

Sponsor/Exhibitor Opportunities

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Georgia Council of Chiropractic

Post Office Box 4245
Marietta, Georgia 30061
www.georgiachiropractic.org

Phone: 678-667-4567
Fax: 678-845-6787
info@georgiachiropractic.org



Georgia Council of Chiropractic

SPONSOR/EXHIBITOR PACKAGE COMPARISON

GCC Sponsor Packages and Benefits	Diamond	Platinum	Gold	Silver
Exhibit Booth - 6ft. Skirted table with 2 chairs and waste basket, sponsor/exhibitor listing on event program, distribution of your materials/promotional items in attendee packets and goodie bags. Diamond Sponsors may ask for a table at all events.	✓	Any 3 GCC CE Events	Any 2 GCC CE Events	Any 1 GCC CE Event
Sponsor Button on GCC Website - button with your name/logo on GCC website sidebar, linked to your website.	✓	✓		
Banner Ad on GCC Website - Your banner ad on GCC home page and logo on Vendor Resources Page. Site statistics: average 700,000 hits per year and 1000 unique visitors per month.	✓	Resources Page Only	Resources Page Only	Resources Page Only
GCC Membership Address List - Contact our members on your schedule and send them your promotions through the year. Also includes non-member event attendees. Diamond and Platinum Sponsors may ask for updated lists at any time.	✓	✓	Annually	Annually
Major Mailing Promotions - your logo on, or materials placed in, our main promotional mailings of 800—5,000 pieces. Includes all DCs in Georgia and many in surrounding states. 10-12 mailings each year. Mailing nearly 25,000 in 2015. (excludes postcards)	✓	Logo Only		
Misc Mailings - provide your flyer/brochure and we will include it in membership statements, new member packets, new licensee outreach mailings, CE verification letter mailings, etc.	✓	✓		
The Major Premise Email Newsletter Advertising - Includes your banner ad, sponsor buttons, and Free classifieds. Sent to over 4000 chiropractors and students. 1 - 3 issues per month.	✓	Button and Classifieds		
Custom Email Blasts - Submit your articles or advertisements for distribution to our 4000+ database of chiropractors and students.	✓	Quarterly		
Facebook - Diamond and Platinum sponsors may post advertisements to our GCC Facebook page throughout the year. Gold and Silver may post ads 30 days before and 30 days after exhibiting at a GCC event. Contact GCC office for guidelines before first post.	✓	✓	Limited	Limited
Printed Ads - Printed ad in GCC Membership Handbook/Directory. Size/placement upgrades available at discounted rates.	Full Page	½ Page	¼ Page	Resource Listing
Add-ons and Upgrades	Diamond	Platinum	Gold	Silver
Double Booth Space at Annual Convention (on request)	✓	\$50	\$100	\$150
Electrical Connections at Exhibitor Booth	✓	✓	\$25/day	\$25/day
Stage Time - Address attendees at one of our events. Available times vary from 3 - 15 minutes depending on the event schedule. Gold or Silver must reserve 30 days in advance.	15 minutes included	3-5 minutes included	\$100-\$500	\$100-\$500
Seminar Sponsorship - Sponsor one of our Seminars such as our popular Nuts and Bolts practice building seminars, insurance seminars, technique seminars, and philosophy nights.	✓	✓	Discount	Call for Pricing
Tickets to GCC Social Events and Meal Functions - It's all about Networking! Mingle with our members and guests.	✓	✓	Discount	Call for Pricing
Georgia ChiroNEWS Magazine - Printed ad in magazine. Contact GCC office for print schedule, deadlines, and spec sheet.	1/2 Page	1/4 Page	1/8 Page	Resource Listing

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SPONSOR/EXHIBITOR APPLICATION

Company Name: _____

Products/Service: _____

Primary Contact Name: _____

Email: _____

Address: _____ **City/State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Please note, some add-ons/upgrades have limited quantities available and will be granted according to application date. Hybrid sponsorships are available for sponsors who do not attend events as exhibitors. Contact GCC office for pricing.

DIAMOND	<input type="radio"/> Diamond Sponsorship \$150 per month or <input type="radio"/> \$1400 per year (Save over 20%). <input type="checkbox"/> Double exhibit booth needed. <input type="checkbox"/> Electrical hookup needed. <input type="checkbox"/> 15 Minutes stage time at event. <input type="checkbox"/> 15 extra minutes stage time. \$100 <input type="checkbox"/> 2 Meal Tickets to all meal functions. <input type="checkbox"/> Upgrade Directory/Handbook Ad. \$75	PLATINUM	<input type="radio"/> Platinum Sponsorship \$100 per month or <input type="radio"/> \$1000 per year (Save 20%) <input type="checkbox"/> Double exhibit booth. \$50 <input type="checkbox"/> Electrical hookup needed. <input type="checkbox"/> 3-5 Minutes stage time at event. <input type="checkbox"/> 10 extra minutes stage time. \$100 <input type="checkbox"/> 2 Meal Tickets to all meal functions. <input type="checkbox"/> Upgrade Directory/Handbook Ad. \$75 <input type="checkbox"/> Banner Ad in Major Premise eNewsletter. \$25
GOLD	<input type="radio"/> Gold Exhibitor Sponsorship \$50 per month or <input type="radio"/> \$500 per year (Save over 15%). <input type="checkbox"/> Double exhibit booth. \$100 <input type="checkbox"/> Electrical hookup needed. \$25/day <input type="checkbox"/> 5 Minutes stage time at event. \$100 <input type="checkbox"/> Upgrade Directory/Handbook Ad. \$75 <input type="checkbox"/> Banner Ad in Major Premise eNewsletter. \$50	SILVER	<input type="radio"/> Silver Exhibitor Sponsorship \$400 annually <input type="checkbox"/> Double Convention booth. \$150 <input type="checkbox"/> Electrical hookup needed. \$25/day <input type="checkbox"/> 5 Minutes stage time at convention. \$150 <input type="checkbox"/> Upgrade Directory/Handbook Ad. \$75 <input type="checkbox"/> Banner Ad in Major Premise eNewsletter. \$50

PAYMENT INFORMATION

I understand that my sponsorship is continuous on an annual basis unless cancelled in writing 15 days prior to the next anniversary (annual payments) or next renewal period (monthly payments, after first year). Monthly payments require minimum one year commitment.

Signature: _____ **Date:** _____

Charge my card: _____ **Annually on anniversary date, or** _____ **Monthly on the** _____ **of each month.**

Email address for receipts: _____

Card Number: _____ **Exp:** _____

Name on Card: _____ **Billing Zip Code:** _____

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SPONSOR/EXHIBITOR GUIDELINES

GCC Sponsor/Exhibitor Applicant:

The Georgia Council of Chiropractic represents a select group of chiropractors with a focused purpose. That purpose is to enhance the quality of life of the people we serve by removal of nerve system interference known as vertebral subluxation.

Our doctors do recognize that there are other factors involved in health, and that other forms of healthcare do have their merit. However, it is widely held in this association that these other forms of healthcare stand outside the practice of chiropractic.

Regardless of the leniency of state law, the GCC believes that therapeutic treatment modalities are not the practice of chiropractic. For the most part, the members of GCC have these same beliefs and would find therapeutics and other treatment regimens offensive at a GCC function.

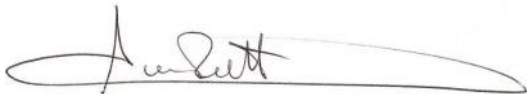
We recognize that many companies have products that do not fall into the therapeutic realm, while at the same time some of their products are therapeutic in nature. In order to have a prosperous event, without any contradictions in our principles as an organization, it is our admonition to vendors that no therapeutic products or services be brought or displayed at GCC functions. You are however, welcome to bring other products that will not be deemed as contradictory to our philosophical stance.

If you feel that you cannot comply with this guideline we would ask that you reconsider your participation. Bringing items that would not be well received by our group would only serve to hurt your sales. It is our hope that the GCC can bolster sales for you. We do recognize that this policy does reduce the number of vendors that will participate with the GCC, making those that do a select group.

If you have any concerns or questions as to your products or services meeting these guidelines please feel free to call us and we will be happy to discuss this with you.

The GCC desires that our doctors and vendors have a successful event. With these guidelines we feel that you, as a vendor, will receive the best response to your products and services.

Sincerely,



Awais Butt, DC, President

On behalf of the Officers and Board of the Georgia Council of Chiropractic

Company Name: _____

Products/Service: _____

Primary Contact Name: _____

Email: _____

I have read and agree to abide by the above GCC Sponsor/Exhibitor Guidelines.

Signature: _____ **Date:** _____

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SPONSOR/EXHIBITOR CALENDAR OF EVENTS 2015

<input type="checkbox"/> Interested	Event Date(s)	Event #	Event Name/Description
<input type="checkbox"/>	GA ChiroNEWS magazine	N/A	Print Date: Summer 2015 Reserve space by: 6/22/2015 Ad copy due: 6/22/2015. Sizes depend on sponsor level. Pricing: dependent on sponsorship level. Ask for spec sheets.
<input type="checkbox"/>	GCC Membership Handbook	N/A	Print Date: Summer 2015 Reserve space by: 6/30/2015 Ad copy due: 7/10/2015. Sizes depend on sponsor level. Pricing: dependent on sponsorship level. Ask for spec sheets.
<input type="checkbox"/>	August 29-30, 2015	3	GCC 34th Annual Convention & Expo Location: Atlanta Marriott Northwest Exhibit Booths Available: 25+. Reserve booth by: 7/31/2015 Brochure deadline: 6/26/2015
<input type="checkbox"/>	September 11-13, 2015	4	GCC 4th Annual Augusta CE Express Augusta Marriott at the Convention Center, Augusta, GA Exhibit Booths Available: 5. Reserve booth by: 8/14/2015 Brochure deadline: 6/26/2015
<input type="checkbox"/>	October 10-11, 2015	5	GCC 2nd Annual Macon CE Express Location: TBA Macon, GA Exhibit Booths Available: 3+. Reserve booth by: 9/14/2015 Brochure deadline: 7/14/2015
<input type="checkbox"/>	November 7-8, 2015	6	GCC South Georgia CE Express - Valdosta Location: TBA Valdosta, GA Exhibit Booths Available: 2. Reserve booth by: 10/14/2015 Brochure deadline: 8/14/2015
<input type="checkbox"/>	November 14, 2015	9	GCC Saturday Night Live Philosophy Event Life University, Marietta, GA Exhibit Booths Available: 3 Reserve booth by: 11/5/2015
<input type="checkbox"/>	December 5-6, 2015	7	GCC Holiday CE Express Fairfield Inn & Suites Gwinnett Place, Duluth, GA Exhibit Booths Available: 6+ Reserve booth by: 11/9/2015 Brochure deadline: 9/14/2015

RESERVE YOUR SPACE EARLY: Diamond and Platinum sponsor logos will be printed on mailing side of brochures. Sponsors/exhibitors reserving a booth in time for the brochure deadline may place a flyer insert into the promotional brochure mailed for the event. Pricing depends on sponsorship level (free in some cases), and whether or not additional postage is required. Please note some of our regional venues may have exhibit space in the pre-function area and/or in the back of the classroom/meeting room.

Exhibitor Booth Selection Form: GCC 34th Annual Convention & Expo, August 29-30, 2015

Atlanta Marriott Northwest, Salon A - C. Double and single booths shown are for example purposes. Any two adjacent booths can be double booths, and any booth 7 - 30 can be a single booth. Setup times and further instructions will be forwarded by email after booth assignments are made. Please select your top 4 booth choices from those numbered below.

Company Name: _____ **Do you require an electrical outlet?** _____

Selections:



The Georgia *Chiro*NEWS

Published by the Georgia Council of Chiropractic

Deadline for Next Issue: Monday, June 22, 2015



APPLICATION FOR ADVERTISEMENT — Summer 2015

Company Name: _____

Authorized Representative: _____ Product/Service: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

The Georgia ChiroNEWS is a publication of the Georgia Council of Chiropractic. It is a 24 page full color glossy magazine containing news, articles, advertising and promotions for the chiropractic profession in the state of Georgia, including major promotion for our 34th Annual Convention & Expo and other 2015 continuing education events throughout the state. The magazine has a total distribution of over 4700, including 4400+ chiropractors (ALL DCs in state of Georgia and a few hundred in other states), plus student and staff GCC members, and Georgia legislators.

There are several options/sizes for you to advertise in *The Georgia ChiroNEWS*. A spec sheet listing sizes and prices has been included with this application. Ads may be provided by email if in pdf, jpg, gif, or similar file formats. Camera ready artwork may be provided by postal mail. Please allow extra time for mailing artwork. Please select ad size below, fill out payment information, and submit to GCC by email, fax, or postal mail. Ad copy must be received no later than June 22, 2015. Magazine arrives in mailboxes in late July.

_____ Inside cover, front or back, 8.5" x 11", \$900

_____ Outside back cover, 1/2 page, 8.5" x 5.5", \$900

_____ Full Page Ad, 8.5" x 11", \$700

_____ Half Page Horizontal, 8.5" x 5.5", \$400

_____ Half Page Vertical, 4.25" x 11", \$400

_____ Quarter Page, 4.125" x 5.375", \$200

_____ 1/8 Page, 4.125" x 2.75", \$100

_____ Classifieds, up to 50 words, text only, \$40

Amount Due (from above): \$ _____ Payment Method: Check # _____ AMEX / VISA / MC / DISC

Cardholder Name: _____ Billing Zip code: _____

Card Number: _____ Expiration: _____ / _____

Cardholder signature: _____ Date: _____

**Georgia Council of Chiropractic, Inc. — PO Box 4245, Marietta, GA 30061
Tel: 678-667-4567 Fax: 678-845-6787 info@georgiachiropractic.org**

The Georgia *Chiro*News Advertising Information

- Camera ready art, jpg, gif, or pdf files preferred.
- Samples are for illustrative purposes only and not to perfect scale. Design your ad based on measurements given.
- Classifieds also available: \$40 Text only, up to 50 words.

Deadline: Monday, June 22, 2015

Call 678-667-4567 to reserve your ad.

Full Page—8.5" x 11"—\$700

Inside Front Cover—8.5" x 11"—\$900

Inside Back Cover—8.5" x 11"—\$900

.375" bleed allowable on all edges.

1/8 Page or Business Card

4.125" x 2.75"

\$100

Half Page Vertical

4.25" x 11"

\$400

***.375" bleed allowable on one vertical
and both horizontal edges.***

The Georgia ChiroNews Advertising Information

- Camera ready art, jpg, gif, or pdf files preferred.
- Samples are for illustrative purposes only and not to perfect scale. Design your ad based on measurements given.
- Classifieds also available: \$40 Text only, up to 50 words.

Deadline: Monday, June 22, 2015

Call 678-667-4567 to reserve your ad.

Quarter Page
4.125" x 5.375"
\$200

Half Page Horizontal

8.5" x 5.5" — \$400

.375" bleed allowable on lower horizontal and both vertical edges.

Half Page Horizontal - Outside back cover

8.5" x 5.5" — \$900

.375" bleed allowable on lower horizontal and both vertical edges.