



# Spring 2010 Convention & Exhibition

April 23-25, 2010

Grand Traverse Resort, Traverse City, Michigan

## Sponsorship Opportunities

Sponsoring an event at the MAC Spring 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!**

### Spring 2010 Convention Speakers

Carl Alden - Insurance  
Dr. Dean Depice - Chiropractic Unbarred  
Dr. Greg Fors - Nutrition  
Dave Klein - Compliance  
Dr. Mitchell Mally - Extremity Rehab Protocols  
G. Kent Mangelson - Improved Patient Care - Risk Mgt.  
Dr. Kenneth Murkowski - Documentation

David Patton, Esq. - Ethics and Boundaries  
Dr. Robert Schiffman - Research and Philosophy  
Dr. Steven Weiniger - Wellness & Posture Rehab  
Kim Klapp - DC/CA: Hiring and staffing  
Carolyn Wojnarowski - CAs: Collections and Billing  
Michelle Geller-Vino - CAs: WOW Experience

#### **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 Spring 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

# MAC Spring 2010 Sponsorship Opportunities

## 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'oeuvres 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 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 \_\_\_\_\_

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**