



# The PASA Conference 2025

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I am a Podiatrist  
Trade and exhibitors prospectus proposal



## Are you ready to step into the spotlight

and showcase your brand in a way that's as dynamic and innovative as your products?

We're thrilled to invite you to participate in the PASA Conference Night Market, a new and exciting themed evening of networking, entertainment, and opportunities that promises to leave a lasting impression on South Africa's leading podiatry professionals.

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## Why the Night Market?

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Themed as a vibrant and bustling evening market, this event offers you a unique chance to connect directly with podiatrists and other healthcare professionals in an engaging and informal atmosphere. Picture this: fairy lights twinkling overhead, and your brand taking center stage, surrounded by attendees eager to explore what you have to offer.

Add to this the vibrant energy of street market-style food provided by Indaba and the dazzling spectacle of an LED light show, creating an unforgettable evening that blends business with celebration.

# What's in it for You?

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1

## Prime Visibility

Gain exposure to a captive audience of podiatrists, students, and professionals who are eager to explore innovative solutions and products in the industry.

2

## Engaging Interactions

Break out of the traditional booth setting! Use this immersive environment to demonstrate your products, offer samples, and have meaningful conversations that go beyond sales pitches.

3

## Brand Differentiation

Position your company as a thought leader and a partner in advancing podiatric care.

4

## Exclusive Networking

Reconnecting with the PASA community in a relaxed, high-energy setting designed to foster relationships and open doors to collaboration.

5

## Shopping spree

All delegates will be shopping



## About PASA

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Foot care professionals for optimum health.

A Podiatrist is a highly trained professional in foot care and treating problems affecting the lower limbs. They examine, diagnose, treat, prevent and rehabilitate foot ailments through a range of treatment methods.

With only one pair of feet to last a lifetime, it's important to take good care of them. Foot health problems can be experienced by anyone, from children to seniors. Podiatrists are often called upon by other physicians and health care professionals for consultation and treatment when foot issues arise.

# The PASA Conference 2025

The PASA Conference 2025 promises to be an unparalleled opportunity for the trade to showcase their products and innovations on a grand stage.

With the unique \*Night Market\* theme, the conference will spotlight the trade's offerings in an engaging, immersive environment, designed to captivate and inspire attendees.

This year-long celebration kicks off with an extensive social media campaign, building anticipation and drawing attention to the brands and products that will be featured at the event.

Running continuously until and including the conference, this campaign will ensure maximum exposure and engagement, making PASA 2025 an unmissable event for industry professionals and consumers alike.

As the first in-person conference since 2019, it is highly anticipated and not to be missed.



The Indaba Hotel, Johannesburg, South Africa



Conference: 12 – 14 September 2025 starting at 8:30 with registration



Night Market 13 September 2025 starting at 18:00



Live entertainment, themed food stalls, interactive demos, and plenty of opportunities to stand out in the crowd.

# Event Schedule



1

## Thursday Night

Presidents Dinner

2

## Friday to Sunday

Join us for the "I Am A Podiatrist" conference, where keynote speakers will share insights on the latest trends, challenges, and future directions in podiatry. Additionally, we'll feature

Abstract Presentations:

These dedicated sessions will highlight pioneering research from industry professionals, complete with opportunities for Q&A and in-depth discussions.

3

## Friday to Sunday

Trade Exhibition

The trade exhibition will be open for the duration of the conference, providing numerous opportunities to discover the latest products, services, and innovations in podiatry.

4

## Saturday Night

Trade Exhibition

Night Market with Light Show

An Opening Ceremony to launch both the Night Market and officially open the Trade Exhibition.



Exhibition packages are available on a first-come, first-served basis, with booking confirmed upon payment.

### Silver Package

- ✓ 3m x 3m exhibition stand
- ✓ Lead sponsors and top brands in the industry
- ✓ High foot traffic for maximum exposure
- ✓ Pre-conference marketing buildup across social media, websites, and more
- ✓ Return on investment through an additional six months of marketing on PASA's social media
- ✓ 2 delegates

**R 40 000.00 (Incl. VAT)**

### Gold Package

- ✓ 6m x 3m exhibition stand or 2x 3x3m exhibition stand
- ✓ Lead sponsors and top brands in the industry
- ✓ Prime location with high foot traffic for maximum exposure (center of trade)
- ✓ Pre-conference marketing buildup across social media, websites, and more. 1 month before & after the event & 1 rolling advert.
- ✓ Rotational logo placement on stage
- ✓ Branding allowed in conference room (1 – 2 pull up banners)
- ✓ Return on investment through an additional 12 months social media coverage as well as a paid advert from PASA on all platforms.
- ✓ 2-4 delegates

**R 80 000.00 (Incl. VAT)**

## Other sponsorship options

### Name Tags & Lanyards



R5000 – R12000

### Conference Bags



R12000

### Pamphlets & Products into the Conference Bags



R5000



# Thank you!

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We look forward to partnering with you.

## Contact



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[www.podiatrist.co.za](http://www.podiatrist.co.za)



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ASSOCIATION  
OF SOUTH  
AFRICA

# Conference

