

Physio First Conference 2020  
**BRAVE NEW WORLD**  
Exhibitor and Sponsorship guide

Friday 24<sup>th</sup> – Saturday 25<sup>th</sup> April 2020

East Midlands Conference Centre (EMCC)  
University Park, Nottingham NG7 2RJ



CHAMPIONING EVIDENCE-BASED COST-EFFECTIVE PRIVATE PHYSIOTHERAPY  
WITH PHYSIO FIRST MEMBERS IN A CHANGING HEALTHCARE MARKETPLACE

[physiofirst.org.uk](http://physiofirst.org.uk)

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## Our exhibition

Thank you for expressing an interest in attending our annual event as an exhibitor. Within this booklet you will find all the information you need to know about our conference and our exhibition opportunities available. We do hope that you enjoy our conference and we wish you the best of luck for success over the weekend!

## Office contact

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## Venue contact

**Tel:** 0115 876 0900

<https://www.phcompany.com/de-vere/east-midlands-conference-centre/>

For directions from your own area, please use the AA Route Planner [www.theaa.com](http://www.theaa.com). We recommend that you check for road works before you travel, using the traffic website [www.trafficengland.com](http://www.trafficengland.com)

## Exhibition stands

Our exhibition spaces are set up as a shell scheme which consists of:

- 2.44m high x 1m wide flush fitting panels covered with grey polyweave
- Velcro compatible fabric
- 300mm deep fascia covered with blue polyweave fabric. You can easily pin posters and items onto the shell panels however we recommend using hook and eye Velcro

When booking your exhibition stand you will receive the following items that are included within our stand price:

- 1kW single socket outlet
- 1 track of 3 spotlights\*
- 1 company name and number sign per stand produced in a standard style and size, black letters on white Foamex

\*subject to size of stand

You are able to order extras should you require these. The items that we have available for hire through the EMCC are as follows: (prices can be located on your exhibitor stand booking form)

- Power socket
- Spotlights
- Table
- Chair



Please do contact our office should you wish to enquire about the hire of any other items that are not stated above.

## Exhibitor stand sizes

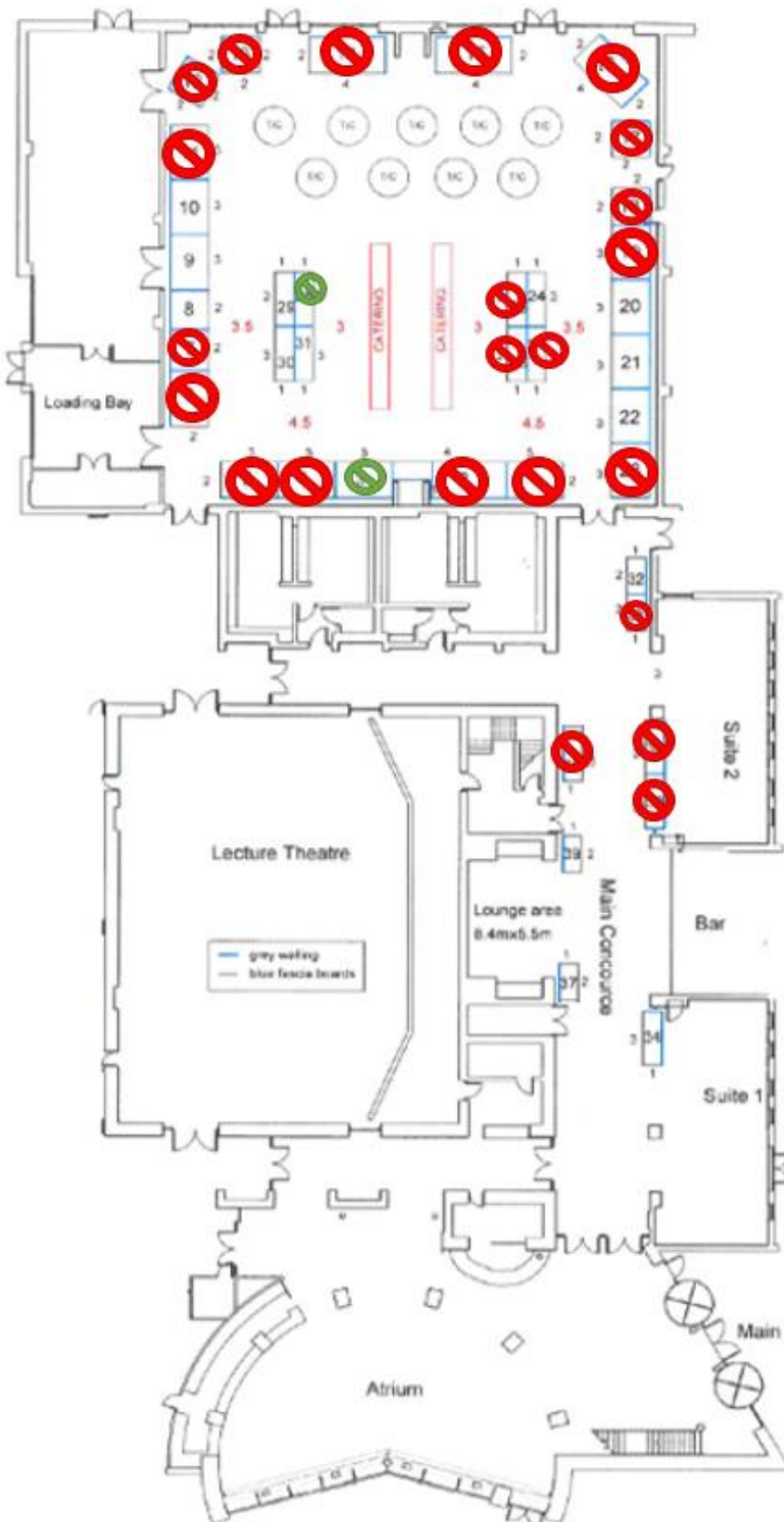
Within the exhibition hall we have a range of different stand sizes. Please see below for full details for these. On the next page you will find a map of our exhibition spaces. You are able to use the space in any way that you wish however it must be kept within the boundaries of the stand. 2019 returning exhibitors are to contact Nazmin directly to avail of exclusive early bird rates.

Size	Standard prices
1m x 2m (2m <sup>2</sup> )	£308.80 + VAT
1m x 3m (3m <sup>2</sup> )	£486.40 + VAT
2m x 2m (4m <sup>2</sup> )	£648.50 + VAT
3m x 2m (6m <sup>2</sup> )	£972.70 + VAT
4m x 2m (8m <sup>2</sup> )	£1,150.80 + VAT
6m x 2m (12m <sup>2</sup> )	£1,945.50 + VAT
Stand personnel	
Day of exhibition	Price
Friday	£35.00 + VAT
Saturday	£35.00 + VAT

# Exhibition hall and main concourse floor plan

Please see below the floor plan of the exhibition hall which details the exact locations of your exhibitor stand.

## PHYSIO FIRST 2020 – EMCC NOTTINGHAM



## AVAILABLE STANDS

- Stand 8 - 2m x 2m (4m<sup>2</sup>)
- Stand 9 - 2m x 3m (6m<sup>2</sup>)
- Stand 10 - 2m x 3m (6m<sup>2</sup>)
- Stand 20 - 2m x 3m (6m<sup>2</sup>)
- Stand 21 - 2m x 3m (6m<sup>2</sup>)
- Stand 22 - 2m x 3m (6m<sup>2</sup>)
- Stand 24 - 1m x 3m (3m<sup>2</sup>)
- Stand 29 - 1m x 3m (3m<sup>2</sup>)
- Stand 30 - 1m x 3m (3m<sup>2</sup>)
- Stand 31 - 1m x 3m (3m<sup>2</sup>)
- Stand 32 - 1m x 2m (2m<sup>2</sup>)
- Stand 34 - 1m x 3m (3m<sup>2</sup>)
- Stand 37 - 1m x 2m (2m<sup>2</sup>)
- Stand 39 - 1m x 2m (2m<sup>2</sup>)

\*A red circle indicates that the stand has been reserved by an exhibitor\*

\*A green circle indicates that the stand is currently on hold for an exhibitor\*

## Access and registration

Setup of your exhibition stand on Friday 24th April is from **7:30hrs** to be ready for 10:35hrs. Please note that you will not be able to access the exhibition hall prior to this time as our shell scheme suppliers will be setting up. Please register at our Physio First registration desk in the atrium to collect your exhibitor pack.

Access to the EMCC on Saturday 25<sup>th</sup> April is from **07:30hrs** for stands to be ready by 08:00hrs.

**Please note that exhibitors are not permitted to enter the lecture theatre during lecture times throughout the weekend.**

## Unloading and parking

Please use the service road off Beeston Lane to access the EMCC; unload your vehicles and enter the main exhibition hall through the loading bay at the rear of the EMCC. The EMCC car park is free of charge and should be used to keep the access area and loading bay clear for other exhibitors.

## Deliveries

You are able to send parcels to the EMCC for your exhibition stand, however please can you ensure that deliveries are sent no earlier than **Monday 20<sup>th</sup> April 2020**. This is because the venue has other events going on during this time and therefore space within the loading bay is limited. When sending parcels, could you please mark up the parcel with the following:

**(Stand no, company name) FAO \*Your Name\*, Physio First conference, 24<sup>th</sup>-25<sup>th</sup> April  
East Midlands Conference Centre  
University of Nottingham  
Beeston Lane  
University Park  
Nottingham  
NG7 2RJ**

This is to ensure that any parcel you wish to send to the EMCC will be stored in the correct place and will not be lost. You can collect your parcel from the loading bay upon your arrival on **Friday**. If you are unable to locate your parcel please come to our Physio First registration desk as these may have been delivered directly to us or speak with a member of the EMCC team.

## Parking instructions

Onsite parking is available at this venue and parking within the EMCC / Orchard Hotel car park does not require a parking permit. Parking on the University campus itself **does** require a permit before 4pm on Friday but not Saturday. Please obtain a parking permit from either the Orchard Hotel reception or the conference centre reception.

## Catering

Tea, coffee and lunch will be served at the venue during the day and are included in the stand personnel price. Your meal tickets are in





with your name badge on your lanyard. Please give these to the catering staff when collecting your meals. Should you have any special dietary requirements, please advise Nazmin at the time of booking your exhibitor stand. Food will be served in the main exhibition area and the main concourse. Any special catering requests will have been passed to the venue.

Please advise a member of the catering staff who will bring your special meal to you. Please note that no food or drink can be brought into the venue. Conference is a closed event that is open to delegates and exhibitors only. Guests who have not registered for conference or education day are unaccounted for, will cause catering shortages and present health and safety concerns. For this reason, anyone without valid conference registration will not be admitted to the conference centre.

### Physio First registration desk opening times

Please register at the exhibitor check-in desk in the atrium

**Friday** – 7.30 – 10.00am

**Saturday** – 7.30 – 10.00am

**Exhibition stands will need to be ready for the first break at 10.35am. Nazmin will be around on both days should you require any further assistance**

### Exhibitor/delegate catering timetable

#### Friday 24<sup>th</sup> April

7.30 – 10.00am	Exhibitor registration in the atrium
10.00 - 10.30am	Exhibitor coffee break
10.35 – 11.20am	Official trade exhibition launch/delegate coffee break
12.00 – 12.30pm	Exhibitor lunch (served in the exhibition hall)
12.35 – 2.00pm	Delegate lunch break (served in the exhibition hall)
3.30 – 4.00pm	Exhibitor afternoon coffee break
4.00 – 4.15pm	Delegate coffee break
5.00 – 6.00pm	Exhibition drinks reception and demo hub (depending on time AGM closes)
6.30pm	Centre closes

Please email [Becca](#) to book a ticket for our Friday night party which will take place in the theatre – tickets are £25 which includes a two course hot buffet and live entertainment

#### Saturday 25<sup>th</sup> April

7.30 – 10.00am	Exhibitor check in desk open
08.00 - 08.55am	Exhibition open
10.00 - 10.30am	Exhibitor coffee break
10.35 – 11.20am	Delegate coffee break
12.00 – 12.30pm	Exhibitor lunch break (served in main exhibition hall)
12.35 – 2.00pm	Delegate lunch break
1.40 – 2.00pm	Trade prize announcements in the exhibition hall
4:20pm	Centre closes

Please commence stand breakdown and remove all rubbish after delegates are back in lecture theatre at 2.05pm.

## Wi-Fi information, Friday night & competitions

Free Wi-Fi is provided by the EMCC. To connect, simply open up your internet browser and follow the on screen instructions.

### Conference official launch, Friday 24<sup>th</sup> April

Physio First will be hosting a drinks reception in the main exhibition hall on Friday at approximately **5.00pm until 6.00pm**. Meet our keynote speakers, executive committee and conference delegates on your exhibition stands. Our Hon Education Officer will present their welcome speech which will include thanking all of our sponsors.

### Competitions and prize draws – Saturday 25<sup>th</sup> April

During the welcome speech, we will also launch our exhibitor competitions, so you may wish to hold a prize draw or competition to attract visitors to your stand. Each year we have a number of prize draws, the aim of which is to generate a real buzz and excitement about visiting our exhibition stands.

We plan to publish a list of those exhibitors who will be donating a prize or running a competition in our delegate programme with the potential to increase footfall to your stand. Our Education Officer will announce these prize draws/competitions at 1.40 pm on Saturday, in the main exhibition hall.

In order for us to publicise this for you, we need to know:

1. If you are planning to run a prize draw or competition
2. What the prize is and its monetary value

All competition information must be emailed into our office by **Monday 3<sup>rd</sup> February 2020** to ensure that they are included in the programme.



## Programme paragraphs and health & safety form

We require a paragraph of information about your company or products to go into our conference programme and on our website. This is a short paragraph including your company contact details and who will be manning your stand over the weekend. If you have set up a strategic partnership with Physio First, please feel welcome to add this into your paragraph. Please ensure that the paragraph is no longer than **150 words** and please email this back to our office in Word format.

Health and safety forms will also be sent, and these will need signing off by your health and safety officer and must be returned along with your exhibitor stand booking form.

## Photographer

As usual we will have a photographer in attendance. In order to comply with GDPR and to ensure there is no offence, if you and/or your group have any objections to being photographed please let our photographer know.

## Social networking

If you are tweeting about our conference, please follow us @PhysioFirstC and use the hashtag #PhysioFirst2020. You can now also follow us on [Facebook](#).





## Maximising your presence

Not only can you exhibit at Physio First's flagship event, we also offer a range of other opportunities to increase your company's presence in the lead up to, during and after our conference.

### Exhibitor Demo Hub

Demo Hub will be a dedicated presentation time for our exhibitors to speak in front of our delegates attending our Friday exhibition launch. This year, our demo hub will take place during the exhibitors drinks reception, the demo hub will commence at 5.15pm in the exhibition hall. You will be provided with a 90 second speaking slot to promote your company, announce new products, remind delegates of your benefits and much, much more. For more details [click here](#). Exhibitors that book before 27<sup>th</sup> September 2019 will be entered in a prize draw where 4 lucky winners will win a spot to pitch their demo hub presentation in our main lecture theatre directly to our delegates.

If you would like to book a free slot please contact Nazmin to reserve your space.

### Delegate programme advertising

For 2020 we are offering programme advertising for any exhibitor or company that wishes to reach out to all attendees with an enhanced visual presence. Details can be found below:

For more details [click here](#).

### Sponsorship items

What are the benefits of sponsorship for conference 2020?

**1. Reach our entire membership...and more**

By sponsoring an item at conference 2020, you will receive a dedicated section on our Physio First website which receives approx. 10,000 users a month.

**2. Direct mailing to conference delegates**

As part of sponsoring an item at conference, you will have a special mention in our regular e-alerts to our members, delegates and potential members regarding our flagship event.

**3. Branding throughout the conference venue**

All sponsors will have a holding screen in the lecture theatre, a holding screen on every TV screen situated around the EMCC, and you will be thanked for their generosity at our introduction speech - reminding delegates about your brand across the weekend.

**4. Social media posts**

We will be keeping our followers updated with confirmed sponsors in the run up to conference across all our platforms - Twitter, Facebook and LinkedIn!

**5. Your sponsorship item**

View our sponsorship webpage to find out what extra benefits come with each item.

You will get more exposure the sooner you become a sponsor...reach thousands of physiotherapists immediately! [Click here to be directed to the site](#).

## Hotel Information

Exhibitors will need to book their own accommodation. \*The **Orchard Hotel** is adjacent to the EMCC. Please contact them as directed below to obtain our special Physio First rates. Please note that rates may be subject to change.

Hotel Name	Star Rating	Location
<b>Orchard Hotel – adjacent to the EMCC</b> Tel: 0115 876 0900	4	<a href="https://www.phcompany.com/de-vere/orchard/">https://www.phcompany.com/de-vere/orchard/</a> Discounted rates are available for all attendees at our conference. Please call the hotel directly to advise that you are looking for the Physio First discounted rates.  B&B standard single room price: £68.40 (inc VAT) B&B standard double room: £77.40 (inc VAT)
<b>Crowne Plaza</b> Tel: 0871 942 9161 12 mins from EMCC	4	Crowne Plaza, Wollaton Street, Nottingham NG1 5RH  <a href="http://www.ihg.com/crowneplaza/hotels/gb/en/nottingham/notws/hoteldetail">http://www.ihg.com/crowneplaza/hotels/gb/en/nottingham/notws/hoteldetail</a>
<b>Park Plaza</b> Tel: 0844 415 6730 13 mins from EMCC	4	41 Maid Marian Way, Nottingham, NG1 6GD  <a href="http://www.parkplaza.co.uk">www.parkplaza.co.uk</a>
<b>Premier Inn</b> Tel: 0871 527 8846 14 mins from EMCC	3	Premier Inn, Goldsmith Street, Nottingham, NG1 5LT  <a href="http://www.premierinn.com/gb/en/hotels/england/nottinghamshire/nottingham/nottingham-city-centre-goldsmith-street.html">http://www.premierinn.com/gb/en/hotels/england/nottinghamshire/nottingham/nottingham-city-centre-goldsmith-street.html</a>
<b>Holiday Inn Express</b> Tel: 0115 941 9931. 11 mins from EMCC	3	Castle Marina Retail Park, Castle Bridge Road, Nottingham NG7 1GX  <a href="http://www.ihg.com/holidayinn/hotels/gb/en/nottingham/notuk/hoteldetail">http://www.ihg.com/holidayinn/hotels/gb/en/nottingham/notuk/hoteldetail</a>
<b>Travelodge</b> Tel: 0871 984 6280  14 mins from EMCC	3	New City House, Maid Marian Way, Nottingham NG1 6AJ  <a href="https://www.travelodge.co.uk/hotels/290/Nottingham-Central-hotel">https://www.travelodge.co.uk/hotels/290/Nottingham-Central-hotel</a>

## Transport

If you need transport to and from the EMCC to the City Centre there are a number of taxi companies you can contact:  
 Trent Cars Ltd: 0115 950 5050  
 Central Cars: 011 976 2222  
 Cabline Taxis: 0115 922 5226

## Exhibitor Timetable

Please see below our full exhibitor timetable in the lead up to conference 2020. Please do keep these deadlines on your eye line as it is vital that these are met in order to maintain a smoothly organised event.

Information	Notes	Date information required
Exhibitor alignment forms – <b>for new exhibitors only</b>	Alignment letter and company information form sent together upon exhibition enquiry.	This form needs to be completed and returned ASAP in order to secure your preferred stand.
Exhibitor stand & package booking form	<p>Exhibitor stand &amp; package booking form to be sent along with the exhibitor booklet subsequent to alignment being confirmed from 8<sup>th</sup> July onwards.</p> <p>50% deposit will be invoiced immediately (including extra stand personnel and any extra requirements e.g. table/chairs etc.) Terms are 30 days.</p> <p>Balance will be invoiced in <b>November 2019</b>. Terms are 30 days.</p>	All completed booking forms to be returned ASAP in order to secure your preferred stand.
<ul style="list-style-type: none"> <li>• Programme paragraph</li> <li>• Health and safety declaration form (to be completed and returned by your company Health and Safety Officer.)</li> <li>• Competition information</li> </ul>	<p>A programme paragraph and health and safety form will be requested alongside the exhibitor stand booking form (from July).</p> <p>Competition information is requested in December 2019 but send it to us if it's ready sooner. Both programme paragraph and competition information are uploaded to the exhibition section of our website to help promote you.</p>	<p>Please complete and return Programme paragraph and health and safety form along with exhibitor stand &amp; package booking form.</p> <p>Competitions are included in our programme therefore need to be received by <b>3<sup>rd</sup> January 2020</b>. They are also promoted via e-alert to all confirmed delegates in <b>March 2020</b> – please ensure details are finalised before this.</p>
Stand requirements form	We will contact all exhibitors in March 2020 with final confirmation of booking details.	Exhibitors to check all details are correct for their stand by <b>Friday 10<sup>th</sup> April 2020</b> .
Other promotional opportunities	Please see page 9 or alternatively <a href="#">click here</a> to visit our webpage.	Deadline for all other PR opportunities is <b>Friday 20<sup>th</sup> December 2019</b> .

## Exhibitor testimonials

*"We were very happy with the floorplan and the open exhibition area worked well this year."*

*"Exhibiting at the Physio First conference was a first for us and gave us a great opportunity to speak to and listen to physios in a comfortable environment"*

*"The conference was very positive, engaging and provided direct access to decision makers in the fields of interest."*

*"Excellent place for our stand, we would love to have the same spot for next year"*

*"The organisation, venue and logistics of the conference were exemplary as always."*

*"Very helpful team, always willing to help"*

## Some of Physio First's regular exhibitors

