2022 ChiroCongress Annual Convention Exhibitor & Sponsor Prospectus



YOUR GATEW



The advancement of chiropractic through innovation, research, and service to our member organizations.

Hilton St. Louis at the Ballpark St. Louis, MO November 10-12, 2022

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Key Reasons to Sponsor, Exhibit, and Advertise at the 2022 ChiroCongress Convention in St. Louis

Build your brand and increase awareness of your products and services. Meet with key clients, business partners and industry leaders.

- ChiroCongress represents over 50 State Associations, comprised of over 30,000 Doctors of Chiropractic, making us the largest representative of chiropractic associations.
- Your expertise is valued by convention participants.
- This is the best group of attendees for showcasing your products and services.
- Our attendees are the decision-makers who are looking to build relationships to help their state associations and members.
- We provide ample opportunities for you to connect with this leadership group throughout the event.

Contact ChiroCongress today! Sponsorships sell fast!!

CONTACTS

Exhibit, Sponsor, Advertise Suzi Anderson Event Specialist suzi@chirocongress.org

Registration & Chiropractic Future Strategic Plan Forum Kim Zanke Programs Administrator kim@chirocongress.org

All other questions Elizabeth Klein Executive Director lizz@chirocongress.org

Office: 503-922-2933

ChiroCongress.org



ChiroCongress 2022 CONVENTION

Hilton St. Louis at the Ballpark 1 South Broadway St. Louis, MO 63102

USEFUL INFORMATION





Hilton Hotels & resorts

LODGING

Hilton St. Louis at the Ballpark (<u>See website for details</u>) 1 South Broadway Saint Louis, MO 63102 Phone: 314-421-1776 <u>Website</u> https://www.hilton.com/en/hote Is/stlbvhf-hilton-st-Iouis-at-the-b allpark/events/

SHIPPING & EXHIBITOR SERVICES

Hilton St. Louis at the Ballpark ChiroCongress 2022 Convention November 9-12, 2022 Event Exhibitor Name/Booth # 1 South Broadway Saint Louis, MO 63102



ROOMS

Rate:: \$195/ night (City View: 1 King or 2 Doubles) Online Reservation Link Room Block Name:

ChiroCongress 2022 Convention Follow instructions to book your room via the Hilton web portal. Cutoff date for reservations is October 19, 2022.

ON SITE AV SERVICES

AV Orders Forms Due by: 11/2/2022

Ben Rosemann Director of Audio Visual Services Hilton St. Louis at the Ballpark 1 S Broadway, St. Louis, MO 63102 broseman@lhmc.com C: 314.210.8245

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TRANSPORTATION

<u>Airport: St. Louis Lambert International Airport (STL)</u> Hotel is 14.3 Miles Southeast of Airport Hotel does not provide shuttle service to/from the airport Estimated UBER Fare: \$24 - \$35 Self-Parking: \$35 | Valet Parking: \$45 Car Rentals at STL: Enterprise, Hertz, Alamo

WEATHER

November in St. Louis typically brings highs in the mid to upper-50's and lows around 40°. A light rain or snow shower is a possibility. Sunrise is approximately 6:40 am and sunset is approximately 4:50 pm local time.

CHIROCONGRESS MAILING ADDRESS 699 June Dr.

Molalla, OR 97038

CHIROCONGRESS EVENT INFO

convention.chirocongress.org

DISCLAIMER

The views expressed by any attendee, speaker, or vendor at ChiroCongress events are those of the speaker and not, necessarily, of ChiroCongress. Presentations at ChiroCongress events, or the presence of vendors at ChiroCongress events, does not constitute an endorsement of the vendor or speaker's views, products, or services.



About the Venue and Location

The Hilton St. Louis at the Ballpark hotel is the destination that connects you with an innovative guest experience. Walk outside the door and you are just steps away from the Busch Stadium - home of the St. Louis Cardinals, the Gateway Arch, America's Center, Enterprise Center, the Riverfront, restaurants and all of St. Louis, Missouri's major attractions.

The hotel is a masterful architectural design with a soaring lobby, spectacular city views of the Busch Stadium and Gateway Arch, with an oversized, state-of-the-art business center, concierge amenities and a first-rate array of food and beverage venues, including 360 St. Louis, Market Street Bistro, Ballpark Pizza, Starbucks, and outdoor patios with spectacular views of the downtown skyline. Whether traveling to Missouri on business or pleasure, guests of the Hilton hotel can escape to their own field of dreams in their guest rooms with views of the Busch Stadium and the Gateway Arch.

SPONSORSHIPS AT A GLANCE



BENEFIT	BRONZE \$3,000	SILVER \$4,000	GOLD \$6,000	DIAMOND \$10,000	PLATINUM \$20,000	PALLADIUM \$50,000
Printed Inserts in Convention Swag Bag	Extra fee	Extra Fee	\checkmark	\checkmark	\checkmark	\checkmark
Digital Insert on Event Mobile App	Extra Fee	Extra Fee	\checkmark	\checkmark	\checkmark	\checkmark
Custom Social Media Pushes	No	No	No	\checkmark	\checkmark	\checkmark
Digital Marketing Slide or Video rotating during event	Extra Fee	Extra Fee	Extra Fee	\checkmark	\checkmark	\checkmark
10-minute Speaking Opportunity	No	No	No	\checkmark	\checkmark	\checkmark
Lunch with the Summit on Thursday*	1	1	2	2	3	4
Member Lunch on Friday*	1	1	2	2	3	4
Thursday Welcome Dinner*	1	1	2	2	3	4

* Number of people included - Additional meal & event tickets may be purchased in advance

ALL SPONSORSHIP LEVELS RECEIVE:

- Draped 6' table plus chairs
- Free Basic Wi-Fi**
- Sponsorship Recognition Signage
- High profile placement sponsor advertising on ChiroCongress website
- Special recognition email blast to attendees prior to Convention
- Premium listing on mobile app sponsor & exhibitor pages
- Participation in Vendor Game
- Logo projection during Convention
- Admittance to Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum
- Attendee mailing addresses
- Inclusion in Sponsor post event email



Platinum Sponsorship\$20,000(2) Platinum Sponsorships Available

Thursday Night Welcome Dinner Lunch With the Summit & All Day Fuel-ups!

Included with Platinum Sponsorship

BOOTH

- Draped 6' table plus 2 chairs (additional 6' table upon request & availability)
- Free Basic WiFi *
- Sponsorship Recognition Signage

MEALS & SPECIAL EVENT TICKETS

- Includes lunch on Thursday & Friday for 3 Reps**
- Includes Thursday Night Welcome Dinner for 3 Reps**
- Includes Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum

PRE-CONFERENCE MARKETING

- Special recognition email blast (custom content provided by sponsor)
- High-profile placement sponsor advertising on ChiroCongress website
- Custom social media pushes

ON-SITE MARKETING

- Speaking opportunity (10 minutes Restriction may apply)
- Premium listing on mobile app sponsor & exhibitor pages
- Logo projection during convention
- Premium event signage
- Digital marketing slide or video rotating during event
- Participation in Vendor Game
- Inserts for event bags and mobile app digital insert (printed inserts to be provided by sponsor)

POST EVENT MARKETING

- Attendee mailing addresses
- Inclusion in Platinum Sponsor post-event email



Speaking Opportunity!

SPONSORSHIP INFORMATION

Thursday Welcome Dinner

This exclusive sponsorship is an amazing chance to showcase your organization with an evening of fun at this integral convention kick-off event! Even one looks forward to commecting at this event. Capitalize on the high spirits and sure attention of a captivated audience.

We make it easy for you as well! Event planners will work with your team to create custom branding touches, sure to impress our crowd throughout the evening.

Lunch with the Summit & All Day Fuel-ups!

A key social event of the convention and the perfect time for you to connect with influential association leaders from around the country! Spontoring this luncheon provides a unique opportunity for confirming your support for the chiropractic profession to our attendees. In addition, you will fuel up attendees with refreshments at key points for each day of the convention and they will experience your unique brand touches as you refresh and energize them all convention long!

* Does NOT Include: Dedicated Electrical WiFi, CAT5, or AV. These services can be ordered directly through the hotel. ** Additional tickets may be purchased for meals and events.

Diamond Sponsorship \$10,000 (2) Diamond Sponsorships Available

Friday Member Luncheon Event Entertainment Thursday & Friday Night

Included with Diamond Sponsorship

BOOTH

- Draped 6' table plus chairs
- Free Basic WiFi *
- Sponsorship Recognition Signage

MEALS & SPECIAL EVENT TICKETS

- Includes lunch on Thursday & Friday for 2 Reps**
- Includes Thursday Night Welcome Dinner for 2 Reps**
- Includes Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum

PRE-CONFERENCE MARKETING

- Special recognition email blast (custom content provided by sponsor)
- High-profile placement sponsor advertising on ChiroCongress website
- Custom social media pushes

ON-SITE MARKETING

- Speaking Opportunity (10 minutes Restrictions may apply)
- Premium listing on mobile app sponsor & exhibitor pages
- Logo projection during convention
- Premium recognition on event signage
- Rotating digital marketing slide or video during event
- Participation in Vendor Game
- Inserts for event bags and mobile app digital insert (printed inserts to be provided by sponsor)

POST EVENT MARKETING

- Attendee mailing addresses
- Inclusion in Diamond Sponsor post event email

SPONSORSHIP INFORMATION

Friday Member Luncheon

A great opportunity to highlight your organization and connect with important Gaders from across the Sountry. You will also receive the distinct benefit of displaying your customized marketing collateral at each table.

Event Entertainment

The sky is the limit for fun possibilities that this crowd. Always memorable, sponsoring an engaging experience has also proven to be a fantastic networking opportunity for your company.



* Does NOT Include: Dedicated Electrical WiFi, CAT5, or AV. These services can be ordered directly through the hotel. ** Additional tickets may be purchased for meals and events.

Speaking Opportunity!

Gold Sponsorship \$6,000 (5) Gold Sponsorships Available

Thursday Night Welcome Reception Friday Night Vendor Reception Custom Branded Hotel Room Key Cards Event Mobile App Saturday Chiropractic Future Grab-n-Go Custom Lunch

Included with Gold Sponsorship

BOOTH

- Draped 6' table plus chairs
- Free Basic WiFi *
- Sponsorship Recognition Signage

MEALS & SPECIAL EVENT TICKETS

- Includes lunch on Thursday & Friday for 2 Reps**
- Includes Thursday Night Welcome Dinner for 2 Reps**
- Includes Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum

PRE-CONFERENCE MARKETING

- Special recognition email blast (custom content provided by sponsor)
- High-profile placement sponsor advertising on ChiroCongress website

ON-SITE MARKETING

- Premium listing on mobile app sponsor & exhibitor pages
- Logo projection during convention
- Premium recognition on event signage
- Participation in Vendor Game
- Inserts for event bags and mobile app digital insert (printed inserts provided by sponsor)

POST EVENT MARKETING

- Attendee mailing addresses
- Inclusion in Gold Sponsor post event email

SPONSORSHIP INFORMATION

Thursday Night Welcome Reception

Attendees look forward to unwinding and competing after the first full day, and you get to play an integral part as host!

Friday Night Vendor Reception

The perfect occasion to showcase your support of the profession as we celebrate our amazing corporate partners. Network and build relationships with key professionals.

Custom Branded Hotel Room Key Cards

How would you like to get your brand in every attendee's hand? It's never been easier than with customized room key cards! Make an impression throughout the entire event, from check-in to check-out.

Event Mobile App

The convention mobile app is the place for all things convention related, and the only tool we use to connect with our attendees before, during, and even after the event! Achieve maximum impressions with our audience as the premiere brand presence on the app.

Saturday Grab-n-Go Lunch

Help send our attendees home satisfied with "grab-and-go" lunches in your custom-branded reusable totes.

* Does NOT Include: Dedicated Electrical WiFi, CAT5, or AV. These services can be ordered directly through the hotel. ** Additional tickets may be purchased for meals and events.

Silver Sponsorship \$4,000 (7) Silver Sponsorships Available

Custom Branded WiFi Network Speaker Showcase (4) Convention Swag Bag Hospitality Suite

Included with Silver Sponsorship

BOOTH

- Draped 6' table plus chairs
- Free Basic WiFi *
- Sponsorship Recognition Signage

MEALS & SPECIAL EVENT TICKETS

- Includes lunch on Thursday & Friday for 1 Rep**
- Includes Thursday Night Welcome Dinner for 1 Rep**
- Includes Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum

PRE-CONFERENCE MARKETING

- Special recognition email blast (custom content provided by sponsor)
- High-profile placement sponsor advertising on ChiroCongress website

ON-SITE MARKETING

- Premium listing on mobile app sponsor & exhibitor pages
- Logo projection during convention
- High profile recognition on event signage
- Participation in Vendor Game

POST EVENT MARKETING

- Attendee mailing addresses
- Inclusion in Silver Sponsor post event email

SPONSORSHIP INFORMATION

Custom Branded WiFi Network

What's more important than WiFi for our modern, super-connected attendees? Your brand name will become the network for our convention, and customized promotional access instructions will be displayed through the venue.

Speaker Showcases (4):

Showcase your company by supporting a fantastic speaker for our audience. Each speaker receives a featured 15-minute speaking spot to share their message along with a dedicated exhibitor booth to help grow their business.

Swag Bags

Ensure your company's presence throughout the event and beyond by sponsoring the reusable bags filled with event swag that attendees use to tote their items

Hospitality Suite - Party Room

A gathering place for attendees to unwind and connect outside of convention programming. We handle the details to ensure the room is stocked with everyone's favorites, and you get all the credit!

* Does NOT Include: Dedicated Electrical WiFi, CAT5, or AV. These services can be ordered directly through the hotel. ** Additional tickets may be purchased for meals and events.

Bronze Sponsorship \$3,000 (4) Bronze Spo

(4) Bronze Sponsorships Available

Custom Name Badges Custom Lanyards ED Roundtable DC Roundtable

Included with Bronze Sponsorship

BOOTH

- Draped 6' table plus chairs
- Free Basic WiFi *
- Sponsorship Recognition Signage

MEALS & SPECIAL EVENT TICKETS

- Includes lunch on Thursday & Friday for 1 Rep**
- Includes Thursday Night Welcome Dinner for 1 Rep**
- Includes Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum

PRE-CONFERENCE MARKETING

- Special recognition email blast (custom content provided by sponsor)
- High-profile placement sponsor advertising on ChiroCongress website

ON-SITE MARKETING

- Premium listing on mobile app sponsor & exhibitor pages
- Logo projection during convention
- High profile recognition on event signage
- Participation in Vendor Game

POST EVENT MARKETING

- Attendee mailing addresses
- Inclusion in Bronze Sponsor post event email

SPONSORSHIP INFORMATION

Custom Name Badges

Picture your company's name beside each attendee... This is possible with branded name badges for each person in attendance!

Custom Lanyards

The perfect convention accessory! These custom lanyards featuring your company's name are worn all weekend long.

ED Roundtable

This important meeting attended by the Executive Directors of state associations is well-attended and highly anticipated. Encourage these important industry leaders!

DC Roundtable

Similar to the ED Roundtable, this meeting for our Doctors of Chiropractic is a must for them! Sponsor this essential event for our leaders and throw your support behind the important work they do.



YOUR GATEWAY TO SUCCESS

EXHIBIT

45 Exhibitor Booths

45 EXHIBITORS TOTAL

EXHIBIT Booth Price: \$1,500 - \$2,500

Corporate Alliance Partner discounts will appear on invoicing.

Promote your company to key decision-makers in the chiropractic industry. These leaders come prepared and focused on hearing about products and services that will help meet their goals, support their members, and help them successfully manage their associations!!

LEVEL 1 \$1,500

- Draped 6' table plus chairs
- Free Basic WiFi **
- Company listing on convention web page
- Basic listing on mobile app exhibitor page *
- Admittance to Friday Night Vendor Reception
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum
- Attendee Address List
- Post-event recognition email

LEVEL 2 \$2,100

- Draped 6' table plus chairs
- Free Basic WiFi **
- Company listing on convention web page
- Basic listing on mobile app exhibitor page *
- Admittance to Friday Night Vendor Reception
- Lunch for 2 Thursday & Friday
- Digital insert in mobile app
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum
- Attendee Address List
- Post-event recognition email

LEVEL 3 \$2,500

- Draped 6' table plus chairs
- Free Basic WiFi **
- Company listing on convention web page
- Enhanced listing on mobile app exhibitor page
- Admittance to Friday Night Vendor Reception
- Lunch for 3 Thursday & Friday
- Digital insert in mobile app
- Admittance to Saturday's Chiropractic Future Strategic Plan Forum
- Attendee Address List
- Post-event recognition email

Additional meal & event tickets may be purchased in advance

- * Upgrade to an Enhanced Listing Available for Additional Fee
- ** Does NOT Include: Dedicated Electrical WiFi, CAT5, or AV. These services can be ordered directly through the hotel.





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ADVERTISE

DIGITAL, PRINT, AND OTHER ADVERTISING OPTIONS

- Printed Inserts in Registration Bags* (Quantity to be delivered: 150)		
- Digital Insert Mobile App** (1) PDF flyer insert uploaded to mobile app		
- Value Package - Printed Inserts for bags (150)* + Digital insert for mobile app	\$500	
- Enhanced Mobile App Listing - Expand your message to attendees in mobile app	\$250	
- Exhibitor Game Participation - Logo + booth # + gamification attendee challenge	\$250	
- Digital Marketing Loop (1) Presentation Slide or 30 second video (no audio)		
- Attendee Welcome Gift - At check-in (250). Hotel fee & gift extra		

* Deadline to deliver swag bag inserts to hotel: Monday, November 7, 2022
Ship To: Hilton St. Louis at the Ball Park, 1 South Broadway, St. Louis, MO 63101
ATTN: Danielle Jones - c/o -Suzi Anderson - Bag Inserts - ChiroCongress
**Deadline for Digital Artwork: Friday, October 7, 2022



Artwork Specifications

Digital Video Loop

- MP4 for Digital Video Loop - 1600 (wide) x 900 (tall) pixels, high-resolution JPG, PNG or PDF for Digital Video Loop

Print Artwork

All graphics should be delivered in vector art format or high resolution (300 DPI minimum) PNG.

Questions?? Call 503-922-2933 or email suzi@chirocongress.org

SPONSOR, EXHIBITOR & ADVERTISING AGREEMENT



Terms:

The sponsor/exhibitor assumes the entire responsibility and liability for all losses, damages, and claims arising out of or relating to sponsors/exhibitors activities during the ChiroCongress Convention resort or any off-site event and shall indemnify, defend and hold harmless ChiroCongress, its agents, contractors and employees from any and all such losses, damages and claims. ChiroCongress reserves the right to prohibit, in whole or in part, any exhibit, advertisement, or sponsorship that, in our sole opinion, we deem to be inappropriate. The sponsor/exhibitor agrees not to display or disseminate any material that in the sole opinion of ChiroCongress is unsuitable. ChiroCongress reserves the right to refuse any person admission to the event without assigning any reason.

Sponsor/Exhibitor/Advertising Agreement

Exhibitors agree to exhibit at the ChiroCongress Convention in St. Louis, MO, November 10-12, 2022. Sponsors, Exhibitors and Advertisers agree to pay ChiroCongress the amount specified in this agreement. Upon approval, exhibitors, sponsors and advertisers will receive an invoice within 30 days of the agreement date. Full payment is due within 30 days from the invoice date.

Cancellation Policy:

Cancellation by exhibitor, sponsor, or advertiser after October 11, 2022 will not be refunded. ChiroCongress reserves the right to resell any packages without notice. ChiroCongress may invoke Force Majeure and/or cancel event for reasons beyond ChiroCongress control. In the event that ChiroCongress cancels the event, or any portion of the event, arrangements will be made on a case-by-case bases for any agreements entered into with sponsors, exhibitors, or attendees.

Insurance:

Sponsor and exhibitor shall maintain commercial general liability insurance, on an occurrence basis, covering all operations by or on behalf of Sponsor or Exhibitor against bodily injury (including, without limitation, death) and property damage (including, without, limitation, loss of use), including, without limitation, premises/operations, personal and advertising injury, products/completed operations, and contractual liability, with limits of liability of not less than \$1,000,000 per occurrence, combined single limit for bodily injury and property damage, with a \$2,000,000 general aggregate.

Taxes & Licenses

Exhibitor and Sponsor shall be solely responsible for obtaining any licenses, permits or approvals under Federal, State, or local law applicable to its activities at the event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the event.

Disclaimer

The views expressed by any attendee, speaker, or vendor at ChiroCongress events are those of the speaker and not, necessarily, of ChiroCongress. Presentations at ChiroCongress events, or the presence of vendors at ChiroCongress events, does not constitute an endorsement of the vendor or speaker's views, products, or services. **Important:** Please obtain all necessary internal approvals from within your organization prior to submitting agreement and payment. 100% payment is due net 30 days. An invoice with further payment instructions will be emailed to the primary/billing contact upon receipt of signed agreement.

Contacts, Approval & Authorization

Contact Name:	
Title:	
Email:	
Phone:	
Company:	
Number of Representatives Atte	ending
Payment Type: Credit Card	Check
Billing Information:	
Contact:	
Phone:	
Email:	
Address:	
City/State/Zip:	
Authorized Signature:	
Date:	
By signing above, parties agree event terms & conditions.	to be bound by the
FOR CHIROCONGRESS ADMINIST Approved and authorized by: Elizabeth Klein, Executive Directo	

Signature:

Date:

SPONSOR, EXHIBITOR & ADVERTISING ORDER FORM



To take advantage of any of the available sponsor, exhibitor, or advertising opportunities, please complete the Sponsor, Exhibitor & Advertising Agreement and Order Forms and email to suzi@chirocongress.org.

SPONSOR PACKAGES		
Platinum - \$20,000 Each		
Thursday Welcome Dinner (1)	\$ <u>SOLD</u>	
Thursday Lunch with the Summit & All Day Breaks (1)	••	
Diamond - \$10,000 Each	-	
Thursday & Friday Night Entertainment	\$	
Friday Member Lunch (1)	\$ <u>SOLD</u>	
Gold - \$6,000 Each		
Thursday Night Welcome Reception (1)	\$ <u>SOLD</u>	
Friday Night Vendor Reception (1)	\$	
Event Mobile App (1)	\$	
Custom Branded Hotel Key Cards (1)		
Saturday Chiropractic Future Forum Custom branded "Brown Bag" Lunch (1)	\$	
Silver - \$4,000 Each		
Custom WiFi Network branded with your choice of name (1)	\$	
Speaker Showcase - (4)	\$	
Convention Swag Bag with your custom branding (1)	\$	
Hospitality Suite	\$	
Bronze - \$3,000 Each		
Custom Branded Name Badges (1)	. \$	
Custom Branded Lanyards (1)		
Executive Director Round Table		
Doctors of Chiropractic Round Table		
EXHIBITOR, ADVERTISING & SPECIAL EVENT TICKET OPTIONS Exhibitor Level 1 Booth (\$1,500)		
Exhibitor Level 2 Booth (\$2,100)		
Exhibitor Level 3 Booth (\$2,500)		
Printed Inserts in Registration Bags (\$300)		
Digital Insert Mobile App (\$300)		
Value Package - Inserts for bags + Digital Insert for mobile app (\$500)		
Enhanced Mobile App Listing (\$250)		
Exhibitor Game Participation (\$250)		
Digital Marketing Loop (1) Presentation Slide or 30 second video (\$300)		
Attendee Welcome Gift (\$750)++	. \$	
Additional Meal or Event Tickets - Please contact ChiroCongress for pricing		

Notes

TOTAL \$____