

# EXHIBITS/SPONSORSHIPS

## 2010 CCA Convention

**September 9** (reserved for club CCA members and SUPER SPONSORS)  
**September 10 and 11**

**NEW location: Hyatt Regency Denver Tech Center**

### Dear Colorado Chiropractic Vendor:

THANK YOU for your support of doctors of chiropractic in our state. We'd like to invite your company to participate in our annual state convention coming up in September 2010.

We've added some **BRAND NEW Sponsorship options**. This includes a Thursday, September 9 evening event with special networking reception - ONLY FOR SUPER SPONSOR level and club CCA members. There are other benefits that will promote your company and give you unprecedented access to the doctors and staff attending our convention.

Our featured speaker this year is **REHAB EXPERT Stuart M. McGill, Phd** who is Professor of Spine Biomechanics and Chair of the Department of Kinesiology at University of Waterloo, Canada. He will present *Building the Ultimate Back: from Rehab to High Performance*.

Visit <http://www.ahs.uwaterloo.ca/kin/people/StuMcGill.html>

or <http://www.ahs.uwaterloo.ca/~mcgill/>

or <http://www.ahs.uwaterloo.ca/kin/people/SpineBiomechanicsLab.html>

to learn more about Dr. McGill's research and university accomplishments.

REGISTER TODAY and join us for a fun, fabulous 2010 convention experience

*Vineta Campau*

CCA Communications Director

[vineta@coloradochiropractic.org](mailto:vineta@coloradochiropractic.org)

303.755.9011 or 800.829.0339

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# EXHIBITOR INFORMATION for the 2010 CCA Annual Convention

September 10 & 11, 2010 ▲ Hyatt Regency Denver Tech Center ▲ 7800 E. Tufts Ave ▲ [hyattregencytechcenter.com](http://hyattregencytechcenter.com)

Please review the following exhibitor information and complete the registration/security form on page 4 to reserve YOUR booth!

▲ Exhibit registration of \$650 for a 8 X 8 booth (\$1,100 for TWO booths) includes pipe and drape with 8 ft high backdrop and 3 ft high side rails, one 6' table, **STANDARD ELECTRICITY** hook-up (*you may bring your own extension cords and power strips*), two chairs, sign with company name, company name listed in the exhibitor directory, and a list of the doctors attending the convention, including an EXCEL file after the convention. Any additional items (additional tables, draping, etc.) will be available at an extra charge - you'll receive a rate sheet after you register. Basic display table available in the hallway area for \$400 each.

▲ **NEW SPONSORSHIP OPTIONS!** Unprecedented access to doctors and many benefits for your company. Plus awesome extras (*attendee attractor card and reg packet inserts*) to add to your basic exhibit booth. **See page 3**

▲ The convention is being held at the Hyatt Regency Denver Tech Center ▲ 7800 E. Tufts Ave ▲ [hyattregencytechcenter.com](http://hyattregencytechcenter.com) in the Grand Mesa Ballroom on the second level - adjacent to the doctor's seminar room. There will be 40 booth spaces in 8' x 8' size and twelve 6' display tables in the hallway - **the booth layout and traffic pattern require attendees to walk past each booth to enter the seminar.** All breaks and refreshments will be served in the EXHIBIT HALL.

▲ We are expecting over 130 DCs (PLUS additional health care providers such as medical doctors, physical therapists, massage therapists, and athlete trainers) and 20 CAs to attend (2009 attendance was 165 DCs and 25 CAs). We do everything we can to promote the exhibit hall to the attendees.

▲ Booths will be assigned by the CCA prior to the convention. Your booth assignments and additional information will be mailed to you prior to the convention. We will do our best to accommodate special requests - you may indicate your top three locations.

▲ Set-up will be from 5 to 9 p.m. on Thursday, September 9 OR beginning at 6 a.m. on Friday, September 10  
NOTE: SUPER SPONSORS and club CCA members are invited to a special event on 9-9-10 - see page 3 for details  
Exhibit/Class hours: Friday, September 10 from 8 a.m. to 6 p.m. (doctor's registration begins at 7 a.m.)  
Saturday, September 11 from 8 a.m. to 5 p.m.

▲ Exhibit tear-down will be from 5 to 8 p.m. Saturday, September 11.

1/2 hour a.m. & p.m.  
breaks each day

▲ All breaks and refreshments will be served in the exhibit hall. There will be approximately two 30-minute breaks each day.

▲ **SECURITY!** The exhibit hall will be locked at night and hotel will provide basic security; however, the primary responsibility for safeguarding your exhibit and its contents is **YOURS**. We ask that you **sign the security notice/disclaimer** included with this mailing and return it with registration and payment.

▲ For accommodations, visit <https://resweb.passkey.com/go/ColoradoChiropracticAssn2010> OR call 888-421-1442 for a special room rate of \$89 (plus tax - currently 14.85%). *Room block cut-off is August 28, 2010.*

▲ Additional information & booth assignment will be sent to you after your registration is received!

▲ Exhibit Cancellation policy: Refunds, less a 20% handling fee, if cancellation is made within 14 days prior to the convention date. *No cash refunds can be made after this date*, but the amount may be credited to another exhibiting opportunity or advertising.

**Questions?** Contact Vineta at (303) 755-9011 or (800) 829-0339 or e-mail: [vineta@coloradochiropractic.org](mailto:vineta@coloradochiropractic.org)



**Colorado Chiropractic Association** *The voice of Colorado chiropractic since 1917.*  
8751 East Hampden Avenue #B-7, Denver, CO 80231 ▲ (303) 755-9011 or (800) 829-0339 ▲ FAX (303) 755-1010  
[www.ColoradoChiropractic.org](http://www.ColoradoChiropractic.org) ▲ E-mail: [CCA@coloradochiropractic.org](mailto:CCA@coloradochiropractic.org)

# NEW Fantastic **SPONSOR** options for 2010

THREE levels to increase YOUR visibility with YOUR target audience - Colorado chiropractors!

## A. SUPER Sponsor

includes C. Basic Sponsorship benefits below  
**PLUS EIGHT additional benefits**

NEW attend special Thursday evening (September 9) event to network with doctors. **THIS BENEFIT RESERVED EXCLUSIVELY FOR SUPER SPONSORS and club CCA members ONLY!**

5-minute presentation to doctors at Thursday evening event.

NEW VIDEO AD played for doctors in seminar room (video provided by vendor).

Your company included on **ATTENDEE ATTRACTOR** card free of charge.

Attend the **PLASMIDIUM** - FAMOUS gathering after the annual meeting.

Join doctors in a relaxed atmosphere for a FUN after-hours event.

YOUR company logo and link on the **CCA web site** until January 1, 2011.

One **CCA weekend seminar exhibit** during the next 12 months.

**On-line classified** ad on our web site for 12 months (over 3,000 hits per month).

Only \$5,000 for TWELVE benefits

**SUPER Sponsor - SUPER Value**  
Choose this level for the best bang for your buck  
with unprecedented access to all attendees



## B. ELITE Sponsor includes C. Basic Sponsorship benefits below **PLUS THREE additional benefits**

NEW Video ad played for doctors in seminar room.

Attend the **PLASMIDIUM** - FAMOUS gathering after the annual meeting. Join doctors in a relaxed atmosphere for a FUN after-hours event.

YOUR company logo and link on the **CCA web site** until January 1, 2011.

On-line classified ad on our web site for 6 months (over 3,000 hits per month).

Only \$2,500 for SEVEN benefits

## C. BASIC Sponsorship (Super and Elite sponsorships *INCLUDE* these benefits)

One **EXHIBIT BOOTH** in trade show area included with all sponsorships.

Your **INSERT** in all registration packets of doctors and staff attendees.

Your **logo/company name acknowledgement** in the convention program and convention display posters.

**ONE FULL-Page, FULL-color ad** in the *CCA eUpdate* newsletter.

Only \$1,250 for FOUR benefits

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## Put your exhibit on the **ATTENDEE ATTRACTOR** card - AKA: Money \$\$ Card

*Do you want to increase traffic flow at YOUR booth? Then, take advantage of the booth traffic motivator!*

*Cards are extremely popular with convention attendees. (Available for numbered booths ONLY).*

★ Each attendee will receive a card with a tic-tac-toe type grid with **20** squares. They will take this card to the booths listed in each square and receive a sticker (we'll provide the punchers or stickers, too!)

★ Once a card is filled, it will be placed in a drawing for the following prizes: CASH prizes, free seminars, and more.

★ To have your company's name and booth number placed in a square, purchase a square for \$50.

★ Attendees are given extra incentive to visit YOUR booth, guaranteeing an increase in booth attendance.

**Only 20 squares are available on a first-come-first-served basis. Get your square NOW!**

*To include your company in this fabulous booth traffic enhancer, pay additional \$50 on the exhibitor registration form.*

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## **INSERT** your message in all attendee registration packets

**Open all vendors** (with or without exhibit booth purchase)

*Your message will reach all attendees when you choose an insert in the convention registration packet!*

You provide 200 inserts 8.5' X 11 or smaller to the CCA office by **September 3**. Attendee Registration Packet Insert \$85

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**Questions?** Call Vineta at (303) 755-9011 or (800) 829-0339 or e-mail: [vineta@coloradochiropractic.org](mailto:vineta@coloradochiropractic.org)

# EXHIBITOR REGISTRATION for the 2010 CCA Annual Convention

September 10 & 11, 2010 ▲ Hyatt Regency Denver Tech Center ▲ 7800 E. Tufts Ave ▲ hyattregencytechcenter.com

Company (as you would like it to appear on signs & in convention directory):

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Contact Person: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Site (for directory): \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Full names of all representatives attending convention (for security name tags): \_\_\_\_\_

Product/Service (as you would like it to appear in convention directory - LIMIT FOUR (4) WORDS):

## **PLEASE REGISTER US FOR (check all that apply):**

ONE 6' X 8' booth at \$650     TWO 6' X 8' booths at \$1,100     ONE 6' display table at \$400

**club CCA Members:** YOUR exhibit booth AND the Thursday evening reception is INCLUDED - please complete form and check any extra items.

Attendee Attractor Card Square \$50 (limit one square per company - numbered booths ONLY)

Insert in Convention Registration Packet \$85 (open to exhibitors and all other vendors)

**Sponsorship BEST VALUE** (see page 3 for details):     SUPER \$5,000     Elite \$2,500     Basic \$1,250

**TOTAL AMOUNT DUE**    \$ \_\_\_\_\_

Check enclosed \$ \_\_\_\_\_ (please make check payable to the CCA)

Credit Card # \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Visa, Mastercard, AMEX, or Discover

Signature: \_\_\_\_\_

**Cancellation policy:** Refunds, less a 20% handling fee, if cancellation is made within 14 days prior to the convention date. No cash refunds can be made after this date, but the amount may be credited to another exhibiting opportunity or advertising.

## **Security Notice/Disclaimer**

I am aware that the CCA Annual Convention on September 9, 10, and 11, 2010 at the Hyatt Regency Denver Tech Center is an open booth exhibition and that the primary responsibility for safeguarding my exhibit and its contents is mine. Neither the CCA, hotel administration or any of their agents, officers, or employees assume any responsibility for such property. Since the CCA does not maintain insurance covering exhibitors' property for any contingency except that arising from its own negligence, extra precautions should be arranged if you feel the items in your booth are easily stolen. The CCA cannot be responsible for delays, damage, loss, or other unfavorable conditions caused by circumstances beyond its control. No party to the agreement for exhibit space at the convention shall be responsible for any injury loss or damage to any other party to said agreement or any third party except in the event that injury, loss, or damage arises out of the negligence or willful act of such party. As an exhibitor, I agree to indemnify and defend the CCA for any injury, loss, or damage except for that caused by negligence of the CCA.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For (company name): \_\_\_\_\_

Please scan and email your registration form or FAX with credit card information completed to:  
Colorado Chiropractic Association ▲ 8751 E. Hampden Avenue #B-7, Denver, CO 80231-4929 ▲ FAX (303) 755-1010  
**Questions?** Call Vineta at (303) 755-9011 or (800) 829-0339 or e-mail: vineta@coloradochiropractic.org

SEE CCA WEB SITE - click below

<http://www.coloradochiropractic.org/vendor.html>

for current booth layout and registered exhibitors

# Hyatt Regency Denver Tech Center

7800 East Tufts Avenue – Denver, CO – 80237

**Best CCA CONVENTION 2010 booking option is ON-LINE at**  
**<https://resweb.passkey.com/go/ColoradoChiropracticAssn2010>**  
**or call 888-421-1442** - Room block cut-off is August 28, 2010



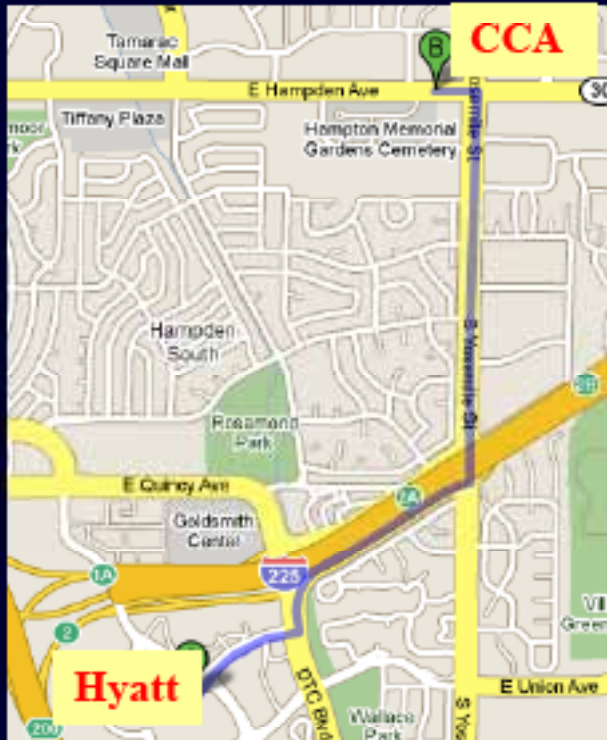
**\$89**

**Thu, Fri, Sat, Sun**  
**Includes Garage Parking**  
\$159 Mon, Tue, Wed



## LOCATION:

- 2 miles from the Association's offices
- 5 miles from Park Meadows Mall
- 10 miles from Downtown Denver
- 25 miles from Denver Intl. Airport



\* Rate per night for standard room. Based on availability and subject to change.

**Best CCA CONVENTION 2010 booking option is ON-LINE at**  
**<https://resweb.passkey.com/go/ColoradoChiropracticAssn2010>**  
**or call 888-421-1442**

*Room block cut-off is August 28, 2010*

## RENOVATED GUESTROOMS INCLUDE:

- 32" FLAT SCREEN TV
- iHOMES
- REFRIGERATORS
- HYATT GRAND-BED
- NEW BATHROOMS

**FREE PARKING for CCA Convention Attendees!**

## Hotel Amenities:

- Complimentary hotel shuttle in 5 miles
- High-speed Wireless Internet Access
- Complimentary Fitness Center
- Indoor swimming pool, Sauna and Jacuzzi
- Outdoor Sports and Games,
- The Café Restaurant offering Breakfast, Lunch, Dinner
- Garry's Sports Bar and Grill
- Sarah's Pantry Coffee Shop
- Room Service open 6am-midnight
- Airport transportation with Super Shuttle: \$19 one-way
- The LightRail is within walking distance