

The logo features a stylized foot and ankle in profile, composed of overlapping geometric shapes in yellow, blue, and purple. The text 'THE' is in a small, dark blue font above the foot. 'foot & ankle' is written in a large, dark blue, sans-serif font, with the ampersand being smaller. 'SHOW' is in a smaller, dark blue, sans-serif font below 'ankle'.

THE **foot
& ankle**
SHOW

7th - 8th February 2024

Exhibition &
Sponsorship
Opportunities

A photograph of the Exhibition Centre Liverpool, a modern building with a large glass facade and a dark metal frame. The building is situated along a waterfront promenade with a paved walkway and streetlights. The sky is a mix of pink and purple, suggesting a sunset or sunrise. The text 'exhibition centre liverpool' is visible on the building's facade.

exhibition centre
liverpool



THE **foot & ankle** SHOW

www.fashow.co.uk



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, and 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!



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/company/foot-and-ankle-show/



Contact Us



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www.fashow.co.uk



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

Tuesday 6th February

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

EXHIBITION OPEN DAYS

Wednesday 7th February	08:15 - 18:00
Thursday 8th February	08:30 - 15:00

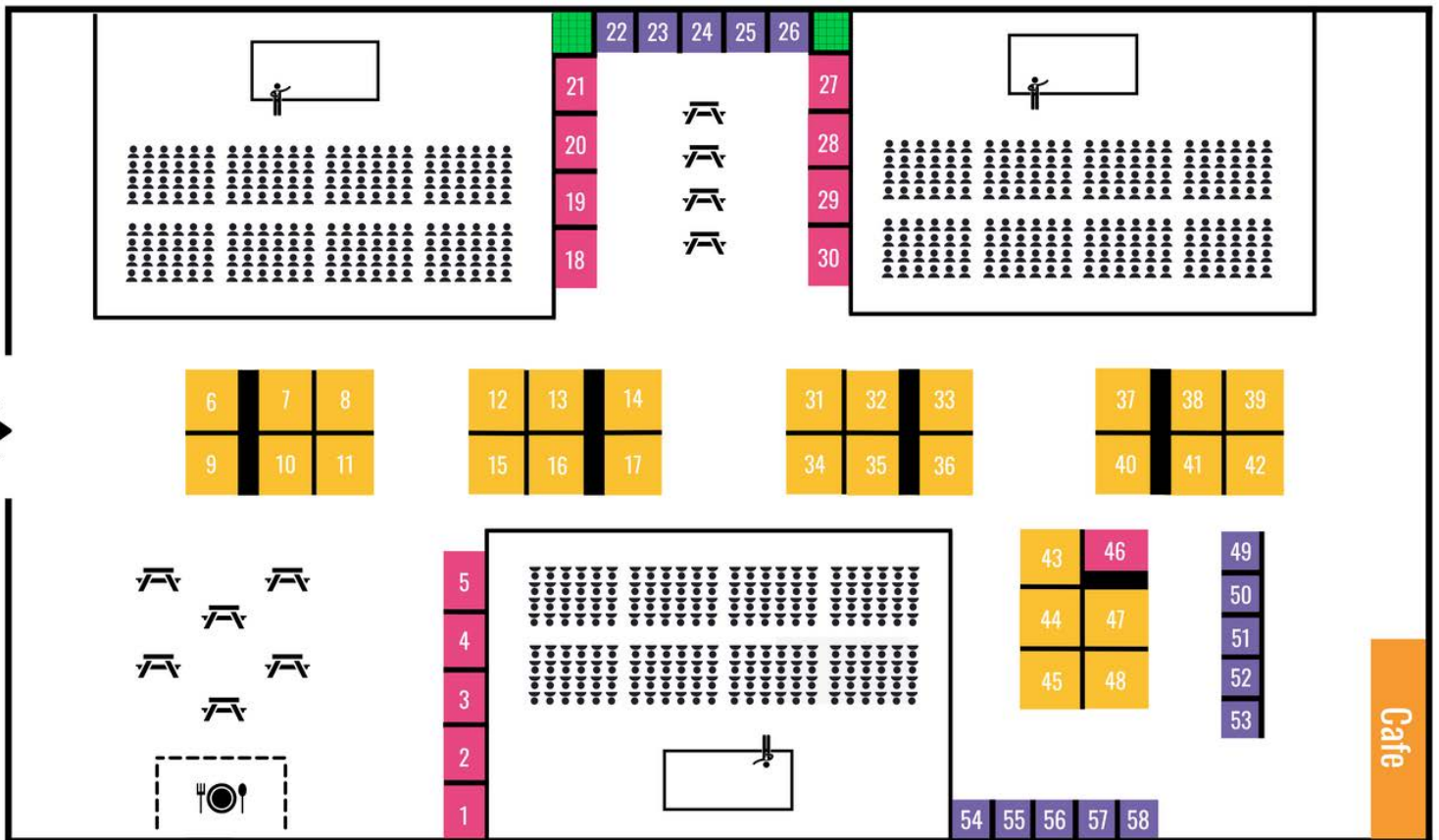
EXHIBITION BREAKDOWN

Thursday 8th February	15:30 - 21:30
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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 31/08/23	From 01/09/23
2m x 2m	£1900	£2200
3m x 2m	£2300	£2650
3m x 3m	£2850	£3250

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.



We recently exhibited at the OSGO Foot & Ankle Show in Liverpool for the first time, and 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



The team are very welcoming and helpful, they were always at hand to answer any queries that we had.

The venue is bright, spacious, with excellent facilities.

Dr Grace Linsley - University of Huddersfield

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 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	£655
Two Items	£995

*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 **£575**

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 **£2,650**

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

▶ Wifi Access **£2,450**

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	£250
DPS Colour Advert	£1,195
Full Page Colour Advert	£985
Half Page Colour Advert	£685
Quarter Page Colour Advert	£445



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

£5,545

- 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

£12,830

- 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

£30,800

- 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 details

Space Only

Shell Scheme

Stand Size:

2x2m

3x2m

3x3m

Stand Number (please provide stand number choices)

Choice 1 _____

Choice 2 _____

Choice 3 _____

Marketing and advertising items

One insert £655

Two inserts £995

200 word upgrade with logo £250

DPS colour advert £1,195

Full page colour advert £985

Half page colour advert £685

Quarter page colour advert £445

Conference Handbook £2,650

Workshop slot £575

Wi-Fi Access for Delegates £2,450

Sponsorship opportunities

Headline package £30,800

Premium Plus package £12,830

Premium package £5,545

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:

Osgo Ltd and;

"Exhibitor" means any person, company or organisation, and the staff or agents of that company taking display space;

"Venue" means ACC Liverpool, Kings Dock, Liverpool

1. Contract:

1.1 A completed booking form must be submitted for all bookings. Bookings will not be accepted from agents or third parties. Completion of the booking contract is binding confirmation of your company's commitment to take the space booked and of your acceptance of these booking terms and conditions including the cancellation policy.

1.2 Should the organisers agree to hold a provisional space booking, the organisers reserve the right to sell that space to another exhibitor should the first enquirer be unable to confirm their booking on request.

1.3 By submitting the exhibition space contract, the exhibitor accepts without reservation the following:

1.3.1 the terms of the exhibition space contract;

1.3.2 all regulations contained in these terms and conditions, the exhibitors' manual and any reasonable instructions subsequently issued by the organisers;

1.3.3 all regulations laid down by any local authority applicable to the event;

1.3.4 all regulations laid down by the venue including but not limited to security, health and safety, fire and traffic;

1.3.5 all current Health & Safety regulations.

2. Exhibition floorplan

2.1 The organisers reserve the right to alter the layout of the exhibition at any time and in any respect.

2.2 Display space will be allocated to exhibitors, unless otherwise agreed in writing between the parties by the organisers. Requests for location will be taken into account where possible but cannot be guaranteed.

2.3 Exhibition displays must stay within the allocated floorspace at all times.

3. Health & Safety

3.1 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.

3.2 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.

4. Security/ Insurance

4.1 Each exhibitor is responsible for the security and insurance of his own display and its contents at all times.

4.2 The exhibitor agrees he has made provision for adequate insurance, inclusive of Public Liability and Employer cover.

5. Installation and Dismantle

5.1 No items may be installed, removed or display breakdown commenced before the official allocated times or before the closing time of the exhibition.

5.2 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.

5.3 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.

6. Staff identification

6.1 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.

7. Space Displays

7.1 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.

8. Damage

8.1 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.

9. Utilities

9.1 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:

9.1.1 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 fine of £100.00 (one hundred pounds).

9.1.2 Any additional charges arising from the use of their own electrical equipment.

9.1.3 Any charges arising from the unauthorised or otherwise use of Wi-Fi at the event

10. Payment terms

10.1 An initial deposit of 30% is payable upon booking. A balance instalment must be received by 1st October 2023. The Organiser at its own discretion retains the right to re-sell any space reserved if payments by the due date are not received. Any exhibitor not having made payment in full at least 28 days prior to the exhibition start date will not be permitted to exhibit.

11. Cancellation by the exhibitor

11.1 All cancellations must be submitted in writing to the organisers OSGO Ltd.

11.2 In the event that an exhibitor wishes to cancel his space booking, or fails to meet any of the payment obligations (whether as to the amount or dates of payments), then the organisers reserve the right to apply the following cancellation charges and to re-sell the space: Prior to 1st October 2023 30% of paid monies, after 1st October 2023 50% of paid monies.

11.3 Any payments already made to OSGO Ltd over and above the applicable cancellation charges will be refunded. Should monies not, at the time of cancellation already have been paid to OSGO the exhibitor hereby agrees to the cancellation fee to be payable by return.

12. Bankruptcy or liquidation

12.1 In the event of an exhibitor becoming bankrupt or insolvent or entering into liquidation or having a receiver, administrator or trustee appointed over any of its assets, the organisers shall be at liberty to terminate forthwith the contract with the exhibitor and the terms and conditions relating to cancellation of space set out in clause 11.2 shall apply.

13. Force majeure

13.1 If the event is abandoned, cancelled or suspended in whole or in part by reason of war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident, the non -availability of the venue or any other cause not within the control of the organisers. The organisers may at their entire discretion, repay the space rental paid by the exhibitor, or part thereof, but shall be under no obligation to do so. The organisers shall be under no liability to the exhibitor in respect of any actions, claims, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the exhibitor, as the result of the happening of such an event.

13.2 It is recommended that exhibitors take out appropriate insurance against cancellation.

14. Nuisance and Prohibited Activities

14.1 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.

14.2 The exhibitor agrees to conform to all unloading, loading and parking restrictions as specified by the Organisers.

14.3 Illegal or immoral activities must not be carried out by the exhibitor, its agents, officers or subcontractors

14.4 Activities involving danger to the public or exhibition visitors must not be carried out by the exhibitor.

15. 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.

16 General

16.1 Each exhibitor shall be deemed to have full knowledge of the Terms and Conditions and is bound by them in all respects.

16.2 The contract is personal to the parties and may not be assigned to any other party.

16.3 If for any reason, the Exhibition of any part thereof is prevented from being held in a particular location or on a particular date, the Organiser shall be entitled in its absolute discretion to cancel, relocate or change the date of all or any part of the Exhibition. If any change of the location is more than 50 km, the Exhibitor shall be entitled to cancel its participation at the Exhibition within 10 Business Days following the date of notification by the Organiser of the change. If the Exhibitor fails to notify the Organiser within this period, the Exhibitor shall be deemed to have accepted the change.

16.4 Any notice required or permitted to be given by one party to the other shall be addressed in writing to the other at its registered office; principal place of business or such other address as may at the relevant time have been notified to the party giving the notice.

16.5 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.

16.6 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.

16.7 The organiser may change these Conditions from time to time. Any orders made site shall be deemed to constitute acceptance of such changes.

16.8 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.

16.9 The contract shall be governed by the laws of England

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