



SPRING CONVENTION EXHIBITORS

May 13-15, 2022, The Omni Homestead Resort, Hot Springs, VA

Situated within the Allegheny Mountains, the landscape surrounding the iconic and historic Homestead Resort provides a stunning backdrop for focused, productive business in a relaxed setting. Don't miss this efficient, effective, FUN opportunity to reach chiropractic decision-makers.

- We are anticipating strong attendance, with projections of 150-175 doctors and 50-60 office managers/CAs.
 - Our Fall 2021 Convention numbers for doctors and their staff were nearly back to normal!
 - The Homestead is one of our most popular destinations.
 - We have an especially strong educational program with high-demand speakers and topics.
- As always, the number of exhibitors is limited to keep the ratio of quality prospects to vendors high.
- The Welcome Reception, continental breakfasts, meeting breaks and lunch are held among the exhibitors. The exhibit area is directly adjacent to classrooms and the silent auction display.
- All exhibitors may provide fliers or ads for the online registration packets.
- Pre- and post-attendee lists are available to aid in your planning and follow-ups.
- Choose from two levels of participation, based on your budget and marketing goals.

THANK YOU, SPEAKER SPONSORS

Chiro1Source
ChiroHealthUSA
ChiroUp
HF Hill & Associates
Gold Star Medical
Business Services
Infinedi
Life University
Personal Injury
Training Institute
Ariya Family
Chiropractic Centers

Closer Than You Think!

Approx. driving times:
Roanoke - 1.25 hours
Richmond - 3 hours
Charlottesville - 2 hours
Norfolk - 4.25 hours
Fairfax - 3.5 hours

**Early-bird Rate
Expires March 25!**



Schedule

Date & Time	Session Title	Speaker	Sponsor
Friday, May 13			
2:00 - 5:30 pm	Personal Injury	Jeffrey States, DC	Personal Injury Training Institute
2:00 - 5:30 pm	Vertebral Subluxation: The Past, Present, & the Future	Eric Russell, DC, MBA, DPhCS	Life University
2:15-5:30 pm	EXHIBITOR SET-UP		
5:30 - 5:40 pm	Break		
5:40 - 6:30 pm	General Session: Aligning, Bridging & Building the Future Of Chiropractic	Rob Scott, PhD, DC	Life University
6:30 - 7:00 pm	WELCOME RECEPTION WITH EXHIBITORS		
Saturday, May 14			
7:30 - 8:00 am	CONTINENTAL BREAKFAST WITH EXHIBITORS		
8:00 - 8:45 am	General Session: No Drugs, More Sex & Rock 'n Roll: Managing Chronic Pain in Older Patients	Carlo Ammendolia, PhD, DC	Infinedi & Chiro1Source
8:45 - 9:00 am	General Session: Becoming Data Enabled in Your Practice	Brad Cost	Infinedi
9:00 - 9:15 am	General Session: Incorporating Products Into Your Daily Protocols to Support Patient Care	Josh Walker	Chiro1Source
9:15 - 10:00 am	General Session: Membership Meeting & Profession Updates	Various	
10:00 - 10:30 am	BREAK WITH EXHIBITORS		
10:30 am -12:45 pm	(Start of) Successful Integration of Chiropractic Care into Sports Medicine	Alan Sokoloff, DC, DACBSP	ChiroHealthUSA
10:30 am -12:45 pm	(Start of) Mastering the Assessment & Management of Shoulder & Upper Extremity Problems	Brandon Steele, DC, FACO	ChiroUp & Univ. of Bridgeport
10:30 - 11:30 am	Modalities Review	Hugh Hill	HF Hill & Associates
11:30 am - 12:45 pm	The First Impression	Nisha Saggar-Patel, DC, CCP & Minesh Patel, DC	Ariya Family Chiropractic Centers
12:45 - 1:45 pm	LUNCH WITH EXHIBITORS		
1:45 - 2:45 pm	(End of) Successful Integration of Chiropractic Care into Sports Medicine	Alan Sokoloff, DC, DACBSP	ChiroHealthUSA
2:45 - 3:45 pm	(Start of) Boot Camp Program for Lumbar Spinal Stenosis	Carlo Ammendolia, PhD, DC	Infinedi & Chiro1Source
1:45 - 3:45 pm	(Cont. of) Shoulder & Upper Extremity Problems	Brandon Steele, DC, FACO	ChiroUp & Univ. of Bridgeport
1:45 - 3:45 pm	(Start of) Launch of UVCA's New CA Training Program: Topics TBD	Louis S. Crivelli, DC, MS	
3:45 - 4:15 pm	BREAK WITH EXHIBITORS		
4:15 - 5:15 pm	(Cont. of) Launch of UVCA's New CA Training Program	Louis S. Crivelli, DC, MS	
4:15 - 6:15 pm	(Cont. of) Boot Camp Program for Lumbar Spinal Stenosis	Carlo Ammendolia, PhD, DC	Infinedi & Chiro1Source
4:15 - 6:15 pm	(Cont. of) Shoulder & Upper Extremity Problems	Brandon Steele, DC, FACO	ChiroUp & Univ. of Bridgeport
Sunday, May 15			
7:30 - 8:00 am	CONTINENTAL BREAKFAST WITH EXHIBITORS		
8:00 - 10:00 am	(Cont. of) Boot Camp Program for Lumbar Spinal Stenosis	Carlo Ammendolia, PhD, DC	Infinedi & Chiro1Source
8:00 - 10:00 am	(Cont. of) Shoulder & Upper Extremity Problems	Brandon Steele, DC, FACO	ChiroUp & Univ. of Bridgeport
8:00 - 10:00 am	(End of) Launch of UVCA's New CA Training Program	Louis S. Crivelli, DC, MS	
10:00 - 10:45 am	EXTENDED BREAK WITH EXHIBITORS		
10:45 am - 12:45 pm	(End of) Boot Camp Program for Lumbar Spinal Stenosis	Carlo Ammendolia, PhD, DC	Infinedi & Chiro1Source
10:45 am - 12:45 pm	(End of) Shoulder & Upper Extremity Problems	Brandon Steele, DC, FACO	ChiroUp & Univ. of Bridgeport
10:45 am - 12:45 pm	Key Medicare Issues All CAs Need to Understand	Janine McIntyre	Gold Star Medical Business Svcs.
12:45 - 1:15 pm	FINAL EXHIBIT TIME		
1:15-4:00 pm	EXHIBITOR TEAR-DOWN		

Exhibitors are welcome to attend any of the classes for valuable insights into clients' perceptions, priorities, and business challenges. For session and speaker details, visit www.virginiachiropractic.org.



2 Participation Levels to Choose From

Level 1: Exhibit Only

	Early By 3/25	Regular 3/26-4/25	Late After 4/25
UVCA Supporting Supplier Member	\$624	\$724	\$824
Non-Supplier Member	\$874	\$974	\$1074

Includes:

- "TABLE-TOP" exhibit space.
- 6-foot skirted table and 2 chairs.
- No pipe and drape.
- Accommodates up to an 8-foot backdrop.
- Recognition in marketing and communications materials.
- Access to sessions.
- Inclusion in online exhibitor directory.
- Attendee lists.
- Covers up to 2 company representatives; additional reps \$250 each.
- The following food and beverage functions!
 - Friday Welcome Reception
 - Saturday Continental Breakfast
 - Saturday Lunch
 - Sunday Continental Breakfast

Not
a Member?
Join for just
\$137.50 per quarter
and save \$250 on this
event alone, plus all
the other benefits of
membership!

Level 2: Exhibit + Function Sponsorship

**TIME AT
PODIUM!**

	Early By 3/25	Regular 3/26-4/25	Late After 4/25
UVCA Supporting Supplier Member	\$1199	\$1299	\$1399
Non-Supplier Member	\$1449	\$1549	\$1649

Includes:

- All Level 1 Benefits (above)
- **PLUS ALL OF THE FOLLOWING UPGRADES!**
- 3 minutes speaking time.
- Space requests receive priority over Level 1 exhibitors.
- Covers up to 3 company representatives; additional reps \$250 each.
- Choose the function you'd like to sponsor:
 - Welcome Reception
 - Saturday or Sunday Breakfast
 - Saturday Lunch
 - President's Reception.
- (Max 2 co-sponsors each function. Sometimes only 1 company signs up per function; however, for a *guaranteed* exclusive sponsorship, add \$600.)
- Significantly increased visibility/recognition at convention and via association publications, website, on-site signage, name badge ribbons, mention by the leadership from the podium, logo and sponsor status in exhibitor directory, and more.
- Invitation to the private President's Reception.
- Invitation to provide ad or flyer for the online registration packet that all attendees receive.
- Invitation to place flyers or brochures in the meeting room you'll be making sponsor comments in, prior to that session.
- Remember -- Everything in Level 1, too!!
 - "TABLE-TOP" exhibit space.
 - 6-foot skirted table and 2 chairs.
 - No pipe and drape.
 - Accommodates up to an 8-foot backdrop.
 - Access to all sessions.
 - Inclusion in online exhibitor directory.
 - Attendee lists.
 - The following food and beverage functions: Friday Welcome Reception, Saturday Continental Breakfast, Saturday Lunch, and Sunday Continental Breakfast.



Additional Participation Options

Increase Your Visibility

Exhibitor Passport

All DC and CA attendees will receive a blank "passport." Attendee 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 charge.

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. Swift, Auction Chair, at drcswift@gmail.com.

Add-Ons

Guaranteed 10-foot wide space (only 4; "L" after space #) \$50

Each additional exhibit space (with or without table) \$250

Inclusion in Exhibitor Passport \$100

Each additional booth rep, including food and beverage functions (after 2 reps for Level 1; after 3 reps for level 2) \$250

CEUs: If also a DC and need CEU credit \$75*

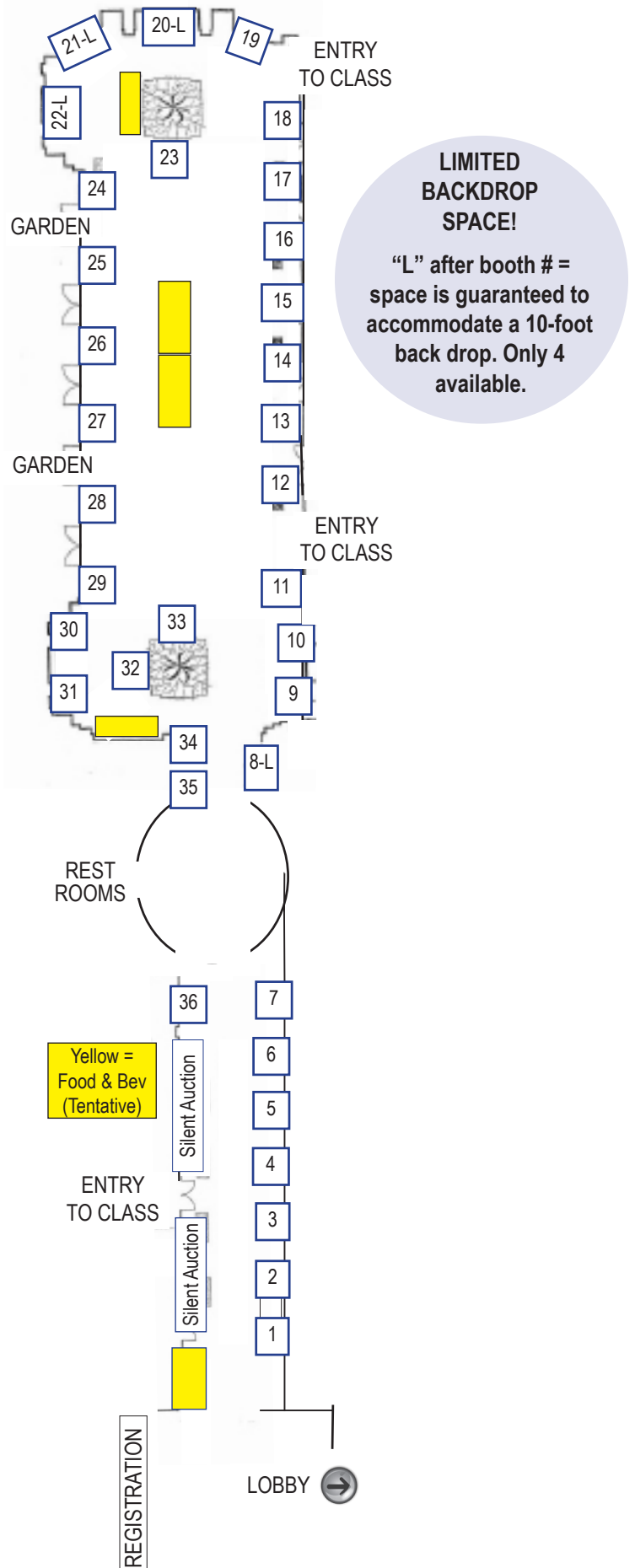
* FREE CEUs if combo Supplier/DC member

Level 2: Guaranteed exclusive sponsorship \$600

Electricity: Access to electrical outlets for standard usage included, but bring extension cords to avoid hotel rental fees. Upgraded service available for purchase through hotel order form provided with confirmation.

Internet: Basic wireless internet is included. Upgraded service for streaming, etc. available for purchase through hotel.

Save \$250 on Registration: Not a member? Join as a UVCA Supplier Member (\$137.50 per quarter), then use the log-in information you receive to register at the discounted member rate. (Go to www.virginiachiropractic.org, click on Membership tab, scroll down.)





Getting There

Hot Springs is accessible by car, air or train.

Ground Transportation

Service to and from the Roanoke Regional Airport, surrounding airports and Amtrak can be arranged by calling The Omni Homestead Resort Activities Department at (800) 838-1766, option 3. Fees apply and advanced reservations are required. If you need transportation inside of three days of your arrival or departure, please call The Omni Homestead Resort Transportation Department directly at 540-839-7711. Another option is B Early Roanoke Blacksburg Airport Transportation; phone 540-926-3300.

Car Rental

Several car rental agencies are available at the Roanoke Regional Airport, including:

Avis/Budget:

<http://www.avis.com>
<http://www.budget.com>
 540/339-9970

Enterprise

<http://www.enterprise.com>
 540/563-8055

National/Alamo

<http://www.alamo.com>
<http://www.nationalcar.com>
 540/563-5050

Driving Directions

GPS routing is not recommended.

For directions visit:

<https://www.omnihotels.com/hotels/homestead-virginia/property-details/directions>

Registration Cancellations: If written notification is received at least 2 weeks prior to event, registration fee will be refunded less \$100 processing fee. No refunds or credits issued within 2 weeks of program.



THE OMNI HOMESTEAD RESORT

Hot Springs, VA

Experience the Southern hospitality and elegant charm that have made The Homestead Resort a premier destination for 23 U.S. presidents. Located across more than 2,000 acres of scenic Virginia landscape, the resort provides timeless comforts and access to an exciting array of activities.

Two major hot springs flow onto the property, featuring a full-service spa and unique Spa Garden and offering you the opportunity to take in the mineral waters just as President Thomas Jefferson did in 1818. A two-acre water park, fueled by crystal-clear springs, features water slides, a lazy river and a water play zone for the kids, along with a whirlpool and private cabanas with exclusive services. With the mountains and valleys bursting with activities such as golf, horseback riding, paintballing, zip lining and hiking, an adventure is always within easy reach. Following a day of learning or fun, fill up at one of the thoughtfully designed restaurants or join your colleagues in the cozy lobby bar.

Each guest room is beautifully appointed with down pillows and featherbeds. Hand-selected artwork showcases the region's history. Today's amenities like Wi-Fi and flat-screen TVs enhance authentic details such as sun porches and working fireplaces.

Arrive early or stay an extra day to take advantage of this special destination at phenomenal rates. For reservations at a special standard room rate, call 1-800-838-1766 by April 12th at 5:00 p.m. and specify the "Unified Virginia Chiropractic Association" block. To register online, go to "<https://www.omnihotels.com/hotels/homestead-virginia/meetings/group-landing-page-05092022>." We have a limited number of standard rooms available at \$179++, single or double. The daily resort charge has been discounted from \$39 to \$26 for our group and parking has been discounted from \$25 to \$10, as well! Special rates on upgraded rooms and beautiful suites, too.

AFTER APRIL 12th,

reservations are on a space and rate available basis.

***** However, rooms at these special rates are very likely to sell out well before then, so call now!!! *****



REGISTER NOW

Go to <https://www.virginiachiropractic.org> and click on Calendar under the Events tab.

**Earlybird Discount
Ends March 25th!**