



exhibitor
PROSPECTUS

October 26, 2019

At the Hilton Garden Inn Troy

**NYSCA
2019**

Fall Symposium

NYSCA Conventions

Marketplace Exhibition

The NYSCA Fall Convention brings together leaders in Chiropractic practice, research, academia and industry to present a variety of continuing education courses over three days. It will also feature many exhibiting companies in its Marketplace Exhibition.



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NYSCA Convention Exhibitor Prospectus

Attendee Profile

The NYSCA Fall Convention hosts on average 150-175 (when on Long Island) actively practicing Chiropractors, chiropractic assistants, and office managers from across the state. The one-day NYSCA Fall Symposium scheduled in Troy NY is expected to attract up to 100 attendees, and up to 10 exhibitors.

Who should exhibit?

Companies and firms that offer innovative products and services related to the Chiropractic industry. The symposium will be of particular interest to businesses based in the Capitol Region of New York State.

What is included in my sponsorship package?

- Exhibit Amenities: One 6' table, 2-folding chairs, & ID sign.
 - Complimentary WIFI (wireless) internet access is available to registered hotel guests. Please note this service is not secure.
 - Electrical access is available but must be requested in advance.
- Event Program listing
- Company listing and website link included with online floor plan listing



Learn More About NYSCA

For more information about the NYSCA, please visit us online at www.NYSCA.com.



Convention Exhibitor Schedule

Exhibitor Installation

Saturday, Oct 26 7:30am – 8:00am

Exhibition Hours

Saturday, Oct 26 8:00am—6:00pm

Break 10:30 am*

Lunch break..... 12:30pm—1:30 pm

Break 3:30 pm*

Classes end 5:30pm

Exhibitor Dismantle

Saturday, Oct 20 5:30pm—6:00pm

Exhibits must be staffed at all times during the hours of exhibition. As a courtesy to the registrants and your fellow exhibitors, NYSCA requests strict adherence to the opening and closing hours.

Dismantling must be completed by 6:30 pm.

** Note: Timing of refreshment breaks is approximate. The NYSCA reserves the right to make changes, for compelling reasons, to the hours and dates set forth above. However, such changes will be made known in advance.*

Exhibitor Checklist

- ❑ Review exhibitor regulations form, sign & return exhibitor contract Oct 1
- ❑ Corporate Logo sent to NYSCA: controller@nysca.com Oct 1
- ❑ Send conference bag insert to NYSCA Oct 10
- ❑ Onsite Exhibitor check-in and exhibit space installation Oct 26

How to Reserve Exhibit Space

Online submission of the Application and Contract for Exhibit Space along with payment is preferred.

Alternatively you may submit a paper application via U.S. Mail with a check payable to the NYSCA.



Payment Schedule

To be considered for exhibit space, all applications for commercial exhibit space must be accompanied by payment in full. We are unable to reserve exhibit space without a completed application with payment.

The NYSCA accepts check, MasterCard, Visa, Discover or American Express. Selected exhibitors will be notified of their table location.

corporate **SPONSORS**



Who Are NYSCA Corporate Sponsors?

NYSCA Corporate Sponsors are trusted business partners whose valuable contributions help NYSCA achieve its goals in advocating for our members and their patients. NYSCA Sponsors have a proven track record in assisting New York chiropractors with reaching their individual practice goals and in staying on the cutting edge of the health and wellness revolution in their communities. When NYSCA members are planning to make a purchasing decision, we encourage them to first consider products and services offered by NYSCA Sponsors.

WWW.NYSCA.COM
 PO Box 557, Chester NY 10918
 Phone 518-312-4236
 Fax 518-312-4249

	Diamond	Platinum	Gold
Annual monetary pledge by corporate sponsor	\$5,000	\$2,500	\$1,200
Linked banner ad on NYSCA.com	✓	n/a	n/a
Advance convention exhibitor registration	✓	✓	✓
Discounts on exhibitor packages at NYSCA conventions (includes premium exhibitor location)	Complementary refreshment sponsor \$2250 value	25% discount on all exhibitor packages \$875 value	10% discount on all exhibitor packages \$350 value
Complementary ad space in NYSCA's quarterly newsletter, <i>On The Agenda</i>	✓ Full page \$1300 value	✓ Half page \$800 value	✓ Quarter page \$500 value
Updated membership list for postal mailing, preprinted on Avery labels	✓ Up to 4 times per year upon request \$800+ value	✓ Up to 2 times per year upon request \$400+ value	✓ Up to 1 time per year upon request \$200+ value
Listing in the sponsorship directory	✓	✓	✓

**Learn more or become a NYSCA Corporate Sponsor:
 Visit us online at www.nysca.com/advertise.asp**

Exhibit Policies and Procedures

NYSCA Contact:

Elizabeth Kantrowitz,
Controller, NYSCA

PO Box 557

Chester NY 10918

controller@nysca.com

Phone: (518) 312-4236

Fax: (518) 312-4249

Airports/ Transportation:

Airport:

Albany International
Airport (ALB)

Train:

Albany-Rensselaer
Amtrak Station

Train & Airport shuttle
service complimentary
for hotel guests.

Reservation required;
Contact 518-272-1700

On Site Dining:

Garden Grille & Bar
Recovery Sports Grill

Area Restaurants:

- Ali Baba
- Amante Pizza
- Notty Pine Tavern
- Pizza Da Vinci
- A variety of fast food
restaurants are also
nearby

For more information on
area restaurant options,
[click here.](#)

Exhibitor Objectives. The Exhibition is meant to supplement the professional meetings being held by providing attendees with the various types of products, services and information available to them. Exhibitors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of the attendees. The NYSCA reserves the right to refuse space to any applicant which, in the opinion of the NYSCA, is unlikely to contribute to the overall objectives of the conference.

Contract for Space. The enclosed application for exhibit space, the notices of space assignment by NYSCA, and the full payment of rental charges, together constitute a contract for a right to use the space. Applications should be filed promptly and must be accompanied by payment in full.

Exhibit Space Specifications. The specifications of each exhibit space allow for one table-top exhibit. Exhibit equipment provided will include a 6' table and two chairs. For questions about exhibit space, contact NYSCA's conference staff for assistance.

Exhibit spaces are assigned on a first come, first served basis. NYSCA must receive payment in full to hold exhibit space. The NYSCA Convention Committee reserves the right to make the final determination of all exhibit space assignments.

Location of Exhibits. The NYSCA reserves the right to alter the location of exhibits or booths shown on the official floor plans as it deems advisable, and in the best interest of the Exhibition; however, no change of location will be made without full discussion with the Exhibitor affected by such change.

Installation & Dismantle. Exhibits may be installed in the area designated between 7:30am-8:00am on Saturday. Exhibitors are asked not to dismantle or disturb their exhibit until after the official closing of the NYSCA Convention. All exhibits and accompanying supplies must be dismantled and removed from the exhibit area by 6:30pm on Saturday.

Exhibit Arrangements. All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard space equipment provided to the Exhibitor by the NYSCA is one 6' table, 2 chairs.

Food and Beverage. The Venue must cater any food or beverage served in the exhibit area. Please consult your Catering/Convention Services Manager for assistance.

Unclaimed Space. Any space unclaimed by 8:00am on Saturday may be reassigned without refund of rental paid; the NYSCA will not be liable for any incurred expenses.

Cancellations: Cancellations must be made in writing and received no later than 2 weeks prior to the start of the event; such cancellations shall be subject to a 50% cancellation fee. No refunds will be provided for cancellations received within one week of the event. NYSCA reserves the right to reassign space not paid in full by 2 weeks prior to the start of the event.

Exhibitor Representative Responsibilities. Each Exhibitor must name at least one person to be the official on-site representative and responsible party. The official representative will receive all relevant materials related to the meeting. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to the NYSCA and to other contractors and subcontractors. At least one representative must be at the display during all official hours of the exhibition.

Care of Venue. Exhibitors and/or their agents shall not injure or deface the walls, floors/carpets of the building, the booths and/or the equipment or furnishings in the exhibit space. The Exhibitor will be held liable for any such damage caused by him or his agent.

Use of Exhibit Space. No Exhibitor shall assign, sublet or share the whole or any part of their space allotment without consent of the NYSCA and approval of the terms thereof. No Exhibitor is permitted to show goods other than those manufactured or handled by him or her in the regular course of business. No firm or organization who is not assigned space in the exhibit hall will be permitted to solicit business in any manner within the exhibit area.

Direct Selling. In the event that an Exhibitor engages in on-site transactions, the Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

Entertainment. The Exhibitor agrees not to sponsor or host group functions unrelated to the NYSCA Convention such as hospitality suites, tours, film showings, speeches or other activities during the meeting and exhibition hours that would in any way interfere with attendance at the conference or induce visitors away from the conference. The Exhibitor must receive approval from the NYSCA for any intended group functions.

General Restrictions. (A) Exhibitors can distribute only those food and beverage samples which are manufactured or handled by them in the regular course of business. (B) The NYSCA reserves the right to restrict exhibits that, because of noise, methods of operation or for any reason, becomes objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the NYSCA may detract from the general character of the Exhibition or who interferes in any way with another exhibiting organization or their exhibit staff. (C) No display material exposing an unfinished surface to neighboring booths or an aisle will be permitted.

Signs / Banners. Any signs and banners hung in the Venue must be professionally made. Hands made signs are not permitted. No signs or banners may be hung from or on the walls, air walls or doors.

Fair Employment. The Exhibitor agrees that during the life of this contract he will not discriminate against any NYSCA employee, Venue or other Exhibitor for any employment because of race, color, creed, national

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Exhibit Policies and Procedures (cont.)

Questions?

Please contact the event coordinator:

Elizabeth Kantrowitz

518-312-4236

controller@nysca.com

Upcoming Events

Additional events may be coming up at the district level. Please contact the individual districts for more information.



Learn More About the NYSCA

For more information about the NYSCA, please visit our newly redesigned website: www.NYSCA.com.

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origin or ancestry. It is the policy of the NYSCA that all parties doing business with the NYSCA adhere to the principals of, and take reasonable affirmative action to ensure positive progress in Equal Opportunity Employment.

Liability and Insurance. The exhibit area may not be located in a securable area of the Venue. The Venue Management will take reasonable precautions to safeguard the exhibit area, however, the NYSCA and the Venue will not be liable for loss of or damage to property of the Exhibitor or his representatives or employees from theft, fire, accident or any other cause beyond its control. Neither the NYSCA nor the Venue assume any responsibility for unclaimed Exhibitor materials remaining in the exhibit area after the event closes, including but not limited to equipment, signage, displays, promotional materials, etc .

Indemnification. The Exhibitor assumes responsibility and agrees to indemnify, hold harmless, and defend the NYSCA and the Venue and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the NYSCA nor the Venue maintain insurance covering the Exhibitor's property. The Exhibitor further understands that it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitors are advised to insure themselves at their expense against property loss or damage and against liability for personal injury. The NYSCA's liability for injury to persons or loss or damage to property shall be limited to the Associations staff and agents only. The Exhibitor shall indemnify the NYSCA against, and hold it harmless from negligence of the Exhibitor in connection with Exhibitor's use of display space.

Fire Regulation. All materials used in the exhibit booths must be made of flame-proof materials and conform to all fire department regulations. If the Exhibitor neglects or violates these regulations, or otherwise incurs fire hazards, the NYSCA may cancel, without refund, all or such part of the exhibit that may be irregular.

Failure to Open Exhibition. In case the premises of the Venue shall be destroyed or damaged, or if the NYSCA Exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premise is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, act of terrorism, emergency declared by any government agency, or for any other reason, this contract may be terminated by the NYSCA. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of the NYSCA shall be to return to each Exhibitor his space payments, less his pro rata share of all costs and expenses incurred and committed by the NYSCA.

Regulations and Contract. These regulations have been formulated in the best interest of all concerned and become a part of the contract between the

Exhibitor and the NYSCA. All matters and questions not covered by these regulations are subject to the decisions of the NYSCA.

Contractor Services. Complete information, instructions and schedules or prices regarding shipping, drayage, labor, electrical, furniture, etc. are included in the Exhibitor Kit. Exhibitors that intend to use non-NYSCA designated contractor for installation and dismantling or other services must comply with the NYSCA exhibition rules and regulations, and provide a Certificate of Insurance for liability and workers compensation, and report to the Exhibitor registration table for a pass before entering the exhibit area.

Package Handling. Materials can be shipped in advance to the Hilton Garden Inn Troy, 235 Hoosick Street, Troy, New York, 12180. Shipments should arrive between 10/23-10/25/2019. Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements; collect shipments or shipments billed to Hilton Garden Inn will not be accepted.

Electrical Orders. Please note that electricity is available but must be requested in advance.

IMPORTANT CONDITIONS AND REGULATIONS

1. Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by Exhibitors unless specified otherwise.
2. All equipment regardless of source of power must comply with all federal and local safety codes.
3. Claims will not be considered unless filed by Exhibitor prior to the close of the exhibition.
4. Under no circumstances shall anyone other than a Venue engineer make electrical connections to house outlets.
5. All equipment must be properly tagged and wired with complete information as to the type of current, voltage, phase, cycle, horsepower, etc.
6. All material and equipment furnished by the Venue for this service order shall remain the Venue's property and shall be removed only by the Venue at the close of the show.
7. All Exhibitors' cords must be of the 3-wire grounded type. All exposed non-current carrying metal parts of boxed equipment, which are liable to be energized, shall be grounded.
8. Advance orders must be received a minimum of five (5) days prior to scheduled Exhibitor's arrival for move in.
9. The Venue is not responsible for equipment malfunction / damage.
10. When contacting the Venue, please record the name and extension of the individuals you talked with.
11. At no time will any Exhibitor, groups or person hang items / objects from any walls or ceiling. All banners, flags, etc. must be authorized and installed by the Venue Engineering Department. Installation or hanging of all materials will be at a one-hour minimum charge. Changes or additional moves will be billed separately.



NYSCA 2019 Fall Symposium

October 26, 2019
Hilton Garden Inn Troy
235 Hoosick St, Troy, NY 12180
(518) 272-1700 | [Website](#)



Application and Contract for Exhibit Space

All exhibitor applications and payments must be received by October 11, 2019. **Please print clearly.**

Company Name:

Primary Contact:

E-mail:

Mailing Address:

City:

State:

Zip:

Phone:

Fax:

Exhibit space will be assigned on a first come, first serve basis at the discretion of the Convention Committee. Exhibit space consists of one table and two chairs. PSAV/Electricity is included, but must be ordered in advance. WI-Fi is available to registered hotel guests.

Total Cost: \$450.00

Electricity: Requested but not required Required

Please **print clearly** the names of up to two (2) participants requiring badges and contact info for exhibitor bulletins:

Name 1:

E-mail:

Name 2:

E-mail:

Payment Information

If paying by credit card, please submit payment for your exhibit space using our [online payment portal](#). (choose option "I am an Exhibitor/Sponsor"). Submission of an additional paper application is not required when completing your application online. OR, you may submit your application via U.S. Mail with a check payable to New York State Chiropractic Association. Payment in full must accompany contract submission.

As your company's authorized representative and agent, as the signee on behalf of your company, by signing below you acknowledge necessary when submitting your application and payment online. Alternatively, you may send a check along with that you have read, understand, and agree to abide by all of the rules, regulations, and provisions governing this exposition.

Authorized Signature:

Date:

Print Name:

Print Title:

ALL APPLICATIONS MUST BE RECEIVED BY FRIDAY, OCTOBER 11, 2019

Return the application via mail or fax to:
NYSCA PO Box 557, Chester NY 10918
Phone (518) 312-4236 | Fax (518) 312-4249



Upcoming Events

**SAVE
the
DATE**

April 3-5, 2020

New York State Chiropractic Association Spring Convention

at Mohegan Sun Casino & Resort | 1 Mohegan Sun Blvd, Uncasville, CT

Questions?

Please contact the
Exhibit Manager

Elizabeth Kantrowitz

518-312-4236

controller@nysca.com

Additional sponsorship opportunities may be available at the district level.
Please contact the individual districts for more information.

For more information about the NYSCA, please visit us online at
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NYSCA 2019 Fall Symposium Exhibitor Prospectus



*New York State
Chiropractic Association*

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