



KAC's 107th

Annual Convention

Exhibitor & Sponsor Registration

September 23-24, 2023

Embassy Suites by Hilton Lexington/UK Coldstream
1801 Newtown Pike
Lexington, KY 40511

We are so excited that you are interested in joining us at our 2023 107th Convention! What makes exhibiting at the convention so valuable?

- **We're back in person for our convention after 3 years of virtual conventions!!**
- **Forced traffic through the exhibit hall to ensure the attendees pass by your booth, ready to be engaged by YOU!**
- **Reconnecting with current customers while discovering new ones!**
- **30-minute SCHEDULED breaks throughout the weekend to give attendees time to visit you!**
- **Renowned speakers covering a variety of topics**
 - **Check our website for the latest speaker list!**
- **Your company and contact info listed in the Convention Directory every attendee receives**
- **More speaking opportunities = more speakers and a diverse crowd!!**

Please review this packet carefully, as some things have changed from previous years. **We will be assigning booths this year. Further, we anticipate a limited number of booths available for 2023 to keep the attendee to exhibitor ratio ideal!**

To register: Please fill out pages 5-7 of this packet and return to the KAC by fax (855-813-5300), scan & email (kac@thekac.org) or snail mail (PO Box 8320, Lexington, KY 40533-8320 - please allow up to 2 weeks to process mailed registrations)

We are always striving to make each year better than the last and we would not be able to do that without our exhibitors and sponsors!

Sincerely,

A handwritten signature in black ink that reads "Rachel Wendt, DC". The signature is written in a cursive, flowing style.

Dr. Rachel Wendt, DC
Executive Director

2023 Exhibitor Opportunities

EXHIBITOR BOOTH - EARLY BIRD - \$650

- One 6' skirted table (black), 2 chairs and 1 wastebasket
- 2 booth representatives included with registration
- Registration list after the event (no emails)
- Attendees forced to walk through exhibitor hall
- Limited number available!
- Wifi, AV, etc. is not included. See attached **AV order form**.
- **Early Bird pricing of \$650 good through 7/31/2023 - regular rate \$750 starting 8/1/2023**

SPEAKER SPONSOR - VARIES

Contact KAC for Details - only 5 available!

- Everything listed above - up to \$750 value! **PLUS**
- You are **included** in the Cash Card game! - \$99 value!
- As many booth reps as you wish to bring! - Valued at \$50/person!
- Logo featured on seminar website
- Logo featured in seminar marketing materials
- **Opportunity to introduce your speaker from the stage! - up to 5 minutes of speaking time!**
- *AV is not included in sponsorship. See **AV order form** to order AV needs

2023 KAC Exhibitor FAQs

Exhibitor Fees:

Space is available on a first-come, first-served basis, determined by application and payment date. All booth spaces and sponsorships must be paid in full by 60 days prior to event. Any booths reserved within the 60 days of the start of the event must be paid in full at time of registration.

Exhibitor furnishings:

Booth spaces come with a covered 6' table, 2 chairs, wastebasket and up to 2 booth representatives. Wifi, electricity, AV and shipping is NOT included with registration fee. Please fill out the attached **AV order form** to order AV with your booth. All booths must fit into the booth space without extending into walkways. Fall Convention piping and draping will be black and booth space will be 10' by 8' deep.

Booth Representatives:

Registrations includes 2 booth representatives. Additional registrants are \$50/representative.

Booth Dismantling:

Exhibits may only be dismantled after the first break on **Sunday**. Exhibitors are encourage to stay after the first break, although not required. Tear-down before that time is strictly prohibited without permission from the Executive Director. Any booths leaving prior to the last break on Sunday are subject to an Early Departure Fee - details in this packet.

Space Cancellation:

All cancellations must be received in writing and are subject to our Cancellation Policy in this packet.

2023 KAC Exhibitor FAQs *cont.*

Subletting Space:

Two or more organizations may NOT exhibit in the same single space.

Liability:

Exhibitors assumes responsibility and hereby agrees to protect, indemnify, defend and hold the Kentucky Association of Chiropractors (KAC) and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney fees arising out of or cause of exhibitors' installation, removal, maintenance, occupancy or use of the exhibitor premises or a part thereof. Exhibitors agree the KAC shall not be responsible for any exhibit items that are lost, stolen, damaged, or destroyed during the Conference, including setup or tear-down. Under government order of emergency or other fair reasons beyond it's control, KAC reserves the right to cancel the exhibit with no further liability to the exhibitor than a refund of exhibit space payments made.

Security:

KAC cannot guarantee exhibit security. Exhibitors assume all risk of loss or damage. Special arrangements for the security of valuables may be made directly with the conference hotel.

Promotion:

KAC shall promote exhibitors in appropriate meeting-related communications.

Endorsement:

Having an exhibitor, sponsor or corporate membership relationship with KAC does not imply the association's endorsement. The exhibitor, sponsor and/or corporate sponsor shall not state, imply or represent in any matter that it is endorsed by KAC.

Mailing and shipping:

Exhibitors are responsible for making arrangements with the conference hotel regarding items shipped directly to and from the hotel. KAC is not responsible for receiving or transporting any such items.

Cash Card:

In an effort to engage our doctors with exhibitors - we are offering a limited number of spots available for our Cash Card. The cost paid by exhibitors becomes the cash prize DCs can win by visiting your booth and completing their card. The cost is \$99 to be included. Exhibitors agree to display their Cash Card sign in an easy to see spot in their booth for the duration of the convention.

Consent to Use of Photographic Images and Name

The exhibitor/sponsor understands that at this event, booth representatives may be photographed/videotaped. The exhibitor/sponsor agree to allow these photos or videos to be used for any legitimate purpose by the sponsors, presenters or organizers. The exhibitor/sponsor gives permission to KAC to copyright, display, publish, distribute, use, modify, print and reprint such images in any manner whatsoever related to KAC, including and without limitation, publications, advertisements, brochures, website images, or other electronic displays and transmissions.

Exhibitor Information

After your registration is processed, the point of contact for your company will receive an email from the KAC with a link to provide pertinent information including, but not limited to: proper spelling of your company name, proper spelling of your booth representatives, including any credentials, upload a logo, phone number, website, and product. It is vital you provide this information as soon as possible to be included on marketing materials for events.

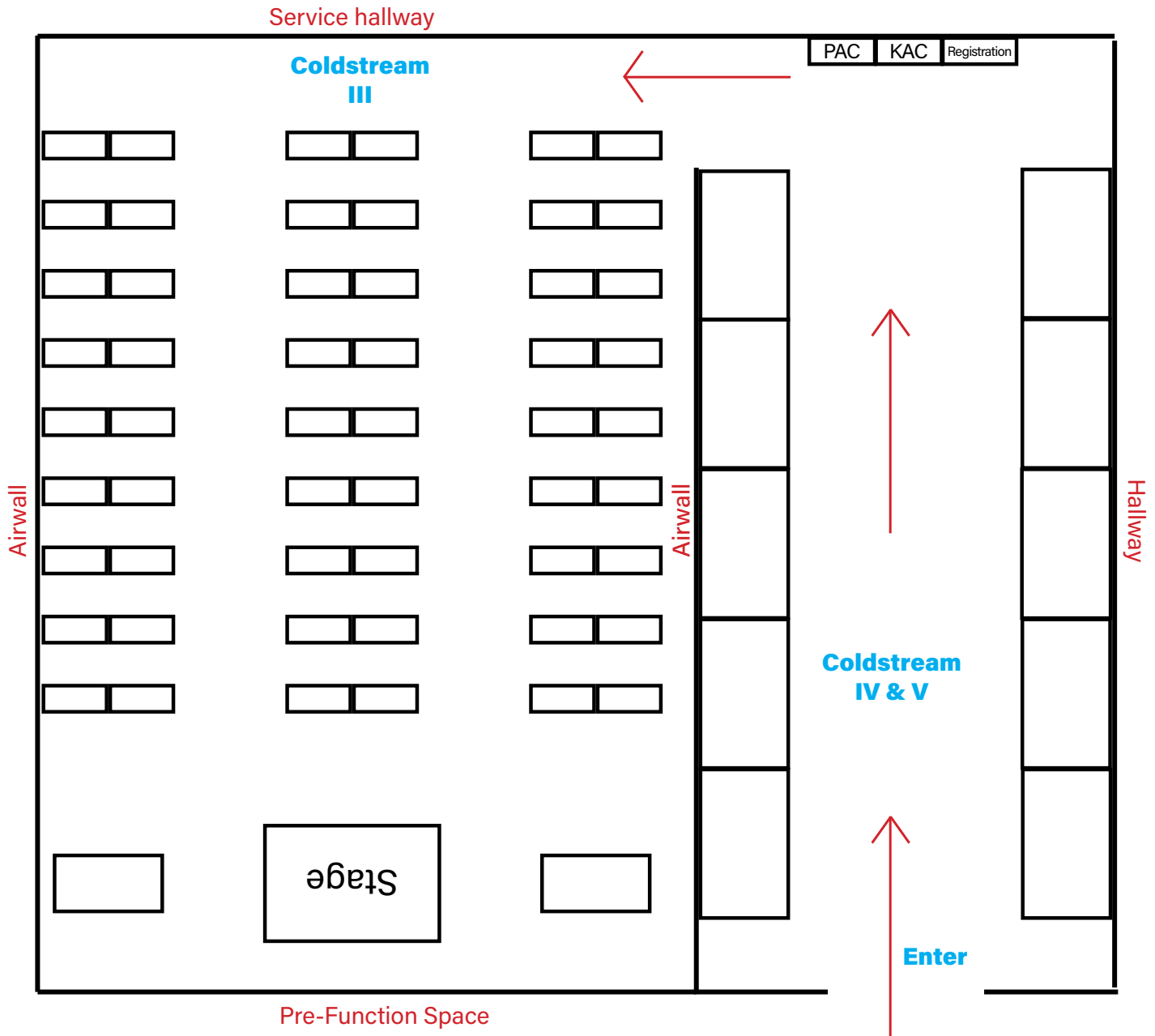
The Vendor Hall

As usual, attendees will be forced to walk the entire vendor hall in order to enter the classroom. A sample diagram is provided for you below. As previously mentioned, the KAC will be assigning booths this year to decrease the chance of conflicting or competing companies ending up in neighboring booths.

We do anticipate limiting the number of booths available to maximize the attendee to vendor ratio. Booth space is based on a first-come, first-served basis.

Walk in registrations for exhibitors are NOT allowed.

Floor chart subject to change if needed



VENDOR REGISTRATION FORM

Kentucky Association of Chiropractors

PO Box 8320, Lexington, KY 40533-8320

P: 859-554-4498 | F: 855-813-5300 | kac@thekac.org | thekac.org



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Are you a speaker sponsor??

Check here!!

Remember, all speaker sponsors receive a complimentary booth, however you must still fill out this form including billing information!

AV and electricity not included in sponsorships

Exhibitor Booth	
Early Bird - ends 7/31/2023	\$650
Regular Price - starts 8/1/2023	\$750
Additional Options	
Be included on the Cash Card	\$99
Additional Booth Rep(s) (First 2 are included)	#_____ X \$50 each

COMPANY INFORMATION

TOTAL AMOUNT DUE

Company Name:

Contact Name:

Contact Email:

Contact Phone:

Office Fax:

Company Address:

City:

State, Zip

Please give a description of **ALL** products you sell (ex: malpractice, nutritional supplements, CBD, etc) This is so we can avoid putting competitors next to each other

Name of Booth Reps: (first 2 are included with registration | additional reps \$50 each)

Name of Rep #1:

Name of Rep #3:

Name of Rep #2:

Name of Rep #4:

BILLING INFORMATION

Name on Card

Exp. Date:

CVV Code:

Credit Card #:

Check Enclosed (please make payable to the Kentucky Association of Chiropractors)

Check here if billing address is the same as company address listed above

Billing Address:

City:

State:

Zip Code:

Phone:

Email if different than above

Signature of the cardholder

Date

VENDOR AV ORDER FORM

Kentucky Association of Chiropractors

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NOTE: AV is not included in sponsorships or corporate partnerships

Please select all that apply - all prices are for the full 2-day show

Exhibitor Booth ONLY (NO electricity includes 2 chairs, skirted table and wastebasket)	Included with registration
Exhibitor Booth WITH electricity includes 2 chairs, skirted table, wastebasket and electricity; no power strip)	\$ 75
55" Flat Screen TV	\$ 600
Easel	\$50
Flipchart (with post-it pads & markers)	\$ 120
HDMI Cable	\$ 50
Power Strip (6 outlet) with extension cord	\$ 50

TOTAL AMOUNT DUE

COMPANY INFORMATION

Company Name:

Contact Name:

Contact Email:

Onsite Contact:

BILLING INFORMATION

Check here if billing information is the same as the vendor registration on previous page

Name on Card

Exp. Date:

CVV Code:

Credit Card #:

Billing Address:

City:

State:

Zip Code:

Phone:

Email (if different than above)

Signature of the cardholder

Date



Exhibitor & Sponsor Agreement

For 2023 107th KAC Annual Convention

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This form must be filled out in its entirety in order to reserve your space at 2023 107th KAC Annual Convention

Terms & Conditions

As a sponsor/exhibitor at 2023 107th KAC Annual Convention, your company agrees to the following terms and conditions:

- I understand that electricity, wifi, AV & shipping needs are **NOT** included in the cost of the booth or sponsorship and must be purchased through the hotel at an additional cost.
- This application must accompany a deposit of 50% of the total due in order to reserve a booth or sponsorship package. Please contact the KAC to discuss payment plan options.
- Your company agrees to pay **in full** for the requested booth/sponsorship within 60 days of the date of application or by July 31, 2023, whichever comes first. If application is made after July 31, 2023, the full balance is due immediately. You will not be allowed to set up on the exhibitor floor until full payment is received.
- Your company and its representatives agree to set up your booth Friday afternoon prior to the start of education on Saturday and to staff the requested booth on Saturday, and through the last break on Sunday morning. **Should your company or its representatives decide to break down prior to Sunday's first break, your company will be billed a \$250 early departure fee.** Due to previous years, we are strictly enforcing this policy. Any changes to set up times/break down times will be sent to the contact person for your company.

I agree to the terms and conditions of the Exhibitor & Sponsor Agreement.

Signature of Company Representative

Date

Cancellation Policy

In an effort to ensure our exhibit hall is full for the dates of the Convention, all exhibitors and sponsors must agree to the following terms of our Cancellation Policy.

- Refunds, less a 20% handling fee, will be granted if cancellation is made 60 days prior to the seminar date.
- Refunds requested fewer than 60 days but greater than 30 days prior to the event may be credited to another exhibiting or advertising opportunity.
- Absolutely no refunds or credits if cancellation is made less than 30 days before the event.

I agree to the terms and conditions of the KAC Cancellation Policy

Signature of Company Representative

Date

Credit Card Authorization

You must provide a valid credit card in order to reserve your booth or sponsorship package, even if you plan to pay by check. By providing this information, you authorize the KAC to charge your credit card for any balance associated with your exhibit space or sponsorship unpaid by date of the seminar; for damages or expenses incurred by your company or its representatives at the event; or for the early departure fee as outlined in the Terms & Conditions above.

I understand and agree to the terms and conditions of the KAC Credit Card Authorization Policy

Credit Card Number

Expiration Date

Signature of Company Representative

CVV Code

Name of Company Representative (Please print)

Date