



American Black Chiropractic Association

# AMERICAN BLACK CHIROPRACTIC ASSOCIATION

WWW.ABCACHIRO.COM

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March 29, 2021

Dear Potential Sponsor or Vendor,

I am pleased to announce the 40<sup>th</sup> annual convention of the American Black Chiropractic Association to be held on June 3<sup>rd</sup> –6<sup>th</sup> 2020 at Life Chiropractic College's West campus in Hayward, California (the Bay Area). We would like to invite your company to be a sponsor or vendor during this festive occasion. The ABCA is committed to providing the safest and best event possible while adhering to local governing policies.

In the last 40 years, the ABCA has been instrumental in the encouragement, development, and success of minority chiropractors across the nation. We have been able to provide scholarships to deserving students to help them along the way so they may concentrate a little more on an already stressful school curriculum. We have active Student ABCA (SABCA) chapters throughout chiropractic colleges in the nation which consistently work in their schools and communities to promote chiropractic and diversity.

Because we are planning a physically attended event, it would be a great time to boost your business back up! By displaying your products at the ABCA's national convention, our doctors and future doctors are allowed to become familiar with your products so as they graduate from school and/or continue to advance, they carry the knowledge of using your product, which means a career long relationship between your company, our doctors, and the ABCA. This means a nation-wide network for your company to connect. Many organizations and businesses have been off-set by the drastic changes we all have had to adapt to surrounding COVID-19. Now is the time to start to plan for the future and restore some old—and create some new connections! We are keeping close watch on things in California, and assure you that our back-up plan of taking things virtual is set also.

With all that is going on in our nation, now more than ever, we are committed to growing our member network exponentially. We want to touch as many doctors and students as possible, so we have revamped our membership categories and fees to ensure that each member of the ABCA can participate in our convention and gain exposure to all of our Vendors, Sponsors and Affiliates.

I have attached a vendor registration form. There will be numerous times allotted during the convention agenda specifically designed to drive traffic to the vending area. We have attached sponsorship opportunities for you to consider as well, which would allow you to display your company throughout the convention and on our website if you desire to become more involved with the ABCA and our annual convention.

**You should contact Dr. Mimi Sweat, our Treasurer, at (678) 232-6456 for further information or with any questions you may have.**

Thank you again for your continued support of the ABCA.

Innately,

Micheala E. Edwards, DC

President

# ABCA 2021 Convention Sponsorship Opportunities

## Harvey Lillard Banquet (\$10,000): Saturday, June 5, 2021

**THEME: Formal/Black Tie**

Invited guests will enjoy a plated meal as our scholarships and special awards are presented and newly elected officers are sworn in.

Sponsor will receive the following:

- 4 Tickets with reserved seating
- Opportunity to address participants during program (10 minutes)
- 1 promotional item or ad to be included in the official registration bags
- One year exposure on the ABCA website & in official ABCA Newsletter
- Logo or name on event ticket and/or program
- Verbal recognition throughout convention
- Social media recognition on ABCA site

## Dr. Bobby Westbrook Luncheon (\$5,000): Friday, June 4, 2021

Invited guests will enjoy a lunch buffet as our convention sponsors and vendors are formally introduced.

Sponsor will receive the following:

- 2 Tickets with reserved seating
- Opportunity to address participants during program (10 minutes)
- 1 promotional item or ad to be included in the official registration bags
- One year exposure on ABCA website & in official ABCA Newsletter
- Logo or name on event ticket and/or program
- Verbal recognition throughout convention
- Social media recognition on ABCA site

## Welcome Reception (\$4,000): Thursday, June 3, 2021

Invited guests will be casually welcomed to the host site & convention while enjoying music and light hors d'oeuvres.

Sponsor will receive the following:

- 2 Tickets with reserved seating
- Opportunity to address participants during program (10 minutes)
- 1 promotional item or ad to be included in the official registration bags
- One year exposure on the ABCA website & in official ABCA Newsletter
- Logo or name on event ticket and/or program
- Verbal recognition throughout convention
- Social media recognition on ABCA site

The following sponsors will be given recognition as official Convention Sponsors in our "Sponsor Spotlight" on the ABCA website. *These Sponsorships may be paid for online at any time at [www.ABCAchiro.com](http://www.ABCAchiro.com).*

<b>Platinum Level sponsor</b>	<b>\$3,000</b>
<b>Gold Level Sponsor</b>	<b>\$2,000</b>
<b>Silver Level Sponsor</b>	<b>\$1,000</b>
<b>Bronze Level Sponsor</b>	<b>\$500</b>

Along with your sponsorship of \$3,000 or more, you will be given free vendor space in our vending area, and 1 promotional item or ad that will be included in the official registration bags. Gold Level Sponsors will receive vendor space at half the price. Otherwise, vendor space will be \$350.

\*For those who may be interested in sponsoring one of our Continuing Education Speakers, please contact our Convention Chairman, Dr. Micheala Edwards for more information at [DrMEEdwards@ymail.com](mailto:DrMEEdwards@ymail.com), or call (214) 952-1280.

Thank you for supporting the American Black Chiropractic Association!  
**The ABCA is a registered non-profit organization. Our tax i.d. is 43-1250320.**



American Black Chiropractic Association

## **2021 Annual Convention Sponsorship/Vendor Application**

Please complete this form to apply for sponsorship or vendor space at the ABCA's 40<sup>th</sup> Annual Convention in Hayward, California, June 3-6, 2021. The host hotel will be the Aloft Silicon Valley. Sponsorship is limited and will be assigned on a first come first serve basis.

Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Office Fax \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ website \_\_\_\_\_

### **Sponsorship:**

\_\_\_\_\_ I would like to sponsor the \_\_\_\_\_ in the amount of \$ \_\_\_\_\_

\_\_\_\_\_ I would like to be a platinum / gold / silver / bronze sponsor (circle one).

### **Vendor Tables:**

Please reserve \_\_\_\_\_ (number) vendor tables for me in the vendor area of the ABCA's annual convention at the following cost of \$350/table.

**Note to Vendors: All tables will be covered and skirted, no need to bring your own table covers. Vendors may set up tables any time after 12 PM Thursday, June 3, 2021. The majority of convention traffic will occur on Friday, June 4<sup>th</sup>.**

Payment enclosed ( ) Money Order ( ) Check ( ) Credit Card Total: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Card Type: Visa/MC/Discover

Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

Billing address for card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

***The ABCA is a registered non-profit organization. Our tax ID is 43-1250320.  
Registration form and payment should be mailed to:***

**ABCA Treasurer, PO BOX 12663  
Houston, TX 77217**

# ABCA Exhibitor/Sponsor Rules and Regulations

- Under the terms of the contract, the exhibitors and/or sponsor agrees to pay the total fees along with this application. It is understood that the contract may be cancelled in writing by an exhibitor prior to April 1, 2021. After April 1<sup>st</sup>, Fifty (50) percent of the total contracted space will be retained by ABCA. **No cancellation of exhibitor space contract will be accepted, or refunds made after May 15, 2021.**
- **There will be no cancellation of sponsorship once this application is accepted.**
- All paid Exhibitors (up to 2 people) and/or Sponsors are invited to attend all food events hosted by the ABCA during the convention.
- The American Black Chiropractic Association will not assume liability or responsibility for damage, loss, or injury to an exhibitor, sponsor, or representative caused by fire, theft, utility malfunction, accident, or labor dispute. An exhibitor is liable for any damage his/her exhibit or personnel causes to property.
- Exhibitors and/or Sponsors with exhibits agree to break down and pack up all items by 12 p.m. on Saturday of the convention.
- Exhibitors and/or Sponsors agree to ship all materials and boxes as prepaid shipments that will arrive no earlier than 3 days prior to the start of the convention and must be delivered back to the original sender, charged to the sender, no more than 48 hours after the convention is over (or storage fees of \$15/day per box will be charged). Collect shipments will not be accepted.
- Links to the ABCA's suggested lodging (Aloft Silicon Valley) may be found on our website at [www.ABCAchiro.com](http://www.ABCAchiro.com).
- **All shipments must reference the “ABCA National Convention Exhibit Material, June 3, 2021” and sent to:**

**Life Chiropractic College West Campus  
25001 Industrial Blvd.  
Hayward, CA 94545**

*We hereby make application for sponsorship or exhibit space at the 2021 ABCA National Convention. We understand this application becomes a contract when signed by us and accepted by ABCA. We have read and agree to abide by all, rules, regulations, requirements, and conditions as outlined in the agreement form.*

The agreement authorized by:

\_\_\_\_\_

Print Name

\_\_\_\_\_

Title

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\*\*PLEASE KEEP A COPY OF THIS SIGNED AGREEMENT FOR YOUR RECORDS\*\*