

Napa County Chiropractic Association 29th Annual Relicensing & Convention

EXHIBITOR & SPONSORSHIP AGREEMENT

Please read carefully

Correct information will insure the expedient process of your application
March 10 & 11, 2012 - Embassy Suites, Napa Valley, CA

October 10, 2011

Dear Exhibitors,

We are inviting you to participate in our NEW & IMPROVED 29th Annual Chiropractic Re-licensing Seminar & Expo, which will be held on March 10th and 11th, 2012 at Embassy Suites Hotel in the beautiful Napa Valley!

Our outstanding program is designed to instill Pride & Excellence in Chiropractic!!! We have a Sterling Line-Up of outstanding Speakers & we have redesigned our program to Increase Vendor Exposure. Vendor exhibits are limited in number to provide an outstanding vendor / doctor ratio.

Coffee, Tea and Refreshments are strategically placed near Vendors so that attendees have continued exposure and access to the exhibitors. For those discriminating vendors who wish to guarantee their participation in this premier event, there are limited number of premium sponsorships available. Please refer to the enclosed flyer for all the details.

This year's speakers are:

Dr. Jeffrey Spencer, M.A, DC, CCSP

Dr. Mitch Malley, D.C.

Dr. Margaret Seron, DC, DACBR, DABCO

Shawn Steel, Esq

The cost per space is \$800. Pay online and automatically save \$50 at www.napachiro.com/vendors or make check in the amount of \$800.00 payable to *N.C.C.A.* and mail to **1010 Professional Drive - See Exhibitor Reward Program below for more savings**. The spaces will be assigned on a first-come, first serve basis and must be paid in full no later than February 1, 2011. After that time, the cost will be \$900.00.

***NEW EXHIBITOR THANK YOU REWARDS PROGRAM:**

Our Thank You to those Exhibitors who support and participate with us each consecutive year will earn the following Thank You Reward if purchased by December 15, 2011:

- | | |
|-----------------------------------|--|
| A. \$50 Off 2nd consecutive year | C. \$150 Off 4th consecutive year |
| B. \$100 Off 3rd consecutive year | D. \$200 Off 5th and each consecutive year thereafter. |

AFFILIATE BONUS FOR ALL EXHIBITORS !!! - ** \$100 Off Each New Exhibitor You Send Us (see Extra for more rules and description)

* Exhibitor will be provided a Thank You Rewards Code for Online Purchase that can be applied to payment and or to a Sponsor program. If exhibitor skips a year or more, the full fee will once again apply.

We highly recommend you provide a door prize (See Extra Page enclosed for more details). We use the same procedure that to WIN the Door Price, the doctors must (highly encouraged) to visit each booth for the exhibitors' Stamp. The drawing will be held on Sunday.

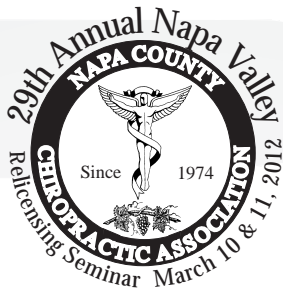
If you have any questions regarding the sponsorship program, please contact Dr. Alan J. Esquibel at (707) 253-2221.

We look forward to seeing you again to enjoy the beautiful Napa Valley.

Sincerely,

Alan J. Esquibel, DC, DABCO

Ph: (707) 253-2221.



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EXHIBITOR & SPONSORSHIP EXTRA'S

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October 10, 2011

***NEW - EXHIBITOR THANK YOU REWARDS PROGRAM:**

Our Thank You Rewards Program are for those Exhibitors who have supported and participated with us each consecutive year. The following Thank You Rewards & BONUS are available if you qualify and if purchased by December 15, 2011:

- A. \$50 off 2nd consecutive year
- B. \$100 off 3rd consecutive year
- C. \$150 Off 4th consecutive year
- D. \$200 Off 5th and each consecutive year thereafter.
- E. **BONUS FOR ALL EXHIBITORS !!! - ** \$100 Off Each New Exhibitor you send us!**

* Exhibitor will be provided a Thank You Rewards Code for On-line Purchase that can be applied to payment and or to a Sponsor program. If exhibitor skips a year or more, the full fee will once again apply & reward program will star over.

** **BONUS:** Exhibitor must sign up & have paid in full for that same program before credit will be applied.

NEWS FLASH!! Sample - For those Exhibitors who have been with us for 5 or more consecutive years, Pay On-Line & Give Us a Paid Referral by the deadline date, you will save:

\$200 Rewards + \$50 On-line Automatic Payment Savings + \$100 BONUS = \$350 OFF!!!

DOOR PRIZE GIVEAWAY

We highly recommend you provide a door prize. On Sunday, nearing the end of the Seminar, we announce "give a mini exhibitor plug" and have each Exhibitor come on stage for them to thank / make a brief 15 second "plug". Then the Exhibitor will draw(s) a name and that Attendee receives their "prize".

How Does It Work?

- A. Each Exhibitor is provided a Unique Stamp
- B. Dr's must get their card Stamped by Each Exhibitor to qualify for Drawing.
- C. Sunday - Approximately 1 1/2 hours before the end of the seminar, all the Vendors line up in the conference room and then they are called one-by-one up to the stage where they can give a brief reminder of the company, products, specials, website etc. - Then the Exhibitor will Draw a card for their door prize.

Door Prize Suggestions:

- A. Give something away that is creative and not your product as some Drs may wait till the end to see if they won your product vs buying it! FYI: This is your "prize" so you can give what ever you wish.
- B. Great gift ideas - inexpensive electronic, DVD / CD, Gift Card, Basket of Wine / Cheese, Glassware, Bottle of Wine

RULES OF DOOR PRIZE - Due to time constraints and fairness to all Exhibitors

- A. No more than a brief 10-15 Second Announcement about your company and product(s)
- B. No more than 4 Prizes to be given away.

To Sign up as a Vendor, visit our website. If you have any questions, please contact Dr. Alan J. Esquibel at (707) 253-2221.

We look forward to seeing you again to enjoy the beautiful Napa Valley.

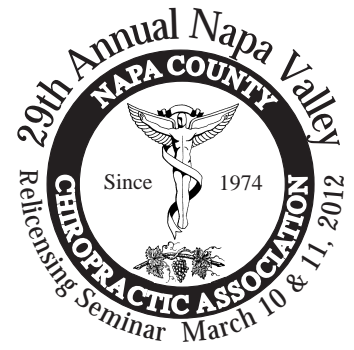
Sincerely,

Alan J. Esquibel, DC, DABCO

Ph: (707) 253-2221.

Sponsor Benefits - 2012

Contact: Alan Esquibel, D.C. Event Co-Ordinator at 707-253-2221
Go Online napachiro.com/vendors



Platinum

Sponsorship Fee: \$3,000

Benefits Provided:

Opportunity for up to **5 minute** taped or live on-stage address to the full delegation sometime during the Convention (See CASH GIVEAWAY)

CASH GIVEAWAY! \$250 of the sponsorship fee to be given away by the sponsor at the end of your presentation.

Platinum Level Location and Recognition:

Exhibitor Table(s) in exhibitor area #1 **Choice** - Premier table location & larger area provided.

Break Sponsor - Exposition Hall
Coffee, Tea and Refreshments

Extra-large web-site logo w/hotlink on the conference and other web pages.

Direct Email program

Direct Marketing program

Sponsorship Award from stage

“NCCA’s Famous Free Full Spread Hot Lunch Buffet” - Major Sponsor

Table Card Acknowledgment

a (Each Table) - Logo / Name

a (Prominent Size & Position)

3 - 4' x 8' Banners (banners supplied by vendor) prominent displayed in the attendee registration area, Main Conference Hall and Exhibit Hall

Gold

Sponsorship Fee: \$2,500

Benefits Provided:

Opportunity for up to **3 minute** taped or live on-stage address to the full delegation sometime during the Convention (See CASH GIVEAWAY)

CASH GIVEAWAY! \$150 of the sponsorship fee to be given away by the sponsor as a prize at the end of your presentation.

Gold Level Location and Recognition:

Exhibitor table in exhibitor area #2 **Choice** -Premier table location

Break Sponsor - Exposition Hall
Coffee, Tea and Refreshments

Direct Email program

Direct Marketing program

Sponsorship Award from stage

“NCCA’s Famous Free Full Spread Hot Lunch Buffet”
(Gold Level Position)

Table Card Acknowledgment

a (Each Table) - Logo / Name

a (Gold Size & Position)

2 - 3'x 6' Banners (banners supplied by vendor) displayed in the Main Conference Hall and Exhibit Hall

Silver

Sponsorship Fee: \$2,000

Benefits Provided:

Opportunity for up to **2 minute** taped or live on-stage address to the full delegation sometime during the Convention (See CASH GIVEAWAY)

CASH GIVEAWAY! \$100 of the sponsorship fee to be given away by the sponsor as a prize at the end of your presentation.

Silver Level Location and Recognition:

Exhibitor table in exhibitor area - #3 **Choice** -Silver Level Location

Break Sponsor - Exposition Hall
Coffee, Tea and Refreshments

Web-Site Logo w/hotlink on the conference web page

Direct mail program reaching over 11,000 Doctors of Chiropractic

Sponsorship Award from stage

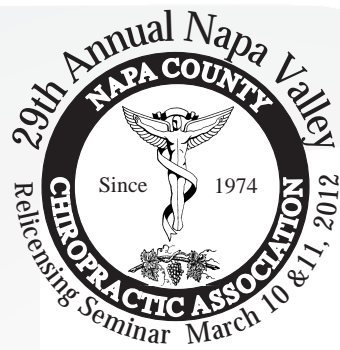
1 - 3' x 6' Banner (banners supplied by vendor) with sponsor logo displayed in the Exhibit Hall

Table Card Sample

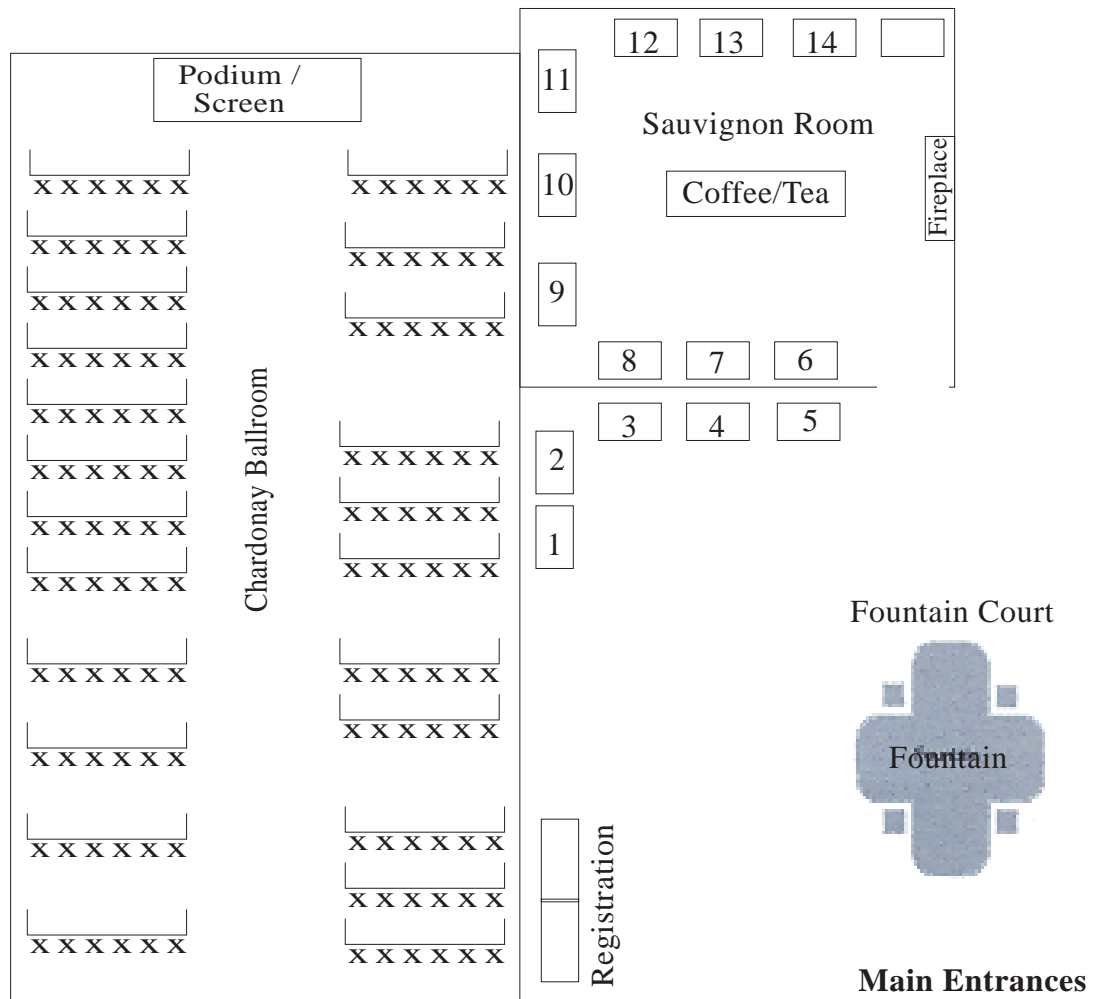


Your
Company
Logo
Here

Lunch: On all tables for Platinum and Gold Sponsors.



2012 NCCA Annual Exposition Room Layout Embassy Suites Napa



Tentative Exhibit / Sponsor Break Times

Saturday March 10, 2012	
6:45 am - 8:00 am	Seminar Registration
9:00 am - 9:20 am	20 Minute Break
10:30 am - 10:50 pm	20 Minute Break
12:00 pm - 1:00 pm	• NCCA's Famous Free Full Spread Buffet Lunch.
2:10 pm - 2:30 pm	20 Minute Break
2:30 pm - 2:40 pm	Sponsor(s) - 10 min
3:40 pm - 4:00 pm	20 Minute Break
5:10 pm	Done

Sunday March 11, 2012	
7:00 am - 8:00 am	Registration
9:10 am - 9:30 am	20 Minute Break
9:30 am - 9:40 am	Sponsor(s) - 10 min
10:50 am - 11:05 am	Visit Exhibits 15 Minute Break
11:05 am - 11:30 pm	General Prize Give Away

Expo Space Capacities:

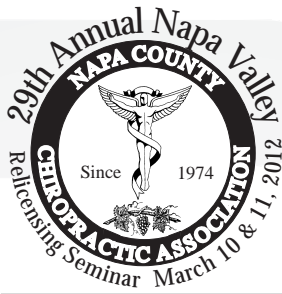
Location:	Table	Ceiling Ht
Sauvignon:	6' x 3'	13'
Fountain Court	6' x 3'	35'

- (Indoor (covered) Garden Atrium with fountain)
- * Exhibit Spaces may vary depending on needs.

Tentative Expo Set Up / Break Down Times

1. Earliest Possible Set Up - Friday after 7:00 pm
2. Latest Possible Tear Down - Sunday at 2pm

* Break Times Subject to Change without notice.



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Correct information will insure the expedient process of your application

March 10 & 11, 2012 - Embassy Suites, Napa Valley, CA

Keep a copy for your records

Register: Mail to - NCCA
1010 Professional Drive, Ste B
Napa, CA 94558

Contact:
Alan Esquibel, D.C.
Tel: 707-253-2221
Fax: 707-253-2225

Company Name _____
Contact Name _____ Title _____
Address _____
City / State/ Zip _____
Phone _____ x _____
Fax _____ Email _____

Please note the following Policies: All payments must be made by check or money order in U.S. Funds, or credit card information must accompany this form in order to be processed. Sponsors/Exhibitors who cancel (25 days or less prior to event) will not be entitled to a refund of any portion of their sponsorship/exhibitor fee. Cancellations greater than 25 days will be assessed a \$200 service charge.

Pay Online & Save \$50 - napachiro.com/vendors

Checks made payable to NCCA. *Your booth assignment is "pending" until payment in full is received.*

PLATINUM SPONSOR (only 1 available) \$3,000 (1) See Sponsor Benefits (2) Exhibitor Table / Space - Primary Location (3) Saturday - Up to Six (6) Buffet Tickets GOLD SPONSOR (only 1 available) \$2,500 (1) See Sponsor Benefits (2) Saturday - Up To Four (4) Buffet Tickets SILVER SPONSOR (2 available) \$2,000 (1) See Sponsor Benefits (2) Saturday - Up to Three (3) Buffet Tickets	SPONSORSHIP: (Premier Location- See Sponsor Benefits) 1st Choice _____ 2nd Choice _____ BOOTH REQUEST (See Expo Layout) 1st Choice _____ Booth # _____ 2nd Choice _____ Booth # _____ 3rd Choice _____ Booth # _____
PAYMENT INFORMATION: SPONSORSHIP FEE (Booth Incl): \$ _____ BOOTH FEE (\$800 / Booth) \$ _____ REWARDS PROGRAM (Minus) \$ _____ BALANCE DUE \$ _____ ** Save \$50.00 when paying online. **	PAYMENT METHOD: <input type="checkbox"/> Paid Online <input type="checkbox"/> Visa <input type="checkbox"/> M/C <input type="checkbox"/> Check# _____ Credit Card# _____ Exp.Date: _____ Name on Card _____ Signature _____

RECITAL

- The NCCA 29th Annual Relicensing Seminar including the Exhibition portion of the Seminar, is currently scheduled to take place at the Embassy Suites, Napa Valley, California on March 10th & 11th, 2012 (the "Exhibition").
- Exhibitor hereby agrees to lease exhibit space during the Exhibition according to Conference Rules, as well as the following terms and conditions.

TERMS AND CONDITIONS

- NCCA reserves the right to make changes in the Exhibition, including dates, times and location thereof. NCCA will make reasonable efforts to inform Exhibitor of any such changes on a timely basis. NCCA shall not assume any liability for damages in the event Exhibitor does not timely receive such information despite NCCA's reasonable efforts to do so.
- Exhibitor shall indicate no more than three booth locations in order of preference. The individuals managing the Exhibition (collectively, "Conference management") will make reasonable efforts to assign space as requested. NCCA shall not assume any liability for damages in the event Exhibitor does not obtain its preferences despite NCCA's reasonable efforts to so assign them. Before or after assignment of spaces, space allocations may be modified if the Conference management, in its sole and absolute discretion, deems it desirable and/or necessary.
- Exhibitor may not assign, share or sublet any portion of the space allotted without prior written permission from the Conference management.
- Full booth payment is due with your Exposition Contract & Registration Form to reserve a booth.
- The NCCA may refuse to permit anyone to exhibit that has an outstanding or an unpaid balance with NCCA.
- Cancellation Liability: In the event of a cancellation by NCCA for any reason, NCCA's liability is limited to the return of the registration fee only. NCCA will not reimburse any exhibitor for any travel or hotel cancellation fees or penalties.

AGREED & ACCEPTED:

Signature of Authorized Representative

Printed Name of Authorized Representative Date