

The Unified Virginia Chiropractic Association Spring Convention



Spring Convention Exhibitor Prospectus

April 21 - April 23, 2023 Hilton Hotel & Spa at Short Pump, Richmond, VA



BACK TO BUSINESS

Business has shown remarkable resilience throughout the pandemic – but history shows that real sustained recoveries depend on adaptability and decisive decision-taking.

This is as true for you as you step up your marketing again as it is for the doctors that are finally starting to buy again.

We'll help you get back to business!

THANK YOU, EARLY SPONSORS

American Posture Institute
The Carrick Institute
CashPractice
ChiroHealthUSA
Foot Levelers
Gold Star Medical
Business Services
Infinedi
NCMIC
SecureCare
TLC4Superteams

CENTRALLY LOCATED & EASY TO GET TO!

The beautiful Hilton Richmond Hotel & Spa is located just off Broad Street and I-64, nestled in the popular Short Pump area. Right next door, the exclusive Short Pump Town Center features an array of shopping, entertainment and dining options.



**Early-bird Rate
Expires March 9!**



As chiropractic offices finally resume buying, you need to be front and foremost. You need efficiency, impact, and opportunity. UVCA's Spring Convention provides all three.

- The Richmond, Virginia location is easy and cost-efficient to get to.
- The immediate region itself offers "HDCD" (High Doctor of Chiropractic Density).
- Attendees must pass by exhibit areas in order to reach classrooms, food and beverage, etc.
- Pre-COVID we saw 150-175 DCs and 50-75 staff members at our conventions. Our numbers are gradually returning and we're projecting close to those numbers this spring based on the location, program, and what we're hearing from the docs.
- The number of exhibitors is limited to keep the ratio of qualified prospects to vendors high.
- Pre- and post-attendee lists are provided.
- Exhibitors may attend the educational programs for market insights and perspective.
- An array of attractions, dining, and shopping options mean you'll enjoy your time outside the convention hall, as well.
- Choose from a variety of participation options to fit your business goals and budget.

ARE YOU A DC?

If you are also a Chiropractor and need continuing education for Virginia, Maryland, or Washington, DC, the additional fee is just \$75.

NEW THIS SPRING!

- BOTH the Friday Welcome Reception and Saturday President's Reception will be held in the exhibit areas.
- Fee structure has been simplified to make the value easier to see and take advantage of.



INCREASE YOUR VISIBILITY

Exhibitor Passport

All DC and CA attendees will receive a blank "passport." Attendees must visit each participating exhibitor to have his or her passport validated. After the mid-morning break with exhibitors on Sunday, name(s) will be drawn for cash prize(s). The number of cash prizes and dollar value will be determined by how many exhibitors participate.

Exhibit Booth Raffle

If you're conducting a prize raffle from your booth, let us know when you register and we'll promote it to attendees at no additional charge to you!

Silent Auction

Get some great PR by contributing to the UVCA Public Relations Committee's on-site silent auction! This popular event adds fun and raises money to help spread chiropractic's vital message. Can you contribute an item for the auction? Please contact Dr. Alli Totzke, Auction Chair, at drtotzkedc@gmail.com.

Schedule

FRIDAY APRIL 21

12:00-4:00 p.m.	Exhibitor Registration & Set-Up		
1:15-6:30 p.m.	DC & CA Registration		
2:00-4:00 p.m.	"Implementing Postural Neurology for Maximum Impact" by Dr. Krista Burns, Sponsored by American Posture Institute	DCs & CAs	Type 1
	(Start of) "Essential CA Training" by Dr. Louis Crivelli	CAs	N/A
4:00-4:15 p.m.	Break with Exhibitors	All	N/A
4:15-6:00 p.m.	"Using Technology to Create Remarkable Patient & Provider Outcomes" by Mr. Brad Cost & Dr. Jay Greenstein, Sponsored by Infinedi & ChiroHealthUSA	DCs & CAs	Type 1
	(End of) "Essential CA Training" by Louis Crivelli, DC	CAs	N/A
6:00-6:30 p.m.	Profession Updates: CAD by Dr. James Demetrious, Workers Comp by Mr. Bharon Hoag, More	All	Type 2
6:30-7:15 p.m.	Welcome Reception with Exhibitors	All	N/A

SATURDAY APRIL 22

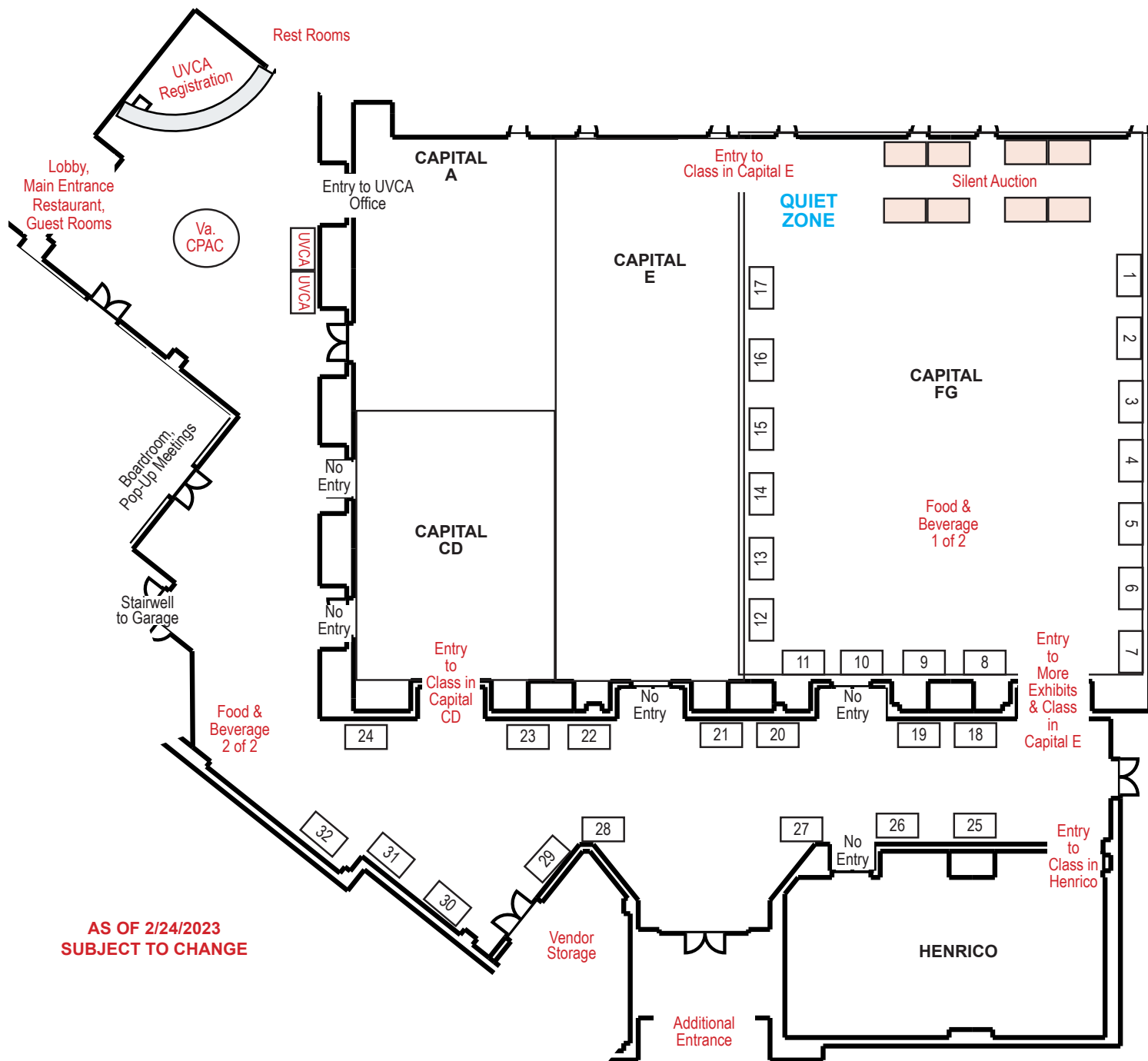
6:45-7:30 a.m.	Morning Yoga (tentative)	All	N/A
7:00 a.m. - 6:30 p.m.	Registration	All	N/A
7:30-8:00 a.m.	Continental Breakfast with Exhibitors	All	N/A
8:00-8:45 a.m.	Keynote "Becoming the Top 1% in Chiropractic" by Dr. Freddys Garcia, Sponsored by The Carrick Institute	All	Type 1
8:45-9:45 a.m.	General Membership Meeting with Profession Updates	All	Type 2
9:45-10:15 a.m.	Break with Exhibitors	All	N/A
	(Start of) "Pediatric Clinical/Technique Session" by Dr. Jenny Brocker, Sponsored by NCMIC	DCs	Type 1
10:15 a.m. – 12:00 p.m.	(Start of) "Medicare Updates" by Ms. Lisa Maciejewski-West, Sponsored by Gold Star Medical Business Services	DCs & CAs	Type 1
	(Start of) "What's Great in Chiropractic?" by Dr. Dean DePice, Sponsored by TLC4Superteams	DCs & CAs	Type 1
12:00-1:00 p.m.	Lunch with Exhibitors	All	N/A
	(End of) "Pediatric Clinical/Technique Session" by Dr. Jenny Brocker, Sponsored by NCMIC	DCs	Type 1
1:00-2:45 p.m.	(End of) "Medicare Updates" by Ms. Lisa Maciejewski-West, Sponsored by Gold Star Medical Business Services	DCs & CAs	Type 1
	(End of) "What's Great in Chiropractic?" by Dr. Dean DePice, Sponsored by TLC4Superteams	DCs & CAs	Type 1-
2:45-3:15 p.m.	Break with Exhibitors	All	N/A
	(Start of) "Differential Diagnosis" by Dr. James Demetrious, Sponsored by NCMIC	DCs	Type 1
3:15-6:30 p.m.	"The ABCs of Functional Neurology Essentials" by Dr. Freddys Garcia, Sponsored by The Carrick Institute	DCs	Type 1
	3:15-4:15 p.m. "Object – Not" by Dr. Dean DePice, Sponsored by TLC4Superteams	CAs	N/A
	4:15-4:30 p.m. CA Break with Exhibitors	CAs	N/A
	4:30-6:30 p.m. Your Place in Chiropractic by Bharon Hoag, Sponsored by SecureCare	CAs	N/A
6:30-7:15 p.m.	President's Reception with Exhibitors	All	N/A

SUNDAY APRIL 23

6:45-7:30 a.m.	Morning Yoga (tentative)	All	N/A
7:00 a.m. - 1:30 p.m.	Registration	All	N/A
7:30-8:00 a.m.	Continental Breakfast with Exhibitors	All	N/A
	(Cont. of) Differential Diagnosis by Dr. James Demetrious, Sponsored by NCMIC	DCs	Type 1
8:00-10:00 a.m.	(Start of) Four Key Business Principles for Increasing Patient Retention & Cash Collections by Dr. Miles Bodzin and Ms. Holly Jensen, Sponsored by CashPractice	DCs & CAs	Type 2
	A Day in the Life of a CA by Ms. Susette Goodwin	CAs	N/A
10:00-10:45 a.m.	Break with Exhibitors	All	N/A
	(End of) Differential Diagnosis by Dr. James Demetrious, Sponsored by NCMIC	DCs	Type 1
10:45 a.m. – 12:45 p.m.	(End of) Four Key Business Principles for Increasing Patient Retention & Cash Collections by Dr. Miles Bodzin and Ms. Holly Jensen, Sponsored by CashPractice	DCs & CAs	Type 2
	Practice Management by the Numbers instead of Emotion by Ms. Lisa Maciejewski-West, Sponsored by Gold Star Medical Business Services	CAs	N/A
12:45-1:15 p.m.	Final Exhibit Visitation	All	N/A
1:15-4:00 p.m.	Exhibitor Tear-Down	Exhibitors	N/A

Schedule Subject to Change

Exhibit Hall



[CLICK HERE](#)
for updated booth availability diagram



3 Participation Levels to Choose From

Supplier Mbr:

Non-Supplier Mbr:*

LEVEL 1 EXHIBIT ONLY

Early By 3/09	Regular 3/10-4/10	Late After 4/10
\$624	\$724	\$824
\$899*	\$999*	\$1099*

- "TABLE-TOP" exhibit space.
- 6-foot skirted table, 2 chairs, no pipe and drape.
- Up to a 10-foot backdrop.
- Up to 2 company reps.
- Recognition in convention materials.
- Access to all sessions.
- Inclusion in online exhibitor directory.
- Pre- and post- attendee lists.
- The following functions in Exhibit Hall:
 - Fri. Welcome Reception
 - All Breaks
 - Sat. Continental Breakfast
 - Sat. Lunch
 - Sat. President's Reception
 - Sun. Continental Breakfast

LEVEL 2 FUNCTION SPONSOR

Early By 3/09	Regular 3/10-4/10	Late After 4/10
\$1199	\$1299	\$1399
\$1474*	\$1574*	\$1674*

ALL LEVEL 1 BENEFITS PLUS

- **3-5 minutes speaking time at a DC or DC/CA session.**
- Choice of Sponsorship of:
 - Sat. Continental Breakfast
 - Sun. Continental Breakfast
 - Sat. Coffee Service
 - Sun. Coffee Service
- Max 2 sponsors per function
- Your logo, link on UVCA's home page.
- Drink tickets for Fri. Welcome Reception.
- Inclusion in sponsor e-blast promos.
- Upgraded recognition via badge ribbon, booth signage, exhibit posters, exhibitor directory, etc.
- Your name in registration confirmations and reminders to all attendees.
- Listing in news release to chiro media.

LEVEL 3 ELITE SPONSOR

Early By 3/09	Regular 3/10-4/10	Late After 4/10
\$1999	\$2099	\$2199
\$2274*	\$2374*	\$2474*

ALL LEVEL 1 BENEFITS PLUS

ALL LEVEL 2 BENEFITS PLUS

- **3-5 minutes speaking time at a general session or your sponsored function.**
- Choice of Sponsorship of:
 - Fri. Welcome Reception
 - Sat. Lunch
 - Sat. President's Reception
 - Sun. Board Breakfast
 - Silent Auction for Chiro PR
 - Premier DC Gift
- Your logo on PODIUM/STAGE SIGNAGE.
- Your logo on/at HOTEL READERBOARDS.
- Logo with sponsor status in directory.
- Drink tickets for Sat. President's Reception, as well as Fri. Welcome Reception.
- Invitation to provide an ad or flyer in online reg. packet that all attendees receive multiple times.
- Invitation to place FLYERS/ BROCHURES IN MEETING ROOM you'll be making sponsor comments in.
- DEDICATED E-BLAST to not just convention registrants but all chiro-practic offices.
- Upgraded badge ribbon, booth signage, exhibit posters, exhibitor directory listing, etc.
- Your logo on GENERAL SESSION SLIDES.
- Dedicated on-site TEXT INVITATION to your booth to all attendees.

* Not a member yet?

**SAVE
\$275
NOW**

+ enjoy upgraded recognition and other advantages by joining for just \$137.50 per quarter!

See page 6.

More Enhancements & Add-Ons on Page 6!

ENHANCEMENTS & ADD-ONS FOR ALL EXHIBITORS

- Exhibitor Passport Game - \$175
- Basic electricity and internet - FREE
If you have special needs you'll order directly from the hotel. [Exhibitor AV Form]
- Each additional exhibit space (with or without table) - \$250
- Each additional booth rep - \$350
 - Registration for Levels 1 and 2 includes up to 2 reps
 - Registration for Level 3 includes up to 3 reps
- CEUs (VA, MD, DC) - \$75 per DC
- On-Site name badge changes: \$25 each
- Contribute an item to the Silent Auction to benefit Chiropractic PR - FREE
- If you're doing a booth raffle, let us know in advance and we'll help promote it - FREE



BACK TO BUSINESS

NOT A UVCA SUPPLIER MEMBER YET?

Join now to:

Save \$275 on this registration!
and
enjoy the advantages listed below!

- Heightened recognition at convention as a member via name badge ribbon, booth signage, exhibitor directory listing, etc.
- Introduction in newsletter that goes to both members and non-members
- Inclusion in searchable online Find-a-Supplier
- Inclusion in Supplier Directory on UVCA website
- Direct referral by UVCA team
- Discounted display and classified advertising
- Access to a wide range of industry specialists
- Discounted exhibit and sponsorship opportunities
- Free mailing lists
- First option on special events
- More

Just \$137.50 per quarter.
Cancel at any time without penalty.

CLICK HERE to join us now!



RESERVE YOUR HOTEL ROOM NOW

The convention is being held at the Hilton Richmond Hotel & Spa/Short Pump located at 12042 West Broad Street, Richmond, VA 23233.

To make hotel reservations at a **special standard room rate of \$149**, single or double, call the hotel directly at **804-364-3600** and specify the "Virginia Chiropractic Association" room block OR use the booking link below before 5:00 pm on Thursday, April 6. After April 6, reservations are on a space and rate available basis.
bit.ly/3xtKu5B

Self-parking is free and valet parking is just \$9. On-site EV charging.



Getting Here & While You're Here



Aura Spa and Salon

The Hilton's on-site full-service spa and salon includes manicure and pedicure stations, hair stations, a dedicated skin treatment room, couple's suite, and an enhanced massage room with chromatherapy steam shower. Enjoy a relaxing and reviving massage with organic body oil, experiment with our master esthetics, and try out our body scrubs and wraps.

For spa information and reservations, call **804-622-6000**.

TRANSPORTATION

Richmond International Airport is 24 miles from the hotel. The hotel does not provide an airport shuttle.

POLICIES

Cancellations: If written notification of cancellation is received at least 72 hours prior to start of convention, payment will be refunded, minus a \$100 processing fee. No refunds or credits issued within 72 hours of program.

Attendees and guests may be photographed or videotaped in group settings at convention. These cameo images may appear in publications and other media. The UVCA presumes implied photo consent for such appearances.

Register at www.virginiachiropractic.org.

Questions?

Call the UVCA team at 540-932-3100 or email admin@virginiachiropractic.org. We look forward to seeing you in Richmond...

And helping you get back to business!



LOCATION

The Hilton Richmond Hotel & Spa is centrally located and easy to get to, just off Broad Street and I-64. Right next door, the exclusive Short Pump Town Center features an array of shopping, entertainment and dining options.

AREA ATTRACTIONS

Discover history, adventure, and an easily accessible location. More than 400 years of American history live on through magnificent architecture, monument-lined cobblestone streets, and world-class museums. The gorgeous yet intense James River distinguishes the region as the only urban setting with Class IV rapids. See how the Virginia Museum of Fine Arts is expanding its world-class offerings. And with more than 900 restaurants, diverse shopping and enticing events, the region is ideal for more than just great meetings.

For more information and upcoming events, go to <http://www.visitrichmondva.com/>.