



# EXHIBITOR MANUAL

**Australian Physiotherapy Association  
National Office**

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Conference Office:

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**Official Congress Website:** <http://physiotherapy.asn.au/congress10/>



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## Welcome

APA is pleased to welcome your Organisations involvement in the APA Congress 2010 “Changing scope for a changing future” to be held at the Surfers Paradise Marriott Resort and Spa.

The Congress program will be innovative, informative and educational, offering outstanding national and international keynote speakers, including Marilyn Moffat, President, World Confederation for Physical Therapy, and supported by invited specialist speakers.

We wish to thank you for your registration to participate in the Trade Exhibition and look forward to a successful Congress.

This manual is intended to provide a comprehensive resource to ensure your involvement in this event is a valuable experience.

We kindly ask you to read through all sections and complete the enclosed forms.



## Important Dates, Times & Checklist

Date	Activity	Time
<b>Wednesday 27 October 2010</b>	Stand build by Exponet	
<b>Thursday 28 October 2010</b>	Exhibitor Bump-In	10:00 – 16:00
	<i>Exhibition Open</i>	<i>18:00 – 19:30</i>
	Welcome Reception	18:00 – 19:30
<b>Friday 29 October 2010</b>	<i>Exhibition Open</i>	<i>08:00 – 16:30</i>
	Gala Dinner	19:00 – 23:59
<b>Saturday 30 October 2010</b>	<i>Exhibition Open</i>	<i>08:00 – 15:00</i>
	Exhibitor Bump-Out	14:30 – 17:00

The organisers reserve the right to alter the hours of admission and access.

**Disclaimer:** All services and associated rates published in this document were correct at the time of going to print. The Exhibition organisers cannot be held responsible for changes to services and rates provided by any companies or organisations listed in the document.

Required	Deadline	Reference	Completed
Final payment for Exhibition booth	Friday 9 July 2010	Refer to original application form/tax invoice	
Forward company logo and website address for final program and website use	ASAP	Email to: <a href="mailto:events@physiotherapy.asn.au">events@physiotherapy.asn.au</a>	
Exhibitor Pass registration form	Monday 27 September 2010	Complete enclosed Exhibitor Registration Form	
Stand & Fascia Confirmation Form	Monday 27 September 2010	Complete Exponet Form	
Octanorm Stand Modifications Form	Monday 27 September 2010	Complete Exponet Form	
Power + Lighting Form	Monday 27 September 2010	Complete Exponet Form	
Wall Mounted Shelving Form	Monday 27 September 2010	Complete Exponet Form	
Stand Layout Form	Monday 27 September 2010	Complete Exponet Form	
Venue Order Forms	Exhibition – see each form for details	Complete relevant forms from Surfers Paradise Marriott Resort & Spa	



## Accommodation and Flights

APA has negotiated Conference rates at the Surfers Paradise Marriott Resort and Holiday Inn Surfers Paradise.

We recommend that exhibitors book their accommodation as soon as possible via the Accommodation link on the APA Congress website: [www.physiotherapy.asn.au/Congress10](http://www.physiotherapy.asn.au/Congress10).

APA cannot accept responsibility if the hotels offer cheaper rates than advertised or do not meet your standards. Hotels may request a deposit of one night when making a booking.

## Bump-In and Bump-Out

Booths will be ready for Exhibitor stand bump in from **10:00 Thursday 28 October 2010**.

All booths must be completely dressed and all rubbish removed from the premises by **16:00 Thursday 28 October 2010**.

Exhibitors may commence removing all materials from the venue at **14:30 on Saturday 30 October 2010** after the close of the exhibition. This must be completed by **17:00 on Saturday 30 October 2010**.

Please note there is no storage available for exhibitors on-site. All boxes and company materials must be removed from the venue. Please contact the freight forwarder, **Agility Events and Fairs** if you have any queries concerning this.

See **DELIVERIES, ACCESS & FREIGHT** section for more information.

## Registration Desk

The APA Congress Registration Desk will be located on the Level 2, adjacent to the lifts and staircase. The Registration Desk will operate during the following hours:

Thursday 28 October	10:00am – 5:00pm
Friday 29 October	8.00am – 4:45pm
Saturday 30 October	8.00am – 5.00pm

## Exhibitor Access on Congress Days

Exhibitor access during Congress days is via any of the main entrances. Name badges provided by the Congress Organisers must be worn at all times in order to gain entry to the exhibition area.

## Aisles and Clearways

Internal aisles within exhibits must have a minimum aisle width of three (3) metres and be clearly defined or have a floor covering with a contrasting colour to the remainder of the stand flooring. At no time during the event can these aisles be partially or completely blocked.

All exhibits must provide clear access to fire fighting equipment and be designed in accordance with the BCA and to the satisfaction of Centre management.

## Deliveries, Access and Freight

The Surfers Paradise Marriott Resort & Spa has one loading dock, which can be accessed from the Gold Coast Highway at the northern end of the Surfers Paradise Marriott Resort & Spa. Goods will not be accepted at any other entrance. **All deliveries must be clearly labelled with the Delivery Docket on Page 9.**

Deliveries for the APA Congress will only be accepted during the following dates and times:

<b>Tuesday 26 October 2010</b>	<b>07:00 – 16:00</b>
<b>Wednesday 27 October 2010</b>	<b>07:00 – 16:00</b>
<b>Thursday 28 October 2010</b>	<b>07:00 – 14:00</b>

***NB: Delivery of goods for the exhibition and conference will not be accepted outside of the times listed.***

## Loading dock access

The Surfers Paradise Marriott Resort & Spa has one loading dock, which can be accessed from the Gold Coast Highway at the northern end of the Surfers Paradise Marriott Resort & Spa. Goods will not be accepted at any other entrance.

A 15 minute grace period applies to all vehicles on the loading dock, Should this period be exceeded, a hotel representative will ask the vehicle to be removed.

Where high volume traffic is expected (i.e. bump in and bump out) allotted times should be booked by the conference organiser to avoid major delays and traffic congestion.

## Storage Facilities

As limited on site storage facilities for packing materials and boxes are available, it is recommended that exhibitors keep packing materials to a minimum.



## Catering

Each stand is allocated two (2) complimentary "Exhibitor Passes". **Please complete and return the Exhibitor Registration Form on page 10 no later than Monday 27 September 2010.** Additional Exhibitor Passes are available at a cost of \$180.00 (including GST) for the two (2) days. Additional Exhibitor Passes can be ordered on the Exhibitor Registration Form.

Catering includes morning tea, lunch and afternoon tea for exhibition staff members working on your booth during the Congress (please note that this does not include access to sessions or social events).

## Cleaning

Surfers Paradise Marriott Resort & Spa is responsible for the cleaning of public areas and disposal of rubbish. General cleaning of the exhibition area during operational hours only is inclusive in the standard venue hire charges. However, after hours/overnight and pre/post additional cleaning will incur a surcharge if requested.

Should you wish to have your stand cleaned by a specialist overnight or after hours please complete the additional services form attached.

## ATMs

There is an ATM located in the hotel Lobby and accepts all major cards.

## Disabled Access

Trained guide dogs are welcome in the hotel at all times.

All meeting rooms and halls within the Centre are wheelchair accessible. The building complies with disability access requirements.

There are 2 wheelchair accessible toilets located throughout the Event and Lobby areas of the hotel and these are clearly signposted.

## Parking

The Surfers Paradise Marriott Resort & Spa offers accommodation guests complimentary car parking situated beneath the hotel. This is complimentary for all guests to the hotel.

Valet parking is charged at \$20.00 per vehicle per day.

## Freight Forwarder

*Agility Events and Fairs* has been appointed as the freight forwarder for the APA Congress 2010. Please contact *Agility Events and Fairs* to discuss your freight requirements prior to the congress.

*Agility Events and Fairs*  
Phone: +61 2 8755 8899  
Fax: +61 2 9642 6899

APA Project Manager: Gus Craig  
Phone: +61 2 8755 8812  
Email: [gcraig@agilitylogistics.com](mailto:gcraig@agilitylogistics.com)

## Banners and Balloons

Signs, banners and similar materials may not be nailed, stapled, hung or attached to the ceilings, venue walls, windows, sprinkler systems or other surfaces.

Helium balloons are only permitted as fixed features of an exhibit, event display or table decoration. There will be a charge incurred for the retrieval of loose balloons from the ceiling.

Exhibition stand walls are covered in Octanorm surface and are not Velcro compatible. Please ensure you bring double sided tape to hang banners and posters on exhibition walls.

## Luggage Storage

Activities Desk is located on the Lobby Level of the hotel. Staff at the Activities Desk can provide general information on local attractions and transport, provide maps and sell phone cards.

If you choose to stay at the Surfers Paradise Marriott, concierge can store your luggage on your check out day. Should you require this service, please go to the Concierge desk at the main entry doors on Lobby Level.

There are no cloak room facilities within the resort.

## Non-Smoking Policy

The Surfers Paradise Marriott Resort and Spa has a strict non-smoking policy which covers all internal areas of the venue.



## Exponet Services

The APA has appointed Exponet to assist exhibitors with all exhibition equipment hire. Exponet provides custom design and constructed stands, modular shell scheme stands, signage and graphics, furniture hire and all audio visual and computer equipment.

All equipment and products above are supplied by Exponet and enquiries should be directed to:

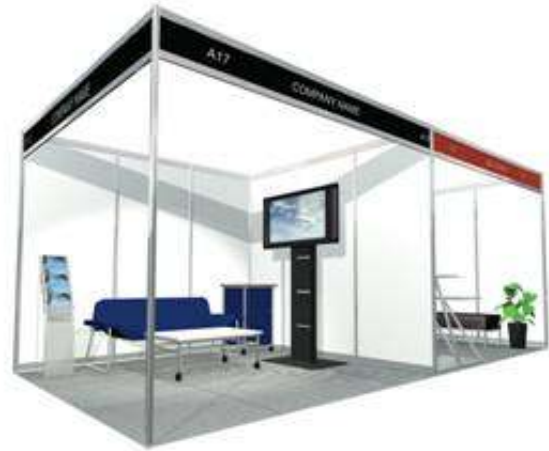
**Contact:** Meagan Boys

**Phone:** +61 2 9645 7000

**Fax:** +61 2 9645 5300

**Email:** [meagan@exponet.com.au](mailto:meagan@exponet.com.au)

For a full product brochure, price lists and order forms outlining all the above services please visit the Exponet website at <http://www.exponet.com.au/>



## Exhibitor Entitlements

**Custom Built Stands: Please contact Ariane Dwyer on +61 3 9092 0824 if you are planning on using a Custom Built Stand.**

The exhibition will be held for the entire duration of the Congress, commencing on Thursday 28 October 2010 and closing on Saturday 30 October 2010, giving exhibitors the unique marketing opportunity.

The exhibition space is located on level 2 of the Surfers Paradise Marriott Resort & Spa.

To compliment the Congress we will be holding a Welcome Reception in the Exhibition Hall on Thursday 28 October 2010. Exhibitors are encouraged to attend this event to increase and maximise product exposure.

All morning and afternoon tea and lunch breaks will be served in the exhibition area.

A standard trade exhibition booth for the APA Congress 2010 comprises of:

- Exhibition booth comprising of 3m x 2m floor space
- Walls are covered in Octanorm surface (**not Velcro compatible**)
- 2 spotlights and 1 PowerPoint
- Facia name board

When attaching anything to walls, exhibitors are asked to use Velcro, bluetac, double-sided adhesive tape or wall-mounted shelving and hooks, all are available from **ExpoNet** if required.

Pins, staples, screws, nails, bolts, glue and paint will permanently damage the panels, and exhibitors are requested not to use them.

The entitlements for the booking of a standard exhibition booth include:

- Promotion as an Exhibitor via company name and logo listed in the handbook.
- Each stand is allocated two (2) complimentary "Exhibitor Passes". Additional Exhibitor Passes are available at a cost of \$180.00 (including GST) for the two (2) days. Should you require additional passes, please complete the enclosed registration form and return to the APA National Office no later than Monday 27 September 2010.
- One satchel will be available at your booth.
- A mailing list containing delegate details, of those who have agreed to have their details distributed, will be provided after the National Congress

**Please note:** Exhibitors **do not** receive access to attend sessions. To register as a Delegate, please complete the registration form available on the website.



## Communications

High speed broadband & wireless internet service is available throughout the Resort. All internet requests within the conference floor should be placed no later than 3 days prior to the commencement of the event. The venue and APA cannot guarantee internet requests will be met if not received within the above time frame.

Broadband and Wireless Internet is charged at \$75.00 per line per day and available in conference rooms, exhibition and gallery areas.

Please complete the enclosed Internet Request Form should you require internet access at your exhibition booth.

## Raffles and Door Prizes

Please ensure you have complied with legal requirements. Raffle results and prize distribution are the responsibilities of each exhibitor. If you would like the results of your raffle announced during the final day of the Congress please provide in writing your company name, prize winner, prize and how it is to be collected, to The Registration Desk by 12.00pm on Saturday 30 October 2010.

The distribution of prizes claimed post event is the responsibility of the exhibitor and not the event organiser.

## Valuables and Personal Items

Exhibitors are reminded to take all valuables and personal items such as laptops, iPods and mobile phones home at the end of each day as, whilst every reasonable precaution will be taken, the organisers accept no responsibility for any loss or damage, which may occur to personal items at the exhibition from any cause whatsoever.

## Social Program

We strongly encourage all Exhibitors to attend both the Welcome Reception and the Congress Dinner and to make the most of these additional marketing opportunities.

Date	Event	Venue	Audience
Thursday 28 October 2010	Welcome Reception	Exhibition Hall	Exhibitors and Delegates
Friday 29 October 2010	Congress Dinner	Marriott Ballroom	Exhibitors and Delegates

## Insurance

Exhibitors are reminded that their insurance for goods and exhibits should take effect from the day that such goods are delivered to the Exhibition venue and such insurance should remain in force until their exhibits are removed.

Exhibitors are required to take out adequate insurance cover against the kinds of risks they will incur in connection with the Exhibition, especially Public Liability, All Risks on Property, Employer's Liability and Personal Accident to Staff.

Exhibitors are strongly advised to extend their existing Property Insurance Policy to cover loss of stock and display equipment due to theft or damage. In addition, exhibitors may wish to take out insurance for losses and wasted expenditure in the event of the Exhibition being abandoned or curtailed.

## Security

Whilst every reasonable precaution will be taken, the organisers accept no responsibility for any loss or damage, which may occur to persons or property at the exhibition from any cause whatsoever.

Exhibitors should ensure they keep an inventory of items prior to shipping and display on their stand. They should also be aware of individual stand security during move-in, operational and move-out periods.



## Special Requests and Approvals

Exhibitors wishing to use any of the following items as part of their exhibit must submit in writing a proposal to Surfers Paradise Marriott Resort & Spa:

- Animals - No animals, birds, insects or pets are permitted on site with the exception of Seeing Eye dogs. Any requests relating to the display of animals for an exhibition will have to be presented in writing for approval by the Surfers Paradise Marriott Resort & Spa.
- LPG Cylinders – The use of LP gas cylinders indoors is discouraged wherever possible. All cylinders must be tested and approved for use and stamped with AG 601. The organiser must provide fire extinguishers CO2 and dry chemical. All LP gas cylinders must be removed overnight and stored in the loading dock.

Surfers Paradise Marriott Resort & Spa has the sole catering rights to all food and beverage products. Exhibitors are not permitted to bring food and beverage into the venue from outside caterers. Exceptions may be granted should an exhibitor wish to distribute food and beverage samples only of their product. A request for approval by management in writing must be received prior to the event. A food and beverage waiver form is attached to this document.

## Key Contact List

### Exhibition Organiser: Australian Physiotherapy Association

National Office  
 Level 1, 1175 Toorak Road  
 CAMBERWELL, VIC 3124  
 Australia  
**Phone:** +61 3 9092 0888  
**Fax:** +61 3 9092 0899  
**Email:** [events@physiotherapy.asn.au](mailto:events@physiotherapy.asn.au)  
**Website:** <http://physiotherapy.asn.au/congress10/>

### Exhibition Venue: Surfers Paradise Marriot Resort & Spa

158 Ferny Avenue  
 SURFERS PARADISE, QLD 4217  
 Australia  
**Phone:** + 61 7 5592 9800  
**Fax:** +61 7 5592 9888  
**Website:**  
<http://www.marriott.com.au/hotels/travel/oolsp-surfers-paradise-marriott-resort-and-spa/>

### Exhibition Contractor: Exponet

**Contact:** Meagan Boys  
**Phone:** +61 2 9645 7000  
**Fax:** +61 2 9645 5300  
**Email:** [meagan@exponet.com.au](mailto:meagan@exponet.com.au)  
**Website:** <http://www.exponet.com.au/>

### Freight Forwarder: Agility Events & Fairs

**APA Project Manager:** Gus Craig  
**Phone:** +61 2 8755 8812  
**Email:** [gcraig@agilitylogistics.com](mailto:gcraig@agilitylogistics.com)

## Forms

Form	Required	Date
Delivery Docket	Complete and attach to all Deliveries to Surfers Paradise Marriott Hotel	With all Deliveries
Exhibitor Registration Form	Complete and return to APA National Office	Monday 27 September 2010
Special Request Form	Complete and return to Marriott Hotel	Friday 22 October 2010
Internet Request Form	Complete and return to Marriott Hotel	Friday 22 October 2010

Delivery Docket

**TO: SURFERS PARADISE MARRIOTT  
RESORT & SPA**



**158 FERNY AVENUE  
SURFERS PARADISE, QLD 4217  
AUSTRALIA**

<b>CONFERENCE:</b>	<b>The Australian Physiotherapy Association Congress 28 – 30 October 2010</b>
<b>EVENT COORDINATOR:</b>	<b>Louise Bradfield</b>

<b>COMPANY NAME:</b>			
<b>CONTACT PERSON AT CONGRESS:</b>		<b>MOBILE NUMBER:</b>	
<b>ITEM NUMBER:</b> (Eg 1 of 2)	_____ of _____	<b>CONSIGNMENT NOTE NUMBER:</b>	
<b>DELIVER TO:</b>	<b>Exhibition</b>		
<b>BOOTH NUMBER:</b> (Exhibition Only)			



## Exhibitor Registration Form

### Stand Information

Organisation Name			
Name to appear on Trade Stand (if different to above)			
Nominated on-site contact person			
Tel		Mobile	

### Stand Representatives

Each stand is allocated two (2) complimentary "Exhibitor Passes". These passes include tickets for the Welcome Reception and the Congress Dinner. Please indicate below if you will be attending these functions.

(1)		Email	
<b>Welcome Reception</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Congress Dinner</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No
(2)		Email	
<b>Welcome Reception</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Congress Dinner</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Additional Stand Representatives

Additional Exhibitor Passes are available at a cost of \$180.00 (including GST) for the two (2) days.

(1)		Email	
(2)		Email	

	Cost (Inc GST)	No. Of Passes	Total Cost
<b>Additional Exhibitor Passes</b>	\$ 180.00		\$
<b>Sub Total Exhibitor Passes</b>			\$

Function	Cost (Inc GST)	No. Of Tickets	Total Cost
<b>Welcome Reception</b> Marriott Resort & Spa – Exhibition Area Thurs 28 Oct, 6.00pm – 7.30pm	\$ 60.00		\$
<b>Congress Dinner</b> Marriott Resort & Spa - Ballroom Fri 29 Oct, 7.00pm – 12.00am	\$ 115.00		\$
<b>Sub Total Social Function Tickets</b>			\$

Please transfer all sub totals from the sections above and check your calculations carefully

Additional Exhibitor Passes	\$
Additional Social Function Tickets	\$
<b>Total Payment Due</b>	<b>\$</b>

### Method of Payment

Cheque – to be made payable to: **Australian Physiotherapy Association (APA)**

Credit Card:  AMEX  Visa  MasterCard  Diners

Card No ..... Expiry Date .....

Name on Card ..... Signature .....

**Please complete and return this form to:**

<b>APA Congress 2010 Exhibitor Registrations</b> PO Box 43, Hawthorn BC VIC 3122 Fax: +61 3 9092 0899 Email: <a href="mailto:events@physiotherapy.asn.au">events@physiotherapy.asn.au</a>
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## Special Request Form



**Please complete and return this form up to 72 hours prior to your requested dates to FAX: +61 7 5592 9726**

**Full Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Conference:** APA CONGRESS 2010

**Booth Name AND Number:** \_\_\_\_\_

- |                          |                              |                                    |
|--------------------------|------------------------------|------------------------------------|
| <input type="checkbox"/> | Specialist cleaning of booth | \$30.00 per hour                   |
| <input type="checkbox"/> | Hiring of hotel staff        | \$30.00 per person or part thereof |
| <input type="checkbox"/> | Coffee Cart with Barista     | \$1500.00 per day                  |
| <input type="checkbox"/> | Floral Arrangement           | from \$55.00 per arrangement       |

Other special requests: \_\_\_\_\_  
Price upon request

Start Time/Date required: \_\_\_\_\_

Finish Time/Date completed: \_\_\_\_\_

**Please note that all credit card payments for this service will incur processing fees of 1.5% which will be added to the amount payable**

### Credit Card Details

Card Type:     Visa     MasterCard     Amex     Diners

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Card Holders Signature: \_\_\_\_\_

Address (for tax invoice to be mailed): \_\_\_\_\_

To ensure that details are correctly processed and validated, we request that photocopies of the credit card (front and back) are provided with this completed form.



## Internet Request Form



Please complete and return this form up to 72 hours prior to your requested dates to FAX:  
07 5592 9726

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

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

Conference: APA CONGRESS 2010

Booth Name AND Number: \_\_\_\_\_

**ADSL Cable and Wireless Internet is charged at \$75.00 per day per line**

ADSL CABLE line/s required

ADSL WIRELESS line/s required

Start Time/Date required: \_\_\_\_\_

Finish Time/Date completed: \_\_\_\_\_

**Please note that all credit card payments for this service will incur processing fees of 1.5% which will be added to the amount payable**

### Credit Card Details

Card Type:  Visa  MasterCard  Amex  Diners

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Card Holders Signature: \_\_\_\_\_

Address (for tax invoice to be mailed): \_\_\_\_\_

To ensure that details are correctly processed and validated, we request that photocopies of the credit card (front and back) are provided with this completed form.