



2017 ANNUAL CONVENTION

WELCOME TO KALAHARI

Dear Friends of Chiropractic,

The Pennsylvania Chiropractic Association's 2017 Annual Convention is just a few months away! The brand new Kalahari Resort in the Pocono Mountains will be hosting us October 21-22nd. This two day affair will be catered to maximize exhibitor exposure, which is why we are contacting you several months in advance so you may reserve your space.

We chose the new Kalahari Resort because of its strong appeal to families, as it has the Largest Indoor Waterpark in the country and its own unique Family Entertainment Center, as well as its attractiveness to the adult crowd with the many incredible Dining options and also the Spa Kalahari, all of which are on site and easily accessible. Additionally, the Convention Center at Kalahari features 65,000 sq. ft. of flexible meeting space along with award-winning catering and state-of-the-art technology that will ensure an amazing experience for you and attendees alike. We have a superb schedule lined up in expectation of at least 150 registrants from PA, NJ and NY.

If you are interested in developing new business leads, [simply click here to register](#) and reserve your exhibitor space and/or sponsorship request. Don't miss out on this great opportunity to get in front of PCA DC members and their staffs!

Should you have any questions, please do not hesitate to contact Lindsay Walter at the PCA home office: ceconvention@pennchiro.org or 717-232-5762.

Looking forward to see you in October!

Roy Love, DC & Dan McCann, DC
PCA Annual Convention Committee Co-Chairs

SATURDAY, OCTOBER 21

7:00 AM - BREAKFAST &
EXHIBIT HALL OPEN
8:00 AM - EDUCATIONAL PROGRAMS
BEGIN
12:00 - 2:00 PM - LUNCH
2:00 PM - EDUCATIONAL PROGRAMS
RESUME
4:30 PM - SPEAKER PANEL
6:00 - 7:00 PM - EXHIBITOR RECEPTION

SUNDAY, OCTOBER 22

7:00 AM - BREAKFAST &
EXHIBIT HALL OPEN
8:00 AM - EDUCATIONAL PROGRAMS
BEGIN
12:00 PM - EXHIBIT HALL CLOSE



EXHIBITOR INFORMATION



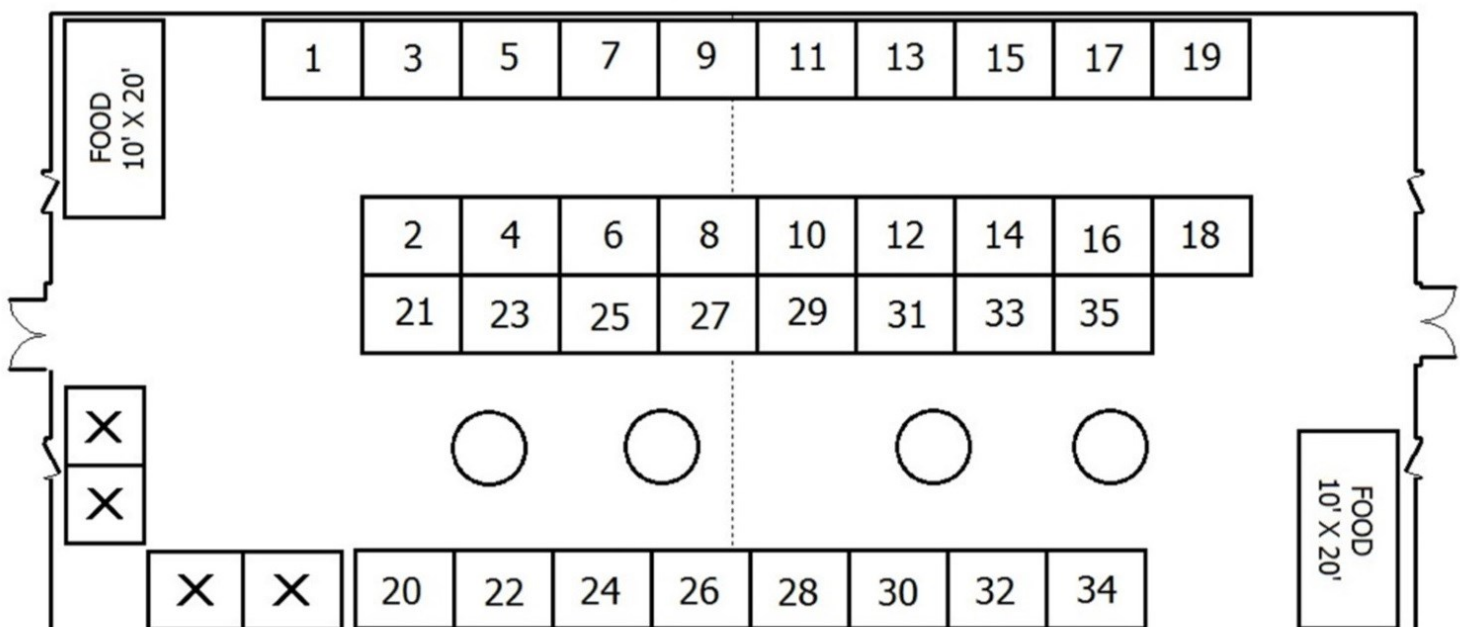
YOUR EXHIBIT PACKAGE INCLUDES:


- **ONE (1) 8'x10' BOOTH, 8' SKIRTED TABLE WITH PIPE & DRAPE**
- **WIFI IN EXHIBIT HALL AND THROUGHOUT THE RESORT**
- **MEALS FOR 1 EXHIBITOR: BREAKFAST & LUNCH SATURDAY, BREAKFAST SUNDAY**
(Additional meals can be purchased by contacting PCA office or purchased onsite)
- **INCLUSION ON ALL MARKETING MATERIALS, INCLUDES BUT NOT LIMITED TO:** PCA website, Facebook, PCA newsletters, convention materials, etc., insertion of promotional item in convention attendee tote bags

NOTE: Electric is **NOT** included in the booth package. If you need electric, please email ceconvention@pennchiro.org for an order form after you complete your registration.

SALONS B&G - EXHIBIT HALL

* Please indicate first AND second booth choice on when registering.





SPONSORSHIP OPPORTUNITIES

SPEAKER CO-SPONSORSHIP - 2 AVAILABLE - \$1000

Sponsor world-renowned speaker and chiropractor, Dr. Leonard Faye

Inclusion on all marketing materials

- ½ page ad in our PCA Direct Newsletter reaching over 4,000 doctors in PA

- ½ page ad in the Convention Program reaching 250 doctors

Signage in speaker's hall and 10 minutes to speak prior to speaker presentation

Mailing list of convention attendees to be provided after the convention

APP BANNER SPONSORSHIP - 1 AVAILABLE - \$1000

In-app placement upon opening of app and on every page

PHOTOGRAPHER SPONSORSHIP - 1 AVAILABLE - \$500

Name/logo on image retrieval card for action shots throughout convention

Photographer set up next to your booth for maximum exposure

TOTE BAG SPONSORSHIP – 2 AVAILABLE - \$500/each

Name/Logo imprinted in white on colored bag of PCA's choice

SIZE: 13W x 5 x 13H IMPRINT AREA: 8W x 8H

LANYARD SPONSORSHIP – 1 AVAILABLE - \$500

Name/Logo imprinted in white on a standard colored lanyard of PCA's choice

SCREEN PRINT 12"W x 5/16"H

DRINK TICKET

SPONSORSHIP - 2 AVAILABLE - \$500/EACH

Name/Logo on 30 Drink Tickets to be provided to attendees

Opportunity to mingle & market your company while handing out tickets

MEAL SPONSORSHIPS

2 BREAKFAST AVAILABLE - \$300/EACH

Signage & table at entrance to dining area

Inclusion of marketing materials

1 ticket to the meal of your sponsorship

1 LUNCH AVAILABLE - \$500/EACH

Sponsoring annual meeting lunch

Signage & table at entrance to dining area

Inclusion of marketing materials

1 ticket to the meal of your sponsorship



KALAHARI RESORT & CONVENTION CENTER
250 KALAHARI BOULEVARD, POCONO MANOR, PA 18349

**TO REGISTER FOR YOUR EXHIBITOR BOOTH OR
 SPONSORSHIP OPPORUTUNITIES, CLICK HERE:**

[REGISTER NOW—KALAHARI 2017](#)

OVERNIGHT RESERVATIONS 10/20 & 10/21

Super discounted room rate of **[\\$149/night!](#)**

Includes up to 4 all-day-wristbands to the indoor water park

Call 877-525-2427 and mention "PA Chiropractic 2017"

Or go online to **<https://book.kalahariresorts.com/poconos/groups.asp>**
 and enter **Group Booking ID 774** & click GET DATES.

Discounted rate only available until **[September 20th!](#)**

