



Chiropractic Society
OF WISCONSIN

2023 FALL EXPERIENCE EXHIBITOR REGISTRATION



The Fall Experience Seminar
October 27 - 29, 2023
Wilderness Resort, Wisconsin Dells



The

Fall Experience

CHIROPRACTIC SOCIETY OF WISCONSIN

The CSW Fall Experience is our biggest event of the year and is the prime opportunity for you to showcase your products and services to dynamic and motivated chiropractors from around the state.

The Fall Experience 2022 was attended by...



≈ 350
doctors



≈ 140
CA/CT/CRTs



DCs from WI,
MN, MI, IA +

2023 Exhibit Hall Hours:

10/27

Friday

October 27
7 AM - 6 PM

10/28

Saturday

October 28
7 AM - 6 PM

Register Now!

➤ Online registration
open NOW!

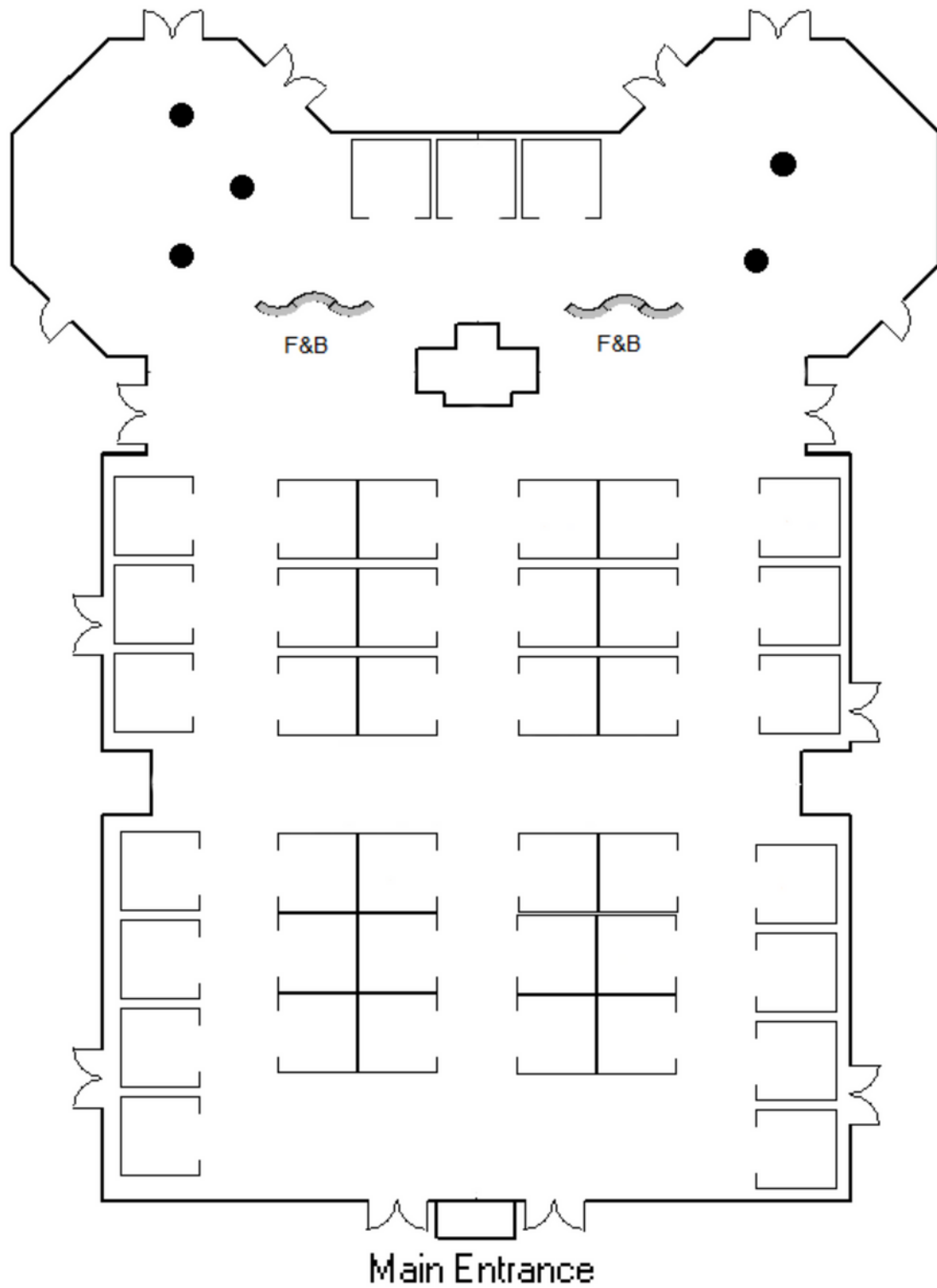
OR

➤ Complete **p.4-5** and
return to CSW

Exhibit Details

- An 8x10 exhibit booth with pipe and drape.
- One 6' or 8' table.
- Two chairs.
- Access to electricity, if preregistered.
- Registration for 2 reps.
- Lunch tickets, if preregistered.
- One waste basket.
- Acknowledgement of all exhibitors in the Fall Experience recap email.

Exhibit Hall Layout





Exhibitor Registration Form

October 27-29, 2023
Wilderness Resort, Wisconsin Dells

COMPANY INFORMATION

Company Name _____
Address _____
City _____ State _____ Zip _____
Contact Name and Title _____
Phone _____ Email _____

REPRESENTATIVE INFORMATION

A single booth includes registration for up to two (2) representatives with lunch for each day of the event, if pre-registered. Tickets for additional reps may be purchased below.

Representative 1 _____	<input type="checkbox"/> Fri Lunch	<input type="checkbox"/> Sat Lunch
Representative 2 _____	<input type="checkbox"/> Fri Lunch	<input type="checkbox"/> Sat Lunch
Representative 3 _____	<input type="checkbox"/> Fri Lunch	<input type="checkbox"/> Sat Lunch
Representative 4 _____	<input type="checkbox"/> Fri Lunch	<input type="checkbox"/> Sat Lunch
Representative 5 _____	<input type="checkbox"/> Fri Lunch	<input type="checkbox"/> Sat Lunch
Representative 6 _____	<input type="checkbox"/> Fri Lunch	<input type="checkbox"/> Sat Lunch

*Lunch tickets must be pre-registered. No shows will be charged a fee of \$25/missed meal.

ADDITIONAL REPRESENTATIVES

☐ 1 Ticket \$100 ☐ 2 Tickets \$200 ☐ 3 Tickets \$300 ☐ 4 Tickets \$400

*Ticket includes breaks and lunches with the attendees.

BOOTH SELECTIONS

<input type="checkbox"/> Single Booth \$625 Includes an 8x10 exhibit booth with pipe and drape, 2 chairs, and waste basket.	<input type="checkbox"/> Double Booth \$1,050 Includes 16x20 exhibit booth space with pipe and drape, 4 chairs, and waste basket.
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ADDITIONAL BOOTH(S)

☐ Single Booth \$625
☐ Double Booth \$1,050

TABLE SIZE

☐ 6-foot table
☐ 8-foot table

ADDITIONAL TABLE(S)

☐ 6-foot table \$30
☐ 8-foot table \$30
☐ Tall cocktail table \$50





Exhibitor Registration Form Cont.

ELECTRICITY SELECTIONS

My Booth Needs Electricity: ☐ Yes ☐ No

*One outlet is included in price of the booth, but must check box to confirm preregister for it to be provided.

☐ 1 Additional Electricity Outlet \$50
☐ 2 Additional Electricity Outlets \$100

FALL EXPERIENCE ADD ONS

☐ Lanyard Sponsorship \$750 ☐ Pre-Conference Attendee List \$100
☐ Bag Sponsorship \$750 ☐ Lunch Sponsor \$7,500
☐ Pen Sponsorship \$750 ☐ Break Sponsor \$2,500

- Attendee list only includes doctor names and mailing address. No phones or emails are provided.
- Break sponsor will be provided 3 minutes speaker time over the break period to address attendees. Sponsorship will also include posted signage in the break area.
- Lunch sponsor will be provided 15 minutes speaker time over the lunch hour to address all attendees. Sponsorship will also include posted signage in the lunch room area.
- Sponsor provides selected supply (pens/bags/lanyards) approved by the CSW and pays the listed sponsor fee.

PAYMENT INFORMATION

☐ Check made payable to "Chiropractic Society of Wisconsin"

☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Card Number _____ Exp ____/____ CVV _____

Billing Address (if different than above) _____

☐ We, the undersigned, agree to abide by all regulations and restrictions of this event.

Total \$ _____ Signature _____

Registration Deadline: The deadline to register for The Fall Experience is September 29, 2023. Late registrations will be accepted through 10/13/23 with an additional \$50 fee.

Cancellation Policy: Registration cancellations will be accepted until Friday, October 13, 2023. Cancellations received before October 13th are eligible for a full refund excluding a \$25 administrative fee. There will be no refunds for cancellations after October 13, 2023.

PO Box 259506, Madison, WI 53725 | Fax: 608-824-2205 | events@chiropracticsocietywi.org



Rules and Regulations

MANAGEMENT

The word “management” as used herein shall mean authorized representatives of the Chiropractic Society of Wisconsin (CSW), including staff and the executive director of CSW.

ELIGIBILITY

Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine eligibility of any product or service for display. Exhibiting companies’ representatives must list the participating principals as the exhibitor on record. Only the sign of the exhibitors whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors. No exhibits or advertising will be extended beyond the space allotted to the exhibitor, or above the back and side rails. Exhibitor agrees that his exhibit shall be admitted, and shall remain from day to day solely on strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or exhibitor or his representatives, upon management’s good faith determination that the same is not in accordance with these Rules and Regulations.

SPACE ASSIGNMENT

Every effort will be made to assign the exhibitor to space of their liking. However, the management reserves the right to make the final space assignment, or change space assignment after the acceptance of the application, should it be necessary in the best interest of the exposition. No exhibitor shall assign, sublet, or share the whole or any part of their space. No exhibitor has the right to deviate from the approved floor plan for the event.



LIMITATION OF LIABILITY

The exhibitor agrees to indemnify and hold harmless the management, any sponsors, owner, exhibition hall facility, and city in which this exhibition is being held, and their officers, agents and employees against all claims, losses, suits, damages, judgments, expenses, costs, and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any person. The management shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, act of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All such items are brought to the exhibition and displayed at exhibitor’s own risk, and should be safeguarded at all times.

DAMAGE TO PROPERTY

Exhibitor is liable for any damage caused by his product, exhibit or representatives, to building floors, walls, or to standard booth equipment, or to other exhibitors’ property.

DEFAULT OF OCCUPANCY

If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by management for such purposes as it may see fit.

SPECIAL SERVICES

Electricity, extra tables, as well as other special services needed by individual exhibitors, are provided only when the exhibitor orders and agrees to pay for them specifically from the management.



Rules and Regulations Cont.

BOOTH REPRESENTATIVE

Booth representatives shall be restricted to exhibitor's employees and their authorized representatives. Booth representatives shall wear badge identification furnished by the management at all times during show hours. Management may limit the booth representatives at any time. All booths must be staffed by the exhibitor during all open show hours.

LOTTERIES/CONTESTS

The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law.

EXHIBITOR CONDUCT

The distribution of samples, souvenirs, publications, or other sales or sales promotion activities must be conducted by the exhibitor only from within the exhibit booth. The distribution of any articles that interferes with the activities in, or obstructs access to, neighboring booths or the aisles, is prohibited. The exhibitor shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors and visitors. Any practice resulting in complaints from any other exhibitor or any visitor which, in the opinion of management, interferes with the rights of others, or exposes them to annoyance or danger, may be prohibited by management, and may be grounds for expulsion of the exhibitor.

OBSTRUCTION OF AISLES OR BOOTHS

Any demonstration or activity that results in obstruction of aisles, or prevents ready access to nearby booths, shall be suspended for any periods specified by management.

CANCELLATION OF BOOTH SPACE

Deposits are non-refundable and non-transferable. In the event of a cancellation by the exhibitor, that exhibitor must notify management in writing, and is responsible for the amount due as per payment terms on this contract.

TERMINATION OF EXHIBITION

CSW, its agents, and employees will not be liable for failure to hold exhibition as scheduled. Payments, minus any actual expenses incurred in connection with the exhibition, for exhibit space will be returned in the event that exposition is cancelled prior to the opening date as a result of fire, any act of God, strike, epidemic, or public catastrophe, or any reason which makes it impossible or impractical to hold the exposition.

RESOLUTION OF DISPUTES

In the event of a dispute or disagreement between exhibitor and an official contractor, or between two or more exhibitors, all interpretations of the rules governing the exhibition, actions, or decisions concerning the dispute or disagreement by management intended to resolve the dispute or disagreement, shall be binding on the exhibitor.

RECEIPT OF GOODS AND EXHIBITS

All arriving goods and exhibits will be received at the receiving areas designated by location officials. All incoming goods and exhibits must be clearly marked, and all charges prepaid by the exhibitor.

QUESTIONS

Any questions concerning your exhibit, other exhibiting events, or any event problem should be directed to the Management.





Rules and Regulations Cont.



CARE AND REMOVAL OF EXHIBITS

The management will maintain the cleanliness of all aisles. Exhibitor must, at their own expense, keep their exhibit clean and in good order. All exhibits must remain fully intact until the exhibition has officially ended. Exhibits must be removed from the building by the time specified in the exhibitor packet. In the event any exhibitor fails to remove their exhibit in the allotted time, the management reserves the right, at the exhibitor's expense, to ship the exhibit through a carrier of management's choosing, or to place the same in a storage warehouse, subject to exhibitor's disposition, or make such other disposition of the property as it may deem desirable without any liability to the management.

INSURANCE

Exhibitors are advised to ensure that their regular business insurance includes extraterritorial coverage, and that they have theft, public liability, and property damage insurance.

LOSSES

Management shall bear no responsibility for damage to exhibitor's property, or lost shipment, either coming in or going out, nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nonetheless responsible for exhibit space cost. Exhibitor is advised to insure against these risks.

"NO SHOW" FOR REGISTERED EVENTS

Exhibitor, for themselves and their employees and representatives, agree to pay stated charges for meals and events for which they register but do not attend. Charges will be made on an individual, per-person basis.

LOGO/TRADEMARK

The Exhibitors and their representatives agree that the "CSW" logo is copyrighted property of the Chiropractic Society of Wisconsin whose name is also copyrighted, and that no logo or trademark owned by the CSW shall be used in any advertisement or publication without prior written approval by the CSW as to form and use. Any unauthorized use of any copyrighted trademark, name or logo owned by the CSW shall be grounds for legal action by the CSW against advertiser/exhibitor.

AGREEMENT TO RULES

Exhibitor, for themselves and their employees and representatives, agree to abide by the foregoing rules, and by any amendments that may be put into effect by Management.



Check out our Sponsors for this year!

A special thanks to these organizations
and their support of the CSW.

Platinum



Gold



NutriDyn



Bronze





QUESTIONS?

**PLEASE CONTACT THE CSW AT
(608) 609-6383 OR VIA
EVENTS@CHIROPRACTICSOCIETYWI.ORG**



**WE LOOK FORWARD
TO SEEING YOU AT
THE FALL
EXPERIENCE!**