# Southern CHIROPRACTIC = CONFERENCE

HOSTED BY TCA

# AUGUST 24-27, 2023

EMBASSY SUITES HOTEL AND CONFERENCE CENTER MURFREESBORO, TN

Join v

Expo dates 25th - 26th

SOUTHERNCHIROPRACTICCONFERENCE.COM





## 2023 Southern Chiropractic Conference Exhibitor Prospectus

# **EXHIBIT SPACE INFORMATION**

## BOOTH exhibits are available at this event.

The TCA requires all exhibits to fit within the confines of the allotted 8'x8' exhibit space. Include display specifications on contract in space provided.

You must note on your contract if you plan to bring large pop-up displays or stand-alone equipment. Items not pre-notified and preapproved will be asked to be removed. It may also be necessary to waive your skirted table and chairs to accommodate this requirement.

## **Embassy Suites Hotel & Conference Center**

1200 Conference Center Blvd., Murfreesboro, TN 37129 Check-in: 4pm CT / Check-out: 11pm CT



Conference Rate: \$164 single/double per night, group code is CHR. Conference Rate Deadline: Aug. 3, 2023 or when room block is filled.

You may reserve your room in our room block online at: https://bit.ly/3CEMM4S OR by calling the hotel directly at (615) 890-4464, use group code CHR when calling.

There is a \$10/day charge for overnight parking, however, parking is complimentary for SCC attendees staying at the hotel.

## EXHIBITOR SCHEDULE

## Friday, August 25, 2023

6:30 am-8 am... Exhibitor Set-up 8:00 am—5:30 pm... Exhibit Hall Open 12:00 pm—1 pm... DC Lunch Break

## Saturday, August 26, 2023

7 am—5:30 pm ... Exhibit Hall Open 12:00 pm—1:30 pm.. DC Lunch Break 5:30 pm — 7:30 pm... Exhibitor Teardown

Designated break details will be provided in pre-convention materials. Times are subject to change. Please note early teardown policy on page 5.

## DOCTORS SEMINAR SCHEDULE

Fri., August 25: 8 am — 5 pm Sat., August 26: 8 am — 5:30 pm Sun. August 27: 8 am — 5 pm

# Each location within our spacious exhibit area includes:

- 8'x8' display area (including back pipe, drape and side rails
- Name Badges for two (2) exhibit staff
- One (1) skirted table (6' x 30")\*\*
- Two (2) chairs and one (1) waste basket
- Complimentary Wi-Fi

- Attendee materials
- Conference app promo paragraph and recognition
- Recognition on conference signage
- Post show attendee list (Excel format with attendee mailing info.)

# PAYMENT INFORMATION

All fees are due when the contract for exhibit space and sponsorship forms are submitted. Contracts, forms, and fees must be received no later than July 24, 2023, to ensure space, exhibitor name, and sponsorship recognition in printed convention materials or on the TCA website.

Note to TCA Corporate Members: To ensure your free exhibit space is reserved, please return this prospectus by May 15! Exhibit space registration forms, SCC sponsorship forms and payments may be emailed to laura@tnchiro.com or faxed to (615) 383-6233.

## **Cancellation & Refund Policy**

All exhibit space cancellations must be submitted in writing to the TCA.

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Prior to 30 days out 30 to 15 days out

Refund minus \$50.00 administrative fee

= 15 days or less = 50% of total registration fee will be refunded

no refund will be given

No refunds will be issued for no shows. Written cancellations received after July 24 will not release the exhibitor of responsibility to pay 100% of the fee. Failure to make payment by said payment dates does not release the contractual or financial obligation on the part of the exhibitor.

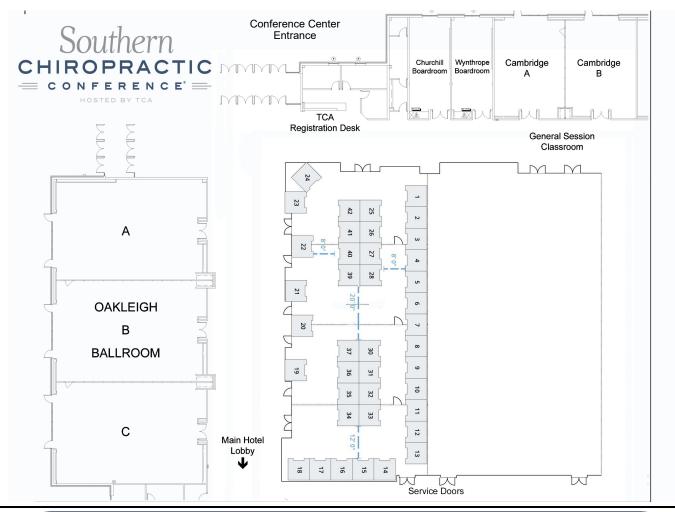


# **2023 SCC EXHIBITION AREA**

Embassy Suites Hotel & Conference Center

All booth spaces are 8' x 8'

Pre-function Exhibits May be Utilized at Discretion of TCA



# **EXHIBIT PREFERENCE REQUEST INSTRUCTIONS**

On your Contract for Exhibit Space (page 3), please reference the booth space numbers denoted on the layout above, to write your top four location preferences in the blanks provided.

<u>TCA Corporate Members:</u> To ensure that your <u>free</u> booth space is reserved, please return a completed *Contract for Exhibit Space* to the TCA by May 15, 2023!

## **BOOTH PLACEMENT PREFERENCE:**

Submit your forms and payment <u>as soon as possible</u>!

Please remember that booth assignments are made on a first-come, first-served basis with special consideration given to TCA Corporate Members and premium spaces are reserved for sponsors.

**IMPORTANT:** All dimensions and locations of the exhibits on the floor plan above are believed, but not warranted to be, accurate. Show management reserves the right to make modifications to the floor plan and schedule as deemed appropriate. Premium booth spaces may be subject to modified requirements.

EXHIBIT REGISTRATION FORM Required Contract Forms—Page 1

For office use:	
Ck#/CC:	
Assignment:	

## **Company Name**

<b>Describe set-up below</b> - Please include specs. of por removed onsite.	p-ups and/or equipment; displays/equipment not listed may be
listed price.	gle booth rental. Additional space may be purchased at the r space to be reserved and to guarantee your member benefit.
After May 15, 2023, unreserved space will be rel	
<b>BOOTH Exhibit Registration</b> (please	e select one)
TCA Corporate Member Benefit (single booth)	<b>TCA Corporate Member Add-a-Booth \$750</b>
Non-Corporate Member Early Registration	Non-Corporate Member Late Registration
Price if paid ON or BEFORE July 24, 2023	Price if paid in full AFTER July 24, 2023
Single—\$800 Double—\$1550	Single—\$850 Double—\$1600
	BOOTH REGISTRATION TOTAL: \$
LOCATION PREFERENCE	
Enter your booth # preferences below (see page 2). (Requ	uests are considered, but cannot be guaranteed.)
BOOTH: 1st 2nd 3rd 4th	
Please indicate any companies from which you desire set	paration:
By initialing, you agree to comply with TCA pol	icies; including policy on Early Teardown found on page 5.
Must Complete Hotel Exhibitor Utility Order Forms,	cess and/or other vendor display needs at exhibit location. see pages 6-7. Service order forms are to be submitted to tact information on the forms.
	r SCC experience and promote your company? rtunities to fit all budgets. Please see page 8.
Where did you hear about the Southern Chiropract	ic Conference?
	ny public location where people are present; the TCA cannot guarantee idance with regard to the size of gatherings allowed, social distancing, /ill be in place.
<b>IMPORTANT:</b> All fees are due when the contract for exhibit space be received no later than <b>July 24</b> , <b>2023</b> , to ensure space and exh materials. <b>See Exhibit / Sponsorship Contract Information Form fo</b>	
Emailed to: <u>laura@TNChir</u>	payments may be: o.com Faxed to: (615) 383-6233. please call TCA, (615) 383-6231.

## CONTRACT FOR EXHIBIT SPACE

Page 2 of Required Contract Forms

Pg. 4

#### Registration forms and payment may be emailed to <u>laura@TNChiro.com</u> or faxed to (615) 383-6233. ↓ **FOR CONTACT REGARDING REGISTRATION** ↓

Please print or type

		Name on sign)											
Cont	tact F	Person purposes)						Title					
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Emai	il				Phone				Fax				
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Please I 2023, to tract fo	keep i o the T rms. F	n mind, pc CA at: <mark>lau</mark> Paragraphs	aragraphs r <mark>a@tnchiro</mark> s submitted	<b>I IN ATTENDE</b> are limited to <b>25</b> .com. You may d after the deaa graph emailed	words or les also provide lline will not b	your paragro be included.	iph on a	in attached	l separc	ate she	et along	g with you	Jr con-
Check e	enclose	ed payable	to TCA:	— Total Fi _ Card #:					E	xp.:			
Name o	on Caro	d:				Signatu	re:						
Contro	A tor	areeme	nt: I am	an authorized i	representat	ive for the e	vhihitin		wwith	full po	wer ar		vrity to sign

**Contract Agreement:** I am an authorized representative for the exhibiting company with full power and authority to sign this contract. The exhibiting company has read and agrees to be bound thereby, and will comply with all exhibit and/or sponsorship rules and regulations. The exhibitor further agrees that if, in the opinion of TCA, it becomes necessary to change the original allocation of space, such changes may be made by notification to the authorized representative of the Exhibitor.

Tennessee Chiropractic **EXHIBIT / SPONSORSHIP CONTRACT INFORMATION** Pg. 5



2023 Southern Chiropractic Conference

**CONTRACT FOR SPACE:** The contract for exhibit space and receipt of formal confirmation constitutes a binding contract for the right to use the space allotted. This contract may be terminated by either party for reasons beyond the control of either party; such as acts of God, war, government authority, disaster, or other emergencies which make it inadvisable, illegal, or commercially impracticable to provide the facilities and/or services for this event. The ability to terminate this contract without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical—but in no event longer than ten (10) days—after learning of such basis. Regardless of circumstances, if event is held, then no refunds will be provided outside of cancellation and refund policy outlined in this contract.

#### USE OF SPACE

- (1) Each organization or business is allowed one location as defined on the registration form unless explicitly agreed upon in a separate contract. No exhibitor shall assign, sublet, or share in whole or part of the space allotted. Absolutely no subleasing of exhibit/ table space will be tolerated. Aisles must be kept clear. Exhibitors must comply with safety, fire, and health requirements during move-in, operation, and move-out.
- (2) TČA does not officially endorse the products or services of the companies exhibiting during the exhibition.
- (3) TCA shall have the right to require dismantling of an exhibit or part of an exhibit which, in their opinion, is not suitable to or in keeping with the character and purpose of the exhibition or exceeds the confines of the space allotted.
- (4) Exhibitor cannot hold another event during the full contracted time of this event unless approved by the TCA prior to May 20, 2023.
- (5) Any infraction of these policies will result in the following:
  a minimum \$300 fine
  - · Post-attendee list will not be provided
- Exhibit space will not be offered for the 2024 Conference
  Contracted exhibit space DOES NOT entitle the exhibiting company to participation in educational sessions, receipt of continuing education credits, entrance into any TCA business sessions, meals, or any other event or function not specifically listed in prospectus materials.
- (7) No outside food and beverage is permitted in the exhibit hall without prior approval by the TCA.

**EXHIBIT SPACE:** Each single **booth** space shall be one **8'** x **8'** pipe and drape exhibit which includes one (1) 6' x 30" draped table and two (2) chairs, one (1) exhibitor identification sign, one (1) waste basket and two (2) name badges for exhibit staff. An additional booth may be purchased at listed price and must be noted on the initial contract. If tabletop spaces are offered, each single **tabletop**, if offered, space shall be one (1) 6' x 30" draped table and two (2) chairs, one (1) exhibitor identification sign, one (1) waste basket and two (2) name badges for exhibit staff. Tabletop exhibit spaces are confined to items and displays that set on the tabletop and may not exceed 5' in height.

All dimensions and locations of the booths on the enclosed floor plan are believed but not warranted to be accurate. Show management reserves the right to make modifications to the floor plan as deemed appropriate. Booth rentals must note on contract specifications of large pop-up displays or stand-alone equipment. Items not pre-notified will be removed. Absolutely no pop-up floor displays and/or equipment are allowed in Tabletop exhibit spaces.

ASSIGNMENT OF SPACE: Space is assigned on a first-come, first-serve basis with special consideration given to TCA Corporate Members. No space is assigned without the official contract and full payment of the exhibit fee. TCA policy is to send confirmations with verification of payment and name badge information once contract has been processed. Exhibit assignments will be available to exhibitors on-site only. Exhibit locations are not guaranteed and are subject to membership status and registration date. The TCA reserves the right to change the exhibit space assignments at any time if necessary.

**SHIPPING:** Exhibitors are responsible for arranging their own shipping to and from the meeting site. Please see the enclosed form and/or call the Hotel for shipping instructions at (615) 890-4464.

**EXPOSITION SERVICE:** The TCA will be using Embassy Suites Hotel & Conference Center for our exposition services for the meeting. Note: All exhibits are subject to the specifications and requirements delineated within this contract. All questions and requests relating to this event are to be directed to the TCA office.

**HOURS OF EXHIBIT:** Exhibitor set-up will begin at 6:30 AM and must be completed by 8 AM on Friday, **August 25**. Move-out will begin at 5:30 PM and must be completed by 7 PM on Saturday, **August 26**. Specific exits will be designated during tear-down hours for load-out only. Times may vary due to circumstances outside our control. Please note all times are United States Central Time.

**EARLY TEARDOWN:** Exhibitor expressly agrees **not** to dismantle his/her exhibit or do any packing before the Exhibit Hall closes at 5:30 PM on Saturday, **August 26** unless approved by the Association in advance. (Exceptions only for emergencies and for exhibitors presenting an educational program, for the hours of and 15 minutes before/after their program). Placement may be affected for exhibitors that teardown during convention hours and/or prior to **5:30 PM on Saturday, August 26** and will incur a penalty of up to \$300 per day.

**EXHIBIT & SPONSORSHIP FEES:** Exhibitor fees listed on Exhibit Registration are based on relative expenses for items to be provided under agreement. All fees are due when the Exhibit Registration and Contract for Exhibit Space are submitted. Sponsorship payment must be received by TCA no later than July 24, 2023, for acknowledgment of sponsorship to be made in any printed convention materials or on the TCA website. TCA Corporate Members - to ensure that your free booth space is reserved, please return this prospectus to the TCA office by May 15, 2023. Sponsorship forms and payments may be emailed to Laura@tnchiro.com or faxed to the TCA at (615) 383-6233.

**EXHIBIT SERVICES:** All electrical and other exhibit services (i.e. internet access, etc.) will be handled directly through Embassy Suites Hotel & Conference Center. You must complete the form provided **in this packet** and return to them as instructed. Any additional special needs are subject to approval by the TCA and requests should be directed to the TCA office.

**CARE OF BUILDING AND EQUIPMENT:** Exhibitors or their agents shall not injure or deface the walls or floors of the building or exhibit area. No signs or any other articles shall be posted, nailed, or otherwise affixed to hotel floors, walls, ceiling, furniture, or fixtures. Exhibitors will be liable to the TCA and the hotel for any apparent damage done.

**COPYRIGHT POLICY:** Exhibitors must obtain all necessary authorizations from third parties concerning copyrights, music licensing rights, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor.

**ASSISTANCE FOR PEOPLE WITH DISABILITIES:** If exhibitor requires a reasonable accommodation or auxiliary aid to participate in this meeting, please contact the TCA office by **July 7**, **2023**.

**CANCELLATION CUT-OFF AND REFUND POLICY:** All cancellations must be submitted in writing to the TCA office no later than 30 days prior to meeting dates. If cancellation is received by the cut-off date, a 100% refund minus a \$50.00 administrative fee will be returned to the exhibitor. 15 days out or more, 50% of total registration fee will be refunded. Less than 15 days, no refund will be given. No refunds for no shows.

**LIABILITY:** The TCA, any officer, employee, or agent of the same will not be responsible for the safety or the property of exhibitors and their agents or employees from theft, damage of fire, accident, or other cause but will use reasonable care to protect the exhibitor from such loss. Exhibitors wishing to insure their goods must do so at their own expense. Security may be provided for exhibits in foyer at this location.

In addition, the exhibitor will indemnify and hold harmless TCA, any officer, employee, or agent of the same, from any and all liabilities, claims, costs, damages, and reasonable fees of counsel incurred in connection with any claim arising out of or caused by exhibitor's display or distribution of materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party. It is the responsibility of the exhibitor to be aware of and comply with rules of the Food and Drug Administration concerning labeling of displayed products.



Embassy Suites Nashville SE- Murfreesboro 1200 Conference Center Blvd Murfreesboro, TN 37129

Please return completed form to orders.mbtes@atriumhospitality.com

## **Exhibitor Service Order Form**

Our Catering Services Department is here to assist you with your exhibit needs. Please fill out the following form to ensure proper billing and set-up. If you are shipping materials directly to the Hotel, please use the shipping information on page 3

Note: Forms must be filled out completely and legibly in order to be processed. Orders that cannot be processed may be subject to On-Site pricing \*All charges/rentals are calculated per day- 25% service charge and 9.75% sales tax will be added to all orders.

Date of Function:	 Event Name:	
Booth:	 Number of Days:	
Guest Name:	 Company:	
Street Address:	City, State, Zip Code:	
Telephone Number:	Email Address:	

All charges/rentals are calculated per day- 25% service charge and 9.75% sales tax will be added to all orders.

#### Electrical Service:

# Ordered	Description	Advance Order	On Site Order	# of days	Total Amount
	Dedicated/ Additional Dedicated 110V 15A Circuit	\$40	\$50		
	Custom Power Connection	Please call for pricing			
	AC Extension Cord	\$15	\$20		
	AC Outlet Strip	\$15	\$20		
	Additional Electrical Services	Please call for pricing			

Wall outlets and/or power columns are not part of the rental space and are not for exhibitor use

Internet Service

Additional Wireless Internet Connection \$12 \$20	
Wire High Speed Data Connectoin      \$75      \$100	
Spash Page Bypass \$125 \$150	

Additional items available by request

#### AV Service

Description	Advance Order	On Site Order	# of days	Total Amount
21" LCD Display	\$85	\$120		
42" LCD Screen with Floor Stand	\$250	\$350		
55" LCD Screen with Floor Stand	\$300	\$400		
Laptop Audio - D.I., Mixer & 8" Powered Speaker	235	300		
5500 Lumen LCD Projector with 6' Screen	500	600		
	21" LCD Display 42" LCD Screen with Floor Stand 55" LCD Screen with Floor Stand Laptop Audio - D.I., Mixer & 8" Powered Speaker	21" LCD Display  \$85    42" LCD Screen with Floor Stand  \$250    55" LCD Screen with Floor Stand  \$300    Laptop Audio - D.I., Mixer & 8" Powered Speaker  235	21" LCD Display      \$85      \$120        42" LCD Screen with Floor Stand      \$250      \$350        55" LCD Screen with Floor Stand      \$300      \$400        Laptop Audio - D.I., Mixer & 8" Powered Speaker      235      300	21" LCD Display      \$85      \$120        42" LCD Screen with Floor Stand      \$250      \$350        55" LCD Screen with Floor Stand      \$300      \$400        Laptop Audio - D.I., Mixer & 8" Powered Speaker      235      300

Additional items available by request.

#### Shipping:

# Ordered	Description	Advance Order	On Site Order	# of days	Total Amount
	1 - Box Receipt and Storage - up to 36" x 24" x 24"	\$85	\$120		
	1- Box Receipt and Storage- Larger Boxes / Display Cases		\$350		
	Prior to 72 Hours of Event Start (Additional)	\$300	\$400		
	1- Pallet/Package +50 lbs. Receipt and Storage				
	Prior to 72 Hours of Event Start (Additional)				

#### Special Instructions

Order Authorized by:

Signature

Department

All Charges/rentals are calculated per day - 25% service charge and 9.75% sales tax will be added to all orders Please return completed form to orders.mbtes@atriumhospitality.com



# Package Shipment Information

\*\* Please See Page 1 "Exhibitor Service Order Form" for Shipping Charges\*\*

All packages should be shipped and INDIVIDUALLY labeled to the hotel with the following information:

## EMBASSY SUITES NASHVILLE SE MURFREESBORO GROUP OR SHOW NAME ATTENTION: Registered Guest Name/Group On-Site Contact and Group Arrival Date 1200 CONFERENCE CENTER BOULEVARD MURFREESBORO, TN 37129

## Multiple boxes/containers should each be marked as follows:

"(Box number) of (total number shipped)." For example: Box 1 of 2, Box 2 of 2

## Shipping Policies:

- 1) All packages sent should be labeled as listed above.
- 2) The hotel will only accept shipments on the preceding three (3) days before the event (see Exhibitor Order Form for pricing on earlier delivery).
- Upon receipt of the Exhibitor Order Form, listing amount of boxes and/or pallets, hotel will provide delivery to the event location on the date of setup.
   Group Representatives/Exhibitors will sign for all shipments and are responsible for all unpacking and setup of exhibit items.
- 4) At the conclusion of the show, the Group Representative/Exhibitors will be responsible for all dismantling, repacking and sealing of outbound shipments.
- 5) All outbound shipments will require completed shipping documents, including billing account numbers. **Client must set up pickup with designated shipping vendor.**
- 6) Hotel cannot accept any C.O.D. shipments.

## **Incoming Shipping Charges:**

(Charge includes receiving, storage & handling) \*\* Please See Page 1 "Exhibitor Service Order Form" for Shipping Charges\*\* Southern Chiropractic Conference (SCC) a la carte Sponsorship 2023 Southern Chiropractic Conference EXPO

August 24-27, 2023

## SPONSORSHIP OPPORTUNITIES

CONFERENCE"

## \$200 Option

O 1/2 page color ad included in attendee book (must be received by July 14, 2023)

## \$300 Options

O **Product sample** included in attendee <u>packets</u> (must be received by **Aug. 9, 2023**) Provide a sample of your product which will be included in all SCC attendee packets.

• Full page promotional insert in attendee <u>packets</u> (must be received by Aug. 9, 2023) Company-provided one, full-page promotional flyer to be included in all SCC attendee packets.

## \$400 Option

O Full page color ad included in attendee book (must be received by July 14, 2023)

## \$700 Option

O **Rise and Shine coffee break sponsor** — Friday or Saturday (one coffee break) Promote your company through a morning coffee break (one coffee break: Friday or Saturday). Includes signage on refreshment table and a 2 minute intro of company during event. (Written intro due by **Aug. 9, 2023** for TCA approval. TCA will assign breaks.)

## \$1,000 Option

O Lanyard or Bag Sponsor — all conference attendees receive upon check-in (2 opportunities) (Must be registered for and logo received by May 12, 2023) Please specify if you are selecting lanyard or bag option.

## <u>\$5,000 Option</u> SOLD

O Exhibitor Sponsored Luncheon — Friday—Your audience will be up to 60 SCC attendees (DCs/office mgrs., invited & based upon room capacity. 1st come/1st served basis. SCG attendees will receive a flyer in the packets they receive upon check-in about the luncheon and sponsor(s) who will be hosting. Additionally, this event will be promoted via the SCC website and preevent promotional emails. Luncheon will be moderated by a member of TCA leadership to provide appropriate introductions, facilitate, questions, etc.

# NEW! SA

# SATURDAY SOCIAL NASHVEGAS GAME NIGHT SPONSORSHIPS

## \$5,000 Option

O **High Roller NashVegas Game Night Sponsor** (exclusive) — Sponsorship will provide your company with a 2-minute introduction of company in general session classroom, as well as an introduction as the exclusive sponsor at the game night kickoff. Your company's name and logo will listed on signage for the NashVegas Game Night, as well as in event promotional materials (newsletters, e-mail blasts, social media outlets and attendee book) and will be listed/linked on SCC website. Your company flyer or promotional item will be handed out to all guests (company must provide promotional item).

## \$1,500 Option

O Jackpot Sponsor (non-exclusive) — Sponsorship will include Introduction as a NashVegas Game Night sponsor at the kickoff of game night. Your company's name and logo will be listed in event promotional materials (newsletters, e-mail blasts, social media outlets and attendee book).

## \$1,500 Option

O **Blackjack Sponsor** — Sponsorship will provide your company's name and logo at the NashVegas Game Night blackjack tables (6 tables), as well name and logo being listed/linked as a game night sponsor on SCC website.

## \$750 Option

• **Roulette Sponsor** — Sponsorship will provide your company's name and logo at the NashVegas Game Night Roulette tables (2 tables), as well name and logo being listed/linked as a game night sponsor on SCC website.

## \$500 Options

O **Craps Sponsor** — Sponsorship will provide your company's name and logo at the NashVegas Game Night Craps table (1 table), as well name and logo being listed/linked as a game night sponsor on SCC website.

• **Texas Hold 'Em Sponsorship** — Sponsorship will provide your company's name and logo at the NashVegas Game Night Poker table (1 table), as well name and logo being listed/linked as a game night sponsor on SCC website.



Please print/type information b All correspondence is emailed		ar in SCC promotions.			
Company Name (as it sh	ould be listed):				
Contact Person:		Title:			
Mailing Address:					
City:	State:	Zip Code:			
Phone:	Fax:				
Email:					
TCA Corporate Member	? Yes N	No Interested in Merr	nbership?	Yes	No
*TCA reserves the right to change o Southern Chiropractic Conference offe use the	ers a number of sponsorships fo		e their exposure to cl	hiropractic physici	
Amount: \$ Credit Card Number					
Exp. Date		V/CID Code (3 or 4 digi	its on back of a	card)	
Name on card					
Billing address				Zip	