

Kentucky Association of Chiropractors

EXHIBITOR & SPONSOR REGISTRATION

KAC's 2027 LB Payne Insurance Seminar

January 23-24, 2027

Marriott East Louisville

1903 Embassy Square Blvd, Louisville, KY 40299

We are so excited that you are interested in joining us at our 2027 LB Payne! What makes exhibiting at LB Payne so valuable?

- **LB Payne is our largest event of the year!**
- **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 confirmed speakers!**
- **We're bringing back the speaker panel!**
- **6 speakers covering 5 different topics! 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 2027 to keep the attendee to exhibitor ratio ideal!** 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,

Rachel Wendt, DC

Dr. Rachel Wendt, DC | Executive Director

2027 Exhibitor & Sponsor 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!
- **NEW!** Add the Lead Retrieval System for $50. See the FAQs for details.
- Wifi, AV, etc. is not included. **All AV needs must be ordered through the hotel directly.**
- **Early Bird pricing of $650 good through 11/30/2026; regular rate $750 starting 12/1/2026**

Speaker Sponsor - Varies

Contact KAC for details. Only 5 available!

- Everything listed above, up to a $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. **All AV needs must be ordered on Page 5.**

2027 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 8' table, 2 chairs, wastebasket and up to 2 booth representatives. Wifi, electricity, AV and shipping is NOT included with registration fee. All booths must fit into the booth space without extending into walkways. Seminar piping and draping will be black and booth space will be 10' by 8' deep.

Audio/Visual

AV is NOT included for any exhibitor or sponsor. AV MUST be ordered by the individual exhibitor or sponsor on page 5 of this exhibitor packet.

Booth Representatives

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

Lead Retrieval for Exhibitors NEW!

Capture leads the easy way. When you arrive at your booth, you'll receive your booth code. Then use your phone to scan the QR code on an attendee's badge and their information appears instantly: name, office, office phone and address, everything we already send to you ahead of time in a PDF. Type notes about your conversation with attendees right on the screen, and if the attendee offers their email, add it too. When the show wraps, email yourself your complete lead list as an Excel or CSV file. No clipboards, no business cards, no retyping. The Lead Retrieval System is a $50 add-on on the registration form (page 5).

Attendee information is shared only for doctors who opted in when they registered.

Booth Dismantling

Exhibits may only be dismantled after the first break on Sunday. Exhibitors are encouraged 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.

Subletting Space

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

Liability

Exhibitor 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 caused by 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 its 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 manner 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 seminar.

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.

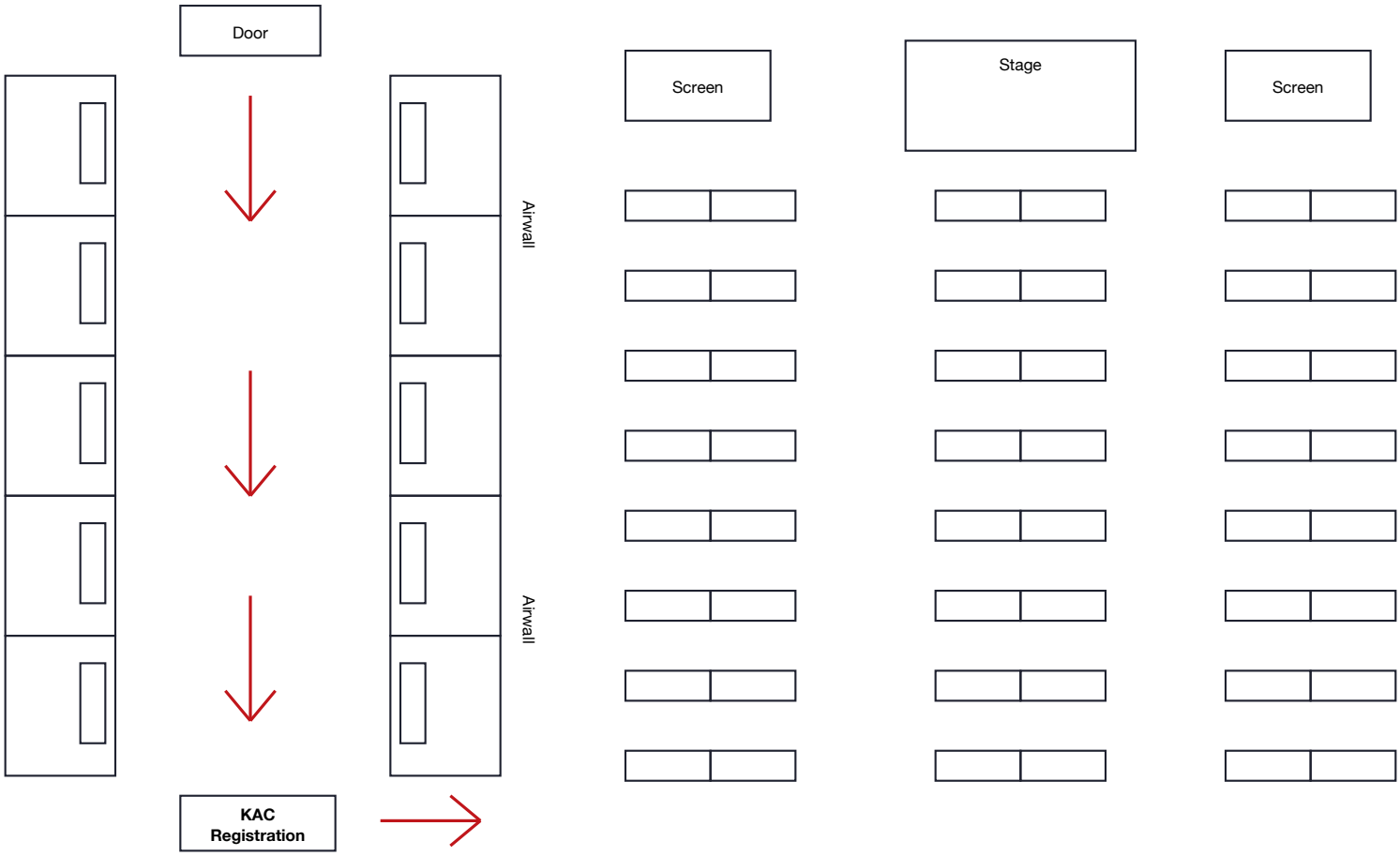
The Vendor Hall

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



EXHIBITOR REGISTRATION FORM

2027 LB Payne Insurance Seminar | January 23-24, 2027

Marriott East Louisville | 1903 Embassy Square Blvd, Louisville, KY 40299

PO Box 8320, Lexington, KY 40533-8320 | P: 859-554-4498 | F: 855-813-5300 | kac@thekac.org

Kentucky Association of Chiropractors

STEP 1 | EXHIBITOR BOOTH OPTIONS

Exhibitor Booth - Early Bird **ends 11/30/2026**	☐ **$650**
Exhibitor Booth - Regular Price **starts 12/1/2026**	☐ **$750**
Additional Options	
Be included on the Cash Card	☐ **$99**
Lead Retrieval System add-on **NEW!**	☐ **$50**
Additional Booth Rep(s) - first 2 are included	# ____ x $50 each

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 are NOT included in sponsorships and require payment.

STEP 2 | EXHIBITOR AV OPTIONS

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

Exhibitor Booth ONLY (NO electricity | includes 2 chairs, 8' skirted table and wastebasket)	☐ Included with registration
Exhibitor Booth WITH electricity (includes 2 chairs, 8' skirted table and wastebasket; no power strip)	☐ **$75**

STEP 3 | COMPANY INFORMATION

TOTAL AMOUNT DUE _____

Company Name: _____

Company Address: _____

City: _____ State: _____

Zip Code: _____ Phone: _____

Company Website: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Please describe 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: _____

STEP 4 | BILLING INFORMATION

Name on Card: _____

Credit Card #: _____

Exp. Date: _____ CVV Code: _____

Billing Address: _____

City: _____ State: _____

Zip Code: _____ Phone: _____

Email (if different): _____

_____ _____

Signature of the cardholder Date

Exhibitor & Sponsor Agreement

For the 2027 LB Payne Insurance Seminar

January 23-24, 2027 | Marriott East Louisville | 1903 Embassy Square Blvd, Louisville, KY 40299

This form must be filled out in its entirety in order to reserve your space at the 2027 LB Payne Insurance Seminar.

Terms & Conditions

As a sponsor/exhibitor at the 2027 LB Payne Insurance Seminar, 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 25% 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 December 1, 2026, whichever comes first. If application is made after December 1, 2026, 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 at 10:30am 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 Seminar, 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 and are a sponsor with no costs to your booth. 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

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