



Colorado Chiropractic Association's  
2024 Annual Fall REV Up

Convention

October 18th-20th

**New location**

Sheraton Denver West Hotel

360 Union Blvd

Lakewood, CO

80228



# The Colorado Chiropractic Association 2024 Fall REV Up Convention

We are very excited to be at a new location this year. The Sheraton Denver West has just undergone a Multi-Million-dollar renovation to update this historic hotel. The CCA is thrilled that you are interested in attending our convention to meet the chiropractors in Colorado who are making a difference in their patient's lives every day.

As a vendor at our Convention, there are a few things you can look forward to!

- Our new exhibitor layout will provide the opportunity for you to meet with our attendees as they travel to the General Session and Break Out classes.
- Reconnecting with current customers while discovering new ones!
- 30-minute SCHEDULED breaks during education to give attendees time to visit you!
- We have a variety of exciting and energetic speakers to REV Up Chiropractic in Colorado!
- Your company and contact info will be listed in the Convention Notebook every attendee receives
- All Sponsors and Exhibitors will receive a mailing list of attendees.

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Please review this packet carefully, as some things have changed from previous years. We will be assigning booths differently this year.

***We will continue to provide details and updates as we move closer to the Convention.***

We are always striving to make each year better than the last, and we would not be able to do that without our exhibitors and sponsors!



# 2024 Sponsorship Opportunities

## CCA Fall Presenting Sponsor- \$10,000

- One table in the premier location next to the General Session Doors (Lakewood Ballroom- you have the first choice of placement)
- A representative from your company will be the speaker at a webinar by you about your company. The CCA will host the webinar and advertise your webinar on the convention website and to attendees during the convention. ***(The webinar will be scheduled based on when you register- ask for details)***
- Your logo is prominently featured on independent signage in front of each breakout room and featured on every exhibitor sign placed throughout the event spaces.
- Full-page ad in the attendee notebook.
- Your company as the premier sponsor in vendor directories- one in the Attendee Notebook and one sent to each attendee before the convention.
- Your Logo- featured as a Presenting Sponsor Banner on the convention webpage.
- Your Logo in all convention marketing materials, including flyers, posters, and emails.
- 30-second commercial on the CCA Convention webpage- with your logo.
- 5 Minutes during the convention to talk about your company, products, and services.
- Your logo is included on all table displays.
- Your company mentioned throughout convention as the Presenting Sponsor.
- Pre- and post-convention attendee contact list- with opted-in emails and mailing addresses.

## Happy Hour Saturday Night- \$7,500

- One table in the Sponsorship space
- Your logo will be on signage throughout the hall and appear on a sign to direct your Happy Hour Guests to the off-site location.
- 1/2-page ad in the attendee notebook
- Your company premiered in vendor directories- one in the Attendee Notebook and one sent to each attendee before the convention.
- Your Logo on the convention webpage
- You host the Happy Hour- and will have time to present about your company and services
- Your Logo in convention marketing materials
- Your logo is included on all table displays.
- Pre- and post-convention attendee contact list- with opted-in emails and mailing addresses.



# 2024 Sponsorship Opportunities

## **Attendee Notebook Sponsor- \$6,500**

- One table in the Sponsorship space
- Your logo on signage throughout the hall
- 1/2-page ad in the attendee notebook
- Your company in a vendor directory- one in the Attendee Notebook and one sent to each attendee before the convention.
- Your Logo on the convention webpage
- Your Logo in convention marketing materials
- Your logo is included on all table displays.
- Pre- and post-convention attendee contact list- with opted-in emails and mailing addresses.

## **Friday OR Saturday (All Day) Break Sponsors- \$4,000**

**(For an additional \$500, your logo will be featured on a reusable straw given to every attendee)**

- One table in the Sponsorship space
- Your logo is featured on Signage throughout the hall.
- 1/2-page ad in the attendee notebook
- Your Logo on the convention website
- Your Logo in convention marketing materials
- Your logo on Signage all day Friday during the convention.
- Your logo is featured on napkins at each break and water stations.
- Pre- and post-convention attendee contact list- with opted-in emails and mailing addresses.

## **Sunday (Half Day) Break Sponsors- \$2,000**

**(For an additional \$500, your logo will be featured on a reusable straw given to every attendee)**

- One table in the Sponsorship space
- Your logo is featured on Signage throughout the hall.
- 1/2-page ad in the attendee notebook (everyone gets one)
- Your Logo on the convention website
- Your Logo in convention marketing materials
- Your logo on Signage Sunday during the convention.
- Your logo is featured on napkins at each break and water stations.
- Pre- and post-convention attendee contact list- with opted-in emails and mailing addresses.



# 2024 Sponsorship Opportunities

## **Attendee SWAG Bag Sponsor- \$3,000**

- One table in the Sponsorship space
- Your logo is featured on signage throughout the hall.
- 1/2-page ad in the attendee notebook
- Your Logo on the convention website
- Your Logo in convention marketing materials
- Your logo and contact information on the bags given to each attendee.
- Pre- and post-convention attendee contact list- with opted-in emails and mailing addresses.

## **Vendor Tables**

**Early Bird- \$950 (ends May 31st)**

**Regular Rates- \$1100 (Starts June 1st)**

- 1- 6' table in vendor space. Chairs are included (spaces will have room on each side for spacing and room behind the table. Table Linens are available upon request)
- Your Logo will be placed on signage throughout the convention area.
- Your company logo, name, and contact information listed in the Notebook (each attendee gets one)
- Your company is listed in the Vendor Directory sent to each attendee.
- Post-Convention attendee list, with opted-in email and mailing addresses.





# 2024 Exhibitor Terms & Conditions and Convention FAQs

## **Exhibitor Fees:**

Vendor spaces are available on a first-come, first-served basis, determined by registration and payment date. All booth spaces and sponsorships must be paid in full by August 31, 2024. Any booths reserved after August 31, 2024 must be entirely paid at registration.

## **Exhibitor Information**

After your registration is processed, the point of contact for your company will receive an email from the CCA requesting the pertinent information, including the proper spelling of your company name, the correct spelling of your booth representatives, your company logo, phone number, website, and company/product description. Please provide this information by September 13th, 2024.

## **Exhibitor furnishings:**

Our Vendor spaces include a covered 6' table and two chairs. **Table linen is available upon request.** Dedicated WiFi, electricity, and AV are omitted. Electricity can be provided to your space for a \$15.00 fee with the Sheraton Hotel. Request forms will be available closer to the convention. All equipment must fit into the space without extending into walkways.

## **Endorsement:**

Purchasing an exhibit or sponsorship with the CCA does not imply the association's endorsement. The exhibitor shall not state, imply, or represent in any matter that CCA endorses.

## **Booth Representatives:**

Registrations include two booth representatives. This provides access to breaks and meals. Additional registrants are \$150/representative.

## **Booth Dismantling:**

Exhibits may only be dismantled after the last speaker after Saturday evening. Tear-down before that time is prohibited without permission from the Membership and Marketing Director. Any sponsors/exhibitors leaving before are subject to an Early Departure Fee - and risk future CCA event opportunities.

## **Space Cancellation:**

All cancellations must be received in writing and are subject to the CCA cancellation policies. Cancellation and Refund Policy  
Exhibitors may cancel for any reason; all refunds will be made according to the following refund schedule:

Cancellation requires a phone call or email to the CCA at 303-755-9011 or to [ericka@coloradochiropractic.org](mailto:ericka@coloradochiropractic.org).

Canceling 60 days or more before the convention date will result in a 100% refund.  
Canceling between 60 and 30 days before the convention date will result in a credit only.  
Canceling 30 to 14 days before the convention date will only result in a 50% credit.  
No refund or credit will be given if the exhibitor does not attend the convention.  
If the CCA cancels, you will be refunded 100%. If the CCA needs to cancel, they will, in their best effort, try to cancel in a timely manner.  
The CCA is not responsible for any travel or accommodation costs incurred.



# 2024 Exhibitor Terms & Conditions and Convention FAQs

## **Subletting Space:**

Two or more organizations may NOT exhibit in the same single space.

## **Liability:**

Exhibitors assume responsibility and hereby agree to protect, indemnify, defend, and hold the Colorado Chiropractic Association (CCA) and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney fees arising out of or cause of exhibitors' installation, removal, maintenance, occupancy or use of the exhibitor premises or a part thereof. Exhibitors agree that the CCA shall not be responsible for any exhibit items that are lost, stolen, damaged, or destroyed during the Convention, including setup or tear-down.

## **Security:**

CCA cannot guarantee exhibit security. Exhibitors assume all risks of loss or damage. Special valuables security arrangements may be made directly with the conference hotel.

## **\*Mailing and shipping:**

Exhibitors are responsible for making arrangements with the conference hotel regarding items shipped directly to and from the hotel. ***The Sheraton Hotel does not schedule pick-ups for items shipped for the event. Vendors must provide the pre-paid labels on the returning packages and schedule their pick-ups.*** The CCA is not responsible for receiving or transporting any packages. *The Sheraton Hotel hotel requires that any packages sent arrive three days before our convention- October 15th.*

## **Consent to Use of Photographic Images and Name:**

The exhibitor/sponsor understands that booth representatives may be photographed/videotaped at this event. The exhibitor/sponsor agrees to allow these photos or videos to be used by the sponsors, presenters, or organizers for any legitimate purpose. The exhibitor/sponsor permits CCA to copyright, display, publish, distribute, use, modify, print, and reprint such images in any manner related to CCA, including and without limitation, publications, advertisements, brochures, website images, or other electronic displays and transmissions.



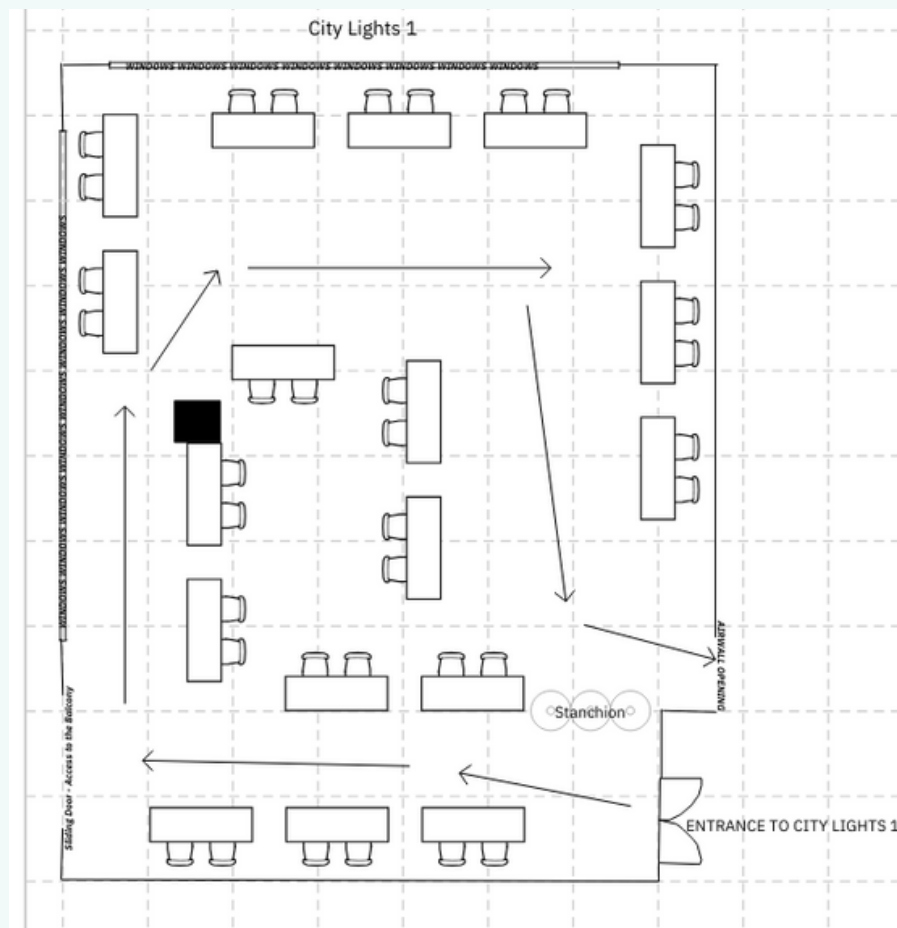
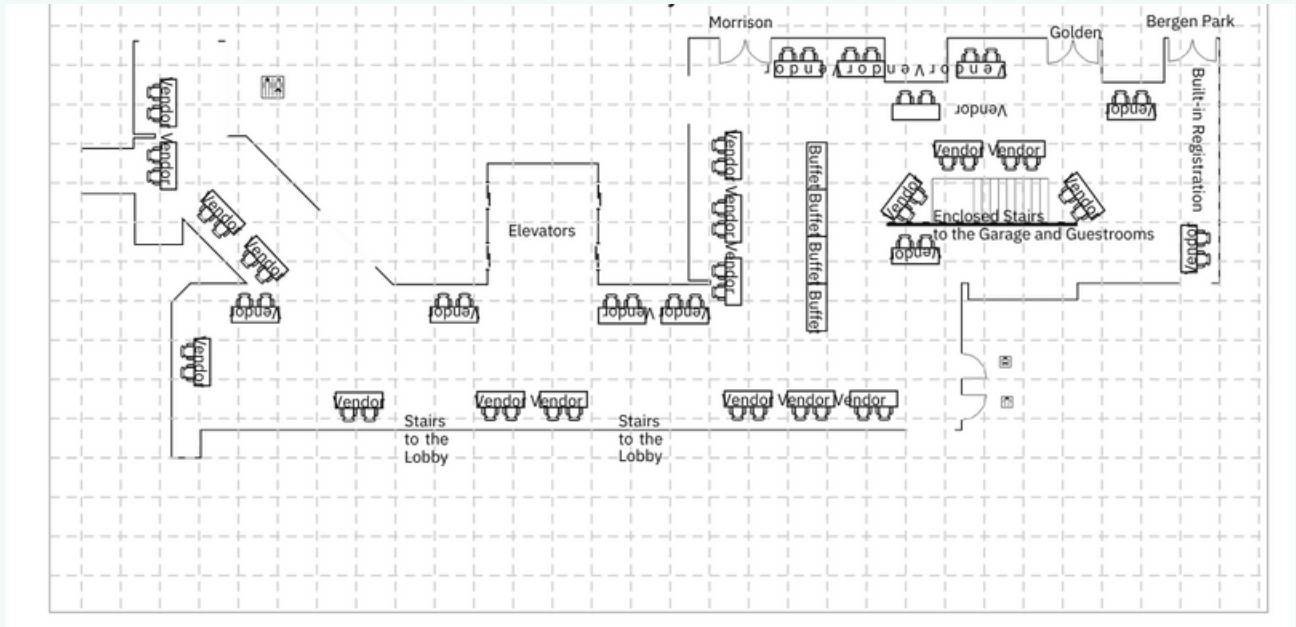




# The Vendors

We have a NEW look and feel for our vendors this year! We have created a flow so our attendees must pass by our vendors on the way to the registration tables, to General Session and to our break out classes!

The CCA will be assigning booths this year according to your sponsorships. and based on when registration was completed.



~ Floor charts are subject to change ~