

2011 **CCA** *convention Exhibits & Sponsorships*

September 8 (reserved for club CCA members and SUPER SPONSORS)

September 9 and 10

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 September 2011.

EXHIBIT and check out our **Sponsorship Options**. This includes a Thursday, September 8 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.

This is going to be a CHOOSE YOUR ADVENTURE format for the chiropractors this year. An exciting NEW format with FOUR concurrent seminars, fun events, and lots of surprises.

REGISTER TODAY and join us for a fun, fabulous 2011 convention experience

Vineta Campau

CCA Communications Director

vineta@coloradochiropractic.org

303.755.9011 or 800.829.0339

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EXHIBITOR INFORMATION for the 2011 CCA Annual Convention

September 9 & 10, 2011 ▲ Hyatt Regency Denver Tech Center ▲ 7800 E. Tufts Ave ▲ hyattregencytechcenter.com

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

▲ Exhibit registration of \$700 for a 8 X 8 booth (\$1,200 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 \$450 each. Additional information & booth assignment will be sent to you after your registration is received!

▲ **SPONSORSHIP OPTIONS on page 3** 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 in the Grand Mesa Ballroom on the second level - adjacent to the doctor's seminar room. There will be 50 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 this EXHIBIT HALL. There will be approximately two 30-minute breaks each day.

▲ We are expecting AT LEAST 200 DCs and 30 CAs to attend (2010 attendance was 200 DCs and 30 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.

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▲ **Set-up 5 to 9 p.m. on Thursday, September 8** OR beginning at 6 a.m. on Friday, September 9

NOTE: SUPER SPONSORS and club CCA members are invited to a special event on 9-8-11 - *see page 3 for details*

Exhibit/Class hours: Friday, September 9 from 8 a.m. to 6 p.m. (doctor's registration begins at 7 a.m.)

Saturday, September 10 from 8 a.m. to 5 p.m.

▲ Exhibit tear-down 5 to 8 p.m. Saturday, September 10
.....

▲ **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 overnight accommodations**, visit <https://resweb.passkey.com/go/CCA2011> OR call 888-421-1442 and mention Colorado Chiropractic Association for a special room rate of \$88 (plus tax - currently 14.85%).
Room block cut-off is August 25, 2011.

▲ **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 other advertising options.

Questions? Contact Vineta at (303) 755-9011 or (800) 829-0339 or e-mail: 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 ▲ E-mail: CCA@coloradochiropractic.org

Fantastic SPONSOR options for 2011

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

All levels include Basic Sponsorship Benefits

SUPER Sponsor - 12 awesome benefits for the BEST VALUE!

☑ **Special Thursday evening (September 8) event** to network with doctors.

THIS BENEFIT IS RESERVED EXCLUSIVELY FOR SUPER SPONSORS and club CCA members ONLY!

☑ **5-minute presentation** to doctors at Thursday evening event.

☑ Your company listed on **ATTENDEE ATTRACTOR** card free of charge.

☑ **Attend the famous PLASMIDIUM** - Meet doctors at a relaxed atmosphere for a FUN after-hours event.

☑ **CELEBRATE** on Saturday evening. SUPER fun party in 12th floor Centennial Room.

☑ YOUR **company logo and link on the CCA web site** until January 1, 2012.

☑ 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 all TWELVE fabulous benefits

ELITE Sponsor - 7 benefits

☑ Attend the famous PLASMIDIUM - 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

BASIC Sponsorship - 4 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 in one issue during October 2011 to October 2012.

Only \$1,500 for FOUR benefits

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/or punch (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.

INSERT your message in all attendee registration packets

Open to 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 2**. Attendee Registration Packet Insert \$85

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

Exhibitor REGISTRATION for the 2011 CCA Annual Convention

September 9 & 10, 2011 ▲ 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 \$700 TWO 6' X 8' booths at \$1,200 ONE 6' display table at \$450

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 \$1,500**

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 8, 9, 10, 2011 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: _____

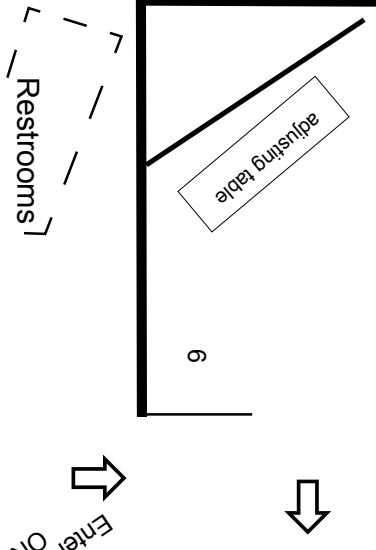
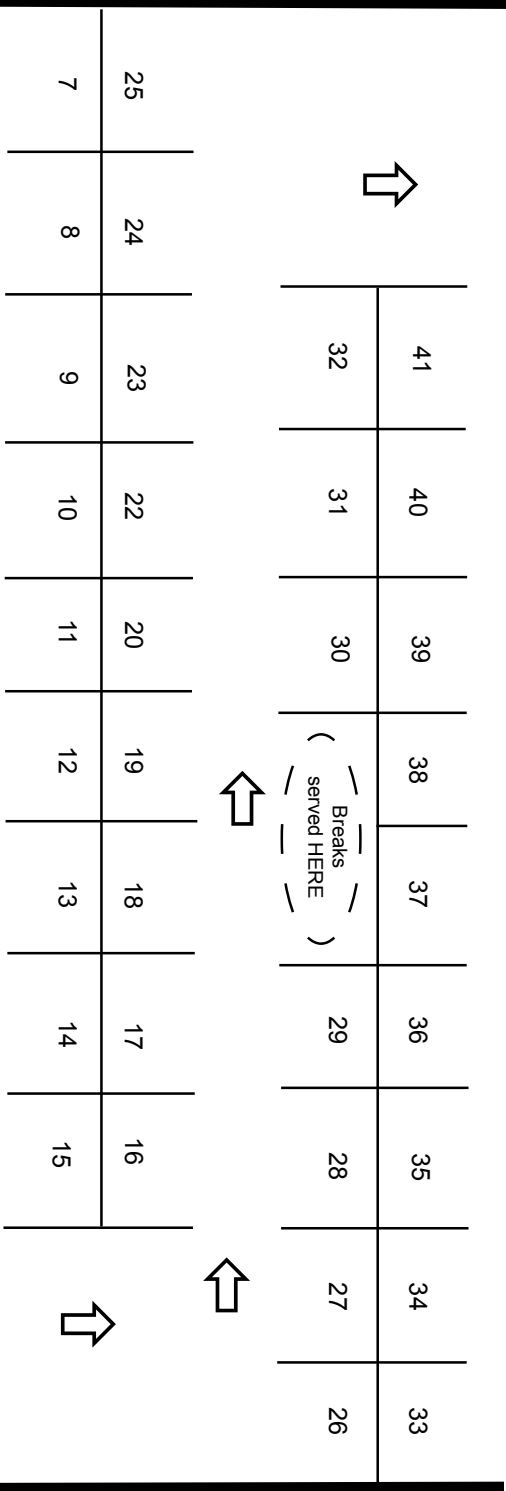
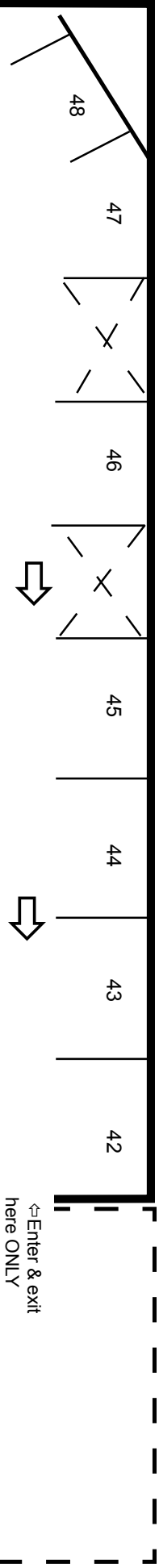
For (company name): _____

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

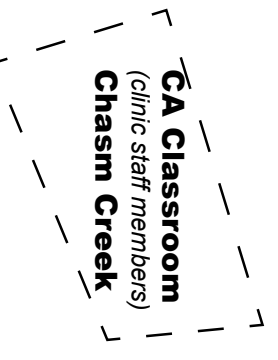
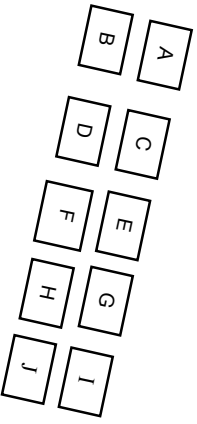
Booth Layout for the 2011 CCA Annual Convention

Grand Mesa Ballroom E, F, D - upper level

Company name: _____
 Choice #1: _____ Choice #2: _____ Choice #3: _____



Restrooms
 A to L: 6' basic display tables (no electricity)
 CCA Registration Booth



↔ Enter & exit here ONLY

Doctor's Classroom A/B/C + corridor

PLEASE NOTE
 Layout NOT to scale - All booths (1-57) are approx 8' wide 8' deep - 6-8 ft aisles

Speaker area
 NO exit or entry

Hyatt Regency Denver Tech Center

7800 East Tufts Avenue – Denver, CO – 80237
Phone: 303-779-1234 – Sales Fax: 303-714-4671

Best CCA CONVENTION 2011 booking option is ON-LINE at
<https://resweb.passkey.com/go/CCA2011>
or call 888-421-1442 - Room block cut-off is August 25, 2011



\$88

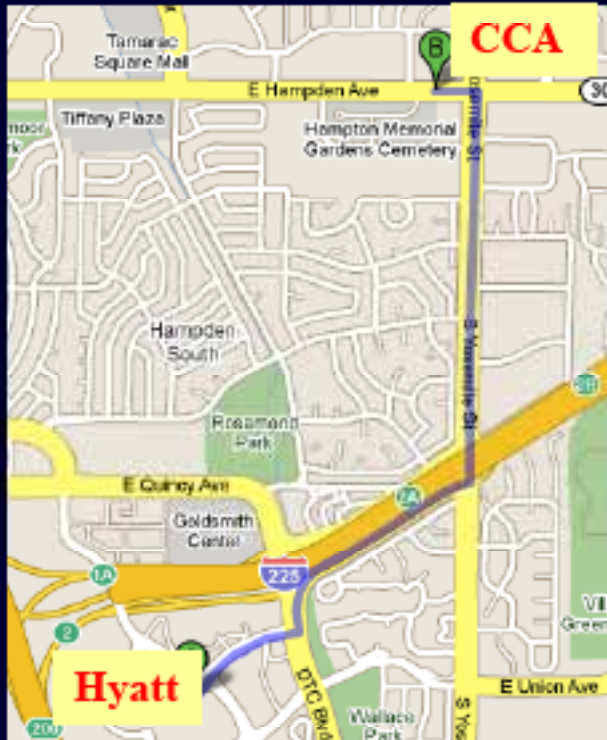
CCA Convention Rate
includes garage parking



Take a virtual tour at
www.techcenter.hyatt.com

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 2011 booking
option is ON-LINE at
<https://resweb.passkey.com/go/CCA2011>

OR call 888-421-1442

Room block cut-off is August 25, 2011.

Guest Rooms 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