

THE COLORADO CHIROPRACTIC ASSOCIATION'S
91ST ANNUAL FALL CONVENTION

2025 SPONSOR & EXHIBITOR GUIDE



The Colorado Chiropractic Association 2025 Annual Fall Convention

Friday, October 24, 2025 - Sunday, October 26, 2025

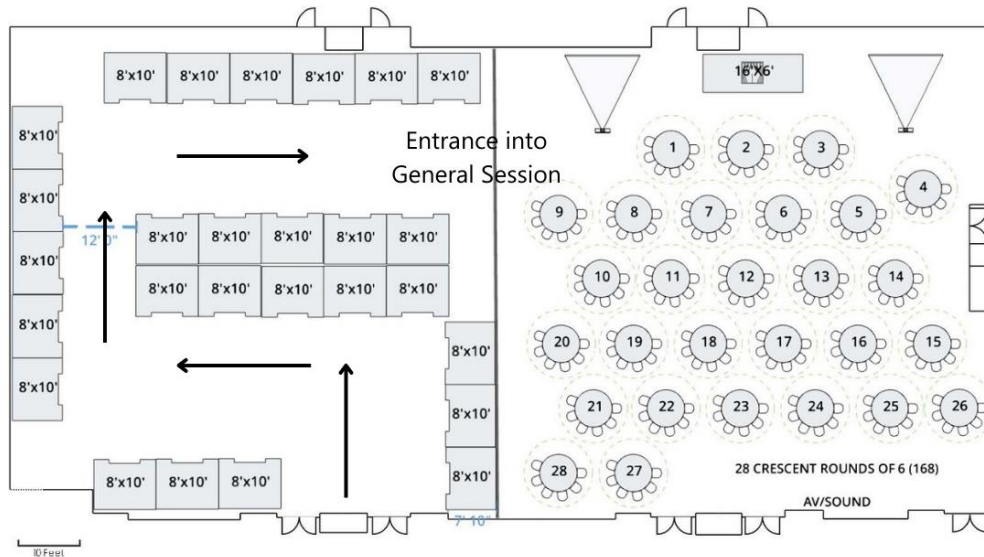
Hyatt Regency Aurora

13200 E 14TH PL, Aurora, CO 80011

General Information about Sponsorship and Exhibition

As a sponsor or exhibitor at our Convention, there are a few things you can look forward to:

- Forced traffic through the exhibit hall to ensure the attendees pass by your booth, ready to be engaged by you!
- Reconnecting with current customers while discovering new ones!
- 30-minute SCHEDULED breaks during education to give attendees time to visit you!
- We have a variety of exciting and energetic speakers to REV Up Chiropractic in Colorado!
- Your company and contact info will be listed in the Convention Notebook every attendee receives.
- All Sponsors and Exhibitors will receive a mailing list of attendees.



Foyer

Attendees have a forced path to walk through the entire vendor hall in order to enter the General Session.

A sample diagram is provided above. The CCA will work to assign booths and tables to decrease the chance of conflicting or competing companies neighboring at our event. Diagrams and booth locations are subject to change.



Sponsorship Opportunities Information

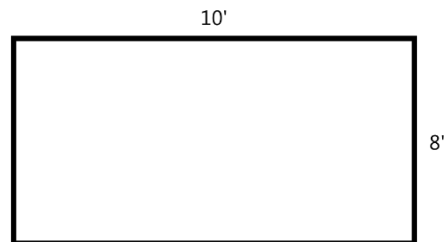
All sponsors have access to the following benefits:

Pre-Event Benefits:

- **Digital Visibility:** Your logo, linked to your website, to be featured on the convention webpage as an Official Sponsor.
- **Comprehensive Marketing Integration:** Inclusion of your logo in all convention marketing materials (including both social media and email), ensuring consistent brand exposure.
- **Pre-Event Social Media Exposure:** The opportunity to pre-invite attendees to stop by your booth with a 15-30 second "Excited to see you there" video to be shared on social media.

During the Event Benefits:

- **Booth Space:** One 10' x 8' ft booth inside the vendor hall, complete with pipe and drape.
 - **Please Note:** Electricity is available at an additional cost directly through the hotel.



- **Prominent Branding:** Your logo displayed prominently on all event signage throughout the vendor hall.
- **Advertisement in our Attendee Notebook:** Showcase your brand with a ad in the attendee notebook, a must-have resource provided to every attendee.
 - **Please Note:** Sizes of ads vary based on sponsorship, please see information regarding specific sponsorships starting on page 4.
- **Event Integration:** Your logo incorporated in a rotating digital display during session breaks, ensuring constant exposure.

Post-Event Benefits:

- **Attendee Mailing and Email Lists:** Connect with all attendees following the event with our Post-Event Attendee List.
 - **Please Note:** You will receive a mailing address for *every* attendee. Per our bylaws, you will only receive an email address for attendees who *opt-in* to event communications from exhibitors.
- **Post-Event Shout Out:** An email and social media post will be shared on your company's behalf, highlighting your company as an event sponsor, showcasing your company's benefits, and encouraging attendees to connect with you. This helps keep your company top of mind with attendees even after the event.



2025 Sponsorship Opportunities

CCA Fall Presenting Sponsor- \$10,000

- **Premium Exhibit Space:** One 10x8 ft booth in a *prime* location inside the exhibitor hall, maximizing visibility and foot traffic.
- **Exclusive Ad Placement:** A full-page advertisement in the attendee notebook, provided to all attendees as a valuable reference.
- **Official Recognition:** Your company to be announced as the “CCA Annual Fall Convention Presented by [YOUR COMPANY]” before, during, and after the event.
- **Convention Kickoff:** Opportunity to officially welcome attendees and deliver opening remarks for 3-5 minutes at the start of the convention on Friday, setting the tone for the event.
- **On-Screen Commercial:** A 30-second commercial showcased on the convention webpage and played during key moments at the event.
- **Event Integration:** Your logo incorporated into all table displays as the “CCA Annual Fall Convention Presented by [YOUR COMPANY]”.
- **Exclusive Full-Page Advertisement:** Showcase your brand with a premium full-page ad in the attendee notebook, a must-have resource provided to every attendee.
- **Exclusive Happy Hour Sponsorship:** Host a 1.5-hour exclusive happy hour on Saturday evening. This includes:
 - One complimentary drink ticket per attendee, with napkins branded with your logo for added visibility.
 - A prime networking opportunity to directly engage with attendees in a relaxed and social setting.

Tailored Opportunities: Additional customizable sponsorship options are available to meet your specific goals. Contact the CCA directly for more information.

Lunch Sponsor- \$10,000

- **Premium Exhibit Space:** One 10x8 ft booth in a *prime* location inside the vendor hall, maximizing visibility and foot traffic.
- **Branded Dining Experience:**
 - Your logo featured on all dining area signage during the sponsored lunch.
 - Custom menu cards with a note or message from your company.
- **On-Stage Opportunity:** An up to 45-minute opportunity to address attendees during lunch to introduce your company and share key messages.
- **On-Screen Commercial:** A 30-second commercial showcased on the convention webpage and played during key moments at the event.
- **Exclusive Full-Page Advertisement:** Showcase your brand with a premium full-page ad in the attendee notebook, a must-have resource provided to every attendee.



Attendee Notebook Sponsor- \$6500

- **Prominent Exhibit Space:** One 10x8 ft booth in the vendor hall, strategically positioned to maximize visibility and engagement.
- **Comprehensive Logo Integration:** Inclusion of your logo on the front of Attendee Notebooks, ensuring consistent brand exposure.
- **On-Screen Commercial:** A 15-second commercial featured on the CCA Fall REV Up Convention webpage and played during key moments at the event.
- **Half-Page Advertisement:** Feature your brand with a half-page ad in the attendee notebook, a valuable resource provided to all attendees.

Convention App Sponsor- \$6,000

- **Prominent Exhibit Space:** One 10x8 ft booth in the vendor hall, providing excellent opportunities to connect with attendees and showcase your offerings.
- **Email Promotion:**
 - Your sponsorship will be especially highlighted in all attendee emails encouraging app downloads.
 - Your logo and a brief promotional message are included in the email, reinforcing your brand's connection to the event app.
- **Event App Integration:**
 - Your logo is prominently displayed on the event app homepage as a featured sponsor.
 - A dedicated sponsor banner ad within the app, including a link to your website, contact details, and promotional content.
 - Push notifications during the event featuring your company and driving traffic to your booth or website.
- **On-Screen Commercial:** A 15-second commercial accessible via the event app and played during key moments of the convention.
- **Half-Page Advertisement:** A half-page ad in the attendee notebook, a valuable resource provided to all attendees.



SWAG Bag Sponsor-\$3,500

- **Prominent Booth Space:** One 10x8 ft booth in the vendor hall, providing direct access to attendees and high visibility for your brand.
- **Exclusive SWAG Bag Branding:**
 - Your logo prominently displayed on the official convention SWAG bags provide by the CCA and given to every attendee. Should the sponsor wish to purchase their own bags, the sponsorship will be discounted by \$1,000.
 - Option to take any remaining bags after the event for additional promotional use.
- **On-Screen Commercial:** A 15-second commercial accessible via the event app and played during key moments of the convention.
- **Quarter-Page Advertisement:** Showcase your brand with a ¼ page ad in the attendee notebook, a key resource distributed to every attendee.

Wi-Fi Sponsor-\$3,000

- **Prominent Booth Space:** One 10x8 ft booth in the vendor hall, providing a prime opportunity to connect with attendees and showcase your offerings.
- **Exclusive Wi-Fi Sponsorship:**
 - Your logo featured on all table displays with recognition as the official Wi-Fi sponsor, ensuring high attendee engagement.
 - Opportunity to customize the Wi-Fi password to include your brand name or a relevant message, adding a unique and memorable touch for all attendees.
- **On-Screen Commercial:** A 15-second commercial accessible via the event app and played during key moments of the convention.
- **Quarter-Page Advertisement:** A ¼ page ad in the attendee notebook, a must-have resource distributed to every attendee.

Break Sponsor (Friday or Saturday)-\$2,500

- **Premium Booth Space:** One 10x8 ft booth in the vendor hall, providing a prime opportunity to connect with attendees and showcase your offerings.
- **Branded Experience:**
 - Branded Napkins featuring your logo at designated snack areas, ensuring visibility throughout the event.
 - Branded Signage displayed near refreshments tables, ensuring visibility throughout the event.
- **On-Screen Commercial:** A 15-second commercial accessible via the event app and played during key moments of the convention.
- **Quarter-Page Advertisement:** A ¼ page ad in the attendee notebook, a must-have resource distributed to every attendee.



Exhibitor Opportunities Information

All Exhibitors have access to the following benefits:

During the Event Benefits:

- **Booth or a Table Space**
- **Listing in our Attendee Notebook:** Showcase your brand with a company listing in the attendee notebook, a must-have resource provided to every attendee.
- **Event Integration:** Your logo incorporated in a rotating digital display during session breaks, ensuring constant exposure.

Post-Event Benefits:

- **Attendee Mailing and Email Lists:** Connect with all attendees following the event with our Post-Event Attendee List.
 - **Please Note:** You will receive a mailing address for *every* attendee. Per our bylaws, you will only receive an email address for attendees who *opt-in* to post-event communications.

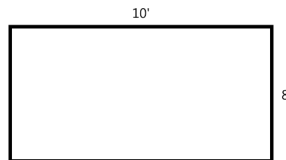
2025 Exhibitor Opportunities

REV-ed Up Exhibitor

Inside the Exhibit Hall

Early Bird (Before July 31, 2025)-\$1,300 Regular (After August 1, 2025)-\$1500

- **Booth Space:** One 10' x 8' ft booth inside the vendor hall, complete with pipe and drape.
 - **Please Note:** Electricity is available at an additional cost directly through the hotel.



- **Event Integration:** Your company name listed on the 2025 CCA Fall Convention Webpage
- **Prominent Branding:** Your company logo, website, and phone number listed in a featured listing in the attendee notebook, and distributed to every attendee.

Vendor Tables

Outside the Exhibit Hall

Early Bird (Before July 31, 2025)-\$950 Regular (After August 1, 2025)-\$1100

- **Table Space:** One 6' ft table outside the vendor hall.
 - **Please Note: Due to limited space in the foyer, you may not exceed the footprint given with additional signage, displays, or drapery.**
 - **Please Note:** Electricity is available at an additional cost directly through the hotel.
- **Branding:** Your company logo and phone number listed in the attendee notebook, and distributed to every attendee.



2025 Exhibitor Terms & Conditions

- I. **Exhibitor Fees:** Vendor spaces are available on a first-come, first-served basis, determined by registration and payment date. All booth spaces and sponsorships must be paid in full by August 31, 2025. Any booths reserved after August 31, 2025, must be entirely paid at registration.
- II. **Exhibitor Information:** After your registration is processed, the point of contact for your company will receive an email from the CCA requesting the pertinent information, including the proper spelling of your company name, the correct spelling of your booth representatives, your company logo, phone number, website, and company/product description. Please provide this information by September 13th, 2025.
- III. **Exhibitor furnishings:** Booth spaces are 10' wide by 8' deep, with a covered 6' table, two chairs, and up to 2 booth representatives. Dedicated WiFi, electricity, AV, and shipping are NOT included with the registration fee. All booths must fit into the booth space without extending into walkways.
- IV. **Endorsement:** Purchasing an exhibit or sponsorship with the CCA does not imply the association's endorsement. The exhibitor shall not state, imply, or represent in any matter that CCA endorses.
- V. **Booth Representatives:** Registrations include two booth representatives. This provides access to breaks and meals. Additional registrants are \$150/representative.
- VI. **Booth Dismantling:** Exhibits may only be dismantled after the last speaker after Saturday evening. Exhibitors are welcome to stay through Sunday, if they choose, however, attendance may be lighter that day. Sessions will begin at 8 am and end at 4:30 on Sunday.
 - a. Tear-down before that time is prohibited without permission from CCA Staff. Any sponsors/exhibitors leaving before are subject to an Early Departure Fee - and risk future CCA event opportunities.
- VII. **Space Cancellation:** All cancellations must be received in writing and are subject to the CCA cancellation policies.
 - a. Cancellation and Refund Policy Exhibitors may cancel for any reason; all refunds will be made according to the following refund schedule:
 - i. Canceling 60 days or more before the convention date will result in a 100% refund.
 - ii. Canceling between 60 and 30 days before the convention date will result in a credit only. Canceling 30 to 14 days before the convention date will only result in a 50% credit toward a future event.
 - iii. No refund or credit will be given if the exhibitor does not attend the convention.
 - iv. If the CCA cancels, you will be refunded 100%. If the CCA needs to cancel, they will, in their best effort, try to cancel in a timely manner. The CCA is not responsible for any travel or accommodation costs incurred.
 - b. Cancellation requires a phone call or email to the CCA at 303-755-9011 or to andrea@coloradochiropractic.org.



- VIII. **Liability:** Exhibitors assume responsibility and hereby agree to protect, indemnify, defend, and hold the Colorado Chiropractic Association (CCA) and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney fees arising out of or cause of exhibitors' installation, removal, maintenance, occupancy or use of the exhibitor premises or a part thereof. Exhibitors agree that the CCA shall not be responsible for any exhibit items that are lost, stolen, damaged, or destroyed during the Convention, including setup or tear-down.
- IX. **Subletting Space:** Two or more organizations may NOT exhibit in the same single space.
- X. **Security:** CCA cannot guarantee exhibit security. Exhibitors assume all risks of loss or damage. Special valuables security arrangements may be made directly with the conference hotel.
- XI. **Mailing and shipping:** Exhibitors are responsible for making arrangements with the conference hotel regarding items shipped directly to and from the hotel. CCA is not responsible for receiving or transporting any such things. The Hyatt hotel requires that any packages sent arrive no earlier than three days before our convention- that date is TBD.
- XII. **Consent to Use of Photographic Images and Name:** The exhibitor/sponsor understands that booth representatives may be photographed/videotaped at this event. The exhibitor/sponsor agrees to allow these photos or videos to be used by the sponsors, presenters, or organizers for any legitimate purpose. The exhibitor/sponsor permits CCA to copyright, display, publish, distribute, use, modify, print, and reprint such images in any manner related to CCA, including and without limitation, publications, advertisements, brochures, website images, or other electronic displays and transmissions.

Have any Questions?

Contact Andrea LaRew, Executive Director

303-755-9011, ext. 101 or andrea@coloradochiropractic.org

for more information!

Ready to Sign Up?

Go to: <https://coloradochiropractic.ce21.com/item/2025-cca-fall-convention-rev-exhibitors-sponsors-132115>

