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# Sponsor/Exhibitor Opportunities



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## Georgia Council of Chiropractic

Post Office Box 4245  
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Phone: 678-667-4567

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[info@georgiachiropractic.org](mailto:info@georgiachiropractic.org)

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# Georgia Council of Chiropractic

## SPONSOR/EXHIBITOR PACKAGE COMPARISON

GCC Sponsor Packages and Benefits	Diamond	Platinum	Gold	Silver
<b>Exhibit Booth</b> - 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
<b>Sponsor Button on GCC Website</b> - button with your name/logo on GCC website sidebar, linked to your website.	✓	✓		
<b>Banner Ad on GCC Website</b> - 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.	✓			
<b>GCC Membership Address List</b> - 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
<b>Major Mailing Promotions</b> - your logo on, or materials placed in, our main promotional mailings of 800—5,000 pieces (excludes postcards). Includes all DCs in Georgia and many in surrounding states. 10-12 mailings each year. Mailing nearly 25,000 in 2015.	✓	Logo Only		
<b>Misc Mailings</b> - provide your flyer/brochure and we will include it in membership statements, new member packets, new licensee outreach mailings, CE verification letter mailings, etc.	✓	✓		
<b>The Major Premise Email Newsletter Advertising</b> - Includes your banner ad, sponsor buttons, and Free classifieds. Sent to over 4000 chiropractors and students. 1 - 3 issues per month.	✓	Button and Classifieds		
<b>Custom Email Blasts</b> - Submit your articles or advertisements for distribution to our 4000+ database of chiropractors and students.	✓	Quarterly		
<b>Facebook</b> - 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
<b>Georgia ChiroNEWS Magazine</b> - 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
Add-ons and Upgrades	Diamond	Platinum	Gold	Silver
<b>Double Booth Space at Annual Convention (on request)</b>	✓	\$50	\$100	\$150
<b>Electrical Connections at Exhibitor Booth</b>	✓	✓	\$25/day	\$25/day
<b>Stage Time</b> - 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
<b>Seminar Sponsorship</b> - 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
<b>Tickets to GCC Social Events and Meal Functions</b> - It's all about Networking! Mingle with our members and guests.	✓	✓	Discount	Call for Pricing
<b>Printed Ads</b> - Printed ad in additional GCC publications. Contact GCC office for print schedules, deadlines, and spec sheet.	1/2 Page	1/4 Page	1/8 Page	Resource Listing

# Georgia Council of Chiropractic

## SPONSOR/EXHIBITOR/ADVERTISOR OPPORTUNITIES

Advertising/Sponsorship Opportunities	With Sponsor Package	Annual A La Carte
<b>Exhibit Booth</b> - 6ft. Skirted table with 2 chairs and waste basket, listing on event program, distribution of your materials/promotional items in attendee packets and goodie bags.	One or more events included in sponsor packages	\$400 (See Silver Sponsorship)
<b>Sponsor Button/Weblink on GCC Website</b> - button with your name/logo on GCC website sidebar, linked to your website.	Included in Diamond and Platinum. Gold 50% discount.	\$300 (\$25 per month)
<b>Banner Ad on GCC Website</b> - 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.	Included in Diamond. Platinum 50% discount, Gold 30% discount.	\$400 (\$35 per month)
<b>The Major Premise Email Newsletter Banner Ad</b> - Includes your custom banner ad. Sent to over 4000 chiropractors, staff, and students. 1 - 3 issues per month.	Included in Diamond. Platinum 50% discount, Gold 30% discount.	\$500 (\$45 per month)
<b>The Major Premise Email Newsletter Advertising</b> - sponsor buttons, and/or classified ads. Classified ads are priced per month and also appear on our website.	Included in sponsor packages	\$400 button \$25/month classifieds
<b>Custom Email Blasts</b> - Submit your articles/advertisements for distribution to our 4000+ email database.	Included in sponsor packages	\$200 per mailing
<b>Georgia ChiroNEWS Magazine</b> - Printed ad in magazine. Contact GCC office for print schedule, deadlines, and spec sheet.	Various sizes included with most sponsor packages. Discounts available for upgrades.	See separate application
<b>Stage Time</b> - Address attendees at one of our events. Available times vary from 3 - 15 minutes depending on the event schedule. Must reserve 30 days in advance unless Diamond or Platinum.	See sponsor packages.	\$100-\$500 depending on length of time and type of event.
<b>Seminar Sponsorship</b> - Sponsor one of our non-CE Seminars such as our Nuts and Bolts practice building seminars, philosophy nights, technique seminars, or CA training.	See sponsor packages.	\$200 - \$1000 depending on event type and attendance



# Georgia Council of Chiropractic

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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.

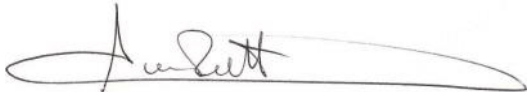
We recognize that many companies have products that do not fall into the therapeutic realm, while at the same time some of their products are therapeutic in nature. In order to have a prosperous event, without any contradictions in our principles as an organization, it is our admonition to vendors that 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 PACKAGE SELECTIONS

**Company Name:** \_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

Please select your sponsor package and payment terms from the four levels below, then check the boxes for any add-ons or upgrades you wish to add to your sponsorship. At the bottom, please add up the total of sponsorship and upgrades. 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.

<b>DIAMOND</b>	<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. <b>Add \$100</b> <input type="checkbox"/> 2 Meal Tickets to all meal functions.	<b>PLATINUM</b>
<b>GOLD</b>	<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. <b>Add \$100</b> <input type="checkbox"/> Electrical hookup needed. <b>Add \$25/day</b> <input type="checkbox"/> 5 Minutes stage time at event. <b>Add \$100</b>	<input type="radio"/> Platinum Sponsorship \$100 per month, or <input type="radio"/> \$1000 per year (Save 20%)  <input type="checkbox"/> Double exhibit booth. <b>Add \$50</b> <input type="checkbox"/> Electrical hookup needed. <input type="checkbox"/> 3-5 Minutes stage time at event. <input type="checkbox"/> 10 extra minutes stage time. <b>Add \$100</b> <input type="checkbox"/> 2 Meal Tickets to all meal functions.
	<input type="radio"/> Silver Exhibitor/Booth Sponsorship \$400  <input type="checkbox"/> Double Convention booth. <b>Add \$150</b> <input type="checkbox"/> Electrical hookup needed. <b>\$25/day</b>	<b>SILVER</b>

## SPONSOR/EXHIBITOR/ADVERTISOR OPTIONS AND TOTALS

Item Selections (see above for amount to add to your sponsorship if applicable)	Annual Payment	Monthly Payments
Sponsorship package: Diamond Platinum Gold Silver none	\$	\$
Do you need a double booth space: YES NO	\$	\$
Do you require electrical hookup for your booth: YES NO	\$	\$
Number of minutes of stage time requested: 30 15 10 5 0	\$	\$
Number of meal tickets requested (Diamond/Platinum only): 2 1 0	Included	Included
Number of additional meal tickets (all levels, contact GCC for pricing): _____	\$	\$
Banner Ad or Web Button on GCC website (contact GCC for artwork specs):	\$	\$
Banner Ad in Major Premise eNewsletter (contact GCC for artwork specs):	\$	\$
Classified Ad in Major Premise and on website: # of months _____	Monthly only	\$
Please contact me about: Email Blasts Magazine Advertising Seminar Sponsorship	\$	\$
<b>Total of applicable column(s).</b> Contact GCC office if assistance is needed.	\$	\$

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## SPONSOR/EXHIBITOR/ADVERTISOR APPLICATION

Please provide details for primary contact and additional contacts (if applicable/different persons) who may be involved in relation to your sponsorship/relationship with the GCC.

**Company Name:** \_\_\_\_\_

**Products/Service:** \_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City/State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Secondary Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City/State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Billing Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City/State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

## 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, or** \$ \_\_\_\_\_ **Monthly on/after the** \_\_\_\_\_ **of each month.**

**Email address for receipts:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Exp:** \_\_\_\_\_ **CID #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Billing Zip Code:** \_\_\_\_\_

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## SPONSOR/EXHIBITOR CALENDAR OF CE EVENTS 2016

Event Date(s)	Attend/ Exhibit	Event Name/Description
<b>February 26-28, 2016</b>	<input type="checkbox"/> Attend  <input type="checkbox"/> Exhibit	<b>GCC 4th Annual Savannah Spring Convention</b> Location: SpringHill Suites Historic District, Savannah, GA Exhibit Booths Available: 6 Reserve booth by: 2/1/2016
<b>July 16-17, 2016*</b>	<input type="checkbox"/> Attend  <input type="checkbox"/> Exhibit	<b>Atlanta Summer CE Express*</b> Location: Atlanta Marriott Northwest Total Exhibit Booths Available: 10 Reserve booth by: 6/25/2016 <i>*Casino Night sponsorships available separately. Contact GCC office.</i>
August 26-28, 2016	<input type="checkbox"/> Attend  <input type="checkbox"/> Exhibit	GCC 5th Annual Augusta CE Express Augusta Marriott at the Convention Center, Augusta, GA Exhibit Booths Available: 10 Reserve booth by: 8/1/2016
October 22-23, 2016	<input type="checkbox"/> Attend  <input type="checkbox"/> Exhibit	GCC 3rd Annual South Georgia CE Express Location: Fairfield Inn & Suites, Warner Robbins Exhibit Booths Available: 3 Reserve booth by: 9/25/2016
<b>December 10-11, 2016</b>	<input type="checkbox"/> Attend  <input type="checkbox"/> Exhibit	<b>GCC 35th Annual Convention &amp; Expo</b> Location: Atlanta Marriott Peachtree Corners, Norcross, GA Exhibit Booths Available: 20 Reserve booth by: 11/15/2016 <i>*Casino Night sponsorships available separately. Contact GCC office.</i>

**RESERVE YOUR SPACE EARLY:** Spaces are assigned on a first come first served basis. Please note, some of our venues will have exhibit space in the pre-function area and/or in the back of the classroom while others may have a dedicated exhibit hall. Schedules and space are assigned to maximize exposure between exhibitors and attendees. Schedule and details accurate at time of printing, subject to change if necessary, contact GCC office to check for updates.

**Company Name:** \_\_\_\_\_

**Products/Service:** \_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_