



Chiropractic Society
OF WISCONSIN

CORPORATE SPONSORSHIP



**AND OTHER VENDOR
OPPORTUNITIES**



The Fall Experience Seminar
October 7 - 9, 2022
Kalahari Resort, Wisconsin Dells

About the Chiropractic Society of Wisconsin

The CSW is a non-profit organization representing chiropractors around the state of Wisconsin. We are a member driven group focused on marketing the life-enhancing benefits chiropractors provide everyday in their practices. Our initiatives include preserving, promoting, and protecting the practice of chiropractic in Wisconsin.

Our Reach

➤ Membership

We have a database of nearly 2,000 Wisconsin DCs that we communicate with regularly and often.

➤ Social Media

Our Facebook page has over 3,000 likes and over 3,300 followers. Our posts are viewed between 300 and up to 10,000 users. The bulk of our fans are 25 - 53 and predominantly women.

Why become a CSW sponsor?

Our partnership helps drive your products and/or services to our large chiropractic audience which maximizes your investment before, during and after our events!



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 2021 was attended by...



~ 300
doctors



~ 100
CA/CT/CRTs



DCs from WI,
MN, MI, IA +

2022 Exhibit Hall Hours:

10/7

Friday
October 7
7 AM - 6:30 PM

10/8

Saturday
October 8
7 AM - 6:30 PM

Register Now!

➤ Register online at:
www.chiropracticocietywi.org/fallexperiencereg22

➤ Complete **p.7** and return to CSW

Exhibit Details

- An 8x10 exhibit booth with pipe and drape.
- One 6' or 8' table
- Two chairs
- Registration for 2 reps
- Lunch tickets, if preregistered
- A free post-conference attendee mailing list
- One waste basket
- Listing in the exhibitor's directory within the event program guide
- Acknowledgment of all exhibitors in the Fall Experience recap email
- Access to electricity, if preregistered



2022 CSW Corporate Sponsor Packages

Opportunities	Platinum \$10,000 (valued at \$17,500)	Gold \$5,000 (valued at \$10,000)	Silver \$2,100 (valued at \$5,500)	Bronze \$1,200 (valued at \$2,175)
Exhibit hall booth at The Fall Experience	Double booth	Single booth	Single booth	Single booth
Email and social media blasts (yearly)	6	4	2	1
Logo highlighted on Summit advertising	Top billing!	X	X	X
Recognition of CSW partners in 2 email blasts	X	X	X	X
Pre/post attendee list for the Fall Experience	X	X	X	X
Logo & link to sponsor's webpage featured on CSW front page (12 mo)	Static image + rotating slider (Top billing!)	Rotating slider x2	Rotating slider x1	Rotating slider x1 (logo only)
Ad in Fall Experience program	Full-Page	1/2 Page	1/4 Page	
Time to address attendees at fall event	15 min (Lunch)	3 min/day	3 min	
Golfers and hole signage at CSW golf outing	2 golfers + hole signage	1 golfer + hole signage		
One exclusive meeting with CSW leadership team	Board of Directors + District Leaders	Executive members		
Opportunities to address members at district meetings	X			

All packages are subject to change should circumstance require it.

To purchase a sponsorship packet, please complete p. 8.

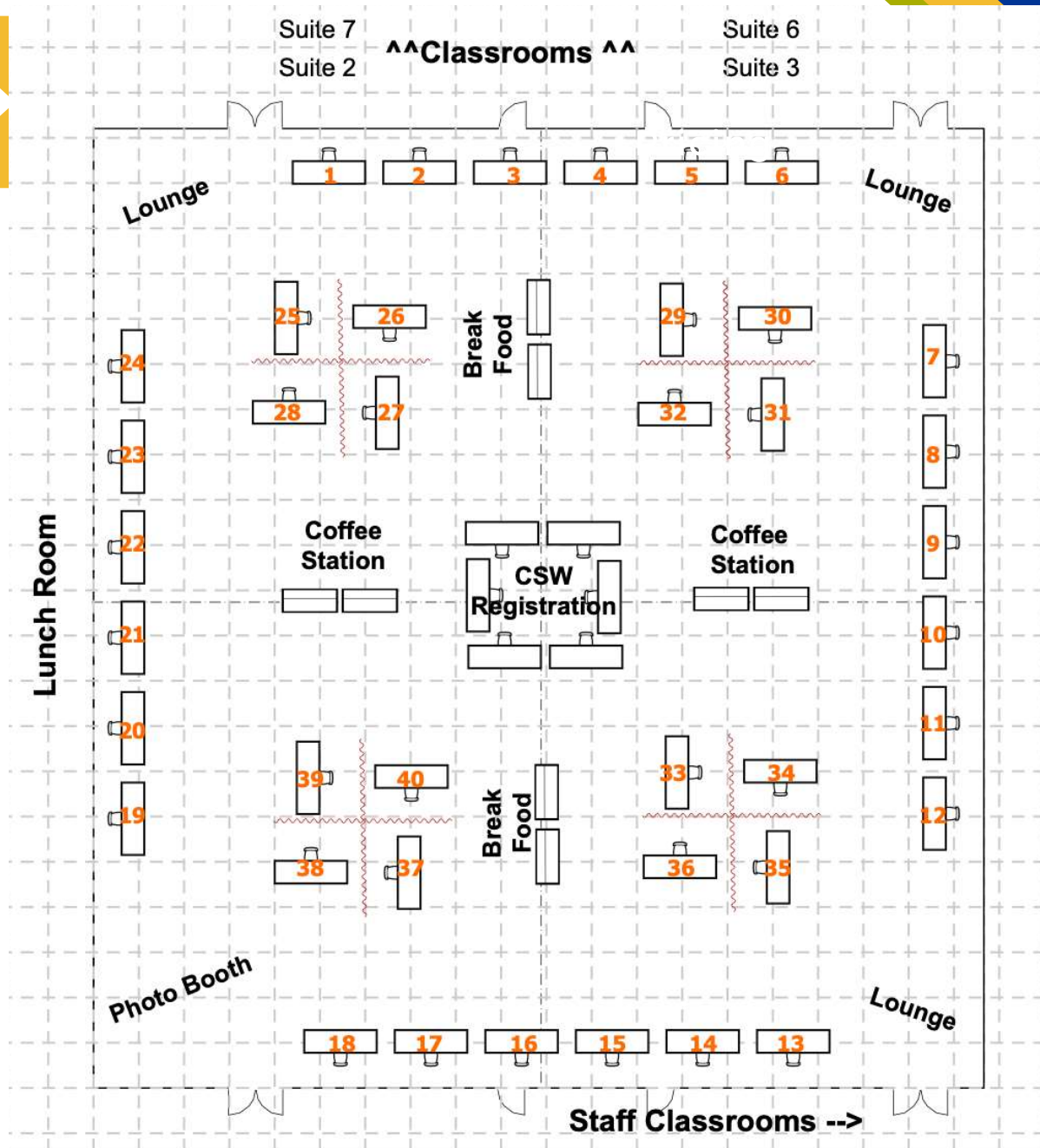
2022 CSW Sponsor

A La Carte Items

Opportunities	Pricing
Single exhibit hall booth at The Fall Experience	\$625
Double exhibit hall booth at The Fall Experience	\$1050
Lanyards at The Fall Experience Sponsor supplies lanyards approved by CSW and pays listed sponsor fee.	\$750
Bags at The Fall Experience Sponsor supplies bags approved by CSW and pays listed sponsor fee.	\$750
Pens at The Fall Experience Sponsor supplies pens approved by CSW and pays listed sponsor fee.	\$500
Lunch Sponsor Includes 15 min speaker time over lunch period and posted signage in the lunch area.	\$7,500
Break Sponsor Includes 3 min speaker time over the break period and posted signage in the food/beverage area.	\$2,500
Pre-conference attendee list Attendee list includes doctor names and mailing address. No phone numbers or emails are provided.	\$100
Golf outing beverage sponsor Includes logo featured on attendee drink tickets and free hole signage.	\$1,500
Golf hole sponsor Includes the option for a table at a golf hole with signage or for 1 representative to golf with the doctors.	\$150
Ad in Fall Experience program View p. 6 for ad sizes and prices.	Size dependent
Email blast to membership (ea) Each email is sent to out full email list of more than 2,000 DCs.	\$500
Static social media blast (ea)	\$250
Facebook Live 5 minute max (ea)	\$500

To purchase any of these sponsorship opportunities, please complete p. 8.
Prices and opportunities subject to change.

Exhibit Hall Layout



Program Ad Sizes



**Full
Page**

5" x 7.5"
\$250

**1/2
Page**

5" x 3.5"
\$250

**1/4
Page**

2.5" x 4"
\$75



Exhibitor Registration Form

October 7-9, 2022
Kalahari 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 _____ ☐ Fri Lunch ☐ Sat Lunch
Representative 2 _____ ☐ Fri Lunch ☐ Sat Lunch
Representative 3 _____ ☐ Fri Lunch ☐ Sat Lunch
Representative 4 _____ ☐ Fri Lunch ☐ Sat Lunch

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

BOOTH SELECTIONS

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

ELECTRICITY SELECTIONS

☐ 1 Electricity Outlet \$75
☐ 2 Electricity Outlets \$150

ADDITIONAL REPRESENTATIVES

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

Additional sponsorship opportunities found on p. 8.

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 _____

Cancellation Policy: Registration cancellations will be accepted until Friday, September 2, 2022. Cancellations received before September 2nd are eligible for a full refund excluding a \$25 administrative fee. There will be no refunds for cancellations after September 2, 2022.

Registration Deadline: The deadline to register for The Fall Experience is August 15, 2022. Registrations received after 08/15/22 will be charged an additional \$50 late fee.

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





Sponsorship Application Form



April 1, 2022 - March 31, 2023

COMPANY INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Name and Title _____

Phone _____ Email _____

CORPORATE PARTNERSHIPS

☐ Platinum Sponsor \$10,000

☐ Gold Sponsor \$5,000

☐ Silver Sponsor \$2,100

☐ Bronze Sponsor \$1,200

MEMBER OUTREACH

☐ Email Blast to membership \$500

☐ Static Social Media post \$250

☐ Facebook Live (5 min max) \$500

FALL EXPERIENCE EVENT ADD-ONS

☐ Lanyard Sponsorship \$750

☐ Bag Sponsorship \$750

☐ Pen Sponsorship \$500

☐ Golf Hole Sponsor \$150

☐ Pre-Conference Attendee Mailing List \$100

☐ Lunch Sponsor \$7,500

☐ Break Sponsor \$2,500

☐ Golf Outing Drink Sponsor \$1,500

☐ Golf with the doctors \$150

FALL EXPERIENCE PROGRAM AD

☐ Full Page \$250 ☐ Half-Page \$150 ☐ Quarter Page \$75

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 _____

We look forward to partnering with you this year and in the years to come!

Please return this information to the CSW office via the information below.

PO Box 259506, Madison, WI 53725

Fax: 608-824-2205 | Phone: 608-609-6383 | Email: 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.





QUESTIONS?

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



**WE LOOK FORWARD
TO PARTNERING
WITH YOU!**