

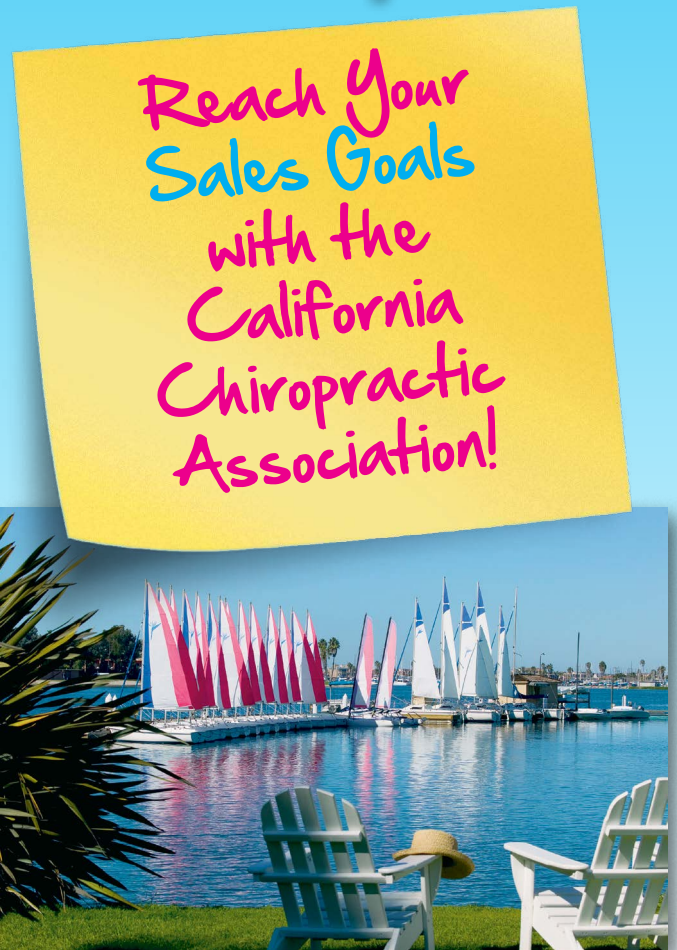
CALIFORNIA CHIROPRACTIC ASSOCIATION

The 2014 CCA Annual
Convention & Marketplace



Join the Evolution

Sponsorship & Exhibitor Prospectus



Reach Your
Sales Goals
with the
California
Chiropractic
Association!

Paradise  Point
Resort & Spa

FREE CE for CCA Members!

May 29 – June 1, 2014

Paradise Point Resort & Spa, San Diego



CALIFORNIA CHIROPRACTIC ASSOCIATION

Join the Evolution

...Share Your Story

Get Ready to Make Some Noise in San Diego!

My name is Dr. Matt Hubbard and I am the President of the California Chiropractic Association.

CCA is going to blow the roof off the convention center at the Paradise Point Resort & Spa in May and we want you there! If you are ready to both do business and socialize with chiropractors over a weekend that will be powerful beyond anything you have ever seen us do before, plan on being a sponsor of our 2014 CCA Annual Convention and Marketplace.

If you know me, then you know I will not attach my name to anything chiropractic that isn't dynamic and engaging. I promise you this year's CCA Convention is going to be all that and more for very good reason.

CCA continues to change things up for the better. Anticipating more attendees than ever before and by structuring our convention marketplace in a unique way, a limited number of powerful and engaging business partners will shine brightly with us throughout the weekend.

Two classrooms each connected to marketplaces will be bursting at the seams with an anticipated crowd of 700+ doctors of chiropractic we believe will be attending this year. Surrounding each classroom will be a chiropractic marketplace with approximately 20 convention sponsors poised to promote their products and services. Can you imagine being one of only 20 sponsors in that marketplace when hundreds of doctors emerge from a classroom during our tradeshow breaks into the marketplace to spend time with you?

Let's look at the numbers: 700+ anticipated attendees, two classrooms, two chiropractic marketplaces and 40 sponsors. The stage is set for you to generate leads and sales in the most powerful way possible. Plus, numerous social events throughout the weekend provide our sponsors the opportunity to do business by day and have fun with our attendees in the evening.

Get plugged in and get ready. The California Chiropractic Association will be loud and proud in San Diego on May 30-31, 2014. Come get loud with us.

Contact Scott Van Horn to secure your sponsorship booth at 916-648-2727, ext. 124 or by e-mail at svanhorn@calchiro.org.

Sincerely,

Matt Hubbard, DC
President

The 2014 CCA Annual Convention & Marketplace



Sponsorships: Showcase Your Product/Service and Company

Let CCA help maximize your return on investment as a convention sponsor. Gone are the days of simply popping up a booth and waiting for the sales to come to you. Working as a team, CCA helps sponsors achieve their goals for building traffic, leads, brand awareness and sales before, during and after the show.

Sponsoring at the 2014 CCA Annual Convention & Marketplace is an effective opportunity to align with CCA and position your company as a chiropractic profession market leader.

Select the sponsorship option that best suits your needs – **AND STAND OUT FROM THE CROWD!**

Standard Benefits: A ‘Stand Out’ Package

All sponsorships include these **standard** benefits:

- ◆ A guaranteed exhibit booth (or two, depending on sponsorship selected) to showcase your product/service and company
- ◆ Up to four full complimentary exhibitor representative registrations
- ◆ FREE wireless shared internet (dedicated lines available for a fee)
- ◆ Additional exposure with complimentary inclusion of one “swag item” such as company product sample, imprinted items such as pens, post it notes, water bottle, etc. in Attendee Swag bag (no flyers, brochures or other paper items allowed in swag bag, but allowed in your booth)
- ◆ 24/7 visibility before the entire profession with a complimentary listing of the company’s name on CCA’s Web site
- ◆ Company name in convention advertisements to highlight your company’s participation
- ◆ Appropriate company signage in Marketplace area demonstrating support for chiropractic and increasing company visibility
- ◆ Recognition of company from the stage at convention and marketplace events raising the profile of your company
- ◆ One set of mailing labels (upon request) of all CCA Members provided *prior* to the convention to personally invite doctors to your booth
- ◆ Inclusion in CCA “thank you” ad located within on-site Convention Program Resource Guide
- ◆ Sponsor/exhibitor prize drawing promoted by CCA in advance and during convention
- ◆ Company name and web link in convention confirmation emails sent to attendees
- ◆ Group e-mail blast to CCA members with company info and link to company web site
- ◆ Up to two complimentary tickets to the Beach Bonfire Party
- ◆ Refreshments in the Marketplace during show hours (provided by respective sponsors)



Contact Scott Van Horn, CCA Development Director, with any questions you may have at 916-648-2727, ext. 124 or by e-mail at svanhorn@calchiro.org.

The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities at a Glance

SPONSORSHIP	PRICE	AVAILABLE OPPORTUNITIES	PAGE
Platinum	\$15,000	1	5
Gold	\$12,000	1	5
Silver	\$9,000	1	5
Attendee Swag Bag	\$8,000	1	6
Commemorative Gift	\$6,000	1	6
Custom Room Key	\$5,000	1	7
Lanyard	\$5,000	1	7
Popcorn Break	\$5,000	2	8
Luggage Tags	\$5,000	1	8
Give 'Em a Drink	\$5,000	2	9
Marketplace Happy Hour	\$5,000	2	9
Marketplace "Rise and Shine" Coffee	\$5,000	4	10
Notes	\$5,000	1	10
Beach Bonfire Party	\$5,000	2	10
Give Me a Break	\$5,000	4	11
Lecture	\$4,000 + Speaker Expenses	Varies	11
Here They Come to Register	\$5,000	1	12
Friends and Family Marketplace Only	\$5,000	1	12
"Paddle into Paradise"	\$5,000	2	13
Window/Floor Clings	\$5,000	1	13
CCA Awards Presentation	\$5,000	1	13
Poolside After Party	\$5,000	2	13

The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities

Platinum Sponsor - \$15,000

The **Platinum** sponsor receives:

- ◆ **Gold** benefits
- ◆ **Silver** benefits
- ◆ **Standard** benefits
- ◆ Up to two additional full complimentary exhibitor representative registrations
- ◆ Prominently placed rotating banner ad on CCA's Web site for six months to promote your company 24/7
- ◆ 24/7 visibility before chiropractic profession with company name, contact, telephone number, e-mail and Web site links placed on "Events & CE" page of CCA's Web site for two months
- ◆ Free set of mailing labels monthly of all California-licensed doctors of chiropractic for one full year sorted to your specifications for use in your targeted marketing efforts

Gold Sponsor - \$12,000

The **Gold** sponsor receives:

- ◆ **Silver** benefits
- ◆ **Standard** benefits
- ◆ Up to two additional full complimentary exhibitor representative registrations
- ◆ One additional exhibit booth at convention with premier location and distinctive draping for a high-profile, stand-out presence attendees will notice
- ◆ Rotating banner ad on CCA's Web site for four months to promote your company 24/7
- ◆ Self-introduction of your company before a prominent convention class to raise awareness of your company's event participation and product/service
- ◆ Two additional free sets of mailing labels (upon request) of all California-licensed doctors of chiropractic to promote your company's product/service

Silver Sponsor - \$9,000

The **Silver** sponsor receives:

- ◆ **Standard** benefits
- ◆ Attention-grabbing inclusion in CCA convention marketing brochure sent to CCA database of California doctors of chiropractic, consisting of front-page logo or company name placement, plus sponsorship recognition
- ◆ Rotating banner ad on CCA's Web site for two months to promote your company 24/7
- ◆ Company name, contact, telephone number and e-mail link placed on "Events & CE" page of CCA's Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ One year CCA Professional Affiliate Membership that includes company listing on "Professional Affiliate" page of CCA's Web site, in CCA's Membership Directory and in CCA's buyer's guide viewed by 12,000 California doctors of chiropractic
- ◆ Reaffirmation of your company's convention sponsorship and support with the company's logo or name prominently displayed in CCA "thank you" letter sent to convention attendees
- ◆ Increased exposure of your business through CCA Media sponsors

The 2014 CCA Annual Convention & Marketplace

Sponsorship Opportunities



NEW Attendee Swag Bag Sponsor - \$8,000

This useful, stylish tote is presented to all registered convention attendees and is the perfect size to carry product samples, Marketplace purchases and much more. Previous attendees report using their bags years after attending the convention, extending your visibility well beyond the days of the convention!

- ◆ **The Attendee Swag Bag** sponsor receives:
- ◆ **Standard** benefits
- ◆ Your company logo on each bag
- ◆ Company name, contact, telephone number, Web site and e-mail links placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees

Commemorative Gift Sponsor - \$6,000

Have a chance to thank conventioners for their attendance and support of your company throughout the year! (Gift selection will be made by CCA.)

- ◆ **The Commemorative Gift** sponsor receives:
- ◆ Standard benefits
- ◆ Company name and or logo imprinted on convention gift
- ◆ Distinct presentation of gift
- ◆ Company name, contact, telephone number, Web site and e-mail links placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees



We’re gonna pack the place!

The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities

Custom Room Key Sponsor - \$5,000

Convention attendees will be carrying their hotel room keys with your company logo imprinted on them. Every time they enter their hotel room they will be reminded of your sponsorship providing you continuous exposure throughout the convention.

The Custom Room Key sponsor receives:

- ◆ Standard benefits
- ◆ Your company logo imprinted on convention attendee custom room keys
- ◆ Company name, contact, telephone number, and e-mail links placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees

Lanyard Sponsor - \$5,000

An effective and low-cost way to raise the profile of your company and Web site throughout the convention. Sponsorship of the convention name badge lanyard provides for the opportunity to have all convention attendees showcase your company.

The **Lanyard** sponsor receives:

- ◆ **Standard** benefits
- ◆ Company name or Web site address imprinted on lanyard
- ◆ Company name, contact, telephone number, and e-mail links placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees



The 2014 CCA Annual Convention & Marketplace

Sponsorship Opportunities



Popcorn Break Sponsor - \$5,000 (two opportunities available)

Smell the popcorn and see them swarm! Throughout the day, attendees are invited to enjoy freshly popped popcorn made especially for them. This treat will provide the opportunity to network with fellow attendees and peruse the Marketplace happily.

The **Popcorn Break** sponsor receives:

- ◆ **Standard** benefits
- ◆ Custom printed labels for popcorn bags displaying your company name or logo
- ◆ Distinct signage next to popcorn station
- ◆ Company name, contact, telephone number and e-mail links placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees

Luggage Tags Sponsor - \$5,000

Your company can travel with our attendees long after the convention ends by sponsoring luggage tags to be attached to the registration bags given to all attendees.

The **Luggage Tags** sponsor receives:

- ◆ **Standard** benefits
- ◆ Company name, logo or Web site on luggage tags for year-round branding
- ◆ Company name, contact, telephone number and e-mail links placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees



Some of last year’s sponsors and exhibitors

The 2014 CCA Annual Convention & Marketplace

Sponsorship Opportunities



Give 'Em a Drink Sponsor - \$5,000 (two opportunities available)

Drink tickets with your company name and logo imprinted on them will be appreciated by all the attendees as they gather in the Marketplace to grab something to drink and check out your products and services.

The **Give 'Em a Drink** sponsor receives:

- ◆ **Standard** benefits
- ◆ Drink tickets displaying your company name and logo distributed to convention attendees
- ◆ Company name, contact, telephone number and e-mail link placed on "Events & CE" page of CCA's Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company's convention sponsorship and support with the company's logo or name prominently displayed in CCA "thank you" letter sent to convention attendees

NEW Marketplace Happy Hour Sponsor - \$5,000 (two opportunities available)

These sponsorships make possible a Friday night social hour that delightfully culminates a rewarding day of convention classes and Marketplace shopping. Prize drawings occur at this event which generate large crowds.

The **Marketplace Happy Hour** sponsor receives:

- ◆ **Standard** benefits
- ◆ Table-top signage throughout the Marketplace during reception providing your company added visibility
- ◆ Company name, contact, telephone number and e-mail link placed on "Events & CE" page of CCA's Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company's convention sponsorship and support with the company's logo or name prominently displayed in CCA "thank you" letter sent to convention attendees



The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities

Marketplace “Rise and Shine” Coffee Sponsor - \$5,000 (four opportunities available)

Say “good morning” to attendees as you host coffee for attendees in the Marketplace.

The **Marketplace Coffee Break** sponsor(s) receives:

- ◆ **Standard** benefits
- ◆ Table-top signage in coffee break area providing your company added visibility
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees

Notes Sponsor - \$5,000

CCA is going green. Convention attendees receive e-handouts for each presentation at no additional charge. These paperless notes are in high demand providing maximum sponsor exposure.

The **Notes** Sponsor receives:

- ◆ **Standard** benefits
- ◆ Company logo prominently displayed on a specially developed CCA web site page convention attendees must access to download “must have” class notes
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees



Beach Bonfire Party Sponsor - \$5,000 (two opportunities available)

After a long day of educational sessions and Marketplace shopping, gather beachside for a traditional Southern California beach party with live entertainment, bonfires and s’mores. Great opportunity to go from business to casual while networking with your feet in the sand and a drink in your hand!

The **Beach Bonfire Party** sponsor receives:

- ◆ **Standard** benefits
- ◆ Invitation to attend and exclusive opportunity to address the reception attended by key CCA leaders and convention attendees
- ◆ A three-minute opportunity to address the attendees
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendee

The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities

“Give Me a Break” Sponsor - \$5,000 (four opportunities available)

Everyone needs to take a break. Be known as the company that provides an assortment of “taste good and good for you” refreshments for convention attendees to enjoy while they peruse the Marketplace and visit with colleagues. Be ready to greet satisfied convention attendees as they come by your booth to thank you for your generosity.

The “Give Me a Break” sponsor receives:

- ◆ **Standard** benefits
- ◆ Table-top signage during the break providing your company added visibility
- ◆ Company logo prominently displayed on a specially developed CCA web site page convention attendees must access to download “must have” class notes
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees

Lecture Sponsor - \$4,000 Plus Company’s Speaker Expenses

Be directly affiliated with the best convention speakers by underwriting their appearance at CCA convention classes attended by doctors of chiropractic.

The **Lecture** sponsor receives:

- ◆ **Standard** benefits
- ◆ Listing in program as class/speaker sponsored carried by all attendees
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees



The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities

Here They Come to Register Sponsor - \$5,000

Be one of the first to welcome attendees as they arrive for the weekend.

The **Here They Come to Register** sponsor receives:

- ◆ **Standard** benefits
- ◆ Distinctive signage at the registration area welcoming attendees to the event
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees

NEW Friends and Family Marketplace Only Sponsor- \$5,000

Encourage chiropractic assistants and CCA member spouses to come peruse the Marketplace and help their chiropractor find products and services for their practice

The **Friends and Family Marketplace Only** sponsor receives:

- ◆ **Standard** benefits
- ◆ Special recognition in the convention welcome letter to all attendees thanking your company and encouraging them to bring their business partners into the Marketplace
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendee

NEW “Paddle into Paradise” Sponsor - \$5,000 (two opportunities available)

If you’re looking to offer a unique experience for attendees, this is it! Stand-up paddle boarding (SUP) is an ancient form of Hawaiian surfing where one stands on an oversized surfboard and paddles around using an oar. Held early in the morning on Mission Bay, before the rush of activities, utilize this opportunity to connect with doctors in a fun and unique environment.

The **Paddle into Paradise** sponsor receives:

- ◆ **Standard** benefits
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendee

The 2014 CCA Annual Convention & Marketplace



Sponsorship Opportunities

NEW Window/Floor Clings Sponsor - \$5,000

For a unique way to create a first impression, wallpaper your message and/or logo on the Marketplace doors and windows.

The **Window/Floor Clings** sponsor receives:

- ◆ **Standard** benefits
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendee

NEW CCA Awards Presentation - \$5,000

CCA honors the best of the best with inspiration and recognition at the annual awards ceremony held following the conclusion of classes on Saturday.

The **CCA Awards Ceremony** sponsor receives:

- ◆ **Standard** benefits
- ◆ A three-minute opportunity to address the attendees
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendee

NEW Poolside After Party - \$5,000 (two opportunities available)

Celebrate with fellow attendees at the after party! Join convention attendees during this fun social mixer on Saturday night and solidify your connections for back-to-business come Monday morning.

The **Poolside After Party** sponsor receives:

- ◆ **Standard** benefits
- ◆ Distinct signage at the mixer touting your sponsorship
- ◆ A three-minute opportunity to address the attendees
- ◆ Company name, contact, telephone number and e-mail link placed on “Events & CE” page of CCA’s Web site for two months for 24/7 visibility before chiropractic profession
- ◆ High-profile advertisement placement in on-site Convention Program Resource Guide
- ◆ Reaffirmation of your company’s convention sponsorship and support with the company’s logo or name prominently displayed in CCA “thank you” letter sent to convention attendees



The 2014 CCA Annual Convention & Marketplace



Why Sponsor at the 2014 CCA Annual Convention & Marketplace?

CCA offers the best opportunities to maximize your booth investment on the exhibitor floor and throughout the CCA Convention. By becoming a sponsor, you are eligible to receive additional benefits:

- ◆ Participate in an event with an anticipated attendance of 700+ decision-making doctors of chiropractic, practice office managers and chiropractic assistants, and chiropractic students on the crest of entering the profession
- ◆ Web site listing with a direct link from the CCA site to yours
- ◆ Online advertising
- ◆ Direct mail opportunities to market to attendees prior to and after the show
- ◆ Company promotions in attendees' registration bags
- ◆ Listing in the Convention Resource Program Guide describing your product or service.
- ◆ Expanded visibility beyond the show floor
- ◆ Marketplace Traffic Generating Activities: Refreshments, Prize Drawings, Receptions, and more!

Marketplace Schedule*

*All convention and Marketplace event times will be included in the Exhibitor Confirmation packet. All times subject to modification.

Thursday, May 29, 2014

2:00 p.m. - 7:00 p.m. Exhibitor Set-up

Friday, May 30, 2014

7:00 a.m. – 7:00 p.m. Exhibits Open

Saturday, May 31, 2014

7:00 a.m. – 6:00 p.m. Exhibits Open

6:00 p.m. – 9:00 p.m. Exhibits Removal



What is CCA?

Established in 1928, the California Chiropractic Association is the largest statewide chiropractic nonprofit organization in the state representing chiropractic doctors and allied industries.

Vision - *Doctors of chiropractic as the providers of first choice for wellness and the optimization of health.*

Mission - *To promote high standards of professionalism and patient care through education, advocacy and accountability.*

In aggressively pursuing its mission, CCA provides members boundless services and programs designed to effectively represent chiropractic doctors before state government, communicate to chiropractic doctors the latest clinical and governmental news affecting their practices and patients and enhance the public's knowledge of benefits of chiropractic treatment. And, most importantly for doctors, CCA offers opportunities for doctors of chiropractic to network, such as at this convention.

Please note: Sponsorships subject to change based on availability.

The 2014 CCA Annual Convention & Marketplace

Exhibit-Only Opportunities



Exhibitor Information

Increase your market share by reaching more than 700+ doctors of chiropractic, office managers, chiropractic assistants and students over two days.

Attendee Snapshot of Who Will Attend

- ◆ Doctors of Chiropractic
- ◆ Chiropractic College Faculty
- ◆ Continuing Education Instructors
- ◆ Chiropractic Assistants
- ◆ Office Managers with key buying power
- ◆ Chiropractic Graduates looking to set up their first office

Exhibit Booth Cost - \$1995

- ◆ 8' Deep x 10' Wide Booth
- ◆ 1 6' Draped Table
- ◆ 2 chairs
- ◆ 500 Watt Electrical Outlet
- ◆ Wastepaper Basket
- ◆ FREE wireless shared internet (dedicated lines available for a fee)



Great Exhibitor Benefits

- ◆ Two full complimentary exhibitor representative registrations per booth
- ◆ An identification sign indicating company name and booth number
- ◆ Exhibitor listing and contact information in the Convention Resource Program Guide received by all attendees
- ◆ 24/7 visibility before the entire profession with a complimentary listing of the company's name on CCA's Web site
- ◆ Company drawing promoted by CCA in advance and during convention

Why Exhibit at the 2014 CCA Annual Convention & Marketplace?

As the leading resource for doctors of chiropractic, CCA's annual convention provides opportunities for suppliers like your company to reach doctors of chiropractic, along with their staff members. Your company will demonstrate that it is chiropractic conscious, in addition to contributing to the support of the chiropractic profession around the state. Below are just a few of the benefits your company will derive by exhibiting at the 2014 CCA Annual Convention & Marketplace:

- ◆ Reinforce or enhance your commitment to the profession
- ◆ Reconnect with current customers while discovering new ones and increase sales
- ◆ Reach additional practice decision-makers and future customers, including chiropractic assistants, office managers and students
- ◆ Take advantage of the opportunity to network with 700+ convention attendees
- ◆ Be recognized by doctors of chiropractic as a prominent supporter of the California Chiropractic Association and the chiropractic profession
- ◆ Open new avenues of communication and meet face-to-face with doctors of chiropractic who buy the products and services your company delivers

2014 CCA Annual Convention & Marketplace



Exhibiting/Sponsorship Opportunities

Exhibitor/Sponsor Interest Form

Do Not Submit Payment Now

Exhibitor Category

Please check the appropriate box corresponding to the product/service you type you wish to exhibit.

- Advertising/Marketing
- Banks/Credit Unions
- Billing Services
- Computer/Software
- Distributor
- Financial Services
- Insurance
- Nutrition/Vitamins
- Orthotics
- Physical Therapy Equip
- Practice Management
- Practice Appraisals
- Tables/Equipment
- Web Site Development
- Other _____

Check One

- Yes! I want to Sponsor

Name of Sponsorship: _____

- Exhibit Only



CALIFORNIA
CHIROPRACTIC
ASSOCIATION

Please Print Clearly

COMPANY NAME

Product/Service to Exhibit

Company Street Address

Company City/State/Zip

Company Phone

Company Fax

Company E-Mail

Company Web Site

CONTACT NAME

Contact Address

Contact Phone

Contact Fax

Contact E-Mail

Keep a copy for your records.

NOTE — For the 2014 CCA Convention & Marketplace exhibit space is reserved by product category and mix with those electing to sponsor receiving first consideration for booth space. Sponsor booths will have preferred locations and are considered in the overall category mix. CCA will notify company contact, by fax, of their approval for an exhibit booth. The company must return the completed Exhibitor/Sponsor Booth Contract with payment in full by the deadline given. Only one company may be represented in a single booth space. CCA may refuse to permit anyone to exhibit that has an outstanding or an unpaid balance with CCA.

FAX TO: 916.648.2738 – Attn: Conventions

MAIL TO: California Chiropractic Association
1451 River Park Dr, #230, Sacramento CA 95815-4521
Attention: Conventions Department