



# World Physical Therapy

# 2|0|1|1

16th International WCPT Congress

20-23 June 2011 Amsterdam Holland

**Held just once every 4 years**



**Sponsorship | Exhibition | Advertising**



**World Confederation  
for Physical Therapy**

# Join the world of physical therapy in 2011!

Every four years the World Confederation for Physical Therapy (WCPT) stages a world congress for its 101 member organisations and the 350,000+ physical therapists they represent. In June 2011, the 16<sup>th</sup> Congress will take place in Amsterdam - this is your opportunity to take advantage of the high profile packages available for sponsorship, exhibition and advertising.

## How to get involved?

### Sponsorship

Two unique sponsorship opportunities are available. Firstly, there are high profile congress and exhibition packages in 4 tiers with cost effective prices to suit every budget:

- Platinum
- Gold
- Silver
- Bronze

Secondly, you can take advantage of one or more of our sponsorship features including lanyards, abstract posters, delegate bags and crew t-shirts. For a detailed list see page 5.

### Advertising

A range of advertising opportunities are available before, during and after World Physical Therapy 2011. The high profile final programme acts as a must-have show guide and post event reference. Congress News will be distributed electronically to the entire WCPT database as well as physically on-site to delegates with previews, daily show news and a post event round-up.

### Exhibition

This is your opportunity to have a physical presence at the profession's largest international congress and meet potential customers from all over the world.

As a hugely important area of the WCPT Congress, the exhibition is where companies and organisations share the very latest ideas, technology, products and services with thousands of physical therapy professionals including clinicians, researchers, educators, policy makers, decision makers and opinion leaders.

Due to space numbers are limited, so don't miss out on this once in every four year opportunity - reserve your stand today!

**"HUR were Gold Congress sponsors in 2007 and the whole event was superb, far exceeding our very high standards and commercial objectives."**

Managing Director, HUR



WPT2011 is hosted by



# Take part



## Who attends:

Historically, Congress is very well attended with over 3,000 international visitors in Vancouver in 2007. With our European base, excellent summer timing and encouraging pricing policies for 2011 we are optimistic that we will exceed the previous Congress and are anticipating more than 3,500 delegates.

## Congress programme:

The vision behind WCPT and the Congress is *Moving Physical Therapy Forward*. The focus of the world's largest international physical therapy event will be on the latest and most significant issues, clinical topics, global challenges and opportunities facing today's physical therapists around the world. The whole Congress will be structured around 5 core programme tracks:

- Global health
- Professional issues
- Professional practice
- Education
- Research methodology

## Featuring:

- Focused symposia
- Discussion panels and debates
- Research and special interest poster and platform presentations
- Networking sessions
- Education sessions
- Clinical visits

**“WCPT is the sole international voice for physical therapy and Congress is a wonderful platform from which to be heard.”**

Marilyn Moffat, WCPT President

# Amsterdam

- Among Europe's top ten most popular conference cities
- Easily accessible by land, sea and air from within Europe and internationally
- Excellent bars, cafes and restaurants
- Home to the Rijksmuseum, Van Gogh Museum, Hermitage Amsterdam, Anne Frank House and the unique Amsterdam Diamond Center
- Centre of creativity, art and a European cultural capital
- 165 canals and 1,281 bridges make it the water centre of Europe
- Unique history and architecture
- State of the art conference and exhibition centre - the Amsterdam RAI - home to World Physical Therapy 2011
- Warm, inviting and helpful people



# Sponsorship

For 2011 we have introduced a fourth level of Congress sponsorship - Platinum. This new top tier takes into account the introduction of Platinum sponsor credits on the front cover of the final programme, front cover of each of the 4 Congress News, on the delegate bags and the home page of the WCPT Congress website - [www.wcpt.org/congress](http://www.wcpt.org/congress).

The Gold, Silver and Bronze packages also deliver high profile exposure and are a very cost effective way of attending Congress and the exhibition, while showing your support for WCPT and the worldwide physical therapy profession. For details of what you can receive from each sponsorship tier please see the table below, and for bespoke sponsorships please see overleaf.

	Platinum	Gold	Silver	Bronze
Platinum sponsor logo* credit on final programme front cover	✓			
Platinum sponsor logo* credit on all Congress News front covers	✓			
Platinum sponsor logo* credit on delegate registration desks	✓			
Platinum sponsor logo* credit on one side of the delegate bags	✓			
Sponsor's credit and branding in the final programme		✓	✓	✓
1 x email shot to delegate database pre or post conference	✓	✓		
2 x 9m <sup>2</sup> exhibition stands	✓	✓		
1 x 9m <sup>2</sup> exhibition stand			✓	✓
Number of full congress passes	4	4	2	1
1 x full page colour advert in final programme	✓	✓		
1 x half page colour advert in final programme			✓	
1 x half page colour advert in 4 x Congress News	✓			
1 x half page colour advert in 1 x Congress News		✓	✓	
2 x delegate bag inserts	✓	✓		
1 x delegate bag insert			✓	
3-month sponsor's credit on WCPT Congress website home page <sup>†</sup>	✓	✓	✓	✓
Logo, contact information and the following number of words of copy in the final programme and website sponsors' page	100	75	50	25
	€POA	€12000	€6500	€4000

\* Colour or mono dependent upon final design

† 12 week period from 9 May - 31 July 2011

Please contact Stuart Attwood on +44 (0)20 7931 6465 or by email at [sattwood@wcpt.org](mailto:sattwood@wcpt.org) to discuss your needs now.

All prices are subject to VAT.

# Sponsorship

In addition to the four tiers of Congress sponsorship there are other high profile opportunities for 2011. These will be offered first to our tier sponsors and will be sold on a first come first served basis, so please register your interest as early as possible by contacting Stuart Attwood on +44 (0)20 7471 6765 or by email at [sattwood@wcpt.org](mailto:sattwood@wcpt.org) today! Prices for each will vary depending upon the package that you choose and the number of items you sponsor for 2011.

- Delegate lanyards
- Final programme bookmark
- Exercise area
- Focused symposia
- Wifi
- Directional signage
- Abstract poster area
- Opening ceremony reception
- 60th anniversary dinner
- Delegate bags
- Art and health exhibition
- Cloakroom
- CD of abstracts/USB stick
- Crew T-shirts



We are open to discussing creative ideas for sponsorships that will benefit the Congress and our delegates. Please call today to discuss your ideas, objectives and budget.

## Exhibitor seminars

There are limited opportunities for hosting exhibitor seminars in a purpose built room within the exhibition. The format and location will depend upon numbers, so please register your interest early to avoid disappointment.

## Contact

If you are interested in any of the bespoke sponsorship opportunities above or in discussing your needs as an exhibitor please contact:

Stuart Attwood

Exhibition & Sponsorship Manager

World Confederation for Physical Therapy (WCPT)

**T** +44 (0)20 7931 6465

**F** +44 (0)20 7931 6494

**E** [sattwood@wcpt.org](mailto:sattwood@wcpt.org)

**Skype** stuart\_wcpt

[www.wcpt.org](http://www.wcpt.org)

# Exhibition

One of the most popular areas at a WCPT Congress is the exhibition. It provides a great place for people to meet, and to find out about the latest products, services and techniques available to physical therapists worldwide.

The abstract poster area can only be accessed by walking through the exhibition, ensuring active and ongoing delegate attendance and interaction in this area.

Discounts are available for non-profit organisations. Please complete the pre-registration and booking form now to register your interest as space is limited.

All prices are subject to VAT.



## Contact

To discuss sponsorship, exhibition space, advertising and other opportunities at World Physical Therapy 2011 please contact:

Stuart Attwood  
Exhibition & Sponsorship Manager  
World Confederation for Physical Therapy (WCPT)

**T** +44 (0)20 7931 6465

**F** +44 (0)20 7931 6494

**E** [sattwood@wcpt.org](mailto:sattwood@wcpt.org)

**Skype** stuart\_wcpt

## Stands:

In order for you to get the most out of the exhibition in 2011, we have negotiated special space and stand packages with the RAI and preferred suppliers, to offer 3m x 3m (approx 10' x 10') shell scheme stands for only €2750.

Each stand will include:

- white shell scheme walls to 3 sides
- single colour standard carpet tiles
- front fascia panel with 5.5cm high exhibitor name and stand details
- 2 chairs and one table
- one lockable desk
- electricity with consumption up to 1kw
- one European socket
- one spotlight

## Multibooth stands

If you wish to take floor only space or wish to book 3 or more 9m<sup>2</sup> stands we have discounts we can offer. Please contact us today to discuss your requirements.

## Register today

Please complete the registration and enquiry form at the back of this prospectus and return it by fax or email to:

**E** [sattwood@wcpt.org](mailto:sattwood@wcpt.org)

or

**F** +44 (0)20 7931 6494

All stands will be allocated on a first come, first served basis. Sponsorships are strictly limited so please enquire as soon as possible to avoid potential disappointment.

# Advertising

This once every 4 years' Congress attracts real decision makers and opinion leaders from the world of physical therapy. As such, there is a wealth of new research, studies, products, services, techniques and opinions that the delegates, exhibitors and the wider community wish to share with each other.

The printed and digital publications produced around the Congress will be eagerly anticipated, read with enthusiasm and kept for later review and posterity, making advertising a high profile, cost effective way of reaching not only the attendees but the worldwide WCPT audience.

## Congress final programme

- Outside back cover €1750
- Inside front cover €1500
- Full-page colour €1250
- Full-page black and white €1050
- Half-page colour €750
- Half-page black and white €650

## Congress News

Produced and printed\* in a newspaper style and distributed to all delegates, visitors and exhibitors and sent electronically to approximately 9,000 individuals and organisations worldwide.

Issue 1: Congress News Preview

Issue 2: Congress News day 1

Issue 3: Congress News day 2

Issue 4: Post Congress News

- Half-page colour €1000
- Half-page black and white €800
- Quarter-page €POA

\*Pre and post Congress News distributed electronically only


## Insert in delegate bag (per page, printed two sides)

- Single sheet insert up to A4 €750
- Other inserts €POA

WCPT CONGRESS NEWS

### Judith Heumann headlines on Sunday

Sunday's keynote speaker is Judith Heumann, an internationally recognised leader in the disability community and a lifelong civil rights advocate for disadvantaged people. Currently the Director for the Department on Disability Services for the District of Columbia, she was previously the World Bank's first adviser on disability and development, where she highlighted the importance of Bank projects allowing disabled people around the world to live and work in the economic and social mainstream of their communities. Having had polio at the age of 18 months, she has been on the receiving end of discrimination, and as a result has fought vigorously for education, independence and full participation for women, disabled people and ethnic minorities.



**Judith Heumann**  
Keynote address  
Sunday 3rd June 9-10am  
VCEC, Exhibit Hall A

# Your advert here

### HIV/AIDS service users give their views

One of Monday's highlights will be a discussion panel on the global impact of HIV and AIDS. It will focus on the contribution of physical therapists in helping people affected, and understanding the perspectives of service users. The session will present the experiences from Africa and the Americas. One of the speakers giving a service user perspective will be Francisco Ibañez-Carrasca, a Canadian-Chilean who has been living with HIV since 1985. He is the British Columbia HIV/AIDS Community Based Research Facilitator, hosted by the BC Persons With AIDS Society since 2003 and funded by the Canadian Institutes of Health Research (CIHR). He grew up in Chile and then moved to Vancouver in 1985, where (in his own words) he "promptly acquired his HIV, his Canadian citizenship (in 1991), his doctorate in Education from Simon Fraser University (in 1999), and an unending appetite for research, writing, and teaching."

He says it is important that there is dialogue between people like himself and health professionals. "I come to this conference for mutual learning," he says. "Specialists learn the daily integrative work of persons living with HIV. In turn, we acknowledge therapists in a continuum of well-being, where complementary and alternative therapies, harm reduction, and even risk have a place."

"Living longer with HIV does not mean living better and therapists are poised to be a crucial link between pills, regimes – the physical – and full social participation for those living with HIV as an episodic disability."



**Francisco Ibañez-Carrasca**  
HIV/AIDS - Working Together We Can Make a Difference  
Monday 4th June 9-10:30am  
VCEC, Exhibit Hall A

## Contact

Stuart Attwood

Exhibition & Sponsorship Manager

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E [sattwood@wcpt.org](mailto:sattwood@wcpt.org)

Skype [stuart\\_wcpt](https://www.skype.com/en/contacts/voice/stuart_wcpt)

[www.wcpt.org](http://www.wcpt.org)

All prices are subject to VAT.

# Registration and enquiry form

for exhibition | sponsorship | advertising

Express your interest in reserving an exhibition stand by completing this form now. Stands are limited in their number and will be allocated on a first come first served basis. A floor plan to enable you to choose your stand location will be issued upon receipt of this form. A 21-day cooling-off period is in place in which you may cancel your order with no penalties.

Tick all boxes that apply to you

- Standard stand: please reserve \_\_\_\_ stand(s) at €2750\* each without obligation €\_\_\_\_\_
- Tier sponsorship
- Other sponsorship
- Advertising
- Multiple exhibition stands (3 or more)
- Booths for non-profit organisations

Please print or type clearly

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

Contact: \_\_\_\_\_

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

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

City: \_\_\_\_\_

Country: \_\_\_\_\_

Postal/Zip code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

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

Website: \_\_\_\_\_

Signature

Date

**Send to:**

Stuart Attwood  
Exhibition & Sponsorship Manager  
World Confederation for Physical Therapy (WCPT)

**E** [sattwood@wcpt.org](mailto:sattwood@wcpt.org)

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Join over 3,500 physical therapists from around the world at the 16th International Congress of WCPT.  
See you there!

**Sponsorship | Exhibition | Advertising**

Make the most of the exciting exhibition, sponsorship and advertising opportunities at the profession's largest international congress.

Contact Stuart Attwood for further details

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