



# Fall 2020 **VIRTUAL EXPO**

**October 17-18, 2020**

Virtual Event with NYCC PostGrad

**NYSCA  
2020**  
Fall Symposium

# NYSCA Conventions

## Marketplace Exhibition

The NYSCA Fall Convention brings together leaders in Chiropractic practice, research, academia and industry to present a variety of continuing education courses. It will also feature many sponsoring companies in its Virtual Expo.

## Learn More About NYSCA



For more information about the NYSCA, please visit us online at [www.NYSCA.com](http://www.NYSCA.com).



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## NYSCA Convention Sponsor Prospectus

It is our pleasure to announce and formally invite you to participate in the NYSCA 2020 Fall Symposium!

In light of the ongoing health concerns due to the COVID-19 virus and the related restrictions on large gatherings, the NYSCA 2020 Fall Convention, previously scheduled to be held at the Kartrite, has been transitioned to a two-day live virtual event, including a virtual expo for our sponsors.

The online program will be held over 2 days (October 17-18, 2020) and will offer up to 14 continuing education credits, including up to 6 category 1 credits. The Saturday portion will be from 10am-6pm and will offer 8 credits, and the Sunday portion will be from 10am-4pm and will offer 6 credits. Attendees may register for Saturday only, Sunday only, or for the whole weekend.

[Click here](#) to download a copy of the agenda, containing descriptions of the courses outlined below.

### Attendee Profile

The NYSCA Fall Convention typically hosts on average 150+ actively practicing Chiropractors, chiropractic assistants, and office managers from across the state.

### Who should consider sponsoring?

Companies and firms that offer innovative products and services related to the Chiropractic industry. Due to the online nature of this event, the potential for prospect leads is significantly expanded.



## Convention Exhibitor Schedule

Sponsor opportunities are available -- including pre-recorded "commercials", banner ads, and participation in our [virtual expo!](#)

### What is included in my sponsor package?

- Company listing & website link included in our [virtual expo](#)
- A pre-recorded video ad (up to 60 second commercial or up to 5 minute infomercial, depending on level of sponsorship; to be provided by the sponsor) to air during the live event.
- Linked banner ad (275x600px, jpg or png format) in sponsor emails to be emailed periodically before and after the event
- A dedicated landing page for your company, containing your video and/or image ads and including details of any special offers you would like to promote and a lead retrieval form.
  - A sample landing page can be [viewed online here](#).
- A postal mailing list for all event registrants, to be provided after event registration has closed.

## Exhibitor Checklist

- Exhibitor Kit emailed to Exhibitors ..... July 23
- Review sponsor regs, sign & return exhibitor contract ..... July 23
- Corporate Logo sent to NYSCA: controller@nysca.com ..... Sept 17
- Pre-recorded video & banner ad (275x600px) sent to NYSCA: controller@nysca.com ..... Sept 17
- Online Virtual Event ..... Oct 17-18
- Postal mailing list sent to registered sponsors ..... Oct 24

### How to Reserve Exhibit Space

Online submission of the Application and Contract for Sponsorship along with payment is preferred.

Alternatively you may submit a paper application via U.S. Mail with a check payable to the NYSCA.



### Payment Schedule

To be considered for event sponsorship, all applications for must be accompanied by payment in full. We are unable to reserve sponsorship without a completed application with payment.

The NYSCA accepts check, MasterCard, Visa, Discover or American Express. Selected exhibitors will be notified of their table location.

# Exhibitor Packages

On/Before 09/18/20      After 09/18/20

Level 1	Including up to 60 second pre-recorded video ad (provided by the sponsor) to be aired during virtual event; Company listing & website link; Linked banner ad; dedicated company landing page	\$350	\$400
Level 2	Including up to 5 minute pre-recorded video ad (provided by the sponsor) to be aired during virtual event; Company listing & website link; Linked banner ad; dedicated company landing page	\$600	\$700

*Exhibitors & Sponsors are responsible for submitting their logo or advertisement in accordance with submission guidelines no later than **Thurs, Sept 17, 2020**. Ads must be print quality and submitted in .jpg or .png format to [controller@nysca.com](mailto:controller@nysca.com).*

*Linked banner ad is to be sized 275x600px.*

## flexible solutions for your business needs

### Public Relations Guide

Meetings and trade shows offer opportune times to update your social media networks with information as it is happening and share news and products with your audience.

While the possibilities are endless, below are a few actionable ways you can take advantage of social media during a meeting or trade show:

- Announce that you will be a partial sponsor of the event
- Send teasers about what to expect from your company at the event (i.e. promotions, new products, etc.)
- Tweet reasons to visit your virtual expo page
- Post photos of your services and products, using the meeting hash tag in your social media posts (NYSCA 2020 Fall Convention: #NYSCA20)
- Upload videos of your products and services to your social media, using the event hash tag





# Exhibit Policies and Procedures

## Policy Notice

The NYSCA makes every attempt to offer programs as publicized. We nevertheless reserve the right to alter and/or adjust program details, including but not limited to dates, locations, times, instructors, and presentation sources and sequences .

## CE Notice

CE provided by New York Chiropractic College.

## License Renewal

While applications relating to credit hours for license renewal in selected states have been executed for these programs, it remains attendees' responsibility to contact the state board(s) from whom they seek continuing education credits for purposes of ensuring said board(s) approve both venue and content as they relate to any event.

Neither a speaker's or exhibitor's presence at said event, nor product mention or display, shall in any way constitute NYCC endorsement. NYCC's role is strictly limited to processing, submitting, and archiving program documents on behalf of course sponsors.

These courses are valid for CE credits in "pre-approved" states, so long as it falls within the scope of practice as outlined by the corresponding state board.

**Sponsor Objectives.** The Virtual Expo is meant to supplement the professional meetings being held by providing attendees with the various types of products, services and information available to them. Sponsors are expected to promote/advertise their products and/or discuss their services with awareness of the professional and practical needs of the registrants. The NYSCA reserves the right to refuse sponsorship to any company which, in the opinion of the NYSCA, is unlikely to contribute to the overall objectives of the event.

**Contract for Space.** The enclosed application for sponsorship and the full payment of sponsorship charges, together constitute a contract for a right to participate in the event. Applications should be filed promptly and must be accompanied by payment in full.

**Sponsorship Ad Specifications.** The Sponsor is responsible to provide all ad copies, including but not limited to logos, banner images, and videos/commercials, no later than 4 weeks prior to the Event.

Ads are subject to review and approval by the NYSCA Convention Committee. The NYSCA Convention Committee reserves the right to make the final determination on inclusion of all sponsor ads.

**Timing of commercial airing.** The NYSCA reserves the right to assign timing of commercial ads, based on availability.

**Cancellations:** Cancellations must be made in writing and received no later than 4 weeks prior to the start of the event; such cancellations shall be subject to a 50% cancellation fee. No refunds will be provided for cancellations received within one week of the event. NYSCA reserves the right to reassign ad spot not paid in full by 4 weeks prior to the start of the event.

**Sponsor Representative Responsibilities.** Each Sponsor must name at least one person to be the official representative and responsible party. The official representative will receive all relevant materials related to the meeting. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to the NYSCA and to other contractors and subcontractors.

**Meeting, Event, and Activity Conduct Policy.** The NYSCA strives to create a safe, productive and welcoming environment free from discrimination, harassment, and retaliation for all who participate in NYSCA-sponsored meetings, events and activities ("events"). For purposes of this policy, harassment includes, but is not limited to, sexual harassment, offensive or physically threatening bodily contact, and intimidation or discrimination based on race, religion, age, gender, gender identity, sexual orientation, disability, or appearance. Sexual harassment includes any unwelcome sexual advances or attention, whether physical, virtual, or verbal. Harassment, discrimination or intimidation of any kind will not be tolerated.

This policy applies to all who participate in NYSCA-sponsored events including, but not limited to, attendees, NYSCA staff, sponsors, vendors, guests, contractors, and students. Participation constitutes agreement to comply with this policy as a condition of attendance.

Suspected violations of this policy should be reported to any member of NYSCA Board of Directors while on site at the event or as soon as possible. Violations involving NYSCA staff members or contractors should be reported to the NYSCA Executive Director at [ed@nysca.com](mailto:ed@nysca.com) or in person if after the event.

All reports will be treated seriously and investigated promptly. At NYSCA's sole discretion, policy violations may result in removal from or denial of access to NYSCA-sponsored meetings, events and activities without refund of any applicable registration fee or other costs to the participant.

**Use of Sponsor Ads.** No Sponsors shall assign, sublet or share the whole or any part of their Ad allotment without consent of the NYSCA and approval of the terms thereof. No Sponsor is permitted to show goods other than those manufactured or handled by him or her in the regular course of business.

**Direct Selling.** Sponsors will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

**Entertainment.** The Sponsor agrees not to sponsor or host group functions unrelated to the NYSCA Convention during the meeting that would in any way interfere with attendance at the event or induce registrants away from the event. The Sponsor must receive approval from the NYSCA for any intended group functions.

**Fair Employment.** The Sponsor agrees that during the life of this contract he will not discriminate against any NYSCA employee, Venue or other Sponsor for employment because of race, color, creed, national origin or ancestry. It is the policy of the NYSCA that all parties doing business with the NYSCA adhere to the principals of, and take reasonable affirmative action to ensure positive progress in Equal Opportunity Employment.

**Indemnification.** The Sponsor assumes responsibility and agrees to indemnify, hold harmless, and defend the NYSCA and their respective employees and agents against any claims or expenses arising out of participation in the event.

The Sponsor understands that the NYSCA does not maintain insurance covering the Sponsor's property. The Sponsor further understands that it is the sole responsibility of the Sponsor to obtain such insurance. Sponsors are advised to insure themselves at their expense against property loss or damage and against liability for personal injury. The NYSCA's liability for injury to persons or loss or damage to property shall be limited to the Associations staff and agents only. The Sponsor shall indemnify the NYSCA against, and hold it harmless from negligence of the Sponsor in connection with Sponsor's participation in the event.

**Failure to Open Exhibition.** In case the NYSCA Event fails to take place as scheduled or is interrupted and/or discontinued by reason of any strike, lockout, injunction, act of war, act of God, act of terrorism, emergency declared by any government agency, or for any other reason, this contract may be terminated by the NYSCA. In the event of such termination, the Sponsor waives any and all damages and claims for damages and agrees that the sole liability of the NYSCA shall be to return to each Sponsor his sponsorship payments, less his pro rata share of all costs and expenses incurred and committed by the NYSCA.

**Regulations and Contract.** These regulations have been formulated in the best interest of all concerned and become a part of the contract between the Sponsor and the NYSCA. All matters and questions not covered by these regulations are subject to the decisions of the NYSCA.

## Our Organization

The NYSCA is a statewide professional association, comprised entirely of Doctors of Chiropractic. These have joined together in the promotion, advancement, and defense of Chiropractic.

The NYSCA is governed by a democratically elected Board of Directors and House of Delegates. All governing officials are licensed Chiropractors who volunteer their time and efforts and pay full membership dues. Many of these officials also serve on committees, often more than one, which are tasked with specific projects as needs arise.

Further, New York State is divided into seventeen regional districts, each having its own elected officials and hosting monthly meetings and events. Each active district has representation in the House of Delegates to ensure that the voice of each of our members is heard.



## Our Mission

NYSCA brings together **Chiropractic** professionals in an effort to:

- ☑ **Enhance** the public health by assuring universal access to safe and effective health care.
- ☑ **Lead** chiropractic toward full integration in the evolving health care delivery system as the treatment of choice for the conservative management of neuromusculoskeletal dysfunction.
- ☑ **Advance** research, elevate the educational standards of the profession, and embrace the highest professional ethics and standards.
- ☑ **Assist** the Doctor of Chiropractic - the patient's advocate - in delivering accountable, coordinated, patient oriented care to people of all ages.

## Our Method

### Education

NYSCA presents ongoing Continuing Education seminars throughout the state enabling members to easily and economically fulfill their licensing requirements. Seminars cover such topics as: • Proper practice procedures • Technique and diagnosis • Evidence Based Best Practices and Integration • Insurance Coding • Patient Law and HIPAA compliance

### Legal Advocacy

NYSCA monitors all legislation in NYS that affects the Chiropractic profession. In conjunction with our full time lobbyist in Albany, NYSCA works to protect and expand practice rights and the services provided under NYS workers compensation and auto-no fault.

### Representation

NYSCA represents chiropractic interests to the NYS Education Department, Chiropractic Licensing Board, the State Departments of Insurance and Health, and the Worker's Compensation Board.

## Our Means

### Community

NYSCA provides New York Chiropractors the opportunity to share their struggles and successes while working for the collective betterment of the Chiropractic profession

### Communication

NYSCA keeps you up to date on issues affecting chiropractic in New York through our quarterly e-newsletter *On the Agenda*, regular fax updates, and through our website:

### [www.NYSCA.com](http://www.NYSCA.com)

NYSCA maintains a dramatic online presence. Our newly redesigned website is updated on a regular basis, providing breaking news on Chiropractic.

NYSCA.com serves as an important resource for prospective patients, allowing them to find accurate information on Chiropractic. It also helps them locate a doctor by searching our member database based on hometown, zip-code, or even the doctor's name.

# corporate **SPONSORS**



## Who Are NYSCA Corporate Sponsors?

NYSCA Corporate Sponsors are trusted business partners whose valuable contributions help NYSCA achieve its goals in advocating for our members and their patients. NYSCA Sponsors have a proven track record in assisting New York chiropractors with reaching their individual practice goals and in staying on the cutting edge of the health and wellness revolution in their communities. When NYSCA members are planning to make a purchasing decision, we encourage them to first consider products and services offered by NYSCA Sponsors.

WWW.NYSCA.COM  
 PO Box 557, Chester NY 10918  
 Phone 518-312-4236  
 Fax 518-312-4249

	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>
Annual monetary pledge by corporate sponsor	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,200</b>
Linked banner ad on NYSCA.com	✓	n/a	n/a
Advance convention exhibitor registration	✓	✓	✓
Discounts on exhibitor packages at NYSCA conventions (includes premium exhibitor location)	Complementary refreshment sponsor \$2250 value	25% discount on all exhibitor packages \$875 value	10% discount on all exhibitor packages \$350 value
Complementary ad space in NYSCA's quarterly newsletter, <i>On The Agenda</i>	✓ Full page \$1300 value	✓ Half page \$800 value	✓ Quarter page \$500 value
Updated membership list for postal mailing, preprinted on Avery labels	✓ Up to 4 times per year upon request \$800+ value	✓ Up to 2 times per year upon request \$400+ value	✓ Up to 1 time per year upon request \$200+ value
Listing in the sponsorship directory	✓	✓	✓

**Learn more or become a NYSCA Corporate Sponsor:  
 Visit us online at [www.nysca.com/advertise.asp](http://www.nysca.com/advertise.asp)**

# NYSCA 2020 Fall Virtual Expo

October 17-18, 2020

[www.nysca.com/2020-fall-virtual-expo](http://www.nysca.com/2020-fall-virtual-expo)



## Application and Contract

All exhibitor applications and payments must be received by September 18, 2020. **Please print clearly.**

Company Name:

Primary Contact:

E-mail:

Mailing Address:

City:

State:

Zip:

Phone:

Fax:

Website:

**Sponsorship ad placement will be assigned on a first come, first serve basis** at the discretion of the Convention Committee, pending approval of submitted ad(s)

**Level 1**

- Company listing & website link included in our virtual expo
- Up to 60-second pre-recorded video ad (provided by the sponsor) to air during the live event.
- Linked banner ad (275x600px, jpg or png format) in sponsor emails to be emailed periodically before and after the event
- Dedicated company landing page

**\$350**

(add \$50 after 9/18/20)

**Level 2**

- Company listing & website link included in our virtual expo
- Up to five-minute pre-recorded video ad (provided by the sponsor) to air during the live event.
- Linked banner ad (275x600px, jpg or png format) in sponsor emails to be emailed periodically before and after the event
- Dedicated company landing page

**\$600**

(add \$100 after 9/18/20)

## Payment Information

If paying by credit card, please submit payment for your exhibit space using our online payment portal. Submission of an additional paper application is not required when completing your application online. OR, you may submit your application via U.S. Mail with a check payable to New York State Chiropractic Association. Payment in full must accompany contract submission.

As your company's authorized representative and agent, as the signee on behalf of your company, by signing below you acknowledge necessary when submitting your application and payment online. Alternatively, you may send a check along with that you have read, understand, and agree to abide by all of the rules, regulations, and provisions governing this exposition.

Authorized Signature:

Date:

Print Name:

Print Title:

**ALL APPLICATIONS MUST BE RECEIVED BY FRIDAY, SEPTEMBER 18, 2020**

Return the application via mail or fax to:

**NYSCA PO Box 557, Chester NY 10918**

**Phone (518) 312-4236 | Fax (518) 312-4249**





## Upcoming Events

Dates for 2021 NYSCA Conventions coming soon!

Additional sponsorship opportunities may be available at the district level. Please contact the individual districts for more information.

For more information about the NYSCA, please visit us online at [www.NYSCA.com](http://www.NYSCA.com).

### Questions?

Elizabeth Kantrowitz  
NYSCA Controller

PO Box 557  
Chester NY 10918

[controller@nysca.com](mailto:controller@nysca.com)  
Ph: (518) 312-4236  
Fax: (518) 312-4249

**NYSCA 2020 Fall Virtual Expo Sponsor Prospectus**



*New York State  
Chiropractic Association*

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