



Spring 2026 Convention & Exhibition

April 24-26 • Grand Traverse Resort, Acme, MI

Enhanced Sponsorship Opportunities

Sponsorships can help you market your product or service to our large chiropractic audience by offering greater visibility to maximize your investment before, during, and after the convention!

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

Be sure to check out our Membership Packages for even more convention specials and advertising opportunities!

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

- Keynote Speaker
- Major Convention Sponsor
- Logo and QR Code on Pocket Schedule as Platinum Event Sponsor

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

- Free 1/2 Page Welcome Packet Digital Ad (3.75"x10")
- Medallion Ad on MAC Homepage for 30 Days
- Address Convention Attendees in a Speaker's Classroom (5 minutes, max.)
- 2 Additional VIP Party Tickets

Gold - \$4,000 (select one from the following)

- General Convention Co-Sponsor
- Saturday Evening Reception
- Sponsor Digital MAC Materials (Logo and QR code on specific selected item: schedule, notes, etc)

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

- One (1) Full Page Ad in MAC Conv. Recap (instead of 1/2 page)
- Logo on MAC Convention Page for 60 Days
- Additional VIP Party Ticket

Silver - \$3,000 (select one from the following)

- VIP Club Party
- Speaker (Name) _____
- Saturday Evening Reception/Party Co-Sponsor
- GoBo

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

- One (1) **Exhibitor Booth** During Event
- One (1) 1/2 Page Ad in MAC Conv. Recap (3.75"x10")
- Logo on MAC Convention Page for 45 Days
- Address Convention Attendees in a Speaker Classroom (5 minutes, max.)
- Game Participation
- Promotion on MAC Social Media

Bronze - \$1,500 - Booth Not Included

(select one from the following)

- Friday Welcome Reception
- Co-Sponsor Speaker (Name) _____

Bronze Sponsorship Benefits also include:

- Signage at the Convention
- One (1) 1/4 Page Ad in MAC Conv. Recap (3.75"x5")
- Logo on Promotional Materials
- Attendee Mailing List
- Logo and Link on MAC Convention Page (30 days)
- One (1) Invitation to VIP Club Party

Company Name _____ Rep. Name _____

Company Address _____ City/State/Zip _____

Phone _____ Email _____

Total \$ _____ * A credit card # MUST be included on this form for sponsorship.

Credit Card # _____ Exp. _____ CVV _____

Fill out and return both pages to:

MAC • 416 W. Ionia, Lansing, MI 48933 • (517) 367-2225 • fax (517) 367-2228 • lisa@chiromi.com



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Ala Carte Sponsorship Opportunities

\$200 - \$500 Options

- Logo & QR Code on Pocket Schedule - \$300 - *Due April 6*
- Participate in Exhibitor Game - \$200

Welcome Packet - Digital ONLY

- Full Page - \$250 - *PDF required by April 6*
- Half Page - \$150 - *PDF required by April 6*

\$1,000 Options

- Bottled Water in Exhibit Hall
- Reader Board
- Laynards
- Saturday Reception in Exhibit Hall (Co-Sponsorship)
- VIP Club Party (Co-Sponsorship)

\$1,500 Options

- Hotel Key Cards (Must also provide)

Silent Auction

- Donate Item(s) for Silent Auction

Describe Item(s) _____

Welcome Packet: Description and Stats

Program booklet is emailed to attendees before the event. It contains the schedule, map to classrooms, CE information, hotel information, etc.

Total Ad Page Impressions: 5,553

Total Active Unique Users: 913

Total Page Views: 15,367

Total URL Click: 419

These statistics are from the average of the last 3 conventions.

For great value sponsorship package opportunities, please see the Enhanced Sponsorship Opportunities Form.

We encourage you to host an independent doorprize at your booth!

Company Name _____

Rep. Name _____

Company Address _____

City/State/Zip _____

Phone _____ Email _____

Total \$ _____ * A credit card # MUST be included on this form for sponsorship.

Credit Card # _____ Exp. _____ CVV _____

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