



**CHARLOTTE, NC**  
SPONSORSHIP PROSPECTUS  
**2026**



**AMERICAN BLACK  
CHIROPRACTIC ASSOCIATION**



PRESENTED BY  
**ABCA FUNDRAISING  
COMMITTEE**

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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

300+ Attendees



10+ CEU Credits

30+ Exhibitors



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40+ Hours  
Of Content







During two exciting and immersive days, the minority chiropractic community unites to showcase best-in-class expertise from established veterans and rising voices throughout the chiropractic profession. As a sponsor, you will have the opportunity 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

# EXHIBITOR SPONSOR



# PAST SPONSORS

LOGAN  
UNIVERSITY



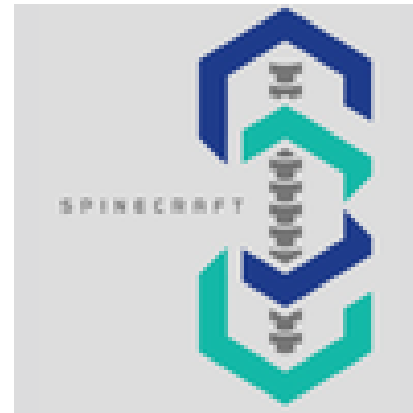
855-333-MACK / 333mack.com



PALMER  
College of Chiropractic

*The Trusted Leader in Chiropractic Education\**

DR. KRISTEN'S  
TRUESTOPPER



chiroXone  
wellness centers



VVRX



ChiroPreferred

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

OUM  
A ProAssurance Company

PARKER  
UNIVERSITY

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



# EXHIBITOR SPONSORSHIP PACKAGES

| BENEFITS  | EVENT | PLATINUM | GOLD   | SILVER  | BRONZE  |
|---|-------|----------|--------|---------|---------|
| Speaking Time During Convention                             | X     | X        |        |         |         |
| 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 |



# EVENT SPONSORSHIPS

Harvey Lilard  
Scholarship Banquet  
\$15,000

Exclusive opportunity for the final event of the convention. A night filled with dinner, dancing, and celebration. During this event all students and doctors awards are presented  
\*15 min of speaking time

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 min of speaking time

Welcome Reception  
\$7000

First impressions last! Exclusively sponsor the first networking event of the convention and help set the tone for the 2026 Convention  
\*10 mins of speaking time

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# EVENT SPONSORSHIPS

**President's Roundtable**  
**\$6000**

As our Roundtable sponsor, take part in our New Graduate Celebration and help lead conversations discussing diversity in chiropractic  
**\*10 Min of speaking time**

**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 mins of speaking time**

**Mobile App**  
**\$5000**

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

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# EVENT SPONSORSHIPS

Shuttle Sponsor  
\$5000

Exclusive sponsor of the convention shuttle with logo placement on 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 the entrance of the convention

Education Sessions  
\$3500

Serve as the exclusive sponsor for select convention sessions, including continuing education programming, student breakout sessions, business development forums, and diversity-focused initiatives

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# EVENT SPONSORSHIPS<sup>+</sup>

**Refreshment Station**  
**\$3500**

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

**Exhibitor Booth Only**  
**Benefits**  
**\$1000**

- **6ft Draped Table in Designated Area with 2 Chairs**
- **Opportunity to provide “Why We Give Video”**
- **Access to Convention App**
- **2 Full Convention Passes**



# CORPORATE SPONSORSHIP PACKAGE



## Annual Organization

### Affiliate Membership

- ABCA membership mailing list twice a year (every 6 months)
- Listing in regional and national conferences seminar program
- 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**

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# SWAG BAG SPONSORSHIP

We invite brands and organizations to contribute products, samples, or informational pamphlets to be included in the official ABCA Convention Swag Bags distributed to all attendees.

- Reach a nationwide audience of chiropractors, students, and health-care professionals
- Build brand recognition within a growing, diverse chiropractic community
- Deliver your product or message directly into every attendee's hands
- Drive traffic to your booth, website, or services

**Investment:\$250**



## What We Accept

- Product samples
- Informational pamphlets or brochures
- Coupons or discount cards
- Small branded merchandise



# MEET THE TEAM



**DR. KEVIN KERSEE**  
National Convention  
Chair



**DR. VICTORIA DANIELS**  
Fundraising Chair



**DR. LYDSEY  
RECTOR**  
Communications Chair



# 45<sup>th</sup> Annual ABCA Convention



AMERICAN BLACK  
CHIROPRACTIC ASSOCIATION

## CHARLOTTE, NC

### June 25<sup>th</sup> - 28<sup>th</sup>, 2026

## Hilton Charlotte University Place

ABCACHIRO.COM