



SCCCA

SOUTH CAROLINA CHIROPRACTIC ASSOCIATION

Building Bridges



Affiliate Guide



December 17, 2018

Dear Affiliate Members:

I want to thank you for your continued support of the South Carolina Chiropractic Association. As we approach 2019, it is time to consider your Affiliate Membership. If you are new to the SCCA, this is a perfect venue for you to introduce your company to our members.

The SCCA's Affiliate Membership Program includes various membership tiers. Each tier has benefits tailored to your needs, so that you, our loyal members, can profit from being an Affiliate Member. Some of the benefits include special deals for our annual convention and other SCCA events plus advertisements in *The Back Cover* and on www.scchiropractic.org.

We are sure you will agree these benefits will offer you a great return on your investment. We will also work directly with you to tailor any membership level to fit your needs. Please complete the Affiliate Partner Application with your chosen level of membership, and any additional forms as indicated and return to us by mail or fax.

Should you have any questions, please do not hesitate to call me at 803-772-9376. We look forward to hearing from you and appreciate your involvement in the SCCA!

Sincerely,

Annie W. Wilson
Executive Director

Affiliate Programs

If you are looking for a place where your support will have a direct positive benefit on the chiropractic profession, the South Carolina Chiropractic Association is the answer. As the state association for Doctors of Chiropractic, the SCCA has a diverse membership representing the largest number of Chiropractors in SC.

In keeping with our mission, the SCCA provides an open, non-partisan forum where all voices of Chiropractic work in an atmosphere of unity and cooperation for the advancement of the profession.

We are proud that our membership and a potential database of doctors that can be reached through our members numbers in the thousands of chiropractors who each year review and purchase products and services.

Partners allow us to provide more services to our member doctors. This brochure outlines the opportunities available to you so that you can support our efforts while demonstrating your products and services to the South Carolina Chiropractic community. Each level of membership offers numerous benefits to you, in order to help you gain the maximum level of product and/or service exposure to increase your market penetration in South Carolina.

- The Palmetto Affiliate Program:** Includes various levels of sponsorship. This program provides a wide array of benefits that are commensurate with the level of support.

- Affinity Affiliate Program:** Affiliate member companies who provide products or services deemed to have exceptional value may contract with SCCA to provide these products or services to our members at a discount or through an affinity program. The process for approval is limited and stringent.

- Annual Convention, Golf Tournament, and Shuck & Shoot Participation:** The SCCA Convention is held mid-summer and attended by approximately 250 to 300 doctors. Companies may participate as sponsors and/or exhibitors. The Annual Golf Tournament is held in mid-April and the “Shuck & Shoot” takes place in the fall.

Affiliate members are not eligible to vote or hold any elected position, but are entitled to all other benefits of membership.

Palmetto Affiliate Membership Program

Titanium (\$10,000)

- Sponsorship recognition with link to your website in *Back Cover e-news*
- First choice on convention sponsorship
- Hospitality Room Host at convention
- Signage at convention
- Up to three (3) premium convention exhibit booths with twelve (12) registrations
- Two (2) teams & two (2) hole sponsorships at golf tournament
- Recognition in electronic membership directory
- Six (6) distributions of information/articles through the SCCA
- Logo & link on home page of the SCCA website

Platinum (\$5,000)

- Sponsorship recognition with link to your website in *Back Cover e-news*
- 2nd choice on convention sponsorship
- Signage at convention
- Up to two (2) premium convention exhibit booths with eight (8) registrations
- One (1) team & one (1) hole sponsorship at golf tournament
- Recognition in electronic membership directory
- Eight (8) membership directories
- Six (6) distributions of information/articles through the SCCA
- Logo & link on home page of the SCCA website

Gold (\$4,000)

- Sponsorship recognition with link to your website in *Back Cover e-news*
- 3rd choice of convention sponsorship
- Signage at convention
- One (1) premium convention exhibit booth with six (6) registrations
- One (1) team & one (1) hole sponsorship at golf tournament
- Recognition in electronic membership directory
- Six (6) membership directories
- Four (4) distributions of information/articles through the SCCA
- Logo & link on home page of the SCCA website

Silver (\$3,000)

- Sponsorship recognition with link to your website in *Back Cover e-news*
- 4th choice on convention sponsorship
- Signage at convention
- One (1) premium convention exhibit booth
- Four (4) convention registrations
- One (1) hole sponsorship at golf tournament
- Recognition in electronic membership directory
- Two (2) distributions of information/articles through the SCCA
- Logo & link on home page of the SCCA website

Bronze (\$2,500)

- Sponsorship recognition & link to your website in *Back Cover e-news*
- 5th choice on convention sponsorship
- Signage at convention
- One (1) premium convention exhibit booth with two (2) registrations or recognition in electronic membership directory
- One (1) hole sponsorship at golf tournament
- Two (2) membership directories
- One (1) distribution of information/article through the SCCA
- Logo & link on home page of the SCCA website

Copper (\$1,500)

- Sponsorship recognition & link to your website in *Back Cover e-news*
- 6th choice on convention sponsorship
- Signage at convention
- One (1) premium convention exhibit booth with one (1) registration or recognition in electronic membership directory
- Two (2) membership directories
- One (1) distribution of information/article through the SCCA
- Logo & link on home page of the SCCA website

We will work to bring you the best discounts available, as well as additional benefits. The above may be increased by the Board of Directors, but will never decrease.

Please note: It is the responsibility of the participating company to utilize the benefits afforded to them through their sponsorship.

Affinity Affiliate Membership Program

Affinity programs offer a product or service to the SCCA and its' members. Programs traditionally include special pricing for members with payment of royalties to SCCA. Products or services deemed appropriate by the SCCA may be considered for an affinity program. Affinity programs must be approved by the SCCA Board of Directors.

By signing the Affinity Program agreement below, the Affinity Affiliate Member agrees, at a minimum, to the following provisions or requirements:

- certain restrictions on the Affiliate's use of the SCCA name, logo and other intellectual property;
- that the Affiliate not refer to itself as an agent of the SCCA or that it refer to the relationship between the parties as a partnership or joint venture;
- that the affiliate shall promptly inform the SCCA of all product liability claims made against it during the term of this agreement;
- that the agreement will be governed under the laws of South Carolina;
- that the SCCA shall be compensated by a royalty fee, documentation of which shall be provided together with each royalty payment;
- that the SCCA does not certify or guarantee the product or service and that the SCCA shall have no liability in connection with the purchase or use of the product or service;
- that the SCCA must approve in advance any promotional materials referencing the SCCA;
- that the agreement may be terminated by the SCCA should it determined that the Affiliate has breached the agreement; and
- that the SCCA does not endorse products or services.

Affinity Affiliate Base Cost: \$200.00

- The SCCA will receive a royalty from membership participation in the Affinity Program.
- A discount will be provided to SCCA members for participating in the Affinity Program.
- Please submit a full explanation of your proposed program with the Affiliate Partnership Application including how royalties will be awarded. Attach additional pages if necessary.

Company Representative Signature

SCCA Representative Signature

Printed Name

Printed Name

Term of Agreement

Convention Support - June 20 - 23, 2019

SUPPORT OPTIONS

One of our greatest benefits for members is the Annual Convention where Association members and non-members gather. Because our program is focused on educational seminars and networking, the atmosphere is intimate with more attention on building relationships than on mass marketing. Information on how you can be a part of this excellent venue is included in this packet.

Your support is used for receptions, meals, breaks, speakers, specialty items, entertainment and other amenities that enhance the conference experience. SCCA Palmetto Affiliate members receive first choice of sponsorships, top billing and additional perks. This limits the number of individual sponsorships available. All sponsorships include signage at convention, program recognition and recognition from the podium.

For more information on the SCCA Palmetto Affiliate Member program, please see page 4. For additional information about the SCCA, contact us at (803) 772-9376, scca@capconsc.com or visit our website at www.scchiropractic.org.

ANY MORNING OR AFTERNOON BREAK - \$500

- Signage at break and program materials
- Recognition from the podium
- Registration for up to 2 representatives

BANQUET SPONSOR - \$2,000

- Signage at dinner and program materials
- Recognition from the podium
- Registration for up to 4 representatives

BANQUET ENTERTAINMENT SPONSOR - \$1,800

- Signage at speaker's event and program materials
- Recognition from the podium
- Registration for up to 4 representatives

ANNUAL MEETING MEAL SPONSOR - \$1,350

- Signage at the meeting and program materials
- Recognition from the podium
- Registration for up to 4 representatives

WIFI SPONSOR - \$1,000

- Signage at registration and program materials
- Recognition on handouts
- Registration for up to 3 representatives

LUNCH WITH THE EXHIBITORS SPONSOR - \$1,250

- Signage at lunch and program materials
- Recognition from the podium
- Registration for up to 3 representatives

TOTE BAG SPONSOR - \$800

- Logo on tote bag
- Registration for up to 3 representatives

SCCA MOBILE APP SPLASH PAGE SPONSOR - \$1,400

- Signage on App, at breakfast and program materials
- Registration for up to 2 representatives

KEYNOTE SPEAKER SPONSOR - \$3,000

- Signage at meal and program materials
- Recognition from the podium
- Registration for up to 2 representatives

INCREASE TRAFFIC AT YOUR BOOTH BY PURCHASING A SQUARE FOR TIC-TAC-TOE (\$75)

Attendees receive a card with a tic-tac-toe grid. They will take this card to the booths listed and receive a sticker from the participating vendors. Once the card is filled, it will be placed in the grand prize drawing. To have your company name and booth number listed, purchase a square for \$75.

Only 15 squares are available on a first come, first served basis. Get your square now for this sure way to increase traffic at your booth!

DOOR PRIZE DONATION - Don't forget your door prizes!

Convention Registration - Early Bird Ends March 1!

COMPANY INFORMATION

COMPANY NAME _____

CONTACT _____

BOOTH REPRESENTATIVES _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

FEES AND PAYMENT - CALCULATE YOUR FEES

SPONSORSHIP:

- | | |
|---|--|
| <p><input type="checkbox"/> ANY MORNING OR AFTERNOON BREAK - \$500</p> <p><input type="checkbox"/> BANQUET SPONSOR - \$2,000</p> <p><input type="checkbox"/> BANQUET ENTERTAINMENT SPONSOR - \$1,800</p> <p><input type="checkbox"/> ANNUAL MEETING LUNCH SPONSOR - \$1,350</p> <p><input type="checkbox"/> WIFI SPONSOR - \$1,000</p> <p><input type="checkbox"/> LUNCH WITH THE EXHIBITORS SPONSOR - \$1,250</p> <p><input type="checkbox"/> TOTE BAG SPONSOR - \$800</p> | <p><input type="checkbox"/> SCCA MOBILE APP SPLASH PAGE SPONSOR - \$1,400</p> <p><input type="checkbox"/> KEYNOTE SPEAKER SPONSOR - \$3,000</p> <p><input type="checkbox"/> TIC-TAC-TOE SPONSOR - \$75</p> |
|---|--|
- Please note participation in the scavenger hunt is limited to our Palmetto Affiliates or sponsors of the convention.*

EXHIBIT FEE: Fees are based upon registrations prior to March 1, 2019. Booths are assigned on a first come, first served basis as registration and fees are received. The SCCA always makes every effort not to place competitors next to each other. *Premium space is limited as it is located in the front half of the exhibit hall.

	Now - Feb. 28	Mar. 1 - May 31	June 1 - June 20
Palmetto Member	___ FREE	___ FREE	___ FREE
SCCA Member	___ \$550	___ \$700	___ \$750
SCCA Member Double	___ \$850	___ \$900	___ \$950
Booth - sorry, no sharing			
Non Member	___ \$850	___ \$1,000	___ \$1,150
Non Member Double	___ \$1,150	___ \$1,200	___ \$1,250
Booth - sorry, no sharing			
*Premium Space	___ \$100		

Your 8 x 10 booth includes 1 table and 2 chairs: please indicate if additional equipment is requested and include the appropriate fee.

Additional Tables - \$20 each # _____
 Additional Chairs - \$10 each # _____
 Electrical - \$70 ___ Yes ___ No

___ Yes, I will provide a door prize which will be:

Special requests: _____

(i.e. telephone line, etc.– additional charges may apply for independent exhibitors. The total will be applied by the hotel. The SCCA will cover the electrical and special request charges for the Platinum, Gold, Silver and Bronze Affiliate members and these members have premium space.)

ADDITIONAL REPRESENTATIVES:

_____ @ \$150 EACH

Please check the sponsorship listing on pages 4 and 6 for the number of representatives included in your sponsorship.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

TOTAL DUE: \$ _____ (over)

Convention Participation Details

PARTICIPATION OPTIONS

Use the following check-off boxes to indicate which options you plan to utilize. Be reminded the deadline for submitting all materials is **March 1, 2019**. It is your responsibility to submit materials in a timely manner. Materials not received by the due date will not be included. Sponsorships are listed above the exhibit fees on page 7.

- All sponsors are invited to provide a company brochure to be distributed at convention. Check here if you plan to provide materials for distribution and send 250 copies to the SCCA office by **March 1**. Street address for shipments is SCCA, 1300 12th Street, Suite B, Cayce, SC 29033.
- For those sponsors who receive recognition from the podium, please email a brief description of your company to the SCCA at scca@capconsc.com by **March 1**. This information will be used to recognize your company.
- Signage will be used to acknowledge all sponsors. Please email your company logo to the SCCA at scca@capconsc.com by **March 1** for use on conference signage.

The word "sponsor" used above indicates those exhibitors who have signed up to sponsor individual convention events as listed on page 7. Those exhibitors who are purchasing booths only will be responsible for disbursing their own information at their booth.

TOTE BAG SPONSOR INFORMATION

- We will provide our company logo for the SCCA to create the bag design. (Logo must be provided by **March 1**.)
- Our graphics department can assist with creating the bag design. Please provide name & email of graphic designer.

Name: _____ Email: _____

EXHIBITOR REGISTRATION

Brief description of company, products and services to be exhibited. This will be used in the convention program.

PAYMENT OPTIONS

Payment can be made by check or credit card (MC, VISA, AMEX or Discover). Total amount enclosed (payable to the SCCA) \$_____ or please bill the credit card listed below.

CREDIT CARD # _____ EXPIRATION DATE _____ CVV CODE _____

NAME ON CARD _____

BILLING ADDRESS and ZIPCODE _____

SIGNATURE _____

Applications are not considered complete until payment is received in full. No booth will be held pending payment. Following receipt and confirmation of your paid exhibitor registration, the SCCA will email you the hotel code needed in order to reserve your hotel accommodations under the SCCA room block. We accept all major credit cards or company checks. All space is sold on a "No Refund Basis." The only exception to this rule is if the SCCA cancels the convention/trade show for any reason.

REMITTANCE

Please complete both pages of the registration form and return with payment to:

SCCA
PO Box 1763 - Columbia, SC 29202
Fax: (803) 252-0589 - Email: scca@capconsc.com

Convention Participation Details

EXHIBIT INFORMATION

- The SCCA reserves the right to determine the eligibility of any company or product for inclusion in the Trade Show.
- Sharing of space is prohibited.
- Exhibits are to be set-up on Friday between 6:30 am and 8:30 am and dismantled on Saturday after 5:00 pm. No early set-ups will be allowed. Early dismantle can be arranged by contacting the SCCA office.
- Exhibits are located in close proximity to the Educational Sessions with the area being used for networking and food & beverage functions whenever possible.
- Exhibit spaces are pre-assigned by the SCCA with SCCA Palmetto Affiliate Members and Square Sponsors receiving priority placement.
- Exhibit fee covers the rental of exhibit space assigned for the period of the exhibit including standard 8' backdrop and 3' side rails with drapery, a standard sign consisting of the name of exhibitor, one table, two chairs and general cleaning and sweeping of the aisles. In addition, the fee covers the Annual Banquet for two registered representatives.
- Special exhibit space must be approved by the SCCA office.
- Because of limited storage at the hotel, special arrangements should be made for advance shipment of materials. The hotel contact can be obtained from the SCCA to make special arrangements.
- Insurance, if desired by exhibitors, must be obtained at their own cost and expense. The Association and their agents and their employees assume no risk, and by the acceptance of the exhibitor's agreement, the exhibitor expressly releases the Association from any liability for damage, injury or loss to any person or goods, from any cause whatsoever or from any failure to hold the show as scheduled. All property shipped to and from the show is the sole responsibility of the exhibitor. It is recommended that exhibitors obtain adequate coverage, at their own expense, for property loss or damage and liability for personal injury.
- **Namebadges:** Exhibitors and their representatives must wear their official identification namebadge at all times while on the exhibit floor. These badges are issued for the exhibitors' protection and identification. They are not to be loaned or given to others.
- **Booth Construction:** Exhibits must be constructed so that the general view is not blocked or hides the exhibits of others. No booth shall be more than 8' high without the written consent of the Association. No exhibitor may have displays of equipment that will block the aisles or interfere with the sight-line of other booths.
- **Installation & Dismantling:** *Tentative* hours and dates of installation, show hours and dismantling are specified in this packet. Exhibitors must arrange for the set-up and dismantling of their own exhibits. Set up must be completed prior to Show opening and removed after Show closing. During the course of Show, exhibitors are responsible for the maintenance of their own booth(s).
 - a. Furnishings:** Furniture, additional draping, accessories, electrical hook-ups, signs, etc. are the sole responsibility of the exhibitor and should be ordered in advance from the service contractor on the advance form.
 - b. Distribution of Literature:** Product and promotional literature may be distributed only by the exhibitors and only from their booths. Sponsors of meal functions are exceptions.
 - c. Fire, Safety & Health:** The exhibitor assumes all responsibility for compliance with state and city ordinances and the Kingston Plantation regarding fire, safety and health. Only fireproof materials may be used in displays. Flammable materials such as cartons, boxes, packing materials, etc. may not be stored in the booth.
 - d. Give-aways:** Distribution of souvenirs, samples and/or door prizes is strongly encouraged.

HOTEL INFORMATION

Kingston Plantation
a Hilton & Embassy Suites Hotel
9800 Queensway Boulevard
Myrtle Beach, SC 29572
(843) 449-0006
www.kingstonplantation.com

SCCA GROUP ROOM RATE

\$250.00 a night, plus tax in the Embassy
1 bedroom ocean view Brighton - \$182.00
2 bedroom ocean view Brighton - \$310.00
3 bedroom ocean view Brighton - \$403.00
3 bedroom Oceanfront Margate - \$424.00

****Cut-off date for hotel reservations: May 18, 2019.**

2019 Tentative Trade Show Agenda*

**Please note, this schedule is a tentative overview. We will update you as the schedule becomes permanent.*

Friday, June 21, 2019

Exhibitor Set-up - 7:00 a.m. - 9:00 a.m.
Exhibit Hall Opens - 7:30 a.m.
Lunch with the Exhibitors - 12:00 - 1:00 p.m.
Afternoon Break - 3:30 p.m.

Saturday, June 22, 2019

Exhibit Hall/CE - 7:30 - 9:20 a.m.
Morning Break - 9:20 a.m.
Annual Meeting for Members - 11:30 a.m.
Exhibitor Breakdown - 5:00 p.m.
Annual Banquet - 7:30 p.m.

21st Annual Tee It Up for Chiropractic Golf Tournament

Registration

Thursday, April 18, 2019 - *Rain or Shine*
Cobblestone Park Golf Club, Blythewood, SC

Company _____

Team Captain or Contact Person _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email (for confirmation purposes only) _____

Team Members:

1. _____ 2. _____

3. _____ 4. _____

Hole Sponsorship (*Only*) _____ \$300.00

Team (*Only*) _____ \$500.00

A team and hole sponsorship _____ \$750.00

Payment Method: Total \$ _____

_____ Invoice

_____ Check Enclosed _____ Credit Card (MC, Visa, AmEx, Discover)

Account # _____ Exp. _____

Billing Acct. Zip Code _____ CVV Code _____

Name on card _____

Please fax completed form to (803) 252-0589 or mail to:

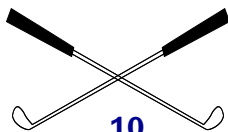
SCCA, Attn: Golf Tournament
PO Box 1763, Columbia, SC 29202

Questions? Call (803) 772-9376 or email questions and/or registration info to scca@capconsc.com.

**Many affiliates donate items to be included in the raffle prize drawing at our tournament.
Please complete company information above if you wish to do so.**

Donation: _____

*****We respectfully request donations be turned in by April 1, 2019!*****



Affiliate Application

Name of Company/Organization: _____

Name of Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Website: _____ Years In Business: ____ State Incorporated In: _____

Organization Purpose: _____

Products/Services Provided to Chiropractic or State Associations: _____

TYPE OF PARTNERSHIP REQUESTED:

Palmetto Affiliate - Please indicate level:

- Titanium \$10,000
- Platinum \$ 5,000
- Gold \$ 4,000
- Silver \$ 3,000
- Bronze \$ 2,500
- Copper \$ 1,500

Palmetto Affinity Program - Submit an explanation of your proposed program with application and check the appropriate level of membership (see page 5 for more details).

Annual Convention Participation -

Convention Registration Form must also be completed (*pages 7 and 8*).

Annual Golf Tournament Sponsor - Please complete the Tournament Registration Form indicating the level of sponsorship (*page 10*).

Annual Sporting Clays Station Sponsor - \$250.00 (scheduled for Fall 2019)

RETURN APPLICATION AND PAYMENT TO:

Payment can be made by check or credit card. For credit card payment, please complete the following:

___VISA ___MC ___AMEX ___Discover

Card #: _____

Exp. Date: _____ CVV Code: _____

Name on card: _____

Signature: _____

Billing Address: _____

Street Address

City

State

Zip code

SCCA

PO Box 1763

Columbia, South Carolina 29202

Phone: (803) 772-9376

Fax: (803) 252-0589

Email: scca@capconsc.com

Website: www.scchiropractic.org

By signing this application, I hereby agree to abide by the bylaws of the South Carolina Chiropractic Association.

Signature

Print Name & Title

Date