NYS CHIROPRACTIC ASSOCIATION

exhibitor PROSPECTUS

March 28-30, 2025

at Mohegan Sun Casino & Resort

NYSCA

2025

Spring Convention

NYSCA Conventions

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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.

NYSCA Contact:

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NYSCA Convention Exhibitor Prospectus

Attendee Profile

The NYSCA Spring Convention hosts on average 200+ actively practicing Chiropractors, chiropractic assistants, and office managers from across the state. This is the largest annual gathering of Chiropractors in New York.

Exhibitor Profile

The NYSCA Spring Convention hosts on average 45+ companies and firms that offer innovative products and services related to the Chiropractic industry. Exhibitors are encouraged to display their products and/or discuss their services with awareness of the professional and practical needs of the attendees.

What is included in my exhibitor registration?

- Each 8'x10' booth space includes one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 7"x44" booth ID sign. Show colors are Blue and White.
  - Complimentary WIFI (wireless) internet access with the use of a 1011B or G WIFI card in your laptop. Please note: This service is an open network provided for your convenience and its use is at your own risk. It is available to the general public and is NOT INHERENTLY SECURE. The NYSCA and the venue cannot guarantee the privacy of your data and communication while using the service.
  - Electrical access is available as a separate order through the venue. Details will be provided in the Exhibitor Kit
- Up to 4 (four) representative name badges. We ask that exhibitors limit representatives to 2 (two) persons per booth at any time.
- 1 (one) Saturday banquet luncheon ticket is included in the exhibitor order, with the option to purchase additional luncheon tickets at-cost.
- Company listing in the Event Agenda, Event Program, and the Virtual Expo
- The Exhibitor Kit will be available via e-mail to all paid exhibitors by 12/30/24 (or when registration is processed, whichever is later) and will include any necessary order forms from the venue, including electrical, PSAV, and drayage services.

Convention Exhibitor Schedule

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.

Exhibitor Installation

Friday ..... 11:00am – 1:30 pm

Exhibition Hours

Friday..... 1:30 pm – 7:00 pm
- Refreshment break.....4:00 pm*
- President's Welcome Reception ..... 6:00 pm - 7:00 pm

Saturday.....7:30 am – 6:30 pm
- Refreshment break.....10:00 am*
- Banquet Luncheon (exhibits closed) ..... 12:00 pm – 1:30 pm
- Exhibitor Appreciation Reception ..... 1:30 pm – 2:00 pm
- Refreshment break.....4:00 pm*

Exhibitor Dismantle

Saturday..... 6:30 pm – 8:00 pm

Dismantling must be completed by 8:30 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. Such changes will be made known in advance.*

Exhibitor Checklist

- ☐ Review exhibitor regulations , sign & return exhibitor contract .Feb 14
- ☐ Select exhibit space based on floor plan.....Feb 14
- ☐ Corporate Logo sent to NYSCA: controller@nysca.com.....Feb 14
- ☐ Send conference bag insert to NYSCA .....Feb 14
- ☐ Hotel Reservation cutoff date .....Mar 6
- ☐ Exhibit materials sent to Demers Expo..... to arrive Mar 10 - Mar 14
  Contact Demers Expo for specific instructions (860) 882-0003
- ☐ Onsite Exhibitor check-in and exhibit space installation.....Mar 28

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.

Learn More

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

Exhibitor Packages

		On/Before 02/14/25	After 02/14/25
Exhibitor	Skirted Exhibition Table, Company logo in program, 1 (one) Saturday luncheon ticket	$1000	$1100
Exhibitor + Refreshment sponsor	Skirted Exhibition Table, Company logo in program, Signage at refreshment station, 1 (one) Saturday luncheon ticket	$1500	$1600
Exhibitor + Partial luncheon sponsor	Skirted Exhibition Table, Company logo in program, Signage at luncheon entrance, 1 (one) Saturday luncheon ticket	$6000	$6100

Please submit your logo or advertisement no later than Friday, 02/28/2025 via email to controller@nysca.com Images must be print quality and submitted in .jpg or .png format Corporate Logo print size is .75" high X 2" wide. Event Sponsor (Speaker, Refreshment, and luncheon sponsors) Ad is business card size - 2" high X 3.5" wide.

flexible solutions for your business needs

Sponsorship Upgrades

(Exhibit table not included)

Sponsor Promotional Item in Registration Bags $250.00

(provided by the Sponsor and approved by the NYSCA)

Sponsor Single Refreshment Break (Partial).....$500.00

Sponsor Single Refreshment Break (Exclusive).....$2,000.00

Sponsor Friday Officer & Director Luncheon (Partial) $1,000.00

Sponsor Friday Welcome Reception (Partial) $1,000.00

Sponsor Friday Welcome Reception (Exclusive) $4,000.00

Sponsor Saturday Lunch (Partial) $5,000.00

Sponsor Saturday Luncheon (Exclusive)..... $10,000.00

Sponsor Speaker (Price TBD; contact controller@nysca.com for details)

Sponsorship of refreshments, receptions, or luncheons entitle sponsor to display signage (provided by sponsor and approved by the NYSCA) adjacent to refreshment stations or at the entrance to event location.

Additionally, notations and acknowledgements will be placed in the event program, on the event webpage, and in the event emails; along with acknowledgements during the event.

The sponsor may submit a request regarding which refreshment break they wish to sponsor. However, the NYSCA reserves the right to make the final determination of event schedules, including sponsored events.

Exhibit Hall Passport

Convention participants play to win $100 cash

This game is free for all participants and exhibitors. There is no registration requirement for exhibitors for this game.

The only requirement for players is that they visit each exhibitor booth for a stamp and be present for the drawing.

That's all there is to it!

Please notify our exhibitor liaison if your exhibit will be hosting a drawing or raffle. At your request, your winner may be announced

Exhibit Hall Scavenger Hunt

EXHIBITOR REGISTRATION REQUIRED

Convention participants play to win

$100 CASH.

This fun game is also free for all attendees and Exhibitors.

Exhibitors who wish to participate in the scavenger hunt should submit questions to be incorporated into the scavenger hunt. These questions are basically information the exhibitor wants each attendee to know about their product or service. For example a fitness company might submit the question: "How long does a workout have to be in order to be effective?" Think about the key points you wish to communicate to booth visitors.

Drawings will take place in the General Session on Saturday following the afternoon break.

Public Relations Guide

Meetings and trade shows offer opportune times to update your social media networks with information as it is happening and share news and products with your audience.

While the possibilities are endless, below are a few actionable ways you can take advantage of social media during a meeting or

- Announce that you will be exhibiting at the meeting or trade show
- Send teasers about what to expect from your company at the event (i.e. promotions, new products, etc.)
- Tweet reasons to visit your booth
- Post photos from your booth
- Use the meeting hash tag in your tweets (NYSCA 2025 Spring Convention: #NYSCA25)
- Upload videos from your booth to You Tube

Our Organization

The NYSCA is a statewide professional association, comprised entirely of Doctors of Chiropractic. These have joined together in the promotion, advancement, and defense of Chiropractic. The NYSCA is governed by a democratically elected Board of Directors and House of Delegates. All governing officials are licensed Chiropractors who volunteer their time and efforts and pay full membership dues. Many of these officials also serve on committees, often more than one, which are tasked with specific projects as needs arise. Further, New York State is divided into seventeen regional districts, each having its own elected officials and hosting monthly meetings and events. Each active district has representation in the House of Delegates to ensure that the voice of each of our members is heard.

The NYSCA is the voice for Chiropractic in New York State

Our Mission

NYSCA brings together Chiropractic professionals in an effort to:

☑ Enhance the public health by assuring universal access to safe and effective health care.

☑ Lead chiropractic toward full integration in the evolving health care delivery system as the treatment of choice for the conservative management of neuromusculoskeletal dysfunction.

☑ Advance research, elevate the educational standards of the profession, and embrace the highest professional ethics and standards.

☑ Assist the Doctor of Chiropractic - the patient's advocate - in delivering accountable, coordinated, patient oriented care to people of all ages.

Our Method

Education

NYSCA presents ongoing Continuing Education seminars throughout the state enabling members to easily and economically fulfill their licensing requirements. Seminars cover such topics as: • Proper practice procedures • Technique and diagnosis • Evidence Based Best Practices and Integration • Insurance Coding • Patient Law and HIPAA compliance

Legal Advocacy

NYSCA monitors all legislation in NYS that affects the Chiropractic profession. In conjunction with our full time lobbyist in Albany, NYSCA works to protect and expand practice rights and the services provided under NYS workers compensation and auto-no fault.

Representation

NYSCA represents chiropractic interests to the NYS Education Department, Chiropractic Licensing Board, the State Departments of Insurance and Health, and the Worker's Compensation Board.

Our Means

Community

NYSCA provides New York Chiropractors the opportunity to share their struggles and successes while working for the collective betterment of the Chiropractic profession

Communication

NYSCA keeps you up to date on issues affecting chiropractic in New York through our quarterly e-newsletter *On the Agenda*, regular fax updates, and through our website:

www.NYSCA.com

NYSCA maintains a dramatic online presence. Our newly redesigned website is updated on a regular basis, providing breaking news on Chiropractic.

NYSCA.com serves as an important resource for prospective patients, allowing them to find accurate information on Chiropractic. It also helps them locate a doctor by searching our member database based on hometown, zip-code, or even the doctor's name.

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, *On The Agenda*	✓ *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

The policies and procedures listed herein are not intended to unduly restrict exhibits as to either design or utility. The spirit in which the rules are presented is to create and maintain an open atmosphere on the exhibit floor. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives.

Exhibit Objectives. Exhibitor exhibits are intended to supplement the professional instruction, classes and meetings convened by providing attendees with exposure to various types of products, services and information.

Exhibitors are expected to display their products and/ or discuss their services with awareness of the professional and practical needs of the event attendees. Exhibits will be limited to those entities offering materials, products, or services of specific interest to registrants.

The NYSCA reserves the right to determine eligibility of any product or service for display. All exhibiting organizations are subject to a vetting process prior to being approved to participate in NYSCA events. The NYSCA reserves the right to decline space to any applicant which, in the opinion of the NYSCA, may not comport with the enabling and licensing laws of New York or the local jurisdiction in which the event is convened, or is unlikely to contribute to the overall objectives of the conference.

No Endorsement. The privilege granted to the Exhibitor herein do not constitute an endorsement of the Exhibitor's products or services and may not be used to imply that the NYSCA endorses the Exhibitor's products or services.

Logo/Trademark. Exhibitors and their agents and representatives agree that no logo or trademark owned by the NYSCA shall be used in any advertisement or publication without the prior, express written consent and approval by the NYSCA as to form and use. Any unauthorized use of any NYSCA copyright, trademark, name, logo, or symbol may be grounds for legal action by the NYSCA against an advertiser/Exhibitor.

Disclaimer. While the NYSCA hopes and desires that the event be successful for the Exhibitor, the NYSCA specifically disclaims any warranty or assurance with respect to success of the event from the Exhibitors point of view, or the end-result for the Exhibitor.

Contract for Space. The enclosed application for exhibit space, the full payment of application fees, and the confirmation notices of the space assigned by the NYSCA, together constitute a contract for the privilege of using the space allotted.

Applications should be submitted promptly and must be accompanied by payment in full. The NYSCA reserves the right to refuse any incomplete Exhibitor application or an application that is not accompanied by payment in full.

Cancellations. If an Exhibitor wishes to cancel this application and agreement, the Exhibitor may only do so by sending notice of cancellation in writing (email is permitted) to controller@nysca.com. Cancellation email must be acknowledged and confirmed by the NYSCA before cancellation is considered final.

Cancellations received more than 12 weeks prior to the start of an event are subject to a 0% cancellation fee. Cancellations requests received less than 12 weeks prior but more than 4 weeks out from the start date of the scheduled event shall be subject to a 50% cancellation fee. No refunds will be provided for cancellations received less than 4 weeks prior to the start of the event. The date of cancellation shall be the date the notice is received by the NYSCA at the address above.

Exhibit Space Specifications. Each 8'x10' booth space includes one 8' high back drape, two 3' high side drapes, one 6' skirted table, two folding chairs and one 7"x44" booth ID sign. Show colors are Blue and White. The Exhibit Hall is carpeted. If the Exhibitor needs to tape anything to the carpet, only removable gaffers' tape may be used.

Location of Exhibits. The NYSCA must receive payment in full to reserve any exhibit space. The NYSCA endeavors to honor exhibit location requests where possible; however, the NYSCA cannot guarantee placement. The NYSCA reserves the right to make the final determination of all exhibit space assignments.

The NYSCA reserves the right to change space assignment after the acceptance of the application or to alter the location of exhibits shown on the official floor plans as it deems advisable, and in the best interest of the Exhibition.

Exhibitors should be aware that the exhibit space and layout is negotiated between the NYSCA and the venue. Therefore, the venue owner has the right to modify exhibit space conditions and layout at any time. If something unforeseen occurs at the venue beyond the control of the NYSCA, Exhibitors may need to exercise some flexibility in the space and location assigned.

Installation & Dismantling. Exhibits may be installed in the area designated between 11:00am-1:30pm on Friday. All exhibits must remain fully intact until the exhibition has officially ended. All exhibits and accompanying supplies must be dismantled and removed from the exhibit area by 8:30pm on Saturday.

In the event any Exhibitor fails to remove their ex-hibit in the allotted time, the NYSCA reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of the NYSCA's choosing, or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of the property as it may deem desirable without any liability to the NYSCA.

Unclaimed Space. Any space unclaimed by 12:30pm on the date the event begins may be reassigned without refund of rental paid; the NYSCA will not be liable for any expense incurred by the reassignment.

General Restrictions. (A) No Exhibitor is permitted to display or demonstrate goods other than those manufactured or handled by the Exhibitor or its representatives in the regular course of business. (B) No firm, person or organization who is not assigned space in the exhibit hall will be permitted to solicit business in any manner within the exhibit area. (C) Multiple violations may result in removal from or denial of access to NYSCA-sponsored meetings, events and activities without refund of any applicable registration fee or other costs to the Exhibitor.

Exhibitor Representatives. 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 event. That representative shall be authorized to enter into contracts necessary for fulfillment of obligations to the NYSCA and to other contractors and subcontractors.

All booths must be staffed by the Exhibitor during all open show hours. At all times during show hours, each Exhibitor or representative shall wear an identification badge furnished by the NYSCA. The NYSCA may limit the number of booth representatives at any time.

Attire and Conduct. Attire is expected to be consistent with the professional atmosphere of the NYSCA event for all days and functions. The NYSCA reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in-keeping with the best interests of all parties and attendees.

The Exhibitor shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other Exhibitors and visitors. Any practice resulting in complaints from any other Exhibitor or any visitor which, in the opinion of venue management, interferes with the rights of other venue attendees, or exposes venue attendees to any annoyance, nuisance or danger, may be prohibited by the venue management, and may be grounds for expulsion of the Exhibitor from the venue without refund.

Use of Exhibit Space. No Exhibitor shall assign, sublet, or share the whole or any part of their space allotted without written consent of the NYSCA and approval of the terms thereof. Except for *bona fide* Exhibitor parent companies or subsidiaries, Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the Exhibitor's display.

The Exhibitor is responsible for maintaining the cleanliness and good order of their assigned exhibit space for the duration of the event. Any debris resulting from shipping, giveaways, or packaging must be cleared away by the Exhibitor.

Exhibit Arrangements. All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of other Exhibitors. No display material exposing an unfinished surface – such as the backside of a tall display positioned against a side rail blocking the view to a neighboring booth or aisle -- to neighboring booths or an aisle will be permitted.

Obstruction of Aisles or Booths. No exhibit, display or advertising will be extended beyond the space allotted the Exhibitor, or above the back and side rails of the display area. Any demonstration or activity that results in obstruction of aisles, or prevents ready access to nearby booths, shall be suspended for any periods specified by the NYSCA.

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

Food and Beverage. Exhibitors may distribute only those food and beverage samples which are man-ufactured or handled by them in the regular course of the Exhibitors business. With safety in mind, we ask that all Exhibitors limit the number of touch points between the samples and attendees. Food and/or beverage samples require approval and MUST be prepackaged, wrapped, or sealed options adhering to the sample sizes listed below.

- Food: All food samples should be bitesize.
- Beverages: Not more than four (4) ounces.

Exhibitors are expressly prohibited from serving beer, wine, spirits, or alcoholic beverages of any kind or size from their booth. All other food and beverage must be provided by the Venue and must be distributed only within the Exhibitor's booth. Please consult the NYSCA convention coordinator for assistance.

Giveaways. The distribution of samples, souvenirs, publications, or other sales or sales promotion activities must be conducted by the Exhibitor only from within the exhibit booth. The distribution of any articles that interferes with the activities in, or obstructs access to, neighboring booths or the aisles, is prohibited.

Handout materials are to be straightforward, professional, and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, are acceptable and may be distributed from the exhibitor's booth without prior approval. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature.

Direct Selling. If 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 any laws that may pertain to such sales.

Medical Devices. Demonstrations of any medical device should be performed only by individuals duly trained and licensed or otherwise qualified and legally entitled to use the device. Such demonstrations should be for educational purposes only and should not be for treatment purposes. All demonstrations must be confined to the limits of the exhibitor's booth.

Equipment for demonstrations must not pose a safety hazard. If the equipment has energy beams that are hazardous, such energy beams must be made non-operative before installation. **Demonstrations of medical lasers or other equipment requiring the use of protective eyewear or other protective gear are not permitted.**

All products exhibited must be presented and marketed in strict compliance with all federal, state, and local laws pertaining to the labeling and marketing of medical devices. Devices awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption) must be clearly and conspicuously labeled as such, so as not to cause confusion or possible misrepresentation. Failure to meet marketing standards, labeling standards, and FDA guidelines will result in the removal of the device in question from the exhibit hall and/or forfeiture of exhibit space.

Contests, Drawings, and Raffles. The operation of games of chance or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable jurisdictional law and must receive written approval from the NYSCA. Winners do not have to be present to win. The total prize awarded for the entirety of the event must not exceed $1,500 in retail value.

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.

Photographing and Videotaping. Exhibitors understand and agree that NYSCA may photograph their exhibit area and any displays during the event. Exhibitors agree that photos of their booth, and any logos and trademarks that might be visible may appear without restriction in promotional and other information and material pro-

(Continued on page 9)

Exhibit Policies and Procedures (cont.)

(Continued from page 8)
duced by the NYSCA. An Exhibitor may not photograph or videotape any other company's exhibit booth or presentation.

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 the Exhibitor's exhibit or display, or other services must comply with the NYSCA exhibition rules and policies 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 should be shipped using an approved drayage service; the venue will NOT accept shipments. The Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements; collect shipments or shipments billed to the drayage service will not be accepted. Please see the Exhibitor kit for details on how to make shipping arrangements.

Electrical and Equipment Orders. Please note that electricity is NOT included and MUST be ordered from the event venue. The order form for electrical access is included in the Exhibitor Kit forwarded upon acceptance of a completed application and payment in full. All equipment and services must be ordered by the due date noted on the order form. Please consult the NYSCA convention coordinator if you have a request for equipment or services not detailed on the order form.

- 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.
- 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. Only the venue engineer may make electrical connections to house outlets.
- 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.
- All equipment must be properly tagged and wired with complete information as to the type of current, voltage, phase, cycle, horsepower, etc. All equipment regardless of source of power must comply with all federal and local safety codes.
- The venue is not responsible for equipment malfunction / damage.

Fire Regulation. All materials used in the exhibit booths must be made of flame-retardant/flame-proof materials and must conform to all local fire department rules and regulations. If the Exhibitor neglects or violates these rules, or creates a fire hazard of some sort, the NYSCA may curtail or cancel any portion of an exhibit deemed irregular and unsafe, without refund to the Exhibitor. Attendee safety is NYSCA's first priority.

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 shall be liable for any damages to property owned by the venue resulting from any act or omission of the Exhibitor, its agents, or its representatives.

Fair Employment. 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 comportment with the Equal Employment Opportunity Act (Public Law 92–261) of 1972 and the other laws subject to the jurisdiction of the Equal Employment Opportunity Commission (EEOC). The Exhibitor agrees that during the life of this contract he will not discriminate against any NYSCA employee, venue employee, or other Exhibitor employee because of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, disability, age (age 40 or older), or genetic information.

Anti-Discrimination and Anti-Harassment Policy. The NYSCA strives to create a safe, productive, and welcoming environment free from discrimination, harassment, and retaliation for all who attend and participate in NYSCA-sponsored meetings, events and activities. For purposes of this policy, harassment includes, but is not limited to, sexual harassment, offensive or physically threatening bodily contact (battery), and intimidation (assault) or discrimination based on race, religion, age, gender, gender identity, sexual orientation, disability, or appearance. Sexual harassment includes any unwelcome sexual advances or attention, whether physical, virtual, or verbal. Harassment, discrimination, or intimidation of any kind will not be tolerated.

This policy applies to all who participate in NYSCA-sponsored events including, but not limited to, attendees, NYSCA staff, sponsors, Exhibitors, guests, students, and contractors. Participation constitutes agreement to comply with this policy as a condition of attendance.

Suspected violations of this policy should be reported to any member of NYSCA Board of Directors while on site at the event or as soon as possible thereafter. Violations involving NYSCA staff members or contractors should be reported in writing to the NYSCA Executive Director at ed@nysca.com.

All reports will be treated seriously and investigated promptly. At NYSCA's sole discretion, policy violations may result in removal from or denial of access to NYSCA-sponsored meetings, events, and activities without refund of any applicable registration fee or other costs to the participant.

Security: The exhibit area may not be in a secure area of the venue. The venue's 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 the Exhibitor's agents, representatives or employees from theft, fire, accident, or any other cause beyond the NYSCA or venue's control.

Neither the NYSCA nor the venue assume any responsible for unclaimed Exhibitor materials that remain in the exhibit area after the event closes, including but not limited to equipment, signage, displays, promotional materials, etc.

No one will be allowed in the Exhibit Hall before or after the published hours without written permission from the NYSCA. Exhibitors must comply fully with pre- and post-exhibit hours as set out in the Exhibitor Prospectus and Exhibitor Kit. Event badges must be worn by Exhibitor representatives at all times in order to gain entry to the exhibit space. Work badges are valid only for setup and breakdown of the exhibits. They may not be used during exhibit hours.

The NYSCA reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Hall at any time. Anyone not allowing such inspection will not be allowed to enter with, or remove, uninspected property from the hall until all other exhibitors have left. Please remember that protection of your exhibit and property is your own responsibility. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment, and display at all times.

Insurance. The Exhibitor understands that neither the NYSCA nor the venue maintains insurance covering the Exhibitor's personal and business property and that it is the sole responsibility of the Exhibitor to obtain such insurance. The NYSCA's liability for injury to persons or loss or damage to property shall be limited only to the Association's staff.

At its sole cost and expense, the Exhibitor shall procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death, and property damage occurring in or upon, or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum $1,000,000 per occurrence/ $2,000,000 aggregate coverage. Such insurance shall name the New York State Chiropractic Association as additional insured.

During the term hereof, Exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in comportment with all federal and relevant state and tribal laws, covering all of Exhibitor's agents and employees engaged in the performance of any work for Exhibitor at the event site. All property of Exhibitor is understood to remain under its custody and control of the Exhibitor in transit to and from the confines of the exhibit hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to the NYSCA Convention Coordinator as soon as practical but in no event more than three (3) calendar days after request, time being of the essence.

Default. If the Exhibitor defaults on any of its obligations under this agreement, or violates its obligations or covenants under this contract, the NYSCA may, without notice, terminate this agreement, and retain all monies received on account as liquidated damages. The NYSCA may thereupon direct the Exhibitor forthwith to move its employees or agents and all of its articles of merchandise and other personal property from the exhibit space from the event venue.

Force Majeure and a Failure to Open Exhibition. In the event that any portion of the venue premises 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 nature or 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 restitution of the Exhibitor space payment, less any pro rata share of all costs and expenses incurred and committed by the NYSCA up to that point.

Resolution of Disputes between Exhibitors or Contractors. When an Exhibitor contacts the venue or third-party contractor, the Exhibitor should record the name, title, and extension of the individuals you spoke with, and the conversation or discussion should be memorialized in a memorandum.

In the event of a dispute or disagreement between Exhibitor and the venue or third-party contractor, or between two or more Exhibitors, the NYSCA shall mediate the dispute; interpret the rules governing the exhibition and disagreement; and any action or decision by the NYSCA regarding the dispute or disagreement shall be binding on the Exhibitors subject to the disagreement or dispute. Claims will not be considered unless filed by Exhibitor prior to the close of the exhibition.

Dispute Resolution. In the event of a dispute between an Exhibitor and the NYSCA, notwithstanding the venue's location, all claims and disputes arising under or relating to this Exhibitor agreement are to be settled by binding arbitration in the state of New York. The arbitration shall be conducted on a confidential basis pursuant to the Commercial Arbitration Rules of the American Arbitration Association. Any decision or award as a result of any such arbitration proceeding shall be in writing and shall provide an explanation for all conclusions of law and fact and shall include the assessment of costs, expenses, and reasonable attorneys' fees. Any such arbitration shall be conducted by an arbitrator in the New York State Bar Association Dispute Resolution Section or an arbitrator in the New York State Dispute Resolution Association, Inc., experienced mediating disputes and who shall include a written record of the arbitration hearing. The NYS Unified Court System has committed itself to the appropriate use of mediation and other forms of alternative dispute resolution (ADR) to resolve disputes and conflicts between parties peaceably.

Indemnification. The Exhibitor assumes responsibility and agrees to defend, indemnify and hold harmless the NYSCA and the event venue, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's presence at the NYSCA event or use of the venue's property.

Rules and Contract. The NYSCA has endeavored that the rules herein have been developed to protect the interests of all concerned and that these rules become a part and parcel of the agreement between the Exhibitor and the NYSCA. All matters and questions not covered by these rules are subject to the decisions of the NYSCA.

Amendment to Rules. Any matters not specifically covered by the proceeding rules shall be subject solely to the decision of the NYSCA. When it comes to interpreting Exhibitor agreements and any amendments related thereto, or enforcement of any Exhibitor rules or policies, the Exhibitor agrees that the NYSCA authority in this regard shall be plenary.

Agreement to Rules. Exhibitor, for themselves, and on behalf of their employees and representatives, agree to abide by the rules incorporated herein, and by any amendments to these rules that may be put into effect by the NYSCA.

Questions. Any questions concerning your exhibit, other exhibiting events, or any event problem should be directed to the NYSCA Convention Coordinator at controller@nysca.com.

Venue/Location:
Mohegan Sun
Casino & Resort
1 Mohegan Sun Blvd
Uncasville, CT 06382

Group Hotel Rates:
The group rate is:
Sky Tower
- Th 4/11/24 $195
- Fri 4/12/24 $289
- Sat 4/13/24 $349

All rooms are subject to applicable taxes. A facility fee of $14.95 per room, per day will be applied.

Recreation & Amenities:
Fitness Center, Indoor pool, Salon, Spa, Golf & Skiing nearby, & more!

Transportation:
Airport:
Bradley International
TF Green International
*Shuttles are available between BDL and PVD to Mohegan Sun. Advance reservations can be made by calling 888.320.4577x2
Public Bus:
Line Runs, Charter Runs and Asian Line Runs
For more information, call 888.770.0140.
Taxi:
Seat Bus 860.886.2631
Yellow Cab 860.443.4321
Norwich Taxi 860.848.2227
Train:
Amtrak 800.USA.RAIL
Metro-North 877.690.5114
Parking:
Mohegan Sun offers complimentary self parking, as well as 24-hr valet parking.
Click here for info
For more transportation options, click here.

Restaurants:
Fine Dining:
Ballo Italian Restaurant; Michael Jordan's Steakhouse; Novelle; Sol Toro Tequila Grill; Todd English's Tuscany; TAO Asian Bistro & Lounge
**Reservations recommended*
Additional Options:
Casual dining, buffet, nightclubs, and more also available. Learn more at MoheganSun.com!

Mohegan Sun
conventions that shine

Group Call-In Reservation Procedure for

New York State Chiropractic Association

To make a room reservation, please contact Mohegan Sun's, toll free group reservation line on ***1-866-708-1340*** or book online using the below passkey link.
Please have the following information available:

Name of Group:	**New York State Chiropractic Association**
Posted As:	**NY State Chiropractic Association Convention 2025**
Group Code:	**NYSCA25**
Passkey link:	**https://book.passkey.com/go/NYSCA25**
Arrival / Departure Dates:	**March 28-30, 2025**

The Cut-Off Date for reserving guestrooms in the Room Block is 11:59PM (EST) Thursday, March 6, 2025. After the Cut-Off Date it is at Mohegan Sun's discretion whether to accept additional reservations, which will be subject to prevailing rates and availability.

Please note: Available inventory may sell out prior to cut off date.

Once your reservation has been completed you will be given a confirmation code. Please retain your confirmation code for future use. If a reservation needs to be changed or cancelled, please advise the Reservations Agent of your confirmation code.

CONFIRMATION CODE: ___ ___ ___ ___ ___

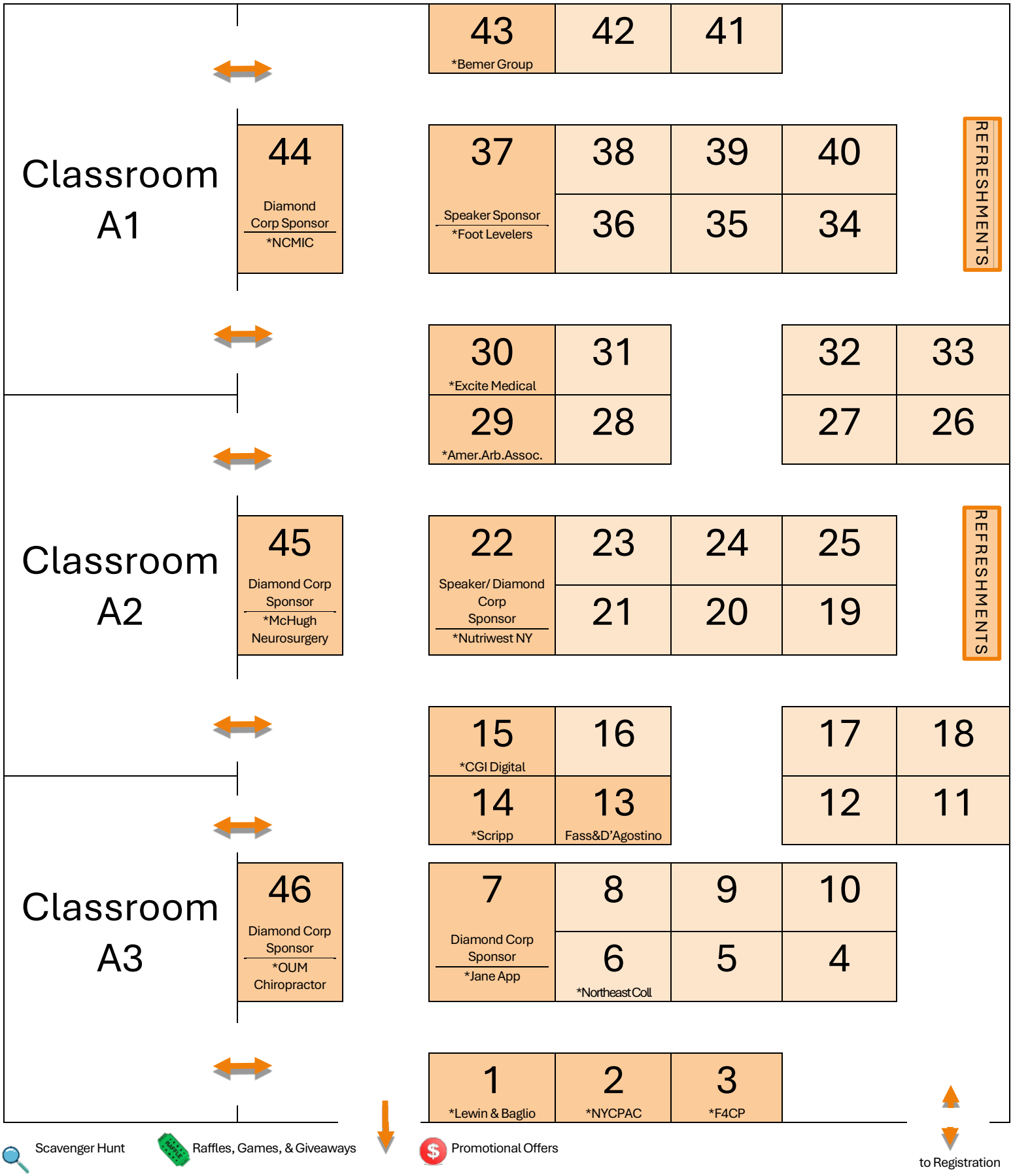
Please inform our Customer Service Representative if you would like a confirmation letter.

- **Deposit:** A valid credit card is required to hold each attendees reservation. Mohegan Sun requires a deposit equal to one night's guestroom and tax to be submitted with each reservation.
- **Room requests** such as King, Double, Smoking and Non-Smoking are based upon availability and are not guaranteed. Mohegan Sun will make every effort to accommodate requests.
- **Check-in/Check-out:** Mohegan Sun's check in time is 4:00PM EST Monday-Saturday and 5:00PM EST Sunday. Check out time is 11:00AM daily. All attendees arriving early will be accommodated as guestrooms become available.
- **Cancellations:** Deposits will be refunded if the reservation is cancelled prior to forty-eight (48) hours before arrival, after which time, this deposit is non-refundable.
- **Early Departures:** An early departure fee of one night's room plus tax will apply if the attendee checks out prior to the confirmed check out date. Attendees will have until they arrive at the front desk to make any changes without penalty.

Thank You for Choosing Mohegan Sun!

www.mohegansun.com

NYSCA 2025 Spring Convention | Exhibit Hall



NYSCA 2025 SPRING CONVENTION

APPLICATION FOR EXHIBIT SPACE

All exhibitor applications and payments must be received by February 14, 2025. **Please print clearly.**

Company Name:		
Primary Contact:	E-mail:	
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
Have you exhibited at a previous NYSCA Event? [ ] Yes [ ] No If yes, what was the date of the most recent? / /	Company Type:	

If this is your **first time exhibiting** at a NYSCA Event, please attach the following so that your application for exhibit space can be reviewed:

[ ] A list of at least three current or recent clients as references, especially any who are NY Chiropractors

[ ] A model draft contract your company would have clients sign. If a contract is not required between you and your clients, please instead provide an outline of your business model for review.

ORDER DETAILS

Please **print clearly** the names of up to four (4) participants requiring badges along with their contact information for exhibitor bulletins:

Name 1:	E-mail:
Name 2:	E-mail:
Name 3:	E-mail:
Name 4:	E-mail:

Saturday Luncheon (one luncheon ticket is included in registration) *Please indicate the number of meals requested for each menu option* [ ] Chicken ____ [ ] Salmon ____ [ ] Veg ____ [ ] Not attending luncheon Other Needs: [ ] GF ____ [ ] DF ____ [ ] Kosher* ____ First luncheon ticket included in registration _____ @$0.00 Total additional luncheon tickets _____@$50.00 each **The cost for kosher meals is $10 for the first meal, and $55 for each additional meal.*	**Exhibit Preference:** Please review the Event Floor Plan on page 10 and make 2 booth selections in the order of your preference. 1st Pref: _____ 2nd Pref: _____	**Total Cost:** Exhibit Package $_____ Upgrades $_____ Luncheon $_____ **Grand Total** $_____

PAYMENT INFORMATION

If paying by credit card, please submit payment for your exhibit space using our **online application for Exhibit Space**. Submission of an additional paper application is not required when completing your application online. **If paying by check,** please 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 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:

Please return paper applications via postal mail to: **NYSCA PO Box 557, Chester NY 10918**

All applications must be received by Friday, February 14, 2025 | Questions? Please email liz@nysca.com or call (518) 312-4236