

World Physiotherapy Congress 2025

TOKYO | 東京

29-31
May
2025



PARTNERSHIP AND EXHIBITION PROSPECTUS



World Physiotherapy is the operating name of
World Confederation for Physical Therapy, a
registered charity in the UK (234307)

Hosted by:



公益社団法人
日本理学療法士協会
JPTA Japanese Physical Therapy Association

Japanese Physical Therapy Association (JPTA)
has been a member of World Physiotherapy since
1970 and is part of our Asia Western Pacific region

<https://wp2025.world.physio/>

Version 7

JOIN US!

exhibition@world.physio

We're excited to learn about your goals and explore how we can help you achieve them.

GLOBAL INNOVATIONS IN PHYSIOTHERAPY: SHAPING THE FUTURE TOGETHER

Founded in 1951, World Physiotherapy is the **sole international voice for physiotherapy**, representing more than **600,000 physiotherapists worldwide** through its **125 member organisations**.

World Physiotherapy operates as a non-profit organisation and is registered as a charity in the UK.

Our vision is to ensure everyone has **universal access to quality physiotherapy services** where and when needed. Our purpose is to **represent physiotherapy across the globe**, advancing our profession and advocating access for all, to improve health and wellbeing.

As the international voice of physiotherapy our values are:



Connecting

We bring our community together through our member organisations, regions, specialty groups, and the wider physiotherapy profession.



Belonging

We recognise and embrace the diversity in our community and our actions create a sense of belonging.



Empowering

We support our member organisations, regions, and specialty groups to work in the service of others and create lasting change and impact.



Collaborating

We partner with our member organisations, regions, specialty groups, and other stakeholders who share our values and objectives.

Message from the World Physiotherapy president

In May 2025 World Physiotherapy will hold its congress in Tokyo. This will be our 22nd congress, and our second congress in Japan.

The congress always attracts an international audience of highly motivated participants seeking the latest in research, practice and education, as well as products and services.

It will be wonderful to welcome congress participants from around the world to Tokyo. Holding our congress in Japan continues our commitment to reach and build physiotherapy communities across the world.

Your participation plays a vital role in our efforts to deliver a high quality congress to the global physiotherapy community.

We look forward to seeing you at the World Physiotherapy Congress 2025.

Michel Landry
World Physiotherapy president



World Physiotherapy is pleased to organise our second congress in Japan and expects many people from the region to attend. In 2025, our congress presents an opportunity for members of our 31 member organisations in our Asia Western Pacific region to attend, as well as those from our Africa, Europe, North America Caribbean, and South America regions.



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OUR AUDIENCE IN 2023 IN DUBAI

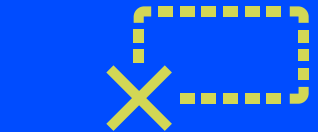
Primary role of participants

31%
clinician



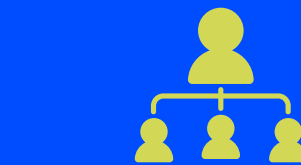
25%
educator

14%
researcher



13%
not specified

9%
student



8%
manager

Participants by region

North America
Caribbean region

11%

Europe region

36%

41%

South
America region

5%

Africa
region

7%

Asia
Western Pacific
region

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OUR CONGRESS IN 2023 AT A GLANCE



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in numbers



DUBAI

2-4
June
2023

2,335
participants



120

countries/
territories
represented



85

bursary
recipients



184
volunteers



29%

first time
participants

1st

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OUR CONGRESS IN 2019 AT A GLANCE



World Physiotherapy

Our congress in Geneva in 2019 **in numbers**

4,336

participants



131

countries/
territories
represented



33

bursary
recipients



170

volunteers



65%

first time
participants

1st

JOIN US!

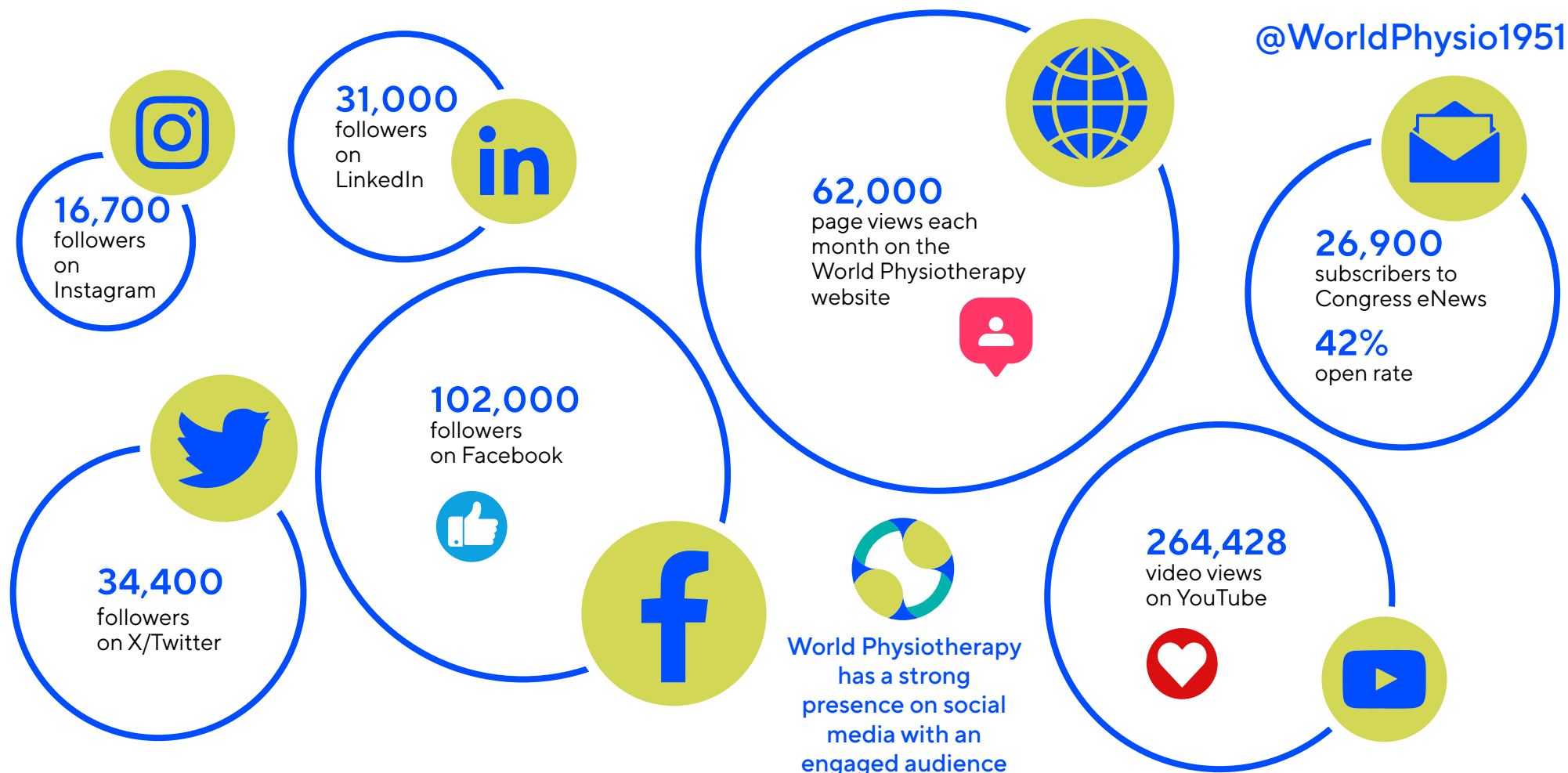
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World Physiotherapy Congress2025

CHAMPIONING SOCIAL MEDIA



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PARTNERSHIP OPPORTUNITIES

A big thank you to all our valued partners and exhibitors for their support of our previous congresses. We strongly believe that all the companies and organisations benefited from their association with World Physiotherapy, before, during, and after the congress and we look forward to welcoming them again to Tokyo in 2025.



Partnering and exhibiting at the World Physiotherapy Congress 2025 will open doors to extraordinary opportunities. Partners and exhibitors have the unique benefit of reaching the physiotherapy community at a single international event.

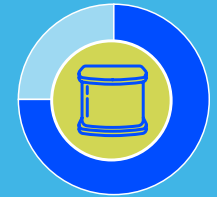
Your participation provides an excellent opportunity to:

- generate new business via direct contact with business owners, managers, decision makers and physiotherapists from around the world
- be part of World Physiotherapy's congress in Tokyo, where large numbers of delegates are expected to attend
- have face-to-face access to key figures within the global physiotherapy community
- increase image and brand awareness in the international physiotherapy community before, during, and after congress
- broaden your competitive edge by showcasing your products and services to many clients in one space in an interactive environment
- have an extensive reach via our audience with a dedicated page on the congress app for each exhibitor
- demonstrate your commitment to the profession

73
exhibitors



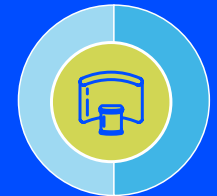
75%
of respondents would consider exhibiting at another World Physiotherapy event



6,600
m² of exhibition space



50%
of respondents had previously exhibited at a World Physiotherapy congress



“ This is a great event for internationally oriented exhibitors ”
“ Thank you for a comprehensive and well organised conference ”

World Physiotherapy congress exhibitors

Data from World Physiotherapy congresses in 2019 and 2023

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MAXIMISE YOUR PARTNERSHIP

World Physiotherapy will work with partners to raise their visibility to our audiences, both online before and after the congress, and at the event itself in Tokyo.

World Physiotherapy can offer a range of tools to ensure your participation at congress raises your visibility and interaction with participants.

Industry workshops: enjoy the silent conference system as you enter an open plan space situated in the heart of the exhibition hall. This highly visible location will ensure all participants are aware of the workshops taking place and increase attendance. All workshops will be held during break times to avoid any conflict with the scientific programme and will be profiled in the printed and online programme. Push notifications via the congress app will be sent for each workshop. (See page 15 for details.)

Takibi is a new opportunity for 2025 – giving a chance for crowds to gather together. Takibi, a Japanese-inspired campfire, offer a more dynamic and engaging setting, making them ideal for product demos and showcasing specialist services. It will drive participants to enjoy an interactive experience with lots of opportunity for participation. Push notifications via the congress app will be sent for each Takibi. (See page 15 for details.)

Bursary programme: support physiotherapists through World Physiotherapy's bursary programme and help make a lasting impact for a physiotherapist and create a legacy in their country/territory. Logos of donating exhibitors and partners will be profiled on the bursary programme page of the event website.

Exhibition hall: the space has been designed to encourage all congress participants to congregate here when they are not attending a session. The exhibition hall will be promoted as an integral part of the congress experience and will house ePoster presentations, Idobata zone, health and wellbeing zone, Japan House, and World Physiotherapy stand. The exhibition hall will be a lively interactive space that participants will be regularly encouraged to visit.

Make your mark! Be impactful as World Physiotherapy will work with you to promote your content and design a partnership package that's right for you.

Konnichiwa!

World Physiotherapy Congress 2025 will take place in Tokyo, with support from our member organisation, Japanese Physical Therapy Association (JPTA). Formed in 1966 by 110 licensed physiotherapists, JPTA has since grown to more than 100,000 members. JPTA is working with us to promote the event to its members and colleagues in neighbouring countries/territories. The congress presents a unique opportunity for buyers and business owners in the region to meet and interact with the global profession face-to-face.



Scientific programme

World Physiotherapy Congress 2025 will have a broad appeal across the global physiotherapy community so it continues to be relevant to all specialties.

Public health topics of particular relevance to the region will be included in the scientific programme:

- lack of physical activity
- innovative technology
- digital practice and digital health
- healthy ageing

View the congress programme:
<https://wp2025.world.physio>

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CUSTOMISING YOUR PARTNERSHIP

Everything we do is customised. We want to create something just for you, designed to help you achieve your goals. We want to hear your ideas and what you want to achieve with your participation at congress. We can then discuss these to build something just for you and your budget.

Supporting you every step of the way.

Ways we can work together



Connect with us to find out ways we can work together

Braudon Yeo

Partnership and exhibition manager

E exhibition@world.physio

T +65 6994 5464

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EXHIBITION SPACE

Exhibit space cost

Fully equipped 9sqm booth*	includes 2 exhibit passes	£4,000
Fully equipped 12sqm booth*	includes 3 exhibit passes	£5,000
Fully equipped 18sqm booth*	includes 4 exhibit passes	£8,000
Space only from 18sqm**	includes 4 exhibit passes	£6,200
Additional exhibit passes		£150

* Exhibition booths will be allocated on a first-come first-serve basis, with partners having priority over exhibitors.

** If you wish to book a larger space, please contact us today to discuss your requirements. Additional 9sqm increments above 18sqm are charged at £3,100 for space only stands.

What's included

Each standard 3m x 3m shell scheme stand will include the following:

- 1 table, 2 chairs and 1 bin
- White wall panels
- Carpet
- Fascia board with company name and booth number
- 3 LED spotlights
- 1 main power supply*
- Included in exhibitor listing on event website, app, and printed programme

* Additional electricity/power supply can be purchased when the exhibitor manual becomes available.

All prices exclude VAT



Illustration only and may not be an exact representation of your actual stand

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EXHIBITOR BENEFITS

What's included

As an exhibitor you will have the opportunity to create and personalise your own page on the event app, increasing your reach and maximising your visibility to registered participants, before and after congress. Use the space to highlight your latest innovations and services with the following options:

- create a slideshow of images
- embed a video (mp4) to play on the page
- build a resources section and upload links highlighting the items you most wish to draw attention to
- link to your industry workshop and/or Takibi presentation (if applicable)
- link to floor plan of exhibition hall showing your booth position
- company logo
- company description (max 100 words)
- link to company website
- contact details

Exhibitor pages on the event app are available to all registered participants.

In addition, all exhibitors will also appear within the exhibitor listing on event website, app and printed programme.

Online only exhibitor

£800

Can't make it to the congress in Tokyo? You can still connect with participants through the event app by choosing an online listing only (as described above).

All prices exclude VAT

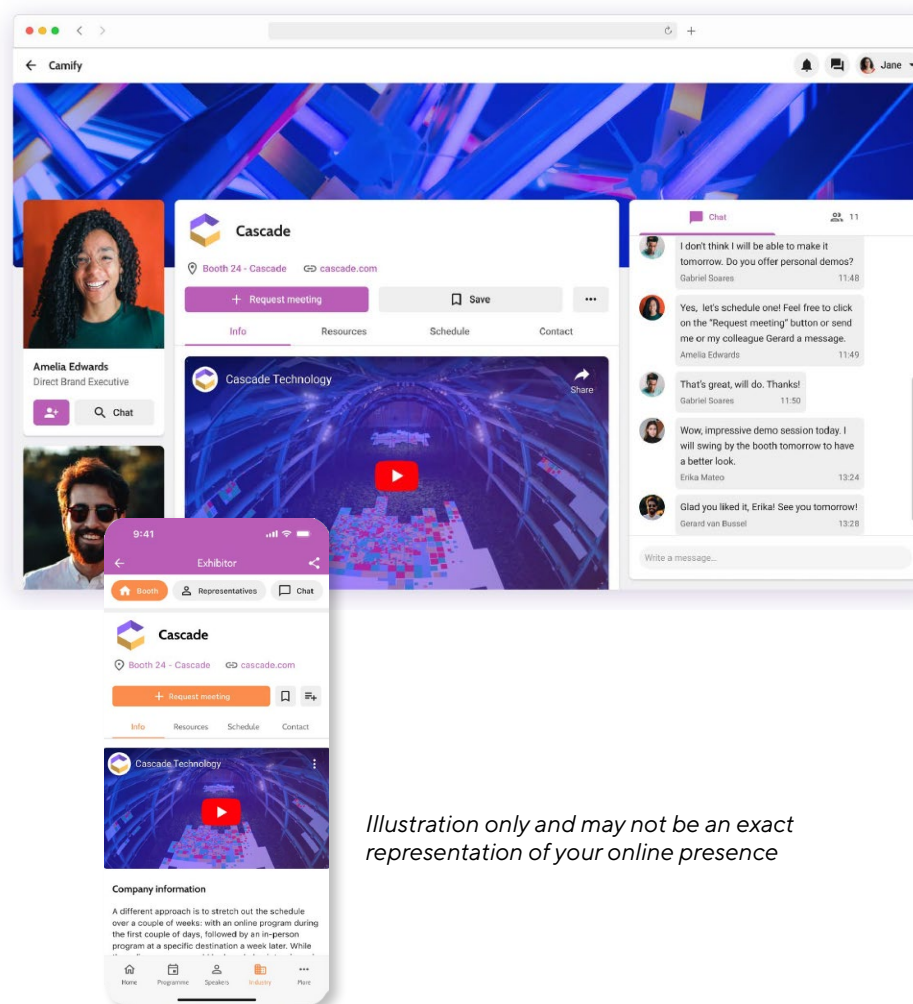


Illustration only and may not be an exact representation of your online presence

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STARTUP ZONE

Startup zone

£750

Are you a startup* in physiotherapy? This is an amazing opportunity to introduce your innovations to the global physiotherapy community and companies that could become your future partners.

Spaces in the startup zone are open to newly created companies displaying a creative and engaging use of technology and an innovative delivery model to improve physiotherapy.

A number of companies will be selected, through an application process, to participate in the startup zone.

To include:

- 4sqm space
- 1 high table and 2 stools
- 1 exhibitor pass
- company included in exhibitor listing on event app and printed programme

*Definition of a startup: company less than five years old; has fewer than ten employees; and is in the interest of the physiotherapy community. Please complete [the startup application form](#).

All prices exclude VAT



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GLOBAL AND ACADEMIC VILLAGE

Global village

£700

The global village gives partners and friends from associations, not-for-profits, and education sectors an opportunity to introduce their services to the global and academic physiotherapy community and build connections with companies that could become future partners.

Collaboration is key to the success of the global village, which is designed to support and share experiences to improve physiotherapy from all specialities.

To include:

- 4sqm space
- 1 high table and 2 stools
- 1 exhibitor pass
- company included in exhibitor listing on event website, app and printed programme

All prices exclude VAT



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TECHNOLOGY VILLAGE

Technology village

£800

This is an exclusive opportunity to showcase your technology in physiotherapy on a global scale. Are you a technology company focused on advancing physiotherapy? Our congress provides a unique platform to introduce your innovative solutions to the global physiotherapy community and forge new partnerships with leading companies in the field.

This is an excellent opportunity to collaborate and contribute to the technology village, aimed at enhancing physiotherapy through technological advancements. Your participation will help shape the future of physiotherapy by sharing knowledge, expertise, and cutting-edge technologies.

To include:

- 4sqm space
- 1 high table and 2 stools
- 1 exhibitor pass
- company included in exhibitor listing on event website, app and printed programme.



All prices exclude VAT

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HOW YOU CAN PARTNER WITH US

Industry workshops - new design **£4,000/£5,500**

Take the opportunity to deliver a 25-minute/45-minute presentation during break and lunchtimes to showcase your latest research and products.

Situated at the heart of the exhibition hall, this newly designed open-plan workshop space in 2025 will ensure maximum visibility for up to 70 participants. Each industry workshop will receive two push notifications and be included in the printed programme.

Takibi presentation **£1,500**

Takibi, a Japanese-inspired campfire, offers companies the perfect opportunity to create a more intimate and focused meeting with conversation and networking with participants at its core.

Each 15-minute presentation will accommodate approximately 10-15 participants. Takibi presentations will be included in the printed programme.

Bursary programme **minimum contribution £275**

Support the World Physiotherapy bursary programme and help make a lasting impact.

The bursary programme helps physiotherapists working in low and lower-middle income countries/territories attend the congress. You can support World Physiotherapy's bursary programme and help make a lasting impact for a physiotherapist and create a legacy in their country/territory, helping advance the role and practice of physiotherapy to improve the health of global populations.

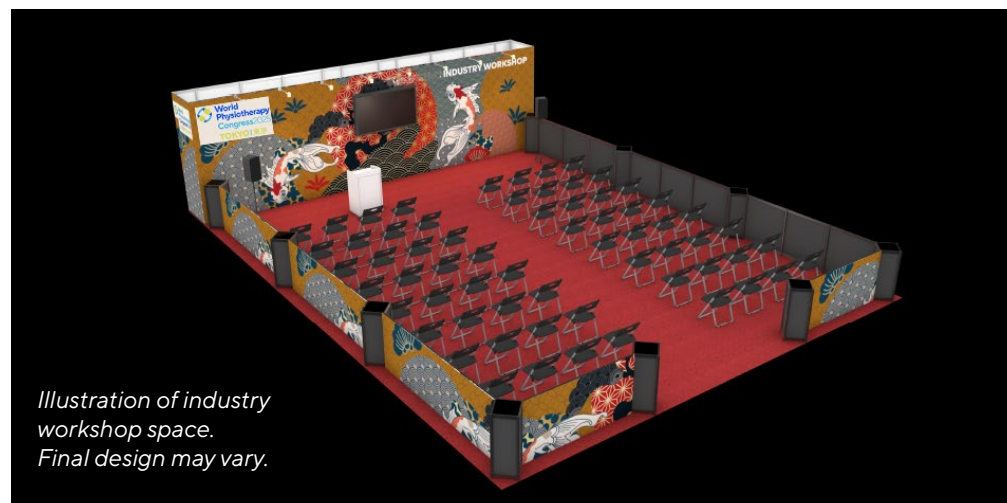
All prices exclude VAT



REMEMBER everything we do is customised. Get in touch to discuss your ideas:

Braudon Yeo
Partnership and exhibition
manager

E exhibition@world.physio



*Illustration of industry workshop space.
Final design may vary.*



*Illustration of design for takibi presentations.
Final design may vary.*

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HOW YOU CAN PARTNER WITH US

Exercise and wellbeing zone

£600

A fantastic opportunity to interact with congress participants in a relaxed environment.

Help our participants get active! Exercise classes will be scheduled during break and lunch times and will take part in the exercise and wellbeing zone, situated at the heart of the exhibition hall. This is a unique opportunity to showcase your products in a fun and interactive environment. All class formats are welcome, such as Pilates, yoga, core stability, mobility, balance training, or back health.

All exercise classes will be scheduled for 30 minutes.

All prices exclude VAT



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ADVERTISING OPPORTUNITIES

Advert in printed programme

from **£1,000**

Highlight your presence at congress with an advert in our printed programme.

Half and full-page adverts are available, including the back cover and inside front and back covers. Adverts will be placed on a first-come, first-served basis.

Advert in Congress eNews

(banner advert – before and after congress)

£450

Attract visitors to your booth by getting your brand in front of participants before the event. Congress eNews is sent to almost 30,000 individuals, giving you the potential to reach thousands of physiotherapists around the world.

This is your opportunity to appear in Congress eNews. Advertising space will be placed on a first-come first-served basis. All banner artwork to be supplied by the partner, along with a web address to link to. A maximum of two adverts will appear in any one issue.

Special offer: place three adverts for £1,200.

Advert in Congress eNews

(banner advert – during congress)

£600

Book a place in our Congress eNews during the congress. This high-profile opportunity has the potential to reach thousands of physiotherapists around the world, regardless of whether they are attending congress.

Congress eNews will be published twice during congress. Advertising space will be placed on a first-come first-served basis. All banner artwork is to be supplied by the partner. A maximum of two adverts will appear in any one issue.

Special offer: place three adverts for £1,500.

All prices exclude VAT



Record number of abstracts submitted

A total of 3,355 submissions were submitted by the closing date on 3 October 2024, breaking our previous record by nearly 500 abstracts.

Catherine Joy Escudra, congress programme committee chair, said: "The number of abstract submissions and the number of people who've already registered demonstrates how much interest and excitement there is about being part of World Physiotherapy Congress 2025."

Abstract submissions have been received from people in 101 countries/territories. The notification of outcome will be in January 2025.

[Register for congress](#)

YOUR ADVERT HERE



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NEW OPPORTUNITIES - JUST LAUNCHED

Congress app partner

£5,000

The congress app will be the tool all congress participants will use to build their individual programmes and access all congress content.

As the exclusive congress app partner, your logo/advert will appear on the app splash screen during the onsite event days, 29-31 May 2025 (artwork to be supplied by partner). You will also receive partner recognition across the event website, app and in the printed programme, as well as one push notification per congress day.

Note: World Physiotherapy will select and configure the congress app.

Video in session rooms

per day from £3,000

A unique opportunity to have your video played at the start of each session.

Your video (max 30 seconds) will be shown before the start of a session, including focused symposia, abstracts, and seminars. You will also receive partner recognition across the event website, app, and in the printed programme. This opportunity is available to a maximum of three organisations.

Special offer: have your video shown across the three congress days for £8,000.

Registration partner

£5,500

Be positioned as a key congress partner as soon as participants register with this exclusive opportunity.

Increase your brand exposure before congress with your logo or banner advertisement appearing on the registration landing page and in the footer of all registration confirmation emails. You will also receive partner recognition across the event website, app, and in the printed programme

All prices exclude VAT

Festival chairs™

£2,500

Exclusive opportunity to be seen around the congress venue.

Two hundred original cardboard festival chairs will be distributed in different areas of the congress venue to maximise your brand maximum visibility. Two-colour artwork to be provided by the organisation. Full colour options are also available.



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NEW OPPORTUNITIES - JUST LAUNCHED

Participant lanyard partner (exclusive)

£5,000

See your brand on up to 5,000 lanyards, increasing your company's brand recognition each time participants interact with one another. Lanyard partner benefits include:

- company name, logo or website on lanyards (single colour), will alternate with World Physiotherapy logo
- recognition across the event website, app, and in the printed programme

Note: The congress organisers will make all arrangements for lanyards.



All prices exclude VAT

Welcome reception

£POA

The welcome reception will be held in the exhibition hall at the end of day one. It is a key event for participants to network in a social setting.

Welcome reception partner benefits include:

- recognition on screen at the end of the opening session
- opportunity for partners to provide additional pop-up banners at entrance to and within the exhibition hall
- recognition across the event website, app, and in the printed programme
- four complimentary guest tickets to opening session and welcome reception



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SIGNAGE OPPORTUNITIES – JUST LAUNCHED

Glass building bridge hanging banners £20,000

A symbol of the Tokyo International Forum, this hanging banner provide a “stunning” brand awareness to all visitors with your logo taking up 1/3 of the space.

Each banner measures 5000mm (wide) x 10000mm (high).



Pillar wrap sign panels x 4 £15,000

A high profile signage opportunity at the entrance of the congress venue.

Promote your organisation and bring traffic to your stand with this high profile opportunity. Each pillar wrap measures 5030mm (wide) x 2500mm (high).



Illuminated pole sign panels £3,500

Targeted directly at visitors entering the Tokyo International Forum, illuminated pole sign panels provide a supersite location as participants enter the congress venue.

Use this highly visible four-sided column to position your brand to the congress participants. Size measures 316mm (wide) x 1036mm (high).



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BONUS PARTNERSHIP OPPORTUNITIES

Unlock bonus partnership tiers with extra benefits

- Platinum partner - £50,000 onwards
- Gold partner - £35,000 onwards
- Silver partner - £20,000 onwards
- Promise partner - £12,000 onwards

Connect with us so I can share more on the additional benefits

Braudon Yeo

Partnership and exhibition manager

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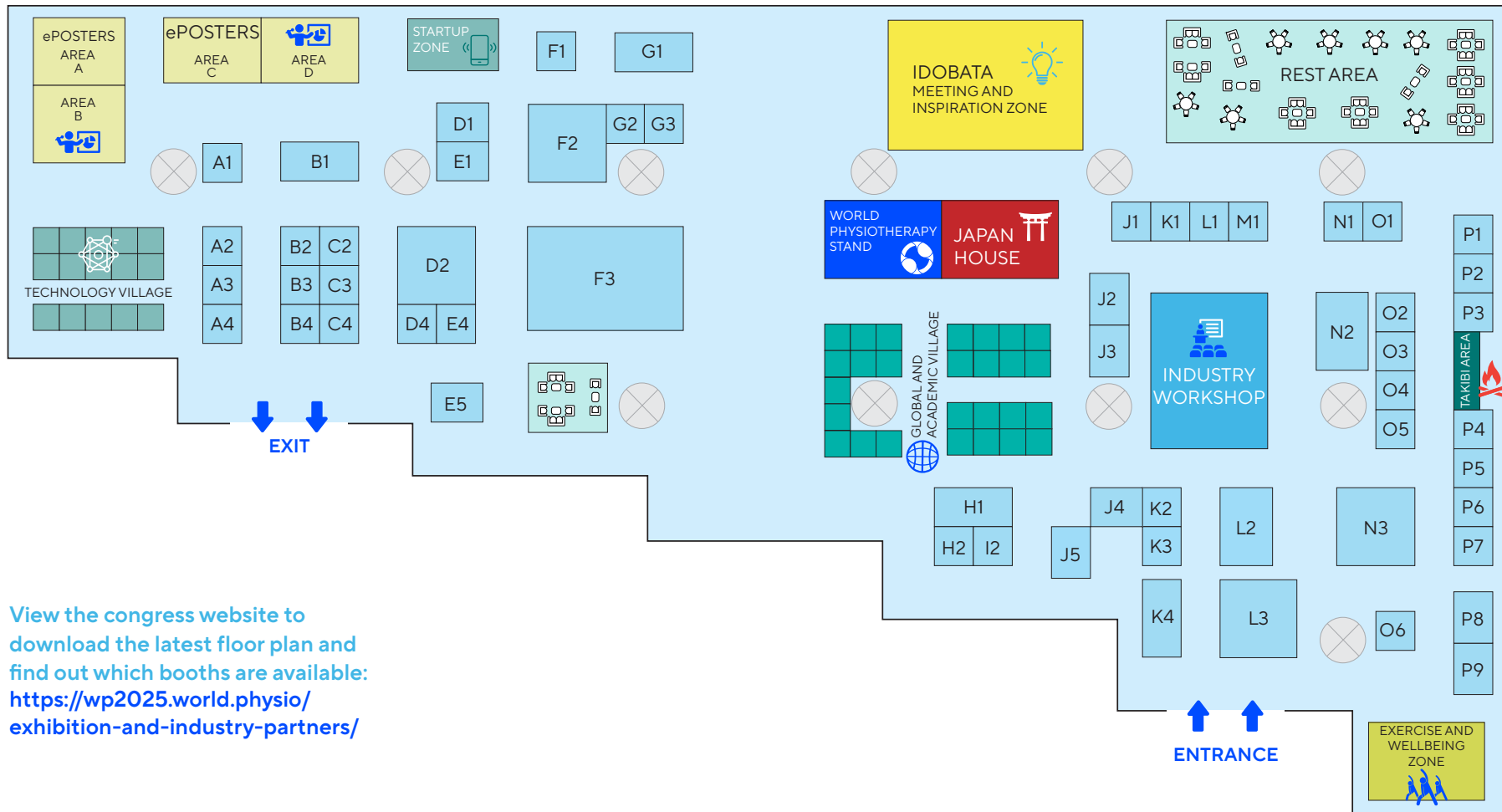
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World Physiotherapy Congress 2025

EXHIBITION FLOOR PLAN (HALL E)



View the congress website to download the latest floor plan and find out which booths are available:
<https://wp2025.world.physio/exhibition-and-industry-partners/>

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KEY CONGRESS INFORMATION

JAN 2025



Abstract outcomes

MARCH 2025



Final programme
announcement

24 APRIL 2025



Advance registration
deadline

Programme snapshot

Thursday 29 May

Opening session
Scientific programme sessions
Exhibition
Welcome reception (in exhibition hall)

Friday 30 May

Scientific programme sessions
Exhibition

Saturday 31 May

Scientific programme sessions
Exhibition
Closing session

Exhibition build/tear down

Tuesday 27 May

Build: custom built stands (contractors only)

Wednesday 28 May

Build: custom built stands and shell scheme

Saturday 31 May

15:45 - 22:00: tear down

Congress venue

Tokyo International Forum

3 Chome-5-1 Marunouchi, Chiyoda City,
Tokyo 100-0005

<https://www.t-i-forum.co.jp/>



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PREVIOUS PARTNERS AND EXHIBITORS

World Physiotherapy wishes to thank its valued partners and exhibitors for their support of past congresses.

Please note that major partners are shown in blue.

Activbody Inc
Adamo Robot
Air Natural Capacity Solution GmbH
Alter G
A Moto Tiles
Arcadia University Post-Professional Programs
A T Still University
The Active Hands Company Limited
AMTI
Amtronix Diagnostics
APDM Wearable Technologies
AposTherapy Centre
Aspetar - Orthopaedic and Sports Medicine Hospital
Axomove SAS
BÄR GmbH / Joe Nimble
B C H Enterprise
BeAble health
Bern University of Applied Sciences, Department of Health Professions
BES Technology Pte Ltd
BI Physiotherapy, Barcelona International School
Bilathera
Biodex Medical Systems, Inc
Bo&Bo Ltd
BTE Technologies Inc
B-TEMIA ASIA PTE LTD
BTL Medical Equipment
BTS S.p.A
Cedaron Medical, Inc.
Centre for Health, Activity, and Rehabilitation Research, School of Physiotherapy, University of Otago

Cervico Cranio Mandibular Academy
Chattanooga (A DJO Global company)
Chirana Progress Clinical Pattern Recognition, LLC
Clock Yourself
Cochrane Rehabilitation
CoRehab s.r.l
Cosmo Goodness Pte Ltd
Coventry University
Cryoliving
Curtin University, School of Physiotherapy and Exercise Science
CURETAPE
Delsys Inc
Diers International
dma clinical pilates™ education
Doctors Without Borders / Médecins Sans Frontières (MSF)
Dynamic Tape
EGZOTech Sp.z.o.o
Elsevier UK
EMS Electro Medical Systems
EMS Physio Ltd
Enraf-Nonius BV
Escuela de Osteopatía de Madrid
F A Davis Co
Fabrication Enterprises Inc
FootBalance
Foot Science International
FOTO, Inc
Fourmed Medical Supplies
FSWY Tech-Development Pte Ltd
Galileo Novotec Medical GmbH
Game Ready
Georg Thieme Verlag KG
GLAB Ltd
Gondola Medical Technologies SA
Guangzhou Longest Science & Technology Co Ltd
GYMNA
h/p/cosmos sports & medical GmbH
Haider Bioswing GmbH
HawkGrips
Healables Digital Health/ElectroGear
HESS Medizintechnik AG

HiTech Therapy
Hiwin Singapore Pte Ltd
Hocoma
Humanity and Inclusion
HUR
HUR Labs
IBRAMED
InBody Co., Ltd
Indego
INDIBA activ
Inter Reha Co Ltd
International Committee of the Red Cross
International Madrid School of Osteopathy
Iskra Medical d.o.o
ITO Co Ltd
Journal of Orthopaedic & Sports Physical Therapy (JOSPT)
K-Taping Academy GmbH
Kinetec SAS
KinoCare
Kiso ehf
Kobus Tech SAS
Lode B.V.
Life World Medical Supplies
LPG SYSTEMS
LSVT Global Inc
LymphaTouch Inc
Maastricht Instruments BV
Maney Publishing
Mazet Santé
McKenzie Institute International
McMaster University School of Rehabilitation Science
MD Therapeutics Pte Ltd
Meden-Inmed Sp. z.o.o
Medical Wellssystem Swiss
Medlander Medical Technology Inc.
mHealth Technologies s.r.l
MindMaze
Moovment.pro / Qinematic
Movement Performance Solutions
MS Electro Medical Systems SA
Multi Radiance Medical

MyoSwiss AG
Natsai Vitalhealth Pte Ltd
Natus Medical
Niva Medical Oy
Noraxon
Novotec Medical GmbH
Numelec SA
Nu-Tek
ODNS
OG Wellness Technologies Co Ltd
OrthoCanada
Oxford University Press
P&S Mechanics Co Ltd
P-DTR Global AG
Pedalo by Holz-Hoerz GmbH
Performance Health - The Hygienic Corporation
PHU TECHNOMEX Sp. z o.o.
Physio and Wellness
Physio Biometrics
Physiopedia
Physioshop
Physiorite
Physiotherapy Evidence Database (PEDro)
physiotherapyexercises.com
PhysioTools
PhysioU
PINO GmbH
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Preventive Medical Health Care Co Ltd
Progress Healthcare Pte Ltd
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RecensMedical, Inc
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Rehab Essentials
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SEERS Medical Ltd
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Telea Electronic Engineering SRL
Theralase Technologies Inc
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University of Michigan-Flint Physical Therapy Department
V2U Healthcare PTE Ltd
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Vionic Europe Limited
Virtualis
Walk With Path
Winback Medical Asia Pte Ltd
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