

Southern CHIROPRACTIC CONFERENCE®

HOSTED BY TCA



Join us!

AUGUST 22-25, 2024

EMBASSY SUITES HOTEL AND CONFERENCE CENTER
MURFREESBORO, TN

Expo dates 24th - 25th

SOUTHERNCHIROPRACTICCONFERENCE.COM



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 pre-approved 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: \$174 single/double per night, group code is **921**.

Conference Rate Deadline: July 30, 2024 or when room block is filled.

You may reserve your room in our room block online at:
<https://bit.ly/3P9h6eq> OR by calling the hotel directly at (615) 890-4464,
use group code **921** 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 23, 2024

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 24, 2024

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

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 23: 8 am — 5 pm
Sat., August 24: 8 am — 5:30 pm
Sun. August 25: 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 22, 2024**, 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.

Prior to 30 days out	=	Refund minus \$50.00 administrative fee
30 to 15 days out	=	50% of total registration fee will be refunded
15 days or less	=	no refund will be given

No refunds will be issued for no shows. Written cancellations received after **July 22** 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.

2024 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

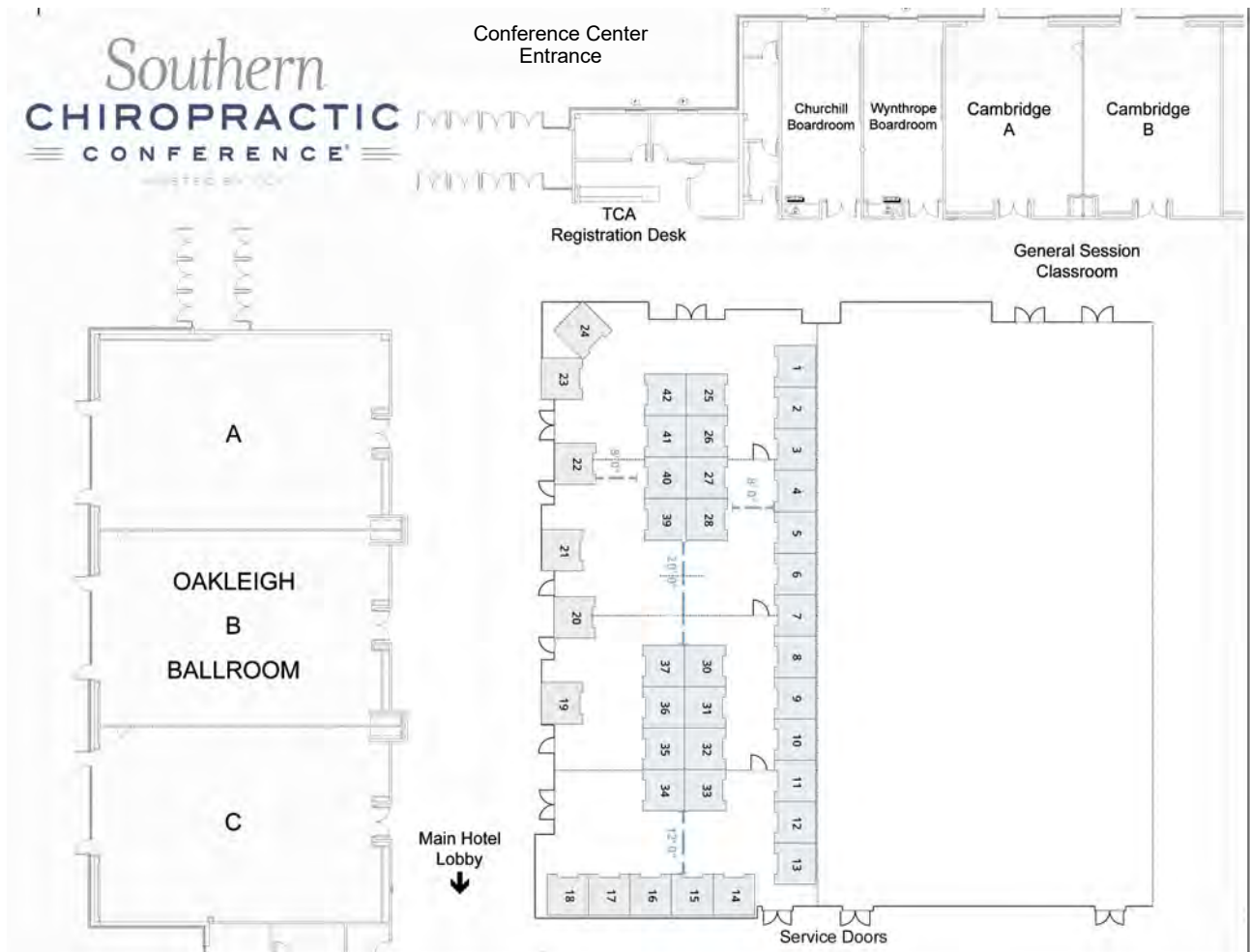


EXHIBIT PREFERENCE REQUEST INSTRUCTIONS

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.

TCA Corporate Members:

To ensure that your free booth space is reserved, please return a completed *Contract for Exhibit Space* to the TCA by **May 15, 2024!**

BOOTH PLACEMENT PREFERENCE:

Submit your forms and payment as soon as possible!

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.

Company Name

Describe set-up below - Please include specs. of pop-ups and/or equipment; displays/equipment not listed may be removed onsite.



TCA CORPORATE MEMBER BENEFIT:

Membership includes one (1) complimentary single booth rental. Additional space may be purchased at the listed price.

Contract must be submitted by **May 15, 2024**, for space to be reserved and to guarantee your member benefit. After **May 15, 2024**, unreserved space will be released for general sale.

BOOTH Exhibit Registration (please select one)

☐ **TCA Corporate Member Benefit** (single booth)

☐ **TCA Corporate Member Add-a-Booth \$750**

Non-Corporate Member Early Registration

Price if paid ON or BEFORE **July 22, 2024**

☐ Single—\$800

☐ Double—\$1550

Non-Corporate Member Late Registration

Price if paid in full AFTER **July 22, 2024**

☐ Single—\$850

☐ Double—\$1600

BOOTH REGISTRATION TOTAL: \$ _____

LOCATION PREFERENCE

Enter your booth # preferences below (see page 2). (Requests are considered, but cannot be guaranteed.)

BOOTH: 1st _____ 2nd _____ 3rd _____ 4th _____

Please indicate any companies from which you desire separation: _____

_____ By initialing, you agree to comply with TCA policies; including policy on Early Teardown found on page 5.

Additional fees may include: Electrical, internet access and/or other vendor display needs at exhibit location. Must Complete Hotel Exhibitor Utility Order Forms, see page 8. Service order forms are to be submitted to the hotel using the contact information on the forms.

Interested in MORE ways to enhance your SCC experience and promote your company?
We offer additional sponsorship opportunities to fit all budgets. Please see pages 6-7.

Where did you hear about the Southern Chiropractic Conference? _____

I acknowledge that exposure to COVID-19 is an inherent risk in any public location where people are present; the TCA cannot guarantee you will not be exposed during your visit. We will be following guidance with regard to the size of gatherings allowed, social distancing, sanitation, etc. Hotel staff has assured us that proper protocols will be in place.

Initial: _____

IMPORTANT: 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 22, 2024**, to ensure space and exhibitor name and sponsorship recognition in printed convention materials. See Exhibit / Sponsorship Contract Information Form for full payment terms.

Initial: _____

Forms and payments may be:
Emailed to: laura@TNChiro.com Faxed to: (615) 383-6233.
If you have questions, please call TCA, (615) 383-6231.

Registration forms and payment may be emailed to laura@TNChiro.com or faxed to (615) 383-6233.

↓ FOR CONTACT REGARDING REGISTRATION ↓

Please print or type

Company Name (for printing on sign)					
Contact Person (for contract purposes)				Title	
Complete Mailing Address					
Email		Phone		Fax	

↓ FOR DIRECTORY LISTING ↓

Contact Person (for directory listing)				Title	
Complete Mailing Address					
Toll-free Phone		Phone		Fax	
Email			Website		
Products/ Services					
TCA Corporate Member	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Interested in Membership	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Name badges: Print name and title information below as you wish them to be printed on name badges. Two complimentary badges are provided with a single exhibit.

Name		Title	
Name		Title	

PROMOTIONAL PARAGRAPH IN ATTENDEE BOOK

Please keep in mind, paragraphs are limited to 25 words or less. Email your paragraph and logo (logos in jpg, gif or pdf format) by **July 15, 2024**, to the TCA at: laura@tnchiro.com. You may also provide your paragraph on an attached separate sheet along with your contract forms. Paragraphs submitted after the deadline will not be included.

Please select one: Logo/paragraph emailed _____ Do not include logo _____ Do not include paragraph _____
Date

PAYMENT OPTIONS — TOTAL FROM REGISTRATION FORM: \$ _____

Check enclosed payable to TCA: _____ Card #: _____ Exp.: _____ CVV Code: _____

Billing address if different from above: _____

City: _____ State: _____ Zip: _____ Country: _____

Name on Card: _____ Signature: _____

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.

Authorized Signature

Print Name Here

Date

2024 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) TCA 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, 2024.**
- (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 2025 Conference
- (6) 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 23.** Move-out will begin at 5:30 PM and must be completed by 7 PM on Saturday, **August 24.** 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 24** 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 24** 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 22, 2024**, 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, 2024.** 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 8, 2024.**

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.

SPONSORSHIP OPPORTUNITIES

\$200 Option

- 1/2 page color ad included in attendee book (must be received by July 15, 2024)

\$300 Options

- Product sample included in attendee packets (must be received by Aug. 5, 2024)
Provide a sample of your product which will be included in all SCC attendee packets.
- Full page promotional insert in attendee packets (must be received by Aug. 5, 2024)
Company-provided one, full-page promotional flyer to be included in all SCC attendee packets.

\$400 Option

- Full page color ad included in attendee book (must be received by July 15, 2024)

\$900 Option

- 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, limited spots available). Includes signage on refreshment table and a 2 minute intro of company during event. (Written intro due by Aug. 5, 2024 for TCA approval. TCA will assign breaks.)

○ \$1,200 Option

Lanyard Sponsor — all conference attendees receive upon check-in
(Must be registered for and logo received by May 15, 2024) Please specify if you are selecting lanyard option.

○ \$5,000 Option

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. SCC 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 pre-event promotional emails. Luncheon will be moderated by a member of TCA leadership to provide appropriate introductions, facilitate, questions, etc.

SATURDAY SOCIAL NASHVEGAS GAME NIGHT SPONSORSHIPS

○ \$5,000 Option

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). (Sponsorship must be received by July 15, 2024)

○ \$1,500 Option

Jackpot Sponsor (non-exclusive) — Sponsorship will include 2-minute introduction of your company as a NashVegas Game Night sponsor in general session classroom. Your company's name and logo will be listed in event promotional materials (newsletters, e-mail blasts, social media outlets and attendee book). (Sponsorship must be received by July 15, 2024)

○ \$1,000 Option

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

○ \$1,000 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

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.



Southern Chiropractic Conference (SCC) a la carte Sponsorship

2023 Southern Chiropractic Conference EXPO

August 24-27, 2023

Please print/type information below as it should appear in SCC promotions.

All correspondence is emailed to Contact Person.

Company Name (as it should be listed): _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

TCA Corporate Member? ☐ Yes ☐ No Interested in Membership? ☐ Yes ☐ No

*TCA reserves the right to change or limit these sponsorship provisions at any time to accommodate for time, space or unanticipated occurrences. The Southern Chiropractic Conference offers a number of sponsorships for companies looking to maximize their exposure to chiropractic physicians who buy and use their products and services. Sponsorships will be assigned on a first-come, first-served basis.

Amount: \$ _____

Credit Card Number _____

Exp. Date _____ CVV/CID Code (3 or 4 digits on back of card) _____

Name on card _____

Billing address _____ Zip _____



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 address indicated above and include your event name on your shipping label.

Note: Forms must be filled out completely and legibly in order to be processed. Orders that cannot be processed may be subject to a fee. 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. If payment and completed form is not received (3) Business days prior to the start of the event a \$50 fee will be added to your order

Electrical Service:				
# Ordered	Description	Advance Order	# of days	Total Amount
1	Dedicated/ Additional Dedicated 110V 15A Power Circuit	\$40	2	\$10
	Custom Power Connection	Please call for pricing		
	AC Extension Cord	\$15		\$0
	AC Outlet Strip	\$15		\$0
	Additional 6'x18" table	\$20		\$0
	Additional 6'x30" table	\$20		\$0

Internet Service:				
# Ordered	Description	Advance Order	# of days	Total Amount
	Additional Wireless Internet Connection	\$12		\$0
	Wired High Speed Data Connection	\$75		\$0

AV Service:				
# Ordered	Description	Advance Order	# of days	Total Amount
	42" LCD Screen with Floor Stand	\$275		\$0
	55" LCD Screen with Floor Stand	\$350		\$0
	65" LCD Screen with Floor Stand	\$450		\$0
	BluRay DVD Player	\$85		\$0
	Laptop Audio - D.I., Mixer & 8" Powered Speaker	\$235		\$0

Shipping:				
# Ordered	Description	Advance Order		Total Amount
	1 - Box Receipt and Storage - up to 36" x 24" x 24"	\$85		\$0
	1- Box Receipt and Storage - Larger than 36" Boxes / Display Cases	\$200		\$0
	1- Pallet/Packages over 50 lbs. Receipt and Storage	\$300		\$0
	Prior to 72 Hours of Event Start (Additional per day)	\$100		\$0

All Shipping Charges are a one time fee per box/pallet and must be paid for prior to picking up packages. Hotel requests that packages are shipped within 72 hours of event start date & Outgoing packages are scheduled for pickup within 72 hours post event. Packages are to be retrieved from the Front Desk. Exhibitors are responsible for packing and labeling all outgoing shipments. A pickup must be scheduled as UPS, USPS or Fedex will not pickup without payment.

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

Special Instructions:	
Authorized Signature:	

If payment has not been collected at the start of your event, hotel will hold all shipping and additional requested items until payment has been received. Once form has been completed and received, you will receive an email confirmation & credit card form to complete.