



Fall Convention

OCTOBER 8-10, 2021
SHERATON VIRGINIA BEACH OCEAN-FRONT HOTEL, VIRGINIA BEACH, VA

EXHIBITOR PROSPECTUS

Virginia Beach is one of our most popular destinations -- and we haven't held a convention here since 2017!

EVERYONE IS ANXIOUS TO GET BACK TOGETHER IN PERSON. That, along with a high-demand location and a strong educational program, bode well for attendance.

- Based on actual history, up to 175 doctors and 65 key staffers are projected.
- The number of exhibitors is capped to keep the ratio of prospects to vendors high.
- The Welcome Reception, continental breakfasts, meeting breaks, and "walk-around luncheon" are held among the exhibits. Doctors must pass by in order to reach their classrooms, sign in and out for license renewal credits, etc.
- 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-up.
- 2 levels of participation to choose from, based on your budget and marketing needs.

Optional opportunities for heightened recognition are available, including an exhibitor passport that attendees must have validated to enter prize drawings.

With the beautiful Atlantic Ocean and bustling boardwalk right outside, you'll find plenty to do when the exhibit hall closes, too.



PROGRAM AT-A-GLANCE

FRIDAY, OCTOBER 8

- 1:00-5:00 p.m. EXHIBITOR SET-UP**
2:30-5:30 p.m. - "Experiences, Not Things" by Nathan Unruh, DC
- "Integrating Radial Pressure Wave Therapy into Clinical Practice" by Christopher Proulx, DC
5:30-6:15 p.m. Profession Updates
6:15-6:45 p.m. Welcome Reception with Exhibitors

SATURDAY, OCTOBER 9

- 7:30-8:00 a.m. Continental Breakfast with Exhibitors**
8:00-8:45 a.m. Keynote "33 Reasons Why Chiropractic is so Relevant Today" by David Fletcher, DC
8:45-9:45 a.m. Membership Meeting & More Profession Updates
9:45-10:15 a.m. Break with Exhibitors
10:15 a.m. - "The NeuroAge is Calling: Creating the Critical Shift from a Spine-First to Nerve-First Practice" by David Fletcher, DC
12:30 p.m. - "Treating Neck Pain: It Doesn't Have to be a Pain in the Neck" by Louis Crivelli, DC
- "Radiological Technician Ltd." Training by Rich Reinhold, DC
12:30-1:45 p.m. Lunch with Exhibitors
1:45-3:45 p.m. - (Start of) "Coding, Compliance & Documentation" by Kevin Sharp, DC
- (Start of) "Humans in Motion: Factors of Age in the Diagnosis & Assessment of the Athlete" by Christine Foss, DC
- (Cont. of) Rad Tech Training by Dr. Reinhold
- For CAs:
- 1:45-2:45 p.m. "Slay the Dragons of Billing" by Nathan Unruh, DC
- 2:45-3:45 p.m. (Start of) "Fundamentals of the Revenue Cycle System" by Brandy Brimhall, CPC
3:45-4:15 p.m. Break with Exhibitors
4:15-6:00 p.m. - (Cont. of) "Coding, Compliance & Documentation" by Dr. Sharp
- (Cont. of) "...Diagnosis & Assessment of the Athlete" by Dr. Foss
- (Cont. of) Rad Tech Training by Dr. Reinhold
- (Cont. of) "...Revenue Cycle System" by Ms. Brimhall
6:00-6:30 p.m. Private President's Reception (Premier DCs, Convention Sponsors, Va. ChiroPAC Contributors, UVCA Leadership, Invitees)
7:15-10:00 p.m. Awards Dinner Party with Entertainment (DC Registrants + Other Ticketholders)

SUNDAY, OCTOBER 10, 2021

- 7:30-8:00 a.m. Continental Breakfast with Exhibitors**
8:00-10:00 a.m. - (End of) "Coding, Compliance & Documentation" by Dr. Sharp
- (End of) "...Diagnosis & Assessment of the Athlete" by Dr. Foss
- (Cont. of) Rad Tech Training by Dr. Reinhold
- (End of) "Revenue Cycle System" by Ms. Brimhall
10:00-10:30 a.m. Break with Exhibitors
10:30 a.m. - "Financial Policies for Compliance & Profitability" by Dr. Sharp
12:30 p.m. - "Outliers; Hidden Causes of Discogenic Pain" by Dr. Foss
- (End of) Rad Tech Training by Dr. Reinhold
- "Using Technology to Increase Practice Efficiency" by Lisa Maciejewski-West, CMC
12:30-1:00 p.m. Final Visits with Exhibitors
1:00 p.m. Convention Adjourns
1:00-4:00 p.m. Exhibitor Tear-Down

PLUS ONLINE/ON-DEMAND: 2 Hours on "Medicare Compliance: How Hard Can 3 Codes be?!" by Lisa Maciejewski-West, CMC

For session descriptions & speaker bios, visit the DC/CA convention info. on UVCA's website.

SPEAKER SPONSORS

- CHelpDesk**
Ms. Brandy Brimhall
- CLA**
Dr. David Fletcher
- Clinical Compass**
Dr. Louis Crivelli
- Foot Levelers**
Dr. Christine Foss
- Gold Star Medical Business Services**
Ms. Lisa Maciejewski-West
- HF Hill & Associates**
Dr. Christopher Proulx
- NCMC**
Dr. Kevin Sharp
- SIDECAR**
Dr. Nathan Unruh

RESET | RECONNECT | RESTORE

2 PARTICIPATION CHOICES

Level 1:

Exhibit Only

- "Table-top" exhibit space.
- See below for size of spaces and back-drop parameters.
- 6-foot skirted table and 2 chairs.
- No pipe and drape.
- Recognition in marketing and communications materials.
- Access to all classes, reception, continental breakfasts, lunch.
- Invitation to provide ad or flyer for the online registration packet that all attendees receive.
- Attendee lists.
- Covers 1-2 company representatives; additional reps \$250 each.
- Space assignment requests are honored in the order in which paid registrations are received.
- Exhibitors are invited and encouraged to attend the Saturday Dinner Party; optional event/additional fee.

Level 2:

Exhibit + Function Sponsor

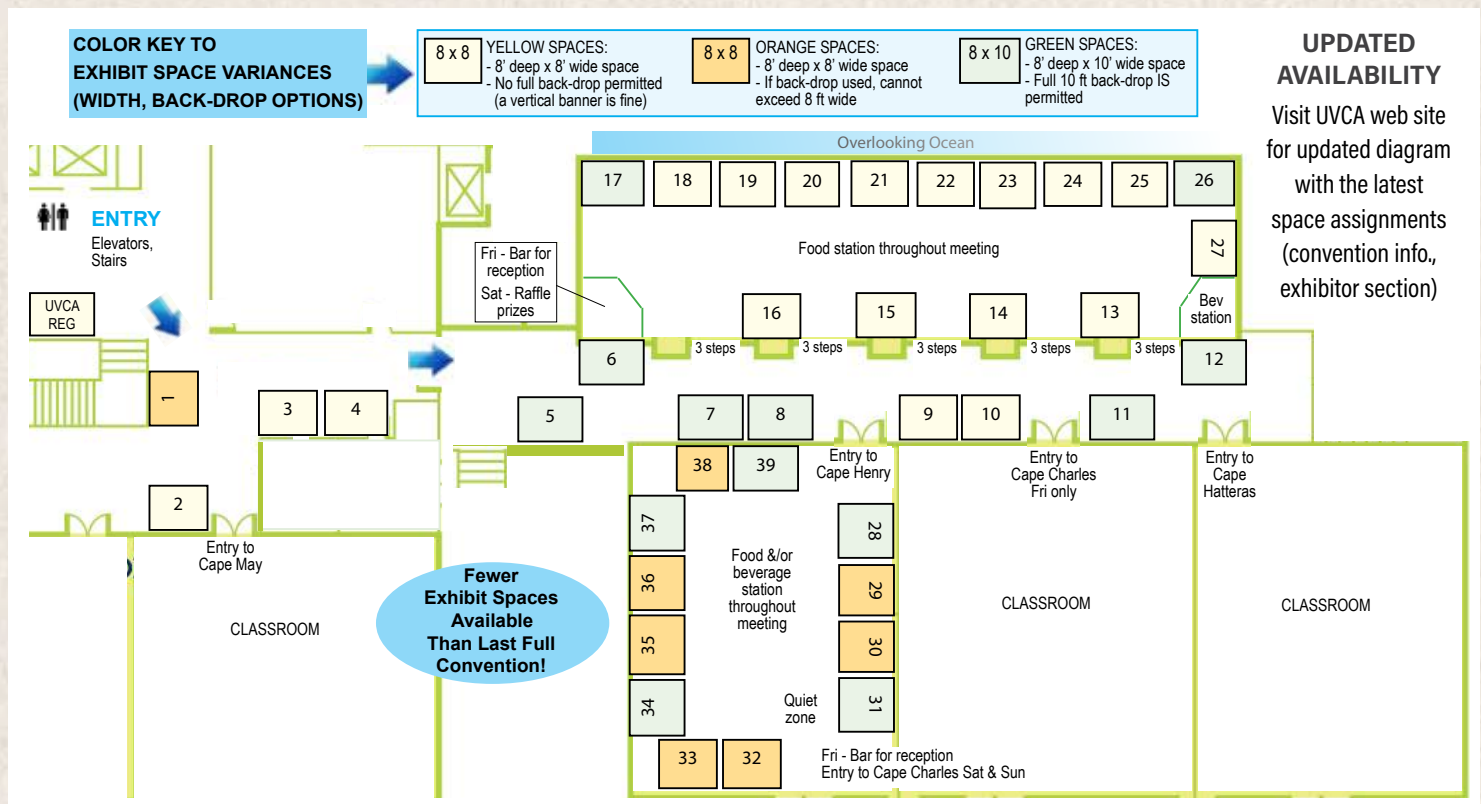
All Level 1 Benefits (left)

PLUS THESE UPGRADES!

- 3-5 minutes speaking time.
- 2 tickets to Awards Dinner Party.
- Space requests receive priority over Level 1 exhibitors.
- Covers up to 3 company representatives; additional reps \$250 each.
- Choose from Welcome Reception, Saturday or Sunday Breakfast, Lunch, or 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.
- Enhanced and increased visibility/recognition at convention and via association publications, website, signage, name badges, and more.



EXHIBIT DIAGRAM



MORE VISIBILITY & NETWORKING OPPORTUNITIES

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 @ \$75.

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.

LEGAL/LEGISLATIVE FUND PRIZE RAFFLE

Donate an item for the fall raffle to benefit the UVCA's Legal/Legislative Fund and add to the awards dinner party fun. (You don't have to attend the dinner party to participate -- but we hope you will!)

AWARDS DINNER PARTY

A great opportunity to break bread with your colleagues, clients and prospects in a relaxed setting. Recognize the new officers and others who have gone the extra mile. Take your chance at raffle prizes to benefit the UVCA's Legal/Legislative Fund, and participate in or watch a hilarious fast-paced game show patterned after the ultra-hit Family Feud! And after the games, a professional DJ will spin tunes for your dancing and listening enjoyment! \$68 per ticket. (Level 2 Exhibitor/Function Sponsor registration includes 2 tickets.)



UVCA CHIRO FAMILY EDITION



PLUS PROFESSIONAL DJ

FEES & ESSENTIALS

	Early By 8/20	Regular 8/21-9/21	Late After 9/21
Level 1: Exhibit Only			
UVCA Supporting Supplier Member	\$524	\$624	\$724
Non-Supplier Member	\$774	\$874	\$974
Level 2: Exhibit + Function Sponsor			
UVCA Supporting Supplier Member	\$1099	\$1199	\$1299
Non-Supplier Member	\$1349	\$1449	\$1549
More Options			
If choosing a 10-foot wide space	\$50		
Additional exhibit space (each)	\$250		
Inclusion in Exhibitor Passport	\$75		
Each additional booth rep (after 2 reps for Level 1; after 3 reps for level 2)	\$250		
Ticket to Sat. night dinner party (each)	\$68		
Guaranteed exclusive sponsorship	\$600		
CEUs: If also a DC and need CEU credit	\$50 if supplier member; \$100 if non-supplier member; free if combo supplier/DC member		

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 deeply discounted member rate shown above! (Go to www.virginiachiropractic.org, click on Membership tab, scroll down.)

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.



REGISTER ONLINE at www.virginiachiropractic.org (scroll down to Calendar and select event).

Questions? CALL 540-932-3100.

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RESERVE YOUR HOTEL ROOM NOW

All sessions will be held at the Sheraton Virginia Beach Oceanfront Hotel, 3501 Atlantic Avenue, Virginia Beach, VA 23451. Even if your plans are tentative, we strongly recommend you make a reservation. Your deposit is refundable if you cancel at least 72 hours prior to the day of arrival.

A standard oceanfront room is just \$135 and a standard partial view room is just \$115, single or double, excluding taxes. That's less than when we were there in 2017! Rate includes wireless Internet, garage and valet parking. You can't find NON-oceanfront rooms at these rates!

The published cut-off date for reservations is September 9th; however, the hotel is sure to sell out before then, so call now! Rates apply three days pre and post, too, based on availability.

- Call 757-425-9000.
- Identify yourself as with the "Unified Virginia Chiropractic Association" group.
- To reserve online, go to:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1573222544784&key=GRP&app=resvlink>



LOCATION

With the beautiful Atlantic Ocean and bustling Virginia Beach boardwalk right outside, you'll find plenty to do when the exhibit hall closes.

Even better, bring your family and come early or stay an extra day or two for one last summer get-away at fantastic low rates for oceanfront. The weather and water will be warm, but the crowds will be light. You can explore the Virginia Aquarium, take a cruise down the boardwalk, watch for dolphins, visit Old Cape Henry Lighthouse, or check out Seashore State Park, the site of the first landing of the Jamestown colonists in 1607. Busch Gardens and Colonial Williamsburg are an easy drive. At the end of the day, come home to great views and warm, friendly service.

