

The Unified VCA Fall Convention

Sept. 30 - Oct. 2, 2022
Renaissance Arlington
Capital View
Arlington, VA (Crystal City)

Elevate your visibility, impact, and sales results!

- Easy to get to.
- Highest density of DCs in the state.
- Doctors from MD and DC, as well as VA.
- Attendees must pass by exhibit areas in order to reach classrooms.
- An efficient, effective way to reach chiropractic decision-makers.
- Based on actual history, 150-175 DCs and 50-75 staff members are expected to register.
- The number of exhibitors is limited to keep the ratio of qualified prospects to vendors high.
- Receptions, breakfasts, meeting breaks, and lunch are all held among the exhibits.
- Pre- and post-attendee lists provided.
- Exhibitors are welcome to attend the educational programs for market insights and perspective.
- Choose from a variety of participation options to fit your goals and budget.



Early-Bird Discount Expires Aug. 5th



Learn
Connect
Grow
Elevate

**EXHIBITOR
& SPONSOR
PROSPECTUS**

Program-at-a-Glance

Friday, September 30, 2022

2:30 p.m.	Registration Opens	
3:00-5:00 p.m.	<ul style="list-style-type: none"> - Business Succession Planning by Mr. Al Kingan, <i>Sponsored by MassMutual</i> - OR Chiropractic Perspectives <ul style="list-style-type: none"> - Mobilization of Chiropractic, Complementary & Integrative Health, & Allied Health Professionals: Lessons from the Past, COVID-19 Response, & Suggestions for the Future by Dr. Cynthia Chapman - Increasing Referrals by Dr. Carly Swift - Establishing Relationships with Hospitals & Other Groups by Dr. Vincent Joseph - Social Media Made Easy by Dr. Robert Pinto & Ms. Maria del Mar Villar Villar 	All DCs & CAs
3:15-6:15 p.m.	EXHIBITOR SET-UP	
5:00-6:00 p.m.	General Session: Chiropractic Care in The United States Army Hospitals by Dr. Jerry Nolan, U.S. Army Health Clinic, Grafenwoehr, Germany, <i>Sponsored by the U.S. Army</i>	DCs & CAs
6:00-6:30 p.m.	General Session: Profession Updates	All
6:30-7:00 p.m.	WELCOME RECEPTION WITH EXHIBITORS	All

Saturday, October 1, 2022

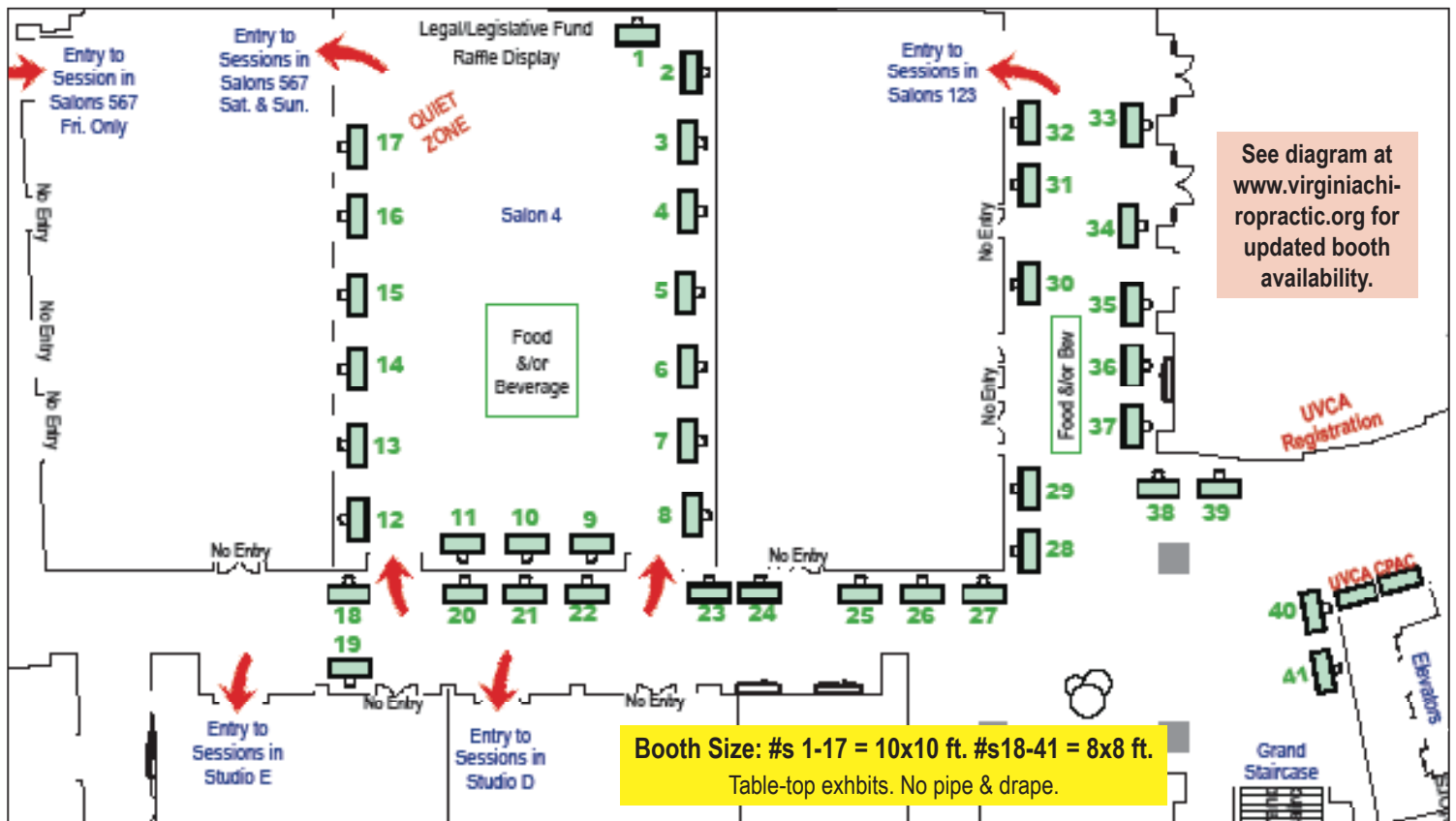
7:30-8:00 a.m.	BREAKFAST WITH EXHIBITORS	Registrants
8:00-8:45 a.m.	General Session: On Purpose with Purpose: A Blueprint for Living Your Best Life by Mr. John Ramstead, <i>Sponsored by Quartermaster Tax Management Services & Beyond Influence</i>	All
8:45-9:45 a.m.	General Session: Membership Meeting, Elections, & Profession Updates	All
9:45-10:15 a.m.	BREAK WITH EXHIBITORS	Registrants
10:15 a.m. – 12:30 p.m.	<ul style="list-style-type: none"> - (Start of) Mastering the Lower Extremities & the Lumbar Spine by Dr. Kevin Wong, <i>Sponsored by Foot Levelers Inc.</i> - OR Multidisciplinary Practice the Right Way: The Do's & Don'ts of Integrative Practice by Dr. Mark Sanna, <i>Sponsored by Breakthrough Coaching (BTC)</i> - OR Team Leadership Builds a Strong Foundation by Ms. Wendy Lee, <i>Sponsored by BTC</i> 	DCs
12:30-1:30 p.m.	WALKAROUND LUNCH WITH EXHIBITORS	DCs
1:30-3:30 p.m.	<ul style="list-style-type: none"> - (Cont. of) Mastering the Lower Extremities & the Lumbar Spine by Dr. Kevin Wong - OR Active Care Part 1: Confidently Communicate Chiropractic: The Posture Longevity Connection -- Applying the Science of Chiropractic to Clinical Practice by Dr. Mark Sanna - OR Customer Service in Healthcare Matters Now More Than Ever by Ms. Wendy Lee 	DCs CAs
3:30-4:00 p.m.	BREAK WITH EXHIBITORS	Registrants
4:00-6:00 p.m.	<ul style="list-style-type: none"> - (End of) Mastering the Lower Extremities & the Lumbar Spine by Dr. Kevin Wong - OR Active Care Part 2: Empower Your Patients: The Standard of Excellence by Dr. Mark Sanna - OR Powerful Communication: It's about Perceptions, Beliefs & Values by Ms. Wendy Lee 	DCs CAs
6:00-6:30 p.m.	President's Reception (expanded to all attendees), <i>Sponsored by Stirling Professional</i>	DCs, CAs, Pro & Elite Sponsors

Sunday, October 2, 2022

7:30-8:00 a.m.	BREAKFAST WITH EXHIBITORS	Registrants
8:00-10:00 a.m.	<ul style="list-style-type: none"> - (Start of) Immuno-Musculoskeletal Nutrition by Dr. David Seaman, <i>Sponsored by NCMIC</i> - OR Self-Care Workshop: Collaborative Leadership & Teamwork: Doctors & Staff Working Together to Develop a High Performing Practice in Today's Workplace by Mr. John Ramstead, <i>Sponsored by Quartermaster Tax Management Services & Beyond Influence</i> 	DCs
10:00-10:45 a.m.	BREAK WITH EXHIBITORS	All
10:45 a.m. – 12:45 p.m.	<ul style="list-style-type: none"> - (End of) Immuno-Musculoskeletal Nutrition by Dr. David Seaman - OR Strengthen Your Coding & Billing Procedures - Panel Discussion for Doctors & Staff featuring Lisa Maciejewski-West of Gold Star Medical Business Services, Marilyn Porras of Chirocenters Management Corporation, & Susette Goodwin of The Cox Clinic - OR Applied Chiropractic Philosophy by Dr. Brad Robinson 	Registrants DCs
12:45-1:15 p.m.	FOLLOWED BY Chiropractic History by Dr. Joe Foley	DCs & CAs
1:15 p.m.	FINAL EXHIBIT TIME	CAs
1:15-4:00 p.m.	Convention Ends EXHIBITOR TEAR-DOWN	Registrants

Exhibitors are welcome to attend the educational programs for market insights and perspective at no additional charge. Modest additional fee if CE credit is needed for VA, MD, or Wash., DC.

Exhibit Diagram



Thank You, Early Sponsors!

- Beyond Influence
- Breakthrough Coaching
- Chirocenters Management Corporation
- Foot Levelers Inc.
- Gold Star Medical Business Services
- Mass Mutual Greater Virginia
- NCMIC
- Quartermaster Tax Management Services
- Stirling Professional



Essentials

Location & Hotel

The Renaissance Arlington Capital View Hotel is located at 2800 South Potomac Ave., Arlington, VA 22202. A limited number of standard rooms are available at \$174++ in "The Unified Virginia Chiropractic Association 2022 Fall Convention" room block. The special rate officially ends on **Thursday, September 8, 6:00 p.m.**; however, rooms are VERY likely to sell out well before then, so make your reservations now! To make your reservations:

- ONLINE: [HOTEL RESERVATIONS]
- BY PHONE: Call 703-413-1300 or 1-800-228-9290 and provide the following information:
 1. City/State: Arlington, VA
 2. Hotel: Renaissance Arlington Capital View Hotel
 3. Group/Event: The Unified Virginia Chiropractic Association 2022 Fall Convention

Attendees enjoy discounted parking of \$18 per day per vehicle for self-parking, instead of the usual \$44. Valet parking is \$49 daily. There are four complimentary electric car charging stations.

Reservations must be canceled 72 hours prior to arrival to avoid a late cancellation fee of one night's room and tax.

PLEASE book your hotel room through this room block!

*** Reservations made outside the above room block do not count towards the association's contracted obligations and could result in penalties to the UVCA. ***

Area Attractions

The Renaissance Arlington Capital View is ideally suited to explore Washington, DC and Northern Virginia. Board the hotel's free shuttle to the Crystal City Metro to conveniently access iconic monuments and museums. Take in a concert at the legendary Birchmere Music Hall or head over to Old Town Alexandria. Biking and jogging trails are less than a half mile away and follow the beautiful Potomac River. Explore nearby Georgetown Harbour. Shopping and dining options abound.



Extra Visibility (Optional)

Exhibitor Passport Game

All DC and CA attendees will receive a blank "passport." Attendee must visit each participating exhibitor to have passport validated. After the Sunday mid-morning break with exhibitors, name(s) will be drawn for cash prize(s).

Legal/Legislative Fund Raffle

We'll conduct our annual prize and 50/50 raffle to benefit UVCA's legal/legislative fund. To donate an item for the raffle to add to the fun and boost your visibility, please contact raffle coordinator Ms. Susette Goodwin at susettevca@yahoo.com.

Booth Prize 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.



Participation Options

ELITE Sponsor: Table-Top Exhibit Plus Expanded Upgrades

Choose from sponsorship of:

- Welcome Reception
- Saturday Breakfast
- Saturday Lunch
- Saturday President's Reception
- Sunday Breakfast

**TIME
AT
PODIUM!**

Benefits:

1. TABLE-TOP exhibit space (8-10 foot wide space, 6-foot skirted table, 2 chairs, no pipe and drape).
2. Up to **3** company registrations.
3. Booth request priority over all others.
4. Exhibitor name badge ribbon.
5. Member or New Member name badge ribbon if applicable.
6. Recognition in newsletter that goes to all DCs (not just members).
7. Recognition in on-site exhibit diagrams/posters.
8. Welcome Reception with exhibitors.

Plus:

9. Intro and thank you by board member from podium.
10. Opportunity to provide a digital ad, flyer, or brochure in online reg. packet that all attendees receive via email and text before, during, and after event.
11. Inclusion in an e-blast to member and non-member chiropractic offices recognizing sponsors.
12. ELITE Sponsor ribbon for name badge.
13. ELITE Sponsor booth signage.
14. Your co. name in reg. confirmations.
15. ELITE Sponsor recognition in exhibitor directory that goes to all DCs, not just attendees.
16. ELITE Sponsor recognition in newsletter that goes to all DCs, not just members.
17. Recognition as ELITE Sponsor in on-site exhibit diagrams/posters.
18. Invitation to President's Reception.
19. **DRINK TICKETS** for Welcome Reception.

PLUS:

20. **SPEAKING TIME** (max 5 minutes).
21. Opportunity to place **FLYERS** in **MEETING ROOM**.
22. **DEDICATED E-BLAST** (just your co.) to all registrants.
23. **FREE HALF PAGE AD** in newsletter to all DCs (not just members).
24. Listing in **NEWS RELEASE** to chiro media.
25. Your logo on all general session **SLIDES**.
26. Logo on **HOTEL MESSAGE BOARDS**.
27. Your logo on **UVCA HOME PAGE**.
28. Your logo with online convention listings.
29. Up to **3** rep registrations (not 2).
30. On-site **TEXT** invitation to your booth to all.
31. Inclusion in **EXHIBITOR PASSPORT** game.
32. Logo on **PODIUM** or **STAGE SIGNAGE**.
33. **DRINK TICKETS** for President's Reception.

PRO Sponsor: Table-Top Exhibit Plus Upgrades

Choose from sponsorship of:

- Premier DC Registration Gift
- Custom Lanyards with Your Logo
- Professional Updates session

**BOARD
INTRO**

Benefits:

1. TABLE-TOP exhibit space (8-10 foot wide space, 6-foot skirted table, 2 chairs, no pipe and drape).
2. Up to 2 company registrations.
3. Booth request priority over Basic participants.
4. Exhibitor name badge ribbon.
5. Member or New Member name badge ribbon if applicable.
6. Recognition in newsletter that goes to all DCs (not just members).
7. Recognition in on-site exhibit diagrams/posters.
8. Welcome Reception with exhibitors.

Plus:

9. Intro and thank you by board member from podium (stand and be recognized).
10. Opportunity to provide a digital ad, flyer, or brochure in online reg. packet that all attendees receive via email and text before, during, and after event.
11. Inclusion in e-blast to member and non-member chiropractic offices recognizing sponsors.
12. Sponsor ribbon for name badge.
13. Sponsor booth signage.
14. Your co. name in reg. confirmations.
15. Sponsor recognition in exhibitor directory that goes to all DCs, not just attendees.
16. Sponsor recognition in newsletter to all DCs, not just members.
17. Recognition as Pro Sponsor in on-site exhibit diagrams/posters.
18. Invitation to President's Reception.
19. Drink tickets for Welcome Reception.

BASIC Exhibitor: Table-Top Exhibit

Choose location from available booth spaces.

**THE
ESSENTIALS**

Benefits:

1. TABLE-TOP exhibit space (8-10 foot wide space, 6-foot skirted table, 2 chairs, no pipe and drape).
2. Up to 2 company registrations.
3. Booths assigned in order of paid registrations.
4. Exhibitor name badge ribbon.
5. Member or New Member name badge ribbon if applicable.
6. Recognition in newsletter that goes to all DCs (not just members).
7. Recognition in on-site exhibit diagrams/posters.
8. Welcome Reception with exhibitors.

Quick & Easy Benefits Comparison Chart Next Page



Participation Options

Quick & Easy Benefits Comparison

Benefits	BASIC	PRO	ELITE
Table-top exhibit space	YES	YES	YES
2 company registrations	YES	YES	YES
Exhibitor name badge ribbon	YES	YES	YES
Member or New Member ribbon if applicable	YES	YES	YES
Recognition in newsletter as Exhibitor	YES	YES	YES
Recognition in on-site diagrams/posters	YES	YES	YES
Welcome Reception among exhibitors	YES	YES	YES
Intro by Board Member at session		YES	YES
Item in online registration packet		YES	YES
Inclusion in group sponsor e-blasts		YES	YES
Sponsor name badge ribbon		YES	YES
Sponsor booth signage		YES	YES
Recognition in reg. confirmations		YES	YES
Sponsor recognition in directory		YES	YES
Newsletter listing as Sponsor		YES	YES
Sponsor recognition in on-site posters		YES	YES
President's Reception invitation		YES	YES
Drink Tickets for Welcome Reception		YES	YES
Speaking opportunity w/intro (max 5 minutes)			YES
Inclusion in Exhibitor Passport game			YES
Your material in back of classroom(s)			YES
Dedicated Sponsor e-blast			YES
Free half page ad in newsletter			YES
Shout-out in news release to natl. chiro media			YES
Logo on general session slides			YES
Logo on hotel message boards			YES
Logo on UVCA website home page			YES
Logo in event listings on website			YES
3rd company registration at no addl. charge			YES
On-site text invitation to your booth to all regs.			YES
Logo on podium/stage signage			YES
ELITE sponsor recognition + logo in directory			YES
Logo & ELITE status added to newsletter listing			YES
ELITE Status added to on-site posters			YES
ELITE Sponsor name badge ribbon			YES
ELITE Sponsor booth signage			YES
Drink Tickets for President's Reception			YES

Sessions for Exhibitors & Sponsors

Registered suppliers are always welcome to sit in on classes. Many provide useful insights into the chiropractic profession and practice. For all session descriptions and speaker bios, visit the UVCA website.

This fall, in addition to sessions designed primarily for DCs and CAs, we have included a couple classes that are relevant to ALL our attendees -- including you, our supporting suppliers. We hope you'll check them out and find value.

Friday, 3:00-5:00 p.m.

Business Succession Planning

Albert R. Kingan, JD, LL.M, CLU, ChFC

Sponsored by MassMutual



Gain insights into the latest business succession strategies. Mr. Kingan will discuss the pros and cons of using life insurance as a funding vehicle, the different types of buy-sell agreements, and potential tax ramifications that surround succession planning. He'll also address the potential tax consequences based on the decisions made and provide three different case examples of business succession planning.

Al has been with MassMutual for over 27 years. Before joining MassMutual, Al spent seven years in the tax department of Coopers & Lybrand in Massachusetts. Al obtained an LL.M from Boston University and passed the Massachusetts CPA exam. Al is admitted to practice law in Massachusetts and Pennsylvania. He is a past president of the Hampden County Massachusetts Estate Planning Council and the Western Massachusetts Society of Financial Service Professionals. Al is a frequent teacher, presenter; and author of estate and business planning topics for industry publications.

Saturday, 8:00-8:45 a.m.

KEYNOTE:

On Purpose with Purpose: A Blueprint for Living Your Best Life

John Ramstead

Sponsored by Quartermaster Tax Management Services & Beyond Influence



Is it possible, in these turbulent and uncertain times, to not only succeed in life, but also to exceed expectations? You will learn the three keys to owning your purpose, especially in difficult times and how your organization can emerge stronger through adversity.

John Ramstead is a keynote speaker and trainer, former combat Navy fighter pilot, executive coach, international podcast host and bestselling author of *On Purpose with Purpose--Discovering How to Live Your Best Life*. John was named by Inc. Magazine as one of "The Top 12 Podcasts Leaders Need to Listen To."

John was at the peak of his professional career 10 years ago when his dreams were shattered by a freak accident. Twenty-three surgeries and almost two years of medical care later, John emerged with a profound vision for how to live a life of significance. Since then, he has coached and mentored thousands of individuals and companies. John's passion for helping others discover their true purpose and exactly how to get there will inspire you and give you your own blueprint for living on purpose, with purpose every day.

Sunday, 8:00-10:00 a.m.

Special Self-Care Workshop:

Collaborative Leadership & Teamwork: Working Together to Develop a High Performing Workplace

John Ramstead

Sponsored by Quartermaster Tax Management Services & Beyond Influence

John returns to show us how to apply experience, knowledge and education in new ways to create, simultaneously, an autonomous and collaborative work environment that will achieve maximum results. A dynamic instructor with over two decades of leadership and experience, John Ramstead will introduce you to a leadership model and techniques that are critical for driving energy, commitment, innovation and change while building leadership in others to ensure future organizational success.

This workshop is based on extensive research of leadership practices that achieve extraordinary results in healthcare. It applies to doctors, office staff, and anyone who wants to maximize his or her talents and opportunities.



Registration Fees

UVCA Fall Convention

Sept. 30 - Oct. 2, 2022

Renaissance Arlington Capital View

Arlington, VA

Registration Fees & Policies

REGISTER ONLINE at www.virginiachiropractic.org or [\[click here\]](#).

NEW LOG-IN NEEDED for discounted member pricing.

Questions? Call 540-932-3100.

Participation Level	Member Status	Early Now-Aug 5	Regular Aug. 6-Sept. 8	Late Sept. 9-on
ELITE Sponsor	Supplier Member	\$2499	\$2599	\$2699
BASIC TABLE-TOP EXHIBIT + PRO UPGRADES + EVEN MORE UPGRADES INCLUDING TIME AT PODIUM	Non-Member Supplier	\$2774	\$2874	\$2974
PRO Sponsor	Supplier Member	\$1199	\$1299	\$1399
BASIC TABLE-TOP EXHIBIT + UPGRADES	Non-Member Supplier	\$1474	\$1574	\$1674
BASIC Exhibitor	Supplier Member	\$624	\$724	\$824
TABLE-TOP EXHIBIT	Non-Member Supplier	\$899	\$999	\$1099

Additional Options & Opportunities

Electricity - \$26.20

Internet -- \$6.55

Inclusion in Exhibitor Passport Game - \$150 (exception: free for Elite Sponsors)

Additional exhibit space (with or without table) -- \$250

CEUs -- \$75 per DC

Legal/Legislative Fund Prize and 50/50 Raffle -- Contribute the item(s) of your choice!

Each additional booth rep after 2 -- \$350 per person (exception: Elite Sponsorship includes up to 3 reps)

If You're Doing a Booth Raffle, Inclusion in Promo Signage -- No Charge

On-Site name badge changes: \$25 each

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.

Not a Member Yet?

Save \$275

on this convention by giving UVCA membership a try!

- Join with quarterly EZ-Pay @ \$137.50 per quarter.
- Your 1st quarterly installment will cover July/Aug./Sept., making you eligible for the member discount on the convention.
- Your 2nd quarter will be Oct./Nov./Dec.
- If you decide not to continue your membership for any reason, cancel during the 4th quarter of 2022 to avoid additional dues installments -- and your total investment will end up the same as if you attended the fall convention as a non-member, but with ALL the benefits of UVCA Supporting Supplier Membership!

For supplier member benefits and how to join so you can then save \$275 on this registration, visit www.virginiachiropractic.org and click on the "Membership" tab or call the UVCA office at 540-932-3100.