



IOWA CHIROPRACTIC

S O C I E T Y

2017

EXHIBITOR & SPONSORSHIP PROGRAM

Exhibitor Benefits

As an exhibitor at ICS events, your booth fee covers:

- Registration for up to two (2) company representatives
- Exhibit hall space*:
 - Booth Space
 - One (1) six-foot skirted table and two folding chairs
 - Booth sign with your company's name
 - Back and side drapes
 - Waste basket
- Meals and snacks for two representatives during exhibit hall hours**
- Electronic PDF copy of attendees' mailing address and telephone contact information (after event)
- Recognition on ICS' website as an exhibitor with a link to your website
- Recognition in *DC Take Five* e-newsletter
- Listed as an exhibitor in the Exhibitor/Sponsor Program***
- Voucher for discounts on ICS advertising opportunities

* Subject to change based on availability at facilities.

** Please note Annual Convention Awards Banquet tickets are excluded.

*** If registration is received two weeks prior to event.

Sponsorship Benefits

Increase your company's visibility with a sponsorship at an ICS event. Specific sponsorships, with additional benefits, are listed below. In addition to exhibitor benefits, sponsorship includes:

- Sponsorship signage at event
- Complimentary exhibit hall space
- One-page handout in all registration packets
- One (1) free advertisement in *DC Take 5*, ICS' e-Newsletter

ICS Sponsorship Opportunities

Speaker Sponsorship

ANNUAL CONVENTION **\$2,500–\$5,000**
(Quantity of sponsorships available varies per event)

FALL SYMPOSIUM **\$2,500–\$5,000**
(Quantity of sponsorships available varies per event)

This covers speaker fees and/or expenses. For sponsoring a speaker, you get the following as well as the standard Exhibitor Benefits:

- 2 minutes at the podium (of sponsored session)
- Signage inside room
- Introduction of the speaker (if you wish)
- Listed as a sponsor in the Mobile App
- Listed as a sponsor on the ICS Website with a link to your website
- Complimentary Exhibit Space (Able to select your location)
- 1-page flyer insert registration packets (needed 2 weeks prior to show) and place in the session room
- 1 free advertisement in *DC Take 5*, ICS e-Newsletter
- 2 complimentary tickets to the Awards Banquet and Presidents Reception (Annual Convention only)

Annual Convention Awards Banquet

ANNUAL CONVENTION **\$3,000**
(Up to two (2) sponsorships available)

As a sponsor for the awards banquet, a representative of the sponsoring organization will welcome guests and make remarks from the main podium. The organization's logo will appear prominently in the awards brochure and banquet hall.

President's Reception Beverages Sponsor

ANNUAL CONVENTION **\$2,500**
(Up to two (2) sponsorships available)

As a sponsor for the beverages served at the President's Reception, the sponsoring organization will have their name or logo imprinted on cocktail napkins at the event and have a signature beverage in their name honoring the President. The organization's logo will appear prominently in the banquet hall.

General Luncheon(s)

ANNUAL CONVENTION **\$2,500**
(Up to two (2) sponsorships available)

FALL SYMPOSIUM **\$2,000**
(One (1) sponsorship available)

As a luncheon sponsor, a representative of the sponsoring organization will welcome luncheon guests and make remarks from the main podium, provide handouts on the luncheon tables and the organization's logo will appear in the signage prominently displayed in the luncheon hall. Additional speaking time on a relevant topic may be available. Please contact Janean Carey at meetings@iowadcs.org for details.

Continental Breakfast(s)

ANNUAL CONVENTION **\$1,250**
(Up to three (3) sponsorships available)

FALL SYMPOSIUM **\$1,000**
(Up to two (2) sponsorships available)

As a sponsor of the general continental breakfast, a representative of the sponsoring organization will personally meet and greet participants during the breakfast. Sponsorship signage will be prominently displayed.

Refreshment Break(s)

ANNUAL CONVENTION **\$1,250**
(Five (5) sponsorships available)

FALL SYMPOSIUM **\$1,000**
(Three (3) sponsorships available)

Take advantage of increased traffic during breaks as well as goodwill for your organization! Sponsored refreshment breaks (coffee, soda, tea, snacks, etc.) will be served in designated areas and times while the exhibit hall is open. These sponsors will benefit from additional visibility through signage and name recognition in the exhibit hall booklet.

Leadership Breakfast

ANNUAL CONVENTION **\$1,000**
(One (1) sponsorship available)

FALL SYMPOSIUM **\$1,000**
(One (1) sponsorship available)

Meet and mingle with current and past leadership from ICS Board of Directors and ICS past presidents. The breakfast sponsor enjoys one-on-one conversations with influential chiropractic leaders and may address the entire group for one-minute at the beginning of breakfast.

Water Bottles

ANNUAL CONVENTION **\$1,500 / \$2,500**
(Sponsor provides printed bottles / ICS orders printed bottles)

FALL SYMPOSIUM **\$1,000 / \$2,000**
(Sponsor provides printed bottles / ICS orders printed bottles)

Help ICS in its efforts to be "green" by sponsoring eco-friendly reusable water bottles with your company's logo. Each attendee receives a water bottle at registration and has the opportunity to use it throughout the conference at water stations.

Bags/Totes

ANNUAL CONVENTION **\$1,500 / \$2,500**
(Sponsor provides printed bags / ICS orders printed bags)

FALL SYMPOSIUM **\$1,000 / \$2,000**
(Sponsor provides printed bags / ICS orders printed bags)

Promote your company's message and logo on the conference tote bag, distributed to all attendees on site with your insert and other important information included.

Lanyards/Badge Holders

Get your company noticed by exclusively sponsoring this handy and highly-visible accessory distributed to all attendees on-site.

ANNUAL CONVENTION **\$1,500 / \$2,500**
(Sponsor provides printed badge holders / ICS orders printed badge holders)

FALL SYMPOSIUM **\$1,500 / \$2,000**
(Sponsor provides printed badge holders / ICS orders printed badge holders)

Internet/Wi-Fi

ANNUAL CONVENTION **\$1,500**
(One (1) sponsorship available)

FALL SYMPOSIUM **\$1,500**
(One (1) sponsorship available)

Feature your company's name on one of the most highly-used convention services – Wi-Fi! Your organization's name and logo is predominantly displayed on significant signage in high-traffic areas. The Wi-Fi sponsor may provide mouse pads and/or a hand-out in all attendee packets to promote your company.

Conference Mobile App

ANNUAL CONVENTION **\$1,500**
(One (1) sponsorship available)

FALL SYMPOSIUM **\$1,500**
(One (1) sponsorship available)

This exclusive sponsorship features your company's name and logo prominently in the app. The mobile app hosts all pertinent conference information and session handouts.

Flyer Insert in Attendee Packets

CONVENTION OR FALL SYMPOSIUM **\$250**

Create Your Own Exclusive Sponsorship

Work directly with ICS to create a unique sponsorship opportunity that meets the needs of your company. Contact Molly Lopez at director@iowadcs.org.

For additional information, visit www.iowadcs.org under the Advertising tab.

ICS Affiliate Membership

ANNUAL DUES **\$365.00**

Not a chiropractor? ICS offers affiliate memberships as a way to actively engage with ICS members. Affiliate membership benefits include:

- Access to the Members Only section of the ICS website
- Discounts on exhibit booth(s) and advertising rates in *ICS Review*
- Affiliate membership listing in the online ICS Membership Directory
- Subscriptions to member communications

Additional Advertising Opportunities

Sponsorship isn't the only outlet to reach Iowa's doctors and chiropractic professionals, the Iowa Chiropractic Society has advertising opportunities available!

- *DC Take 5* – ICS' e-newsletter is emailed monthly.
- *ICS Review* – ICS' journal is published two times per year, in March and September. This publication is available in print and digital, and has a circulation of more than 1,000 Doctors of Chiropractic and Chiropractic Professionals.

For more information on advertising please contact Heather Tamminga, ICS Publications, at publications@iowadcs.org

Exhibitor Rates

Affiliate Member / Non Affiliate Member

ANNUAL CONVENTION: **\$600 / \$700**

FALL SYMPOSIUM: **\$500 / \$600**



IOWA CHIROPRACTIC
SOCIETY

1255 SW Prairie Trail Parkway
Ankeny, IA 50023
(515) 867-2800

2017

IOWA CHIROPRACTIC SOCIETY EXHIBITOR & SPONSORSHIP PROGRAM

Save the Dates!

2017 ICS Annual Convention

Downtown Marriott
Des Moines, IA
April 21–23, 2017

2017 ICS Fall Symposium

DoubleTree by Hilton
Cedar Rapids, IA
October 21–22, 2017

2018 ICS Annual Convention

Iowa Events Center
Des Moines, IA
April 19–22, 2018

2018 ICS Fall Symposium

Sheraton West Des Moines
West Des Moines, IA
October 20–21, 2018