

2022 FCA CONVENTIONS SPONSORSHIP OPPORTUNITIES



The Florida Chiropractic Association has a 5-event calendar for 2022 and, as a confirmed exhibitor, you can increase your reach and brand exposure by becoming an event sponsor.

Event sponsors receive exclusive benefits and substantial savings on event program offerings. The included pages provide a side-by-side comparison of the varying sponsorship levels for our Regional Conventions and Expos. The National by FCA sponsorship info is provided separately (see link below).

Good to Know: We encourage sponsors to contribute to the FCA's Political Action Committee or [ChiroPAC](#). Contributing companies are invited to the event's Political Reception, where your company will be recognized as a sponsor to attending political leaders and doctors.

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| | February 3-5, 2022 NW Regional Hybrid Convention Sheraton PCB Golf Resort in Panama City Beach, FL 275+ Attendees Estimated, 35 Exhibits Deadline: December 10, 2021 | ___\$2,655 Bronze Level ___\$5,285 Silver Level ___\$7,020 Gold Level |
| | May 19-21, 2022 NE Regional Convention Renaissance World Golf Village in St. Augustine, FL 275 Attendees Estimated, 30 Exhibits Deadline: March 18, 2022 | ___\$2,581 Bronze Level ___\$5,135 Silver Level ___\$6,910 Gold Level |
| | July 7-9, 2022 SE Regional Convention Boca Raton Resort and Club in Boca Raton, FL 375 Attendees Estimated, 55+ Exhibits Deadline: May 4, 2022 | ___\$3,030 Bronze Level ___\$6,067 Silver Level ___\$8,404 Gold Level |
| | August 25-28, 2022 The National by FCA 1,620 to 2,200 Attendees Estimated 316 Exhibits Deadline: May 31, 2022 List of entitlements specific to this event | ___\$7,350 Bronze Level ___\$14,800 Silver Level ___\$18,800 Gold Level ___\$24,350 Platinum Level ___\$48,900 Diamond Level |
| | November 17-19, 2022 SW Regional Convention Naples Grande Beach Resort in Naples, FL 375 Attendees Estimated, 60 Exhibits Deadline: September 19, 2022 | ___\$3,179 Bronze Level ___\$6,122 Silver Level ___\$8,507 Gold Level |

Please mark your sponsorship selection(s) above, complete the contact information and return to Heather Weber, FCA Coordinator. From this information, a sponsorship acceptance form will be created and forwarded to you.

Company Name:

Contact:

Date:

Contact Email:

Contact Phone:

Address:

City/State/Zip:

Product/Service Description:



FCA Regional Conventions 2022

Sponsorship Opportunities

| LIST OF ENTITLEMENTS | BRONZE | SILVER | GOLD |
|--|--------------------------|---|---------------------------|
| Number of exhibit space(s) included | 1 Exhibit Space Included | 1 Exhibit Space Included | 2 Exhibit Spaces Included |
| PRE-EVENT ITEMS | | | |
| Priority given to sponsors for additional space needs - for receptions, lunch & learns, etc. Request for ancillary functions must first go through the FCA. Function space would be provided complimentary with no food/beverage minimums - <u>provided space is available</u> . Once confirmed, FCA will connect you with the appropriate hotel contact to make further arrangements. **Limited availability. | ✓ | ✓ | ✓ |
| Company logo with website link to be included in the attendee registration confirmation email - <u>50% open rate.</u> | ✓ | ✓ | ✓ |
| Social media exposure of company through FCA via Facebook, Twitter, and/or Instagram. | ✓ | ✓ | ✓ |
| Linked web banner on www.thenationalchiro.com website - company provided. | ✓ | ✓ | ✓ |
| Pre-event digital brochure to include sponsor recognition on front cover + company provided write-up and logo featured in the sponsor section. The brochure will be emailed to 9,000 (25% open rate). In addition, a pop-up will appear on thenationalchiro.com website directing attendees to the brochure. | 100 Word Write-up | 125 Word Write-up | 150 Word Write-up |
| Ad in the pre-event digital brochure emailed to approximately 9,000 (25% open rate). | Quarter Page | Half Page | Full Page |
| E-blast - take this opportunity to invite attendees to sit-in on your speaker's session (if applicable), advertise show specials, prizes, and give-aways. Please see notes to the right for more info. | | All Silver Sponsors included in Same Email or with Mixed Content | Stand Alone Email |
| Attendee list provided 2-weeks out from the event (USPS Info ONLY). | | | ✓ |

BRONZE

SILVER

GOLD

ONSITE ITEMS

| | | | |
|---|-----------|------------|------------|
| Sponsor designation sign displayed at your exhibit space. | ✓ | ✓ | ✓ |
| Participation in the Cash Program - registered DCs are provided with a Cash Card listing sponsors and their booth numbers. Card must be stamped by all sponsors in order to be eligible to win one of three cash prizes. Plus, one sponsor wins back their investment in the program. Drawings will take place in the expo hall Saturday from 5-6pm. | ✓ | ✓ | ✓ |
| Onsite show guide to include sponsorship recognition on the front cover. | ✓ | ✓ | ✓ |
| Category listings in the onsite show guide - your company name listed under the product/service category(s) of your choice. Listing to include company name, booth number, phone and website. | 1 Listing | 3 Listings | 5 Listings |
| Booth location designated on the floor plan in the onsite show guide. | ✓ | ✓ | ✓ |
| Company provided ad insert in the registration bags. | | Full Page | Full Page |
| Sponsorship recognition of Hospitality Stations (HS) - HS to provide coffee each morning in the exhibit hall. On Saturday night, during the Presidential Reception, the HS offers an open bar between 5-6pm. | | ✓ | ✓ |
| One Lead retrieval scanner device provided so you can capture important leads from the event. Device has the option to include reason codes & notes. List of leads are available 24 hours post-event. This service is provided by our third-party provider FAS Leadtrax. | | ✓ | ✓ |
| WiFi Sponsor - recognition provided on showguide cover, signage at registration and attendance desks, and on (1) presentation slide at each lecture. Company name used as either Network Name and/or Password. | | | ✓ |

| | BRONZE | SILVER | GOLD |
|--|--------|--------|------|
| Hotel Keycard - FCA designed keycard to include sponsor logo, booth number and short message to be provided by sponsor OR option for second stand-alone email. | | | ✓ |
| Company provided 60-second commercial to play in the minutes prior to the largest attended session(s) throughout the event. Commercial to play each morning just prior to the panel sessions at 8am. The panel sessions are the largest attended session at the events. | | | ✓ |
| POST-EVENT ITEMS | | | |
| Post-event email thanking our attendees for joining us at the event - to include sponsor logo and contact info (20% open rate). | ✓ | ✓ | ✓ |
| Final attendee list provided 1-week post event (USPS Info). | ✓ | ✓ | ✓ |