

Sponsor/Exhibitor Prospectus



Photo courtesy of Austin Convention & Visitors Bureau

2018 COCSA Convention

November 1 - 3, 2018

Hyatt Regency • Austin, Texas



Why Sponsor the 2018 COCSA Annual Convention?

Visibility

~

Networking

~

Opportunity

Dr. Don Cross

COCSA
President

The Congress of Chiropractic State Associations (COCSA) cordially invites you to participate in the 2018 COCSA annual convention, the paramount event for the nation's leading state chiropractic associations! Representing more than 50 associations comprised of over 30,000 doctors of chiropractic, COCSA is the largest chiropractic organization in the country. You will want to take advantage of this unparalleled opportunity to showcase your product or service.

As a COCSA convention sponsor, you have many unique opportunities to highlight your product or service to association executive directors and other key chiropractic decision-makers. We schedule extended breaks and educational classes to encourage maximum traffic in our exhibit hall. Other key functions are held throughout the event providing many opportunities to network and build valuable relationships.

COCSA wants you to be successful as one of our vendor partners and your participation is vital to the overall success of our conventions. Please review the attached sponsorship opportunities and consider the many benefits of sponsorship, including:

- Reinforcing and enhancing your commitment to the profession
- Reconnecting with current customers while discovering new ones
- Taking advantage of the opportunities to network with representatives from more than 50 state associations
- Being recognized by the chiropractic profession as a prominent supporter of COCSA
- Opening new avenues of communication and increasing sales

In addition to the great benefits of convention sponsorships, you will want to become a COCSA Vendor Member and receive many additional benefits throughout the year. Please contact me with any questions or for additional information.

Elizabeth Klein
Executive Director - ChiroCongress

O: 503.922.2933
F: 316.633.4455
elizabeth@cocsa.org

COCSA 2018 Convention Sponsorship Opportunities

KEYNOTE SPEAKER SPONSOR (1 available) \$15,000

Sponsor keynote speaker Joey Coleman. His presentation/workshop will be talked about for months after the event! This will be an opportunity to present your company to the entire group and have them on the edge of their seats with award winning national speaker Joey Coleman, an expert in customer experience design.

WELCOME DINNER SPONSOR (1 available - Thursday evening) \$12,000

Sponsor this amazing welcome dinner onsite at the Caribe Hilton and network with state and national chiropractic leaders as they end a rewarding day of convention classes. This is a unique opportunity to present your company to the entire group in a delightful social setting. Speaking opportunities will also be available. See details on next page.

FRIDAY NIGHT RECEPTION (1 available - Friday evening) \$12,000

Sponsor this unique reception in the stunningly beautiful San Geronimo Exhibit Hall at the Caribe Hilton! Speaking opportunities will also be available. See details on next page.

ENTERTAINMENT EVENT SPONSOR (1 available - Thursday evening) \$7,000

Event/details TBA. This event will be talked about for months after the event! This will be an opportunity to present your company to the entire group and have them on the edge of their seats!.

LUNCH SPONSOR (3 available - Thursday, Friday, and Saturday) \$6,000

Sponsor this key social event of the day and highlight your strong support of the chiropractic profession. Be sure to use this fabulous networking opportunity to showcase your company and address our attendees.

THURSDAY RECEPTION SPONSOR (1 available - Thursday evening) \$3,500

Sponsor this wonderful reception to network and start the evening festivities. This will be an opportunity to present your company to the entire group as we begin a very memorable evening. See details next page.

SURPRISE EVENT SPONSOR (2 available - Thursday evening) \$3,500

Event/details TBA. This will be one of the social highlights of the weekend and a great networking opportunity for your company.

BREAKFAST SPONSOR (2 available - Thursday, Friday, and Saturday) \$3,500

Start the day off as a host and say "good morning" to attendees while highlighting your strong support of the chiropractic profession.

LECTURE SPONSOR (4 available) \$3,500

Showcase your company to all attendees by sponsoring the appearance of some of the best convention speakers in the country.

CONVENTION BAG, WIFI, OR LANYARD SPONSOR (1 each available) \$2,500

YOUR choice - show all attendees you care by sponsoring THE bag full of valuable information, including brochures, documents, and notes or sponsor the internet junkies' social media addiction with WiFi access throughout the Exhibit Hall or the fabulous name tag lanyard that all attendees wear throughout the event!

A La Carte Sponsorships

(Select from the following)

- Inserts in Registration Bags - \$300.00
- Digital Inserts on Mobile App - \$300.00
- Both above inserts - \$500.00 value package
- Game Participation - \$250.00
- Welcome Reception/Dinner Ticket - \$100/pp. Attendee name _____
- Additional Vendor Registration Fee (each additional company representative over two) - \$300.00/pp includes all weekend meals excluding Thursday evening Welcome Reception/Dinner
Attendee name _____

General Exhibitor - \$1,350.00

- Exhibit Booth Only

COCSA Vendor Members (Basic, Preferred and Ally) receive discount on Booth Only fee.

Exhibit Booth includes:

- One (1) 6' draped table, and two (2) chairs
- Electrical and AV options available through hotel - not included
- Exhibitor listing and contact information in the convention program guide received by all attendees
- Directory listing of convention attendees
- All weekend meals included for two (2) company representatives (excluding the Thursday evening Welcome Reception/Dinner). Additional tickets can be purchased a la carte (see "A La Carte Sponsorships" above).

Hyatt Regency Exhibitor Release:

To the fullest extent legally permissible, Exhibitor agrees:

- It shall be fully responsible to pay for any and all damage to property owned by Hotel, Hyatt Corporation or their affiliates or any of their respective owners or managers that results from any act or omission of Exhibitor
- To defend, indemnify and hold harmless, Hotel and Hyatt and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property;
- and its liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees.

Signature _____

SPONSORSHIP APPLICATION
COCSA 2018 Convention Austin, TX - Nov. 1- 3, 2018

All convention and exhibit event times will be included in Exhibitor confirmation packet. Times subject to modification. All food and breaks will take place within or close to the Exhibit Hall to maximize your company's exposure and networking one-on-one with the leaders of the chiropractic profession.

Company Name _____
Primary Company Contact _____
Company Address _____
City/State/Zip _____
Phone _____ Email _____ Web _____
Total \$ _____ Credit Card # _____ Exp. _____
Security code _____

Representative(s) attending:

(1) Name _____ Title: _____
(2) Name _____ Title: _____
(3) Name _____ Title: _____
(4) Name _____ Title: _____

A credit card number MUST be included on this form for sponsorship.

Fill out and return SPONSORSHIP AND PAYMENT pages to:

COCSA

699 June Drive, Molalla, OR, 97038

(503) 922-2933 • fax (316) 633-4455 • elizabeth@cocsa.org

COCSA Convention 2018 Austin, TX - Nov. 1- 3, 2018

A La Carte Sponsorships

(Select from the following)

- Inserts in Registration Bags - \$300.00
- Digital Inserts on Mobile App - \$300.00
- Both above inserts - \$500.00 value package
- Game Participation - \$250.00
- Welcome Reception/Dinner Ticket - \$80/pp. Attendee name _____
- Additional Vendor Registration Fee (each additional company representative over two) - \$300.00/pp includes all weekend meals excluding Thursday evening Welcome Reception/Dinner
Attendee name _____

EXHIBIT ONLY APPLICATION

General Exhibitor - \$1,350.00

Exhibit Booth Only

- COCSA Vendor Members (Basic, Preferred and Ally) receive 10% discount on Booth Only fee.

Exhibit Booth includes:

- One (1) 6' draped table, two (2) chairs, trash can.
- Electrical and AV options available through hotel - not included
- Exhibitor listing and contact information in the convention program guide received by all attendees
- Directory listing of convention attendees
- All weekend meals included for two (2) company representatives (excluding the Thursday evening Welcome Reception/Dinner). Additional tickets can be purchased a la carte (see "A La Carte Sponsorships" above).

Release: To the fullest extent legally permissible, Exhibitor agrees:

- It shall be fully responsible to pay for any and all damage to property owned by Hotel, Hyatt Corporation or their affiliates or any of their respective owners or managers that results from any act or omission of Exhibitor
- to defend, indemnify and hold harmless, Hotel and Hyatt and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property; and
- its liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees.

Signature _____

All convention and exhibit event times will be included in Exhibitor confirmation packet. Times subject to modification. All food and breaks will take place within or close to the Exhibit Hall to maximize your company's exposure and networking one-on-one with the leaders of the chiropractic profession.

Company Name _____

Primary Company Contact _____

Company Address _____

City/State/Zip _____

Phone _____ Email _____ Web _____

Total \$ _____ Credit Card # _____ Exp. _____

Security code _____

Representative Name(s)/Titles attending (1) _____

(2) _____

A credit card number MUST be included on this form for exhibit space.

Fill out and return this page to:

COCSA • 699 June Drive, Molalla, OR 97038

(503) 922-2933 • fax (316) 633-4455 • elizabeth@cocsa.org



**November 1-3, 2018
2018 COCSA Convention
Hyatt Regency • Austin, Texas**

SPONSOR AND EXHIBITOR BROCHURE LISTING

Congress of Chiropractic State Associations will be doing an 8 1/2" x 11" full-color approximately 20-24 page convention brochure. Your free Exhibitor Listing will include your organization's name, a short marketing blurb of 150 words or less as well as any contact names and contact information of your choice. This basic listing is included in your booth registration pricing. **Please complete the following information that you would like included in your listing.** Let me know if you need any examples on the "blurb". Marketing blurb should be brief (under 150 words). COCSA will assign and include the Booth # for your listing. This information is due no later than **9/07/2018** to **sryan@cocsa.org**.

ORGANIZATION NAME:

REPRESENTATIVE NAME(S) + TITLE(S):

- 1.
- 2.

ADDRESS:

CITY: STATE: ZIP:

PHONE #:

WEBSITE ADDRESS FOR LISTING:

EMAIL ADDRESS FOR LISTING:

BOOTH # (to be assigned by COCSA):

EMAIL LOGO (.jpg) to sryan@cocsa.org. DATE EMAILED:

MARKETING BLUB (150 words):



Annual Convention 2018

November 1- 3 • Austin, Texas

Takin' it to the States!

Advertising Opportunities

(Select from the following)

- Full Page ad in convention booklet (email to sryan@cocsa.org by **Sept. 7th**).....\$500.00
7.5x10", or 8.75x11.25" (with bleeds) email as PDF, high resolution.
- Half Page ad in convention booklet (email to sryan@cocsa.org by **Sept. 7th**).....\$300.00
7.5x5" or 3.75x10" email as PDF, high resolution.
- Quarter Page ad in convention booklet (email to sryan@cocsa.org by **Sept. 7th**)....\$250.00
3.75x5" email as PDF, high resolution.
- Inserts in Registration Bags (150 copies received at hotel by **Oct. 29th**).....\$300.00

*Please send inserts addressed to: Attn: Sheri Ryan - COCSA Convention Insert -
Hyatt Regency • 208 Barton Springs Rd • Austin, TX 78704*

Forward UPS/Fed EX or USPS Tracking number for insert shipment to sryan@cocsa.org.

The COCSA Convention Booklet will be approximately 20-24 pages, and will be distributed to all convention attendees and exhibitors.

Company Name _____

Rep(s) Name _____

Company Address _____

City/State/Zip _____

Phone _____ Email _____

Total \$ _____ Credit Card# _____ Exp. _____ Code _____

A credit card number may be included on this form or you may mail your check to:
COCSA • 1159 Porter Drive, Charlotte, MI 48813

Please fill out and fax this form to (316) 633-4455
BE SURE TO EMAIL YOUR AD TO sryan@cocsa.org BY SEPT 7th.
Advertising Questions? Call Sheri at (907) 903-1350

EXHIBITOR SERVICES ORDER FORM



Hyatt Regency Austin

208 Barton Springs Rd.

Austin, TX 78704

Fax: 512-480-2069

Exhibit Booth Info

Program: _____

Set up Date: _____ Set Time: _____

Tear Down Date: _____ End Time: _____

| |
|--|
| <u>COMPANY INFORMATION</u> |
| <u>ON-SITE CONTACT NAME</u> |
| <u>E-mail Address</u> |
| <u>Billing Address</u> |
| <u>City, State, Zip</u> |
| <u>Telephone Number</u> () |
| Payment Terms & Conditions |
| Full payment, including sales tax, is due 10 Days in advance. Purchase orders not accepted. |
| A representative must be in your booth to sign for delivery of shipped items. |
| Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Austin, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Austin, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. |
| The Hotel does not accept any liability for equipment, goods, displays, or other materials that arrive or fail to arrive at the Hotel. The Group is responsible for insuring its property for loss or damage. All packages should be clearly marked with a return address. |

| <u>Deliveries</u> | Price | Qty | | | TOTAL | |
|--|--|-------|-------|---|-------|-------|
| <i>Pricing based on handling, delivery one way only does not include fees charged by the courier</i> | | | | | | |
| Shipments 50 lbs. or less: | \$5.00 | X | _____ | = | _____ | |
| Shipments 50 lbs. or more: | \$15.00 | X | _____ | = | _____ | |
| Pallets: | <i>*Please contact hotel directly in advance of shipping</i> | | | | | |
| <u>Internet / Phone Lines</u> | Price | Qty | Days | | | TOTAL |
| Hard Wired Line | \$250.00 | X | _____ | = | _____ | |
| Additional Wired Line (each) | \$75.00 | X | _____ | = | _____ | |
| Wireless Internet- 10mbps | Complimentary | _____ | _____ | = | _____ | |
| TOTAL CHARGES | | | | | | |
| | | | | | = | |

Due to limited storage, please do not send packages more than two (2) days prior to your event. Deliveries that arrive prior to this will be subject to a \$50.00 storage fee per day.

Please Address Shipments as Follows:
TO: Hyatt Regency Austin - Receiving Department
HOLD FOR ARRIVAL- COCSA
ATTN: [Contact Name & Phone Number] & [Exhibitor Company Name]
208 Barton Springs Road
Austin, TX 78704

For expedited delivery, have tracking numbers with you.

| | |
|--|-----------------|
| Payment <i>Please complete the requested information below:</i> | |
| Cardholder's Name (or Name of Guest Room to put charges on) | |
| Account No. (Or Hotel Guest Room Number) | Exp Date |
| Authorized Signature | |
| X _____ | |
| Telephone Number | |
| () | |
| Email Address to Send Receipt | |

Please contact *Jote Brown* in the Events Department with any questions - Jote.Brown@hyatt.com



Hyatt Regency Austin

208 Barton Springs Rd.
Austin, TX 78704
Phone: 512-480-2083
Fax: 512-480-2053

EXHIBITOR SERVICES ORDER FORM

Exhibit Booth Info

Please complete the requested information below

Program: _____

Start Date: _____

Start Time: _____

Booth # _____

End Date: _____

End Time: _____

COMPANY INFORMATION

EXHIBITOR COMPANY NAME

ON-SITE CONTACT NAME

E-mail Address

Billing Address

City, State, Zip

Telephone Number
()

Fax Number
()

Payment Terms & Conditions

Full payment, including sales tax, is due **7 Days** in advance.
Purchase orders not accepted.

Cancellations less than 72 hours prior to exhibit load-in will be charged a one-day rate.

Forms received less than (10) days in advance will be charged the "Standard" rate.

The equipment being requested in this order is being rented for the specified period of time only.

Any equipment rented is for use in exhibit booth only. Equipment may not be removed without the written permission of PSAV

All equipment must be returned to PSAV in the same conditions as it was in the time of delivery. Normal wear & tear excluded.

Exhibitor agrees to be billed for any damages or loss of equipment while in exhibitors care or control.

Electrical services are not included in equipment pricing

| <u>Audio Visual Equipment</u> (All Rates Are Daily) | Advance | Standard | Qty | DAYS | TOTAL |
|--|----------|----------|-----|------|-------|
| B & W Laser Jet Printer | \$170.00 | \$225.00 | X | = | |
| Color Laser Jet Printer | \$355.00 | \$400.00 | X | = | |
| Fax Machine | \$175.00 | \$200.00 | X | = | |
| Tripod Screen (w/Skirt) | \$95.00 | \$105.00 | X | = | |
| 20" LCD Monitor | \$125.00 | \$200.00 | X | = | |
| 32" LCD /TV Monitor w/ Stand | \$235.00 | \$320.00 | X | = | |
| 42" Plasma w/ Stand | \$360.00 | \$420.00 | X | = | |
| | | | X | = | |
| Electrical (Ext Cord & Power Strip) | \$50.00 | \$75.00 | X | = | |
| | | | X | = | |
| PolyCom w Phone Line | \$200.00 | \$250.00 | X | = | |
| LCD Projector (3300 Lumens) | \$350.00 | \$425.00 | X | = | |
| DVD Player | \$80.00 | \$100.00 | X | = | |
| Flip Chart w/ Pad and Markers | \$75.00 | \$95.00 | X | = | |
| 3'x5' Cork Board | \$85.00 | \$100.00 | X | = | |
| 3'x4' White Board w/Markers & Eraser | \$85.00 | \$100.00 | X | = | |
| Laptop Computer | \$225.00 | \$250.00 | X | = | |
| Powered Speaker w/ Stand | \$150.00 | \$175.00 | X | = | |
| Audio Mixer 4 inputs | \$65.00 | \$75.00 | X | = | |
| Audio Mixer 8 inputs | \$135.00 | \$175.00 | X | = | |
| Wired Micphone | \$80.00 | \$85.00 | X | = | |
| Wireless Microphone | \$170.00 | \$195.00 | X | = | |
| CD Player | \$70.00 | \$90.00 | X | = | |

For equipment not listed, or special assistance, please call 512-480-2083

Orders received less than 10 days before exhibit set-up will be charged Standard rates

FAX 512-480-2053

Payment Please complete the requested information below:
Make check Payable to: **PSAV**

Billing Zip _____
Code _____ CVN _____

Cardholder's Name: _____

Account No. _____ Expiration Date _____ / _____

Authorized Signature _____
X

Telephone Number _____
()

Email Address to Send Receipt: _____

TOTAL COST

Subtotal \$ _____

Event Technology Support \$ _____
(22% of Subtotal)

8.25% Sales Tax \$ _____

GRAND TOTAL \$ _____