



2017 ANNUAL CONVENTION

WELCOME TO KALAHARI

Dear Friends of Chiropractic,

The Pennsylvania Chiropractic Association's 2017 Annual Convention is just around the corner! 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 it is so important for you to be a part of this momentous occasion!

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 [Multi-Dimensional Arcade](#), 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. New this year is an event app for exhibitors called [EXPOPass](#) which gives you the opportunity to track leads with their incredible badge scanning technology. It's an easy way to manage your networking efforts and follow-up with contacts after the convention! 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 seeing you in October!

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

SATURDAY, OCTOBER 21

7:00 AM - BREAKFAST &
EXHIBIT HALL OPEN
8:00 AM - PROGRAMS BEGIN
12:00-2:00 PM - LUNCH & ANNUAL
MEETING OF MEMBERS
2:00 PM - PROGRAMS RESUME
4:20 PM - SPEAKER PANEL
6:00-7:00 PM - ATTENDEE RECEPTION
IN EXHIBIT HALL

SUNDAY, OCTOBER 22

7:00 AM - BREAKFAST &
EXHIBIT HALL OPEN
8:00 AM - PROGRAMS BEGIN
12:00 PM - EXHIBIT HALL CLOSE
2:00 PM - PROGRAMS END*

*SCHEDULE SUBJECT TO CHANGE
(DEPENDENT UPON CE APPROVAL)



EXHIBITOR INFORMATION



YOUR EXHIBITOR PACKAGE (\$850) INCLUDES:

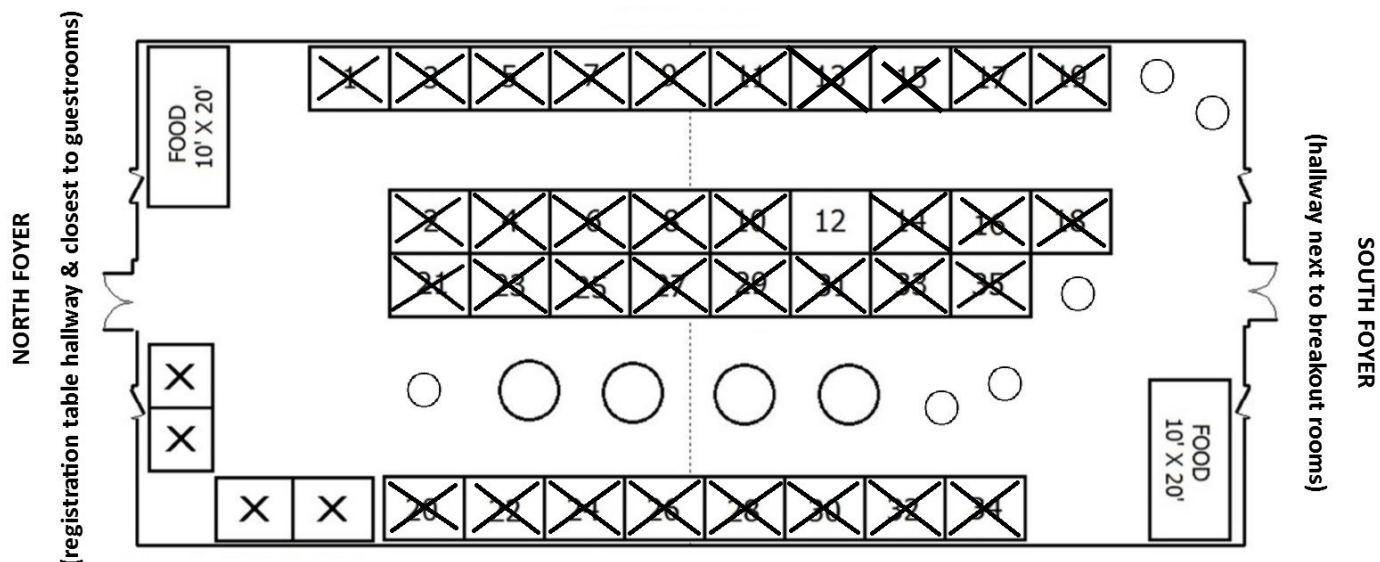
- **ONE (1) 8'x10' BOOTH, 8' SKIRTED TABLE WITH PIPE & DRAPE**
- **WIFI IN EXHIBIT HALL AND THROUGHOUT THE RESORT**
- **MEALS FOR 1 EXHIBITOR: BREAKFAST & LUNCH SATURDAY, BREAKFAST SUNDAY**
(Additional meals can be purchased by contacting PCA office or purchased onsite)
- **INCLUSION ON ALL MARKETING 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.

Up to date as of 9.17.17





SPONSORSHIP OPPORTUNITIES

SPEAKER CO-SPONSORSHIP - ~~2~~ 1 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

**1 SOLD!
1 STILL AVAILABLE!**

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

SOLD!

SOLD!

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

Sponsoring annual meeting lunch

Signage & table at entrance to dining area

Inclusion of marketing materials

1 ticket to the meal of your sponsorship



250 KALAHARI BOULEVARD
POCONO MANOR, PA 18349

REGISTER ONLINE

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 & then SUBMIT.

Discounted rate only available until September 20th! BOOK NOW!

QUESTIONS? CONTACT PCA 717-232-5762 OR CECONVENTION@PENNCHIRO.ORG

