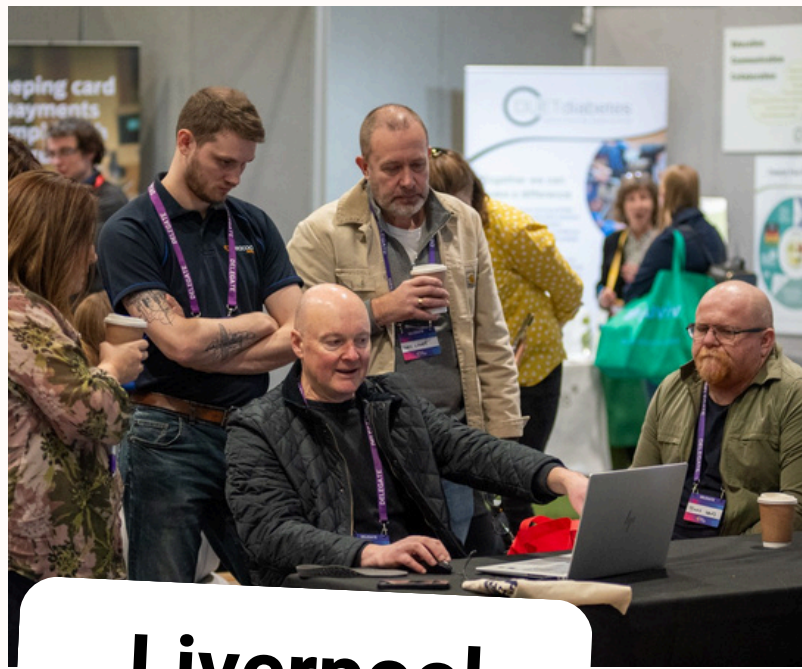


EDUCATION. SOLUTIONS. INNOVATION.



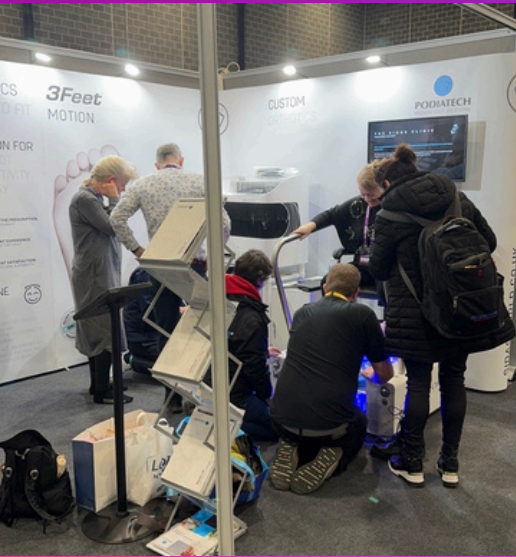
**Liverpool  
March**



**Farnborough  
September**



**Exhibition & Sponsorship  
Opportunities 2027**



# THE **foot & ankle** SHOW

[www.footandankleshow.com](http://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. Our high-quality delegates are business owners and private practitioners, meaning that you'll be **engaging with the right audience**.

Our attendees are free to roam out of talks amongst the trade, ensuring that you can connect with them when they are most receptive. 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



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@footankleshow



@footandankleshow



/company/foot-and-ankle-show/



## Contact Us



0161 714 4114



kathryn.goodlad@osgo.co.uk



www.footandankleshow.com

# The Venues

We're pleased to call **some of the finest venues in the UK our home** as we bring together podiatrists, FHPs, physiotherapists and more under one roof. All of our venues have **accessibility as a key attribute** and are easily reachable from all over - whether you're travelling by train, car or even plane.



## Exhibition Centre Liverpool

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.

## Farnborough International

Farnborough International offers unique spaces for every event. It's a **modern, flexible venue** that allows us to bring the same magic that let us build the Foot and Ankle Show in Liverpool to a Southern audience.

It's reachable from London by train in 40 minutes, and is easy to access from road links sitting close by the M3 motorway. Not least - it provides **free parking for 3000+ cars**.



Whichever event you join us for, you're sure to enjoy a **professional venue team** which makes exhibiting that much easier. We work closely with both venues to make sure that your event as an exhibitor runs as smoothly as possible - so you can focus on talking to delegates.

# 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 gives stage to the solutions and future of foot and ankle health in the UK. The event is produced to entertain, inform and influence.

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.

“

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!

”



## 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

## TIMETABLE EXAMPLE

### EXHIBITION BUILD

#### Build day

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

### EXHIBITION OPEN DAYS

Live Day 1	08:30 - 18:00
Live Day 2	08:30 - 15:00

### EXHIBITION BREAKDOWN

Live Day 2	15:30 - 18:30
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# 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!



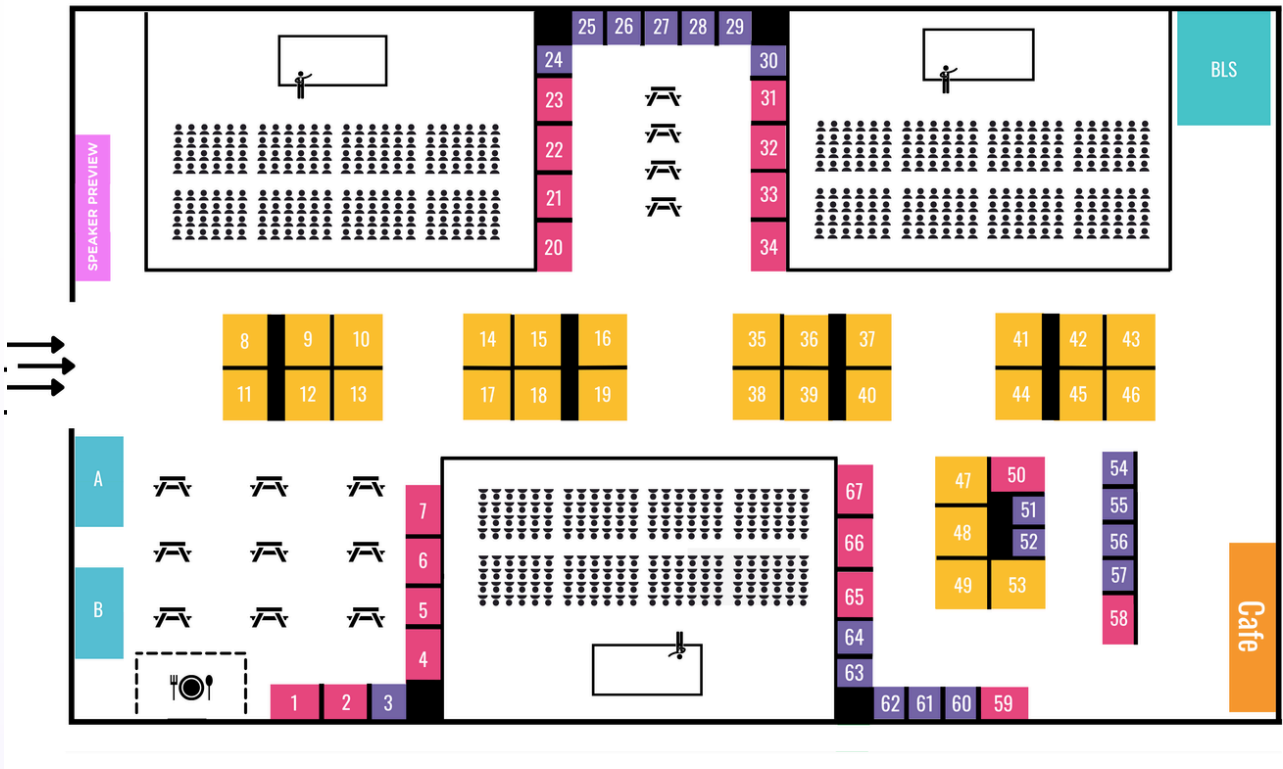
**Espère Healthcare Ltd**



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**

# Liverpool



2m x 2m



3m x 2m



3m x 3m

Plan not to scale and subject to change

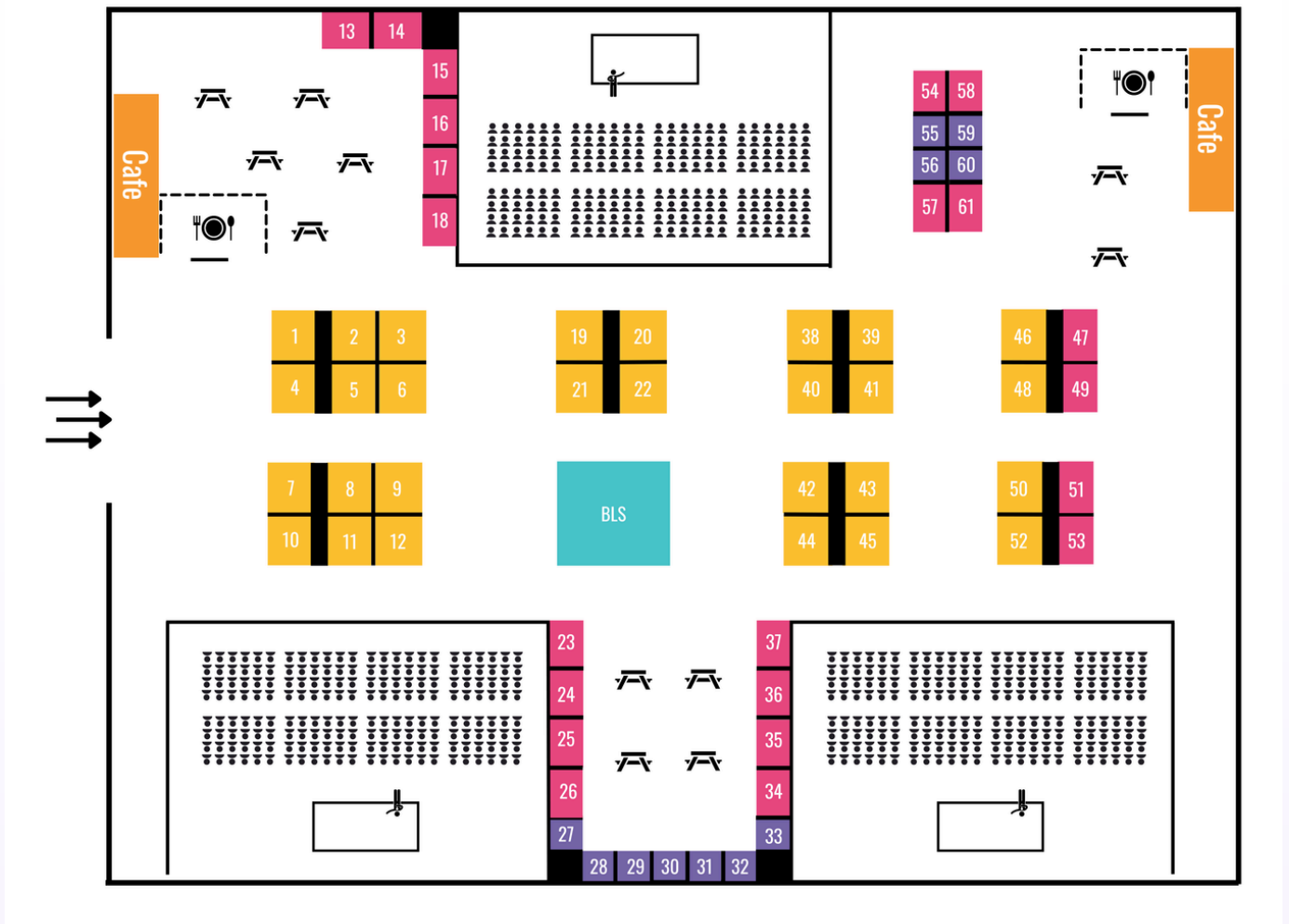
## STAND PRICES

	Before 31/08/26	From 01/09/26
2m x 2m	£2,500	£2,750
3m x 2m	£3,000	£3,300
3m x 3m	£3,850	£4,500

Prices exclusive of VAT



# Farnborough



- 2m x 2m
- 3m x 2m
- 3m x 3m

Plan not to scale and subject to change

## STAND PRICES

	Before 31/03/27	From 01/04/27
2m x 2m	£2,500	£2,750
3m x 2m	£3,000	£3,300
3m x 3m	£3,850	£4,500

Prices exclusive of VAT



# Advertising

## ▶ Conference Handbook - Adverts

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

DPS Colour Advert	£1,255
Full Page Colour Advert	£930
Half Page Colour Advert	£565
Quarter Page Colour Advert	£385

## ▶ Workshop Slot

30 minutes	£850
40 minutes	£1,000

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 AV support. The sessions will be promoted to the delegates ahead of the conference across our social media channels and in our conference newsletters.

## ▶ Rotating Media Screen Placement - £755

Your logo or advert displayed on screens throughout the venue during event times. Max 4.

## ▶ Deals Page Promotion - £350

Take part in the deals page of the brochure. Max 8.

## ▶ Enhanced Exhibitor Bio - £200

Expanded 250 word listing in delegate brochure with logo and priority placement.

## ▶ 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.

# Sponsorship

Being a sponsor is more than just raising awareness. 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

£7,150

- 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 & 150 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

£13,680

- 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

£27,740

- 6x6 stand space and 25% discount on any additional space
- 2 x 30 min workshop session, 2 x inserts in delegate bags, 1 x double page colour advert in the conference handbook
- Prominent logo coverage across venue and screens and on marketing and promotional materials
- Logo & 150 words in the conference handbook sponsor page
- Logo on conference marketing material and handbook



## ▶ DRINKS RECEPTION SPONSOR

£4,550

# Packages

Get more from the Foot & Ankle Show, without increasing your stand size. These optional upgrades are designed to help you stand out, be remembered, and drive more meaningful conversations during the show.

Designed from our most popular options, they are a simple way to maximise your desired outcomes from the conference and make sure you come out feeling great.



## VISIBILITY PACK - £1650

For exhibitors who want consistent brand exposure across the show.

Ideal if your goal is brand recall and being seen beyond your stand.

- Full page colour advert in the conference handbook
- One delegate bag insert
- Enhanced Exhibitor Bio



## ENGAGEMENT PACK - £2200

For exhibitors who want footfall and direct interaction.

Designed to put your brand in delegates' hands and minds.

- Rotating Media Screen Placement
- Half page advert in the conference handbook
- 1 x 30 minute workshop
- Deals page promotion



## AUTHORITY PACK - £1800

For exhibitors who want to position themselves as experts.

Best suited to brands with education, innovation or new solutions.

- DPS advert in the conference handbook
- Rotating Media Screen Placement
- Enhanced Exhibitor Bio



## EDUCATION PACK - £1500

For partners who want to champion education and align their brand with professional development.

Designed for exhibitors whose products or services are rooted in training, innovation, clinical advancement or practitioner support.

- 1 x 40 minute workshop
- Half page advert in the conference handbook
- Enhanced Exhibitor Bio

# Booking Form

## Exhibitor details:

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

PO Number: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

## Invoice address details:

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

## Liverpool Exhibition Centre, 1st- 3rd March 2027

### Exhibition stand choice

Stand number

\_\_\_\_\_

Stand Size

\_\_\_\_\_

### Marketing and sponsorship items

: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Subtotal**

\_\_\_\_\_

## Farnborough International, 28th-30<sup>th</sup> September 2027

### Exhibition stand choice

Stand number

\_\_\_\_\_

Stand Size

\_\_\_\_\_

### Marketing and sponsorship items

: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Subtotal**

\_\_\_\_\_

## 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

Please return the booking form to [kathryn.goodlad@osgo.co.uk](mailto:kathryn.goodlad@osgo.co.uk)

# 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 or Farnborough International, Farnborough

## 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.
- 1.4 Exhibitors are strictly prohibited from sharing, subletting, or assigning any portion of their allocated space to another party without the prior written consent of the Organiser.

## 2. Payment Terms

- 2.1 An initial deposit of 30% of the total fee is due upon booking.
- 2.2 The remaining balance is due 90 days before the event.
- 2.3 Failure to meet payment deadlines authorises the Organiser to reallocate the space and any monies paid will not be refunded. Any outstanding balance will be referred to a collections agency.

## 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 120 days prior to the event: 50% cancellation fee of the total stand cost.
  - Within 120 days prior to the event: 100% cancellation fee of the total stand cost.

The parties hereby agree that the above constitutes a genuine and reasonable estimate of the loss which the Organisers would incur on the cancellation of the order by the Exhibitor.

## 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



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