

Sponsorship Prospectus

ABCA National Convention



**AMERICAN BLACK
CHIROPRACTIC ASSOCIATION**

JUNE 26-28, 2025 CONFERENCE & EXPO | DALLAS, TX | PARKER UNIVERSITY



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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+



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.

300+

ATTENDEES

10+

CEU CREDITS

30+

EXHIBITORS

ABCA CONVENTION ATTENDEES

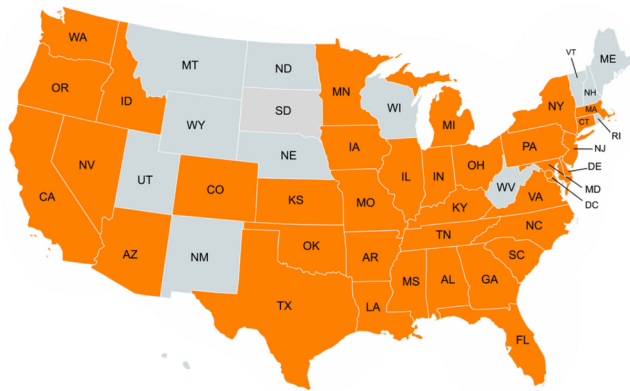
5% Doctors (<5 Yrs in Practice)

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 through the app and social media.

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

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

Welcome Reception \$7000

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

President's Roundtable \$6000

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

Friday Night Social \$6000

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

Mobile App \$5000

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

Shuttle Sponsor \$5000

Exclusive sponsor of the convention shuttle with logo placement the shuttle used by all attendees to travel between the hotel and convention hall.

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

Education Sessions \$3500

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

Refreshment Station \$3500

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



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: \$1000

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
Investment		\$4500	\$4000	\$3,000	\$2,000

CORPORATE SPONSORSHIP OPPORTUNITIES



Annual Organization Affiliate Membership

- ABCA membership mailing list twice a year (every 6 months)
- Listing in regional and national conference seminar programs
- Listing on signage at ABCA conferences/seminars
- Listing on affiliate member webpage w/logo and link to website
- Early access to conference and seminar sponsorship and vendor opportunities w/ 10% discount

Investment: \$1000



Dr. Kevin Kersee
National Convention Chairman

MEET THE TEAM

NationalConvention@ABCACHiro.com



VISIT FOR ALL DETAILS

ABCACHiro.com



Dr. Kirsten Shepard
Fundraising Chairman