MAC
MICHIGAN ASSOCIATION OF CHIROPRACTORS

Fall 2010 Convention & Exhibition
October 1-3, 2010
Hyatt Regency, Dearborn, Michigan

Sponsorship Opportunities

Sponsoring an event at the MAC F 2010 Convention & Exhibition will provide you with greater visibility than ever before!
We can help you market your product or service to our large chiropractic audience by offering these great opportunities to maximize your investment before, during and after the convention!

In addition, sponsors will receive FIRST CHOICE of booths at the next MAC convention.

Remember: The sooner you sign on as a sponsor, the more PR we can offer your company!

Platinum - $5,000 (select from the following)

- ☐ Keynote Speaker
- ☐ Major Convention Sponsor

Platinum Sponsorship Benefits include All Bronze, Silver and Gold Sponsorship Benefits, *Plus:*

- Announce Prizes at Saturday Evening Reception/ Raffle Drawing
  One (1) Full Page, Full Color Advertisement in the MAC *Journal* (instead of quarter or half page)
- Logo on MAC Homepage for 6 Months
- Address Convention Attendees in Keynote Speaker's Classroom (5 minutes, max.)

Gold - $3,000 (select from the following)

- ☐ General Convention Co-Sponsor
- ☐ GoBo or Reader Board
- ☐ Saturday Evening Reception
- ☐ Raffle Grand Prize

Gold Sponsorship Benefits Include All Bronze and Silver Sponsorship Benefits, *PLUS*:

- One (1) Half Page Advertisement in the MAC *Journal* (instead of 1/4 page)
- Medallion Ad on MAC Website for 120 Days

Silver - $2,000 (select from the following)

- ☐ Friday VIP Club Party
- ☐ Speaker (Name)_____
- ☐ Saturday Lunch in Exhibit Hall
- ☐ Saturday Evening Reception/Party Co-Sponsor
- ☐ GoBo or Reader Board

Silver Sponsorship Benefits also include All Bronze Sponsorship Benefits, *PLUS*:

- One (1) Exhibitor Booth During Event
- One (1) 1/4 Page Ad in the MAC *Journal*
- Logo on MAC Website for 60 Days
- Speak In Sponsored Speaker's Classroom (5 minutes, max.)

Bronze - $1,000 (select from the following)

- ☐ Friday Welcome Reception
- ☐ Co-Sponsor Speaker (Name)_____
- ☐ Saturday Morning Coffee
- ☐ Sunday Morning Coffee
- ☐ Saturday Lunch in Exhibit Hall (co-sponsor)

Bronze Sponsorship Benefits also include:

- Signage at the MAC Fall 2010 Convention
- Company Brochure Inserted in Registration Packets
- Logo on Promotional Materials/Brochure
- Attendee Mailing List
- Logo and Link on MAC Website (30 days)
- One (1) Invitation to VIP Club Party, Friday Evening

Company Name_____ Rep. Name _____
Company Address _____ City/State/Zip _____
Phone _____ Email_____
Total $ _____ Credit Card #_____ Exp._____

* A credit card # MUST be included on this form for sponsorship.

Fill out and return both pages to:
MAC • 416 W. Ionia, Lansing, MI 48933 • (517) 367-2225 • fax (517) 367-2228

MAC Fall 2010 Sponsorship Opportunities

Fall 2010 Convention Speakers

Dan Cohen - Ethics & Boundaries
Dr. Jack Dolbin - Sports/Extremities/laser
Dr. Brad Glowaki - Learn To Do Health Talks
Dr. Stephen Hoffman - MC2 technique explained
Susan McClelland - Medicare-Documentation/ Coding
Larry Oxenham - Lawsuit Protection and Prevention
Dr. Kelle Plotner - CA Bootcamp
Dr. Nicole Poirier - Documentation of the Pediatric Patient
Dr. Guy Riekema - Philosophy/Research
Dr. Jeff Spencer - Clinical Mastery of the Cold Laser
Dr. Terry Yochum - Extremity Radiology

Ala Carte Sponsorships

□ Participate in Exhibitor Game $200
□ Insert in Convention Registration Packets $250
□ Co-Sponsor any Event ..... $500-$1,000
□ Sponsor Student Event ..... $500-$1,000
□ Hors d'oeurves at Friday Evening Reception in Exhibit Hall ..... $500-$1,500
□ Sponsor New Doctor Reception ..... $500-$1,500
□ Co-Sponsor Saturday Evening Reception in Exhibit Hall ..... $1,000-$2,000
□ Co-Sponsor VIP Club Party ..... $1,000-$2,000
□ Sponsor Saturday Luncheon in Exhibit Hall ..... $1,000-$2,000
□ Sponsor Bottled Water in Exhibit Hall $1,000
□ Sponsor Reader Board $1,000
□ Sponsor Laynards $1,000
□ Sponsor Hotel Key Cards $1,500
□ Sponsor Registration Bags $1,500
□ Sponsor GoBo Display (w/your company logo) $2,500
□ Sponsor or Co-sponsor Main Raffle Prize $2,500
□ Donate Prize(s) for Door Prize Drawings. Please list prize(s) _____
□ Donate Prize(s) for Raffle. Please list prize(s) _____

Company Name _____
Rep. Name _____
Company Address _____
City/State/Zip _____
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