

## Sponsorship Prospectus

# ABCA National Convention



**AMERICAN BLACK  
CHIROPRACTIC ASSOCIATION**

**JUNE 27-29, 2024 CONFERENCE & EXPO | PORTLAND, OR | UNIVERSITY OF WESTERN STATES**



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# What is the ABCA Convention?

Held every year, the ABCA Convention is the largest chiropractic conference dedicated to representing and supporting BIPOC and minority students, doctors, speakers, and businesses.

**SPEAKERS**

**30+**

**HOURS OF CONTENT**

**40+**



**300+**

**ATTENDEES**

**9+**

**CEU CREDITS**

**25+**

**EXHIBITORS**

## EXHIBIT OR SPONSOR

**Exhibit or Sponsor at the ABCA Convention and position your team to:**

- Connect with 100's of doctors and students
- Generate new leads
- Showcase your products and services
- Engage with chiropractic industry leaders
- Meet decision-makers with buying power

For two exciting and intensive days, this minority chiropractic community comes together to share the best-in-class from veterans and emerging players across the chiropractic field.

# ABCA CONVENTION ATTENDEES

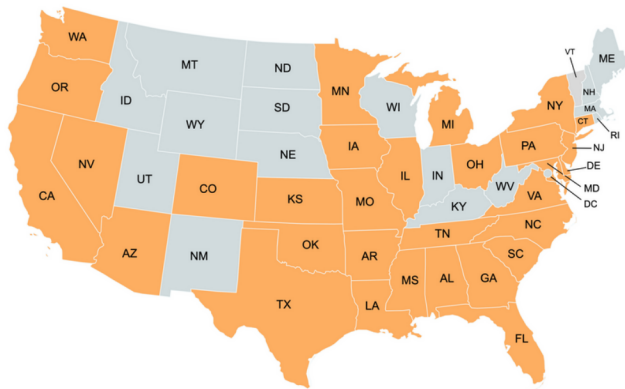
**5%** Doctors (<5 Yrs in Practice)

**30%** Doctors (>5 Yrs in Practice)

**65%** Students



## ATTENDEE REPRESENTED STATES



### How to Promote Your Booth to Our Attendees Prior to the Convention

- Utilize the ABCAChiro.com Partnership Program. Your logo, website, and marketing materials will be placed on our Official Website, visited by ABCA members

**2000+**

**Visits/Month**

- ABCA will be using GlueUp during our convention and all sponsors will have the opportunity to virtually meet and network with convention attendees.

**140K+** 2023 Sponsor Impressions

# PAST EXHIBITORS



"We proudly support the ABCA, because we are passionate about seeing chiropractors succeed. Together we can make a difference for so many."

"We always enjoy connecting with students and doctors, as well as collaborating with past and current leadership throughout the weekend."

# EVENT SPONSORSHIP OPPORTUNITIES

\*Speaking Time During Event



## **Harvey Lillard Scholarship Banquet \$15,000**

Exclusive sponsorship opportunity for the final event of the convention. A night filled with dinner, dancing, and celebration. During this event all student and doctor awards are presented. \*15 Minutes

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## **Dr Bobby Westbrooks Luncheon \$10,000**

In 1981, the ABCA was founded by Dr. Bobby Westbrooks. This exclusive sponsorship allows you to show your support of the ABCA and all that has been accomplished since its inception. \*15 Minutes

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## **Welcome Reception \$6000**

First impressions last! Exclusively sponsor the first networking event of the convention and help set the tone for the rest of convention. \*10 Minutes

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## **President's Roundtable \$5000**

As our Roundtable sponsor, take part in our New Graduate Celebration and help lead conversations discussing diversity in chiropractic. \*10 Minutes

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## **Friday Night Social \$5000**

Make an impression as our exclusive Friday Night Sponsor. At this heavily attended event you will be placed in front of the majority of convention attendees. \*10 Minutes

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## **Mobile App \$5000**

Exclusive sponsor of the official ABCA GlueUp App with logo placement within the app used by all registered convention attendees.

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## **Attendee Registration \$4000**

This is a high-impact & exclusive branding opportunity to display your logo around the neck of all attendees as well as at the entrance of the convention

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## **Education Sessions \$3000**

Be an exclusive sponsor for select sessions throughout the convention including Continuing Education, student breakout, business, and diversity

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## **Refreshment Station \$3000**

Food, beverage, and coffee stations are located in high traffic areas on the convention floor, your brand is sure to get great exposure.

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# EXHIBITOR SPONSORSHIP PACKAGES



## EXHIBITOR BOOTH ONLY BENIFITS

- 6ft Draped Table in Designated Area with 2 Chairs
- Opportunity to Provide "Why We Give Video"
- Access to Convention App (GlueUp)
- 2 Full Convention Passes

**Investment: \$500**

# SPONSORSHIP BENEFITS

BENEFITS	EVENT	PLATINUM	GOLD	SILVER	BRONZE
Speaking Time During Convention	X	X *5 Minutes			
ABCA Partnership Program Access	X	X	X		
Free Exhibitor Booth	X	X	X		
Pre and Post-Convention ABCA Newsletter Spotlight	X	X	X	X	
Pre and Post-Convention Social Media Spotlight	X	X	X	X	
Opportunity to Place Marketing Material in Registration Bag	X	X	X	X	X
Recognition During Convention	X	X	X	X	X
"Why We Give" Video	X	X	X	X	X
Access to Convention App (GlueUp)	X	X	X	X	X
Full Convention Passes	5	5	4	2	2
<b>Investment</b>		<b>\$4500</b>	<b>\$4000</b>	<b>\$2,500</b>	<b>\$1,200</b>



**Dr. Kevin Kersee**  
**National Convention Chairman**

## **MEET THE TEAM**

**NationalConvention@ABCACHiro.com**



**VISIT FOR ALL DETAILS**

**ABCACHiro.com**



**Dr. Kirsten Shepard**  
**Fundraising Chairman**

# **SAVE THE DATE**

**JUNE 27-29 2024**

**PORTLAND, OREGON**

**UNIVERSITY OF WESTERN STATES**



**AMERICAN BLACK  
CHIROPRACTIC ASSOCIATION**



# 2024 Annual Convention Sponsorship/Vendor Application

Please complete this form to apply for sponsorship or exhibitor space at the ABCA National Convention in Portland, OR June 27-29, 2024. 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\_\_\_\_\_

Email\_\_\_\_\_

Website\_\_\_\_\_

## **Sponsorship Requested:**

\_\_\_\_\_

Payment enclosed ( ) Money Order ( ) Check ( )

Credit Card Total:\_\_\_\_\_

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

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

Billing address

for card\_\_\_\_\_

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