Numbers

- Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.

15 General

- 15.1 Each exhibitor shall be deemed to have full knowledge of the Terms and Conditions and is bound by them in all respects.
- 15.2 The contract is personal to the parties and may not be assigned to any other party.
- 15.3 The parties will attempt in good faith to negotiate a settlement to any claim or dispute between them arising out of or in connection with the contract.
- 15.4 The Organiser may amend these terms, with any such changes being binding on all parties.
- 15.5 No waiver by the organiser of any breach of the contract by the Exhibitor shall be considered as a waiver of any subsequent breach of the same or any other provision.
- 15.6 If any provision of these conditions is held by any competent authority to be invalid or unenforceable in whole or in part the validity of the other provisions of these conditions and the remainder of the provision in question shall not be affected.
- 15.7 The contract shall be governed by the laws of England



www.footandankleshow.com