Annual Conference and Advocacy Day
January 29 – February 1, 2020
Washington Hilton
Washington, D.C.

EXHIBITOR & SPONSOR
PROSPECTUS

acatoday.org
CONFERENCE OVERVIEW

800 ATTENDEES
LEADERS / PRACTICING DOCTORS / CHIROPRACTIC STUDENTS

Every year, ACA’s annual conference attracts hundreds of attendees who are committed to the health and wellbeing of their patients. No other event brings together such an audience with the same authority as ACA.

50 STATES REPRESENTED

Attendees are practitioners on the forefront of the latest developments in chiropractic and influential leaders who represent their state or locale.

50 EXHIBITOR BOOTHS

The Expo Hall showcases companies that support chiropractic and positions them ahead of the competition.

20+ EDUCATIONAL SESSIONS

The conference offers an unmatched education program—offering high-quality, innovative presentations on evidence in practice, the highest standards of ethics and patient care, and best practices in ethical clinic and practice management.
SPONSORSHIP OPPORTUNITIES
SEE PAGE 3 FOR DETAILS

PLATINUM SPONSORSHIP / $20,000
Priority 10x20 space in the Expo Hall adjacent to ACA’s Hub, special promotional item (pick one: conference bag, welcome reception, or lanyard), and top recognition on conference website and signage throughout the show.

GOLD SPONSORSHIP / $10,000
10x10 space in the Expo Hall adjacent to ACA’s Hub, recognition as lunch sponsor and on conference signage.

SILVER SPONSORSHIP / $5,000
Prime 10x10 space, recognition as refreshment break sponsor and on conference signage.

BRONZE SPONSORSHIP / $2,500
Visible 10x10 booth and sponsor recognition.
EXHIBIT & SPONSORSHIP PACKAGES

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<tr>
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<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>EXHIBITOR†</th>
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<td>LOGO ON EXPO HALL ENTRANCE</td>
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<td>LOGO ON CONFERENCE SIGNAGE</td>
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<td>EXHIBITOR BADGES FOR BOOTH STAFF</td>
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A LA CARTE

- HOTEL KEY CARD: $5,000 / ONE OPPORTUNITY
- POCKET SCHEDULE WITH LOGO: $3,500 / ONE OPPORTUNITY
- BANNER AD IN CONFERENCE APP: $2,000
- PROMOTIONAL PIECE AT REGISTRATION: $500

*Discount available for ACA corporate members only.

EXPO HALL HOURS & ACTIVITIES*

**THURSDAY, JANUARY 30**
- Exhibit Setup: 12:00pm-4:00pm

**FRIDAY, JANUARY 31**
- Hall Hours: 7:00am-7:30pm
- Breakfast: 7:00am-8:30am
- Morning Break: 9:30am-10:00am
- Lunch: 12:15pm-1:45pm
- Refreshment Break: 2:45pm-3:15pm
- Reception: 5:30pm-7:00pm
- Hall Closes: 7:30pm

**SATURDAY, FEBRUARY 1**
- Hall Hours: 7:00am-12:30pm
- Brunch: 10:30am-12:30pm
- Exhibit Dismantle: 12:30pm

* Hours subject to change.
The following regulations have been established for the best interest of all parties. All exhibitors and sponsors, by submission of their application, agree to abide by the following regulations:

1. **Eligibility**: Exhibitors and Sponsors are subject to approval by the American Chiropractic Association (ACA).

2. **Payment**: Payment is due within 30 days of receipt of application to exhibit to guarantee space.

3. **Codes and Agreement**: Exhibitor and Sponsor hereby agrees to be bound by the “Rules and Regulations” set forth in this document.

4. **Space Assignments**: Exhibitor and Sponsor requests will be addressed in order of receipt of applications and payment. Exhibitor and Sponsor booth locations are on a first come, first-served basis. ACA reserves the right to move Exhibitor and Sponsor and make final assignments. Within these rules, decisions regarding space are solely at the discretion of ACA. Expo Hall Hours (subject to change)
   - Setup: Thursday, January 30 12:00pm – 4:00pm
   - Hours: Friday, January 31, 7:00am – 7:30pm & Saturday, February 1, 7:00am – 12:30pm
   - Dismantle: Saturday 12:30pm

5. **Use of Space**: Exhibitor and Sponsor shall not sublet or share the booth provided by ACA, nor shall Exhibitor and Sponsor assign space in whole or in part without written notice to and approval from ACA. Exhibitor and Sponsor, as specified in these rules and regulations, will forfeit space not occupied by the close of the setup period. The space may be resold, reassigned, or used by the exhibit management. Exhibitor and Sponsor may not block the view of other Exhibitors and Sponsors.

6. **Early Dismantling of Booths**: Exhibits are to remain set up until 12:30 pm on Saturday, February 1. You may not dismantle your booth before then. Early dismantling of booths may result in loss of Exhibitor and Sponsor privileges in future years.

7. **Exclusion**: ACA reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. ACA shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. ACA reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

8. **Safety Regulations**: The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentation must be arranged so that aisles are not blocked. Exhibitor and Sponsor must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.

9. **Insurance**: Exhibitor and Sponsor will maintain insurance sufficient to cover any claims or liabilities which may reasonably arise out of or relate to its obligations under this Agreement and will provide evidence of such insurance upon request.

10. **Liability**: Exhibitor and Sponsor shall be fully responsible to pay for any and all damages to property owned by the Washington Hilton and its owners or managers, which results from any act or omission of Exhibitor and Sponsor. Exhibitor and Sponsor agrees to defend, indemnify and hold harmless, the Washington Hilton and ACA, their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s and Sponsor’s use of the property. Exhibitor’s and Sponsor’s liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor and Sponsor, its agents, employees, and business invitees which arise from or out of the Exhibitor and Sponsor’s occupancy and use of the exhibition premises, the Venue or any part thereof.

11. **Hall Security**: The exhibit hall will be locked when it is closed. ACA does not provide additional hall security. ACA, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an Exhibitor and Sponsor either from fire, theft, or accidents or other causes.

12. **Food and Beverage**: If you plan on distributing food and/or beverage from your booth, you must receive prior approval from ACA and any additional fees that are levied by the Venue will be your sole responsibility. Please contact ACA prior to the event to determine the cost associated for your consumable give away.

13. **Minimum Age for Entry**: To maintain a business environment, children under the age of 16 will not be permitted to enter the exhibit hall. Toddlers in strollers may be allowed access to the exhibit hall, but must remain in the stroller and be accompanied by an adult at all times.

14. **Official Service Contractor**: To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, ACA reserves the right to move Exhibitor and Sponsor and make final assignments. To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, ACA shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. ACA reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

15. **Amendment of Rules**: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ACA and the Venue. These rules and regulations may be amended at any time by ACA and the Venue. All amendments shall be binding on Exhibitors and Sponsors.

16. **‘Force Majeure’**: If acts of government authorities, natural disasters, or other emergencies beyond a party’s reasonable control make it illegal or impossible for such party to perform its obligations under this Agreement, ACA may terminate this Agreement upon written notice to the other party without liability.

17. **Cancellation and Refunds**: In the event the Exhibitor and Sponsor cancels its reservation for space or sponsored item, and sends written cancellation notice on or before Friday, November 1, 2019, then Exhibitor and Sponsor will be refunded the Exhibitor and Sponsor registration fee less a 50% nonrefundable fee. Cancellations received after Friday, November 1, 2019 will forfeit the entire fee. No refunds will be made if exhibit space is not used or for space used part of the time.
RESERVE YOUR SPACE

Complete this form and email to busdev@acatoday.org or FAX to 703.243.2593.

PRIMARY CONTACT INFORMATION

Primary Contact Name: ___________________________ Title: ____________________________
Company Name: ______________________________________________________________________
Address: ____________________________________________________________________________
Industry / Product: _____________________________________________________________________
City: __________________________ State: ______________ Zip: ____________________________
Phone: __________________________ Email: ____________________________________________

EXHIBITOR BADGES The primary contact will receive an email from ACA's expo hall manager with exhibitor registration instructions once the application is processed and booth space is assigned.

EXHIBITOR OR SPONSORSHIP SELECTION

☐ Platinum / $20,000 ☐ Hotel key card / $5,000
☐ Gold / $10,000 ☐ Pocket schedule with logo / $3,500
☐ Silver / $5,000 ☐ Banner ad in conference app / $2,000
☐ Bronze / $2,500 ☐ Promotional piece at registration / $500
☐ Exhibitors only / $1,750

EXHIBITOR SPACE SELECTION (Choose 3. Spaces are assigned on a first-come, first-served basis and premium spaces are reserved for sponsors.)

1. __________________________ 2. __________________________ 3. __________________________

PAYMENT INFORMATION

☐ Payment enclosed / Make check payable to ACA
☐ Credit card, I authorize ACA to charge $ ____________________________

 to my  ☐ Visa  ☐ Mastercard  ☐ American Express  ☐ Discover

Card Number: ______________________________________________________________________
Expiration Date: __________________________ CVV: __________________________
Name on Card: ______________________________________________________________________
Signature: __________________________ Date: __________________________
Billing Address: ______________________________________________________________________
City: __________________________ State: ______________ Zip: ____________________________

Payment must be received within 30 days of receipt of application to guarantee space. Refer to Exhibitor & Sponsor RULES AND REGULATIONS for cancellation and refund policies.

FAX application with credit card information to 703.243.2593.
EMAIL busdev@acatoday.org
MAIL to Attn: Exhibitors and Sponsors, American Chiropractic Association, 1701 Clarendon Blvd Ste 200, Arlington VA 22209.

QUESTIONS? Call 703.812.0235 or email busdev@acatoday.org.
### Inventory as of 05/22/2019

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**Totals:** 51 5,200

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**ENGAGE 2020**  
Washington Hilton - Columbia Hall  
Washington, DC

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*USABLE SQUARE FOOTAGE: 30,000 sq.ft.*  
*MAXIMUM OCCUPANCY: 3,000*

**PLAN SUBJECT TO FIRE MARSHAL APPROVAL**

**X - Fire Extinguisher**