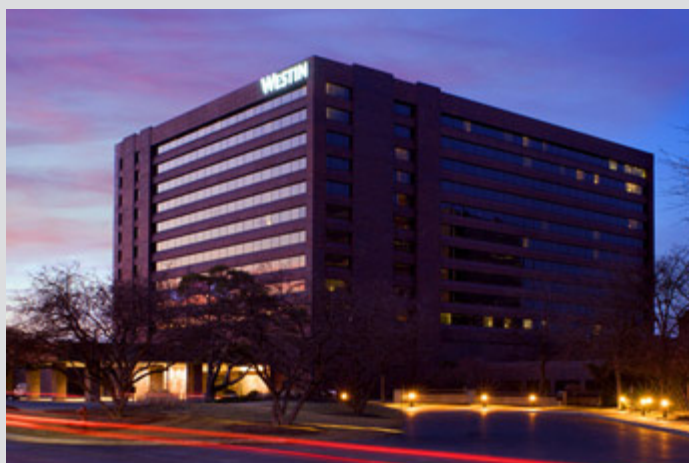




***Illinois Chiropractic Society  
2009***

***Chicago National  
Convention & Expo***

October 2 & 3, 2009  
The Westin Chicago Northwest  
Itasca, IL



400 Park Boulevard  
Itasca, IL 60143  
(630) 773-4000

[www.chicagonationalconvention.com](http://www.chicagonationalconvention.com)

**Exhibitor's Prospectus**

[www.ilchiro.org](http://www.ilchiro.org)

# Exhibitor Information

## Standard Booths:

**\$450**

- ✧ A pre-assembled 8' X 8' display area with a 6' draped table, wastebasket, and two chairs;
- ✧ A 7' x 44" sign preprinted with your company's name;
- ✧ A general listing in the ICS Journal and attendees registration information;
- ✧ Complimentary breakfast and lunch in the Exhibit area for two on Saturday;
- ✧ All refreshment breaks in the Exhibit Area

*\*The Standard Booth rate does NOT include electricity, please see Other Services & Exposure for details...*

## Premium Booths:

**8'X 8' Adjacent to Drink Stations \$525**

**8'X 10' Booths Facing Buffet \$600**

**8'X 10' Tradeshow Front Booths \$675**

- ✧ All Standard Booth benefits PLUS :
- ✧ Booth placed in one of the PREMIER locations in tradeshow area:
  - ◆ 8' X 8' Drink Stations - 3, 5, 52, 54
  - ◆ 8' X 10' - 7, 8, 21, 22, 35, 36, 43, 56
  - ◆ 8' X 10' Tradeshow Front- 1, 14, 15, 28, 29, 42, 49, 50,

*\*The Premium Booth rate does NOT include electricity, please see Other Services & Exposure for details...*

## Other Services & Exposure:

### Electricity:

Electricity is **NOT** included in the above prices. All electricity must be ordered and paid for 14 days prior to the event through the Westin electrical department. The Westin electric order form will be included within the Events Exposition Services, Inc. packet which will be mailed after your company has registered for the tradeshow.

### Advertisement Inserts:

**Exhibitors - \$150**

**Non-Exhibitors - \$300**

Send the ICS 250 paper brochures (no larger than 8 1/2 x 11), information on your company, to be included in all of the registration packets by the firm cutoff date of **August 31, 2009**.

### Grand Prize Sponsor: (only 10 Spaces Available!!)

**\$100**

You will be provided with an ILChiro logo to post in your booth area and a stamp to mark the attendee's grand prize drawing stamp card. Thus causing the attendees to **COME TO YOU!** *All money collected will go towards the grand prize drawings!*

### Signage:

**\$150**

Your company provides the banner, up to 6 ft. long and 3 ft. tall, which the ICS will place prominently in the Convention Area.

### Merchant Directory:

**\$50**

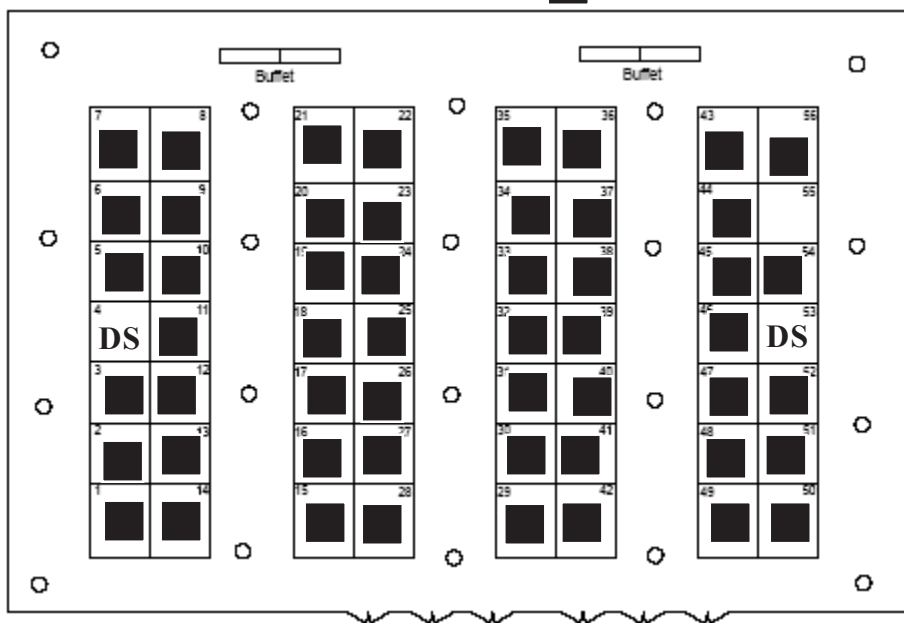
The Merchant Directory will give doctors from around the state the opportunity to quickly find vendors for the products they need. Annual listings in the Directory will provide a link to your companies website, contact information, option to upload a graphic (logo) and a Mapquest link!

Please visit our new and improved website at [www.ilchiro.org](http://www.ilchiro.org)  
for many more marketing opportunities or call 1-800-424-0121

Ship exhibits to:  
**Events Exposition Services, Inc**  
 570 Rock Road Drive, Units L&M  
 East Dundee, IL 60118  
 Tele: (847) 851-8691  
 Fax: (847) 851-8714

**Do Not Ship  
to the Hotel**

**DS** Indicates Drink Station  
 ■ Indicates Booth has been sold



## Other Services & Exposure:

**White Light Projected Logo :** **\$350**  
 Have your company's name/logo projected on the wall in strategic locations either in the expo hall or throughout the convention.

**Drink Station Sponsor:** **\$250**  
 Have your company's name listed in the registrants packets as a drink station sponsor, while being able to hang a company banner at the station for more exposure!

### Exhibitor Reception Sponsor

**Full sponsorship:** **\$5,000**

- Featured as a Platinum sponsor in all printed & electronic marketing materials,
- Noted as the sole sponsor in announcements in the Expo Hall,
- Ability to help choose appetizers to be served,
- 3 minutes speaking time in the Expo Hall at 4:15pm during Reception,
- Signs at bar & both buffet tables.

**Co-Sponsorship (only 2 available)** **\$2,725**

- Named as a Silver Sponsor in all marketing materials, both printed and electronic,
- Noted as a co-sponsor in announcements in the Expo Hall,
- Ability to help choose appetizers to be served,
- 2 minutes speaking time in the Expo Hall at 4:15pm during Reception,
- Sign at one buffet table.

*If you are in need of other items for your booth, including electricity, these items must be orderd through Events Exposition Services: (847) 851-8714*

# Exhibitor Standards

To avoid any misunderstanding at the time of the convention, the following standards are established and must be considered when applying for exhibit booth space.

- A. Exhibitors must register at the ICS Registration booth before entering the exhibit hall. Exhibitors may set up displays on Friday, October 2, between 11:30am – 1:30pm, with all areas to be completed prior to the opening of the sessions at 1:30 p.m. on Friday, October 2. Exhibitors who are not set up by 1:30 and are not present in the Expo Hall will lose their booth with no refund. The booth will then go to the first person on the waiting list. Breakdown **must not begin prior to the close of the expo**, which is 3:15 p.m., Saturday, October 3. Violators will be charged \$100.00.
- B. Show hours are Friday, October 2, 2009 from 1:30 – 6:00 p.m. and Saturday, October 3, 2009 from 7:00 a.m. – 3:15 p.m.
- C. Special requests must be made no later than four weeks prior to the convention. Please contact the ICS office at (217) 525-1200.
- D. Names of representatives to be in attendance with your firm must be submitted in advance (Please list on registration application).
- E. All persons attending the convention must be registered with badges in order to gain admission to the Exhibit Hall. This includes exhibitor personnel. Each booth registration receives two name badges; additional name badges must be purchased prior to convention.
- F. The exhibit area is located in the **Grand Ballroom**. The area will be locked after 6:00 p.m. on Friday evening with no person entering except by permission of convention director.
- G. Periodic breaks throughout the convention will allow ample time for visits to the display areas.
- H. **DO NOT SHIP MATERIALS TO HOTEL**. Violators of this will be charged 3 times the handling fee of the hotel by the ICS.
- I. All sound recording and motion picture slide demonstrations must have prior approval of the convention chairperson before use will be permitted.
- J. All exhibit displays, equipment, product, staff, etc. must stay within the boundaries of the contracted space. Failure to comply within your contracted exhibit area could be in direct fire code violation. Those companies not abiding by this regulation will jeopardize their participation from the contracted event. In addition, no company is permitted to block visibility of neighboring exhibits with their display, staff or equipment/products.
- K. Contracts will be accepted on a first come first serve basis.
- L. All correspondence, checks, and completed applications should be directed to the: Illinois Chiropractic Society, Inc. Attn: Convention Exhibitors, P.O. Box 9448, Springfield, IL 62791-9448 or faxed to (217) 525-1205.
- M. Thoroughly read, fill out, and sign the attached APPLICATION FOR EXHIBIT SPACE.
- N. The ICS in no way endorses the superiority of products or services exhibited because the ICS has not conducted comparison tests of the products. The Society encourages chiropractic physicians to use the same discretion and judgement in product review under such endorsements as they otherwise would as a consumer. The ICS reserves the right to approve all exhibits.
- O. Reservations may be cancelled (less a \$150 processing fee) until September 11, 2009. After September 11, 2009, no refunds will be given.
- P. **NO EXHIBITOR CONTRACTS WILL BE ACCEPTED WITHOUT FULL PAYMENT.**
- Q. Prior to the convention “Events Exposition Services, Inc.” will send a packet of information to each exhibitor with additional set up and delivery options available at additional cost to what is provided including the **electric order form**.
- R. The ICS assumes NO responsibility for time, space or other concessions which are controlled by the hotel.
- S. The ICS is NOT RESPONSIBLE for loss of personal articles or exhibit material.
- T. The collection and reporting of sales taxes to the Illinois Department of Revenue are not the responsibility of the ICS, but are solely those of the vendor.
- U. ICS has authority to move and assign booths at its discretion.
- V. The ICS reserves the right to negotiate between two similar products to determine which product line to highlight at the convention, and to determine location assignments in the exhibit area.
- W. Multi Level Marketing companies will NOT be allowed to sign attendees up at the show. Products may be shown and sold. Any exhibitor disregarding this rule will be asked to leave the exhibit hall with no refund, and may not be allowed to exhibit at future expos.

## Hotel Information:

Rooms are being held at the **Westin Chicago Northwest**, 400 Park Boulevard, IL 60143. The number of sleeping rooms are limited, and those wishing to stay at the Hotel are urged to make reservations as early as possible **DIRECTLY TO THE HOTEL** by calling **(630) 773-4000**. To receive the special room rate of \$122/single or double offered until **September 14<sup>th</sup>**, specify that you are a participant at the **ICS convention**.

# 2009 Chicago National Convention & Expo

## October 2 & 3, 2009

The Westin Chicago Northwest - Itasca, Illinois

We hereby make application and contract for exhibit space at the 2009 Chicago National Convention & Expo of the ILLINOIS CHIROPRACTIC SOCIETY, INC. on the date and location given above.

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Booth sign should read: \_\_\_\_\_

Standard Booth (\$450 see pg 2 for electricity) .....	\$ _____
Premium 8' X 8' Booth (\$525 see pg 2 for electricity) .....	\$ _____
Premium Booth 8' X 10' Booth (\$600 see pg 2 for electricity) .....	\$ _____
Premium Booth 8' X 10' Tradeshow front (\$675 see pg 2 for electricity) ...	\$ _____
Electricity (see pg. 2 for price) .....	\$ _____
Extra Signage (\$150) .....	\$ _____
Grand Prize Sponsor (\$100) .....	\$ _____
Drink Station Sponsor (\$250) .....	\$ _____
Exhibitor Reception Co-Sponsor (\$2725) .....	\$ _____
Exhibitor Reception Sponsor (\$5000) .....	\$ _____
Projected Logo (\$350) .....	\$ _____
Advertisement Inserts Exhibitors (\$150) .....	\$ _____
Advertisement Inserts Non-Exhibitors (\$300) .....	\$ _____
Email Sponsor (\$150) .....	\$ _____
Merchant Directory (\$50) .....	\$ _____

**Booth Selection:**

\_\_\_\_\_ 1st choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice

Items to be exhibited: \_\_\_\_\_

**Representatives:** Two (2) Complimentary lunches and name badges will be provided for each booth, \$75.00 will be charged for each additional person. For additional Representatives please call the ICS office. (800) 424-0121

1. \_\_\_\_\_ 2. \_\_\_\_\_

**METHOD OF PAYMENT (make checks payable to ICS)**

Total Amount \$ \_\_\_\_\_  Check # \_\_\_\_\_  Visa  MasterCard  Discover  Amex  
Name on Card \_\_\_\_\_  
Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please keep a copy for your records and mail the completed application and applicable fees to:  
ILLINOIS CHIROPRACTIC SOCIETY, INC. - P.O. BOX 9448 - Springfield, IL 62791  
or fax to (217) 525-1205

We agree to pay the ILLINOIS CHIROPRACTIC SOCIETY, INC. the total amount due. We understand and agree to the Exhibitor standards as outlined in this exhibitor's prospectus.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT OF THE ILLINOIS CHIROPRACTIC SOCIETY, INC.,  
AND THE CHIROPRACTIC PROFESSION IN THE STATE OF ILLINOIS.**

**FOR MORE INFORMATION PLEASE CALL 1-800-424-0121**

**Illinois Chiropractic Society**  
**2009 Chicago National**  
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**Illinois Chiropractic Society, Inc.**  
P.O. Box 9448  
Springfield, IL 62791

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**ILchiro**  
Illinois Chiropractic Society

*"...to advance the chiropractic profession and enhance quality health care for all"*