



August 2, 2017

Dear Exhibitor:

The Massachusetts Chiropractic Society Annual Convention this year will present a new format in the First Annual Chiropractic State Fair on Saturday, September 23, 2017, at the Westford, Massachusetts Regency Inn.

We have radically changed the format to attract more Massachusetts chiropractors, to allow more free time for visiting with other doctors, and to allow doctors more time to interact with exhibitors. We will have only three one-hour non-credit workshops, leaving ample time for attendees to converse with exhibitors and with each other. We feel that this relaxed schedule will provide greater opportunities for in-depth conversations and allow exhibitors much more time to discuss the value of their goods and services. A schedule for the day is enclosed.

Booth space at the Fair is only \$200, and we sincerely hope you will join us for the day. If you would like increased exposure and recognition, we invite you to become an underwriter for the Fair. Please see the registration form for further information.

Your loyal support of the MCS is greatly appreciated, and we thank you. We look forward to seeing you personally at the fair on September 23rd.

Sincerely,

Joseph Kornfeld, D.C.  
President

Stephen P. Heney, D.C.  
Internal Vice President

# Vendor Opportunities

Please make plans to join the MCS for our very first Annual State Fair. See registration form enclosed.

From the Massachusetts Chiropractic Society

**Event:** MCS Annual Meeting & First Annual State Fair  
September 23, 2017 from 9:00 am - 5:00 pm

**Event Location:** Westford Regency, Westford, MA (978) 692-8200

## PLATINUM SPONSOR

- Platinum Sponsor Benefits include:*
- Company Display and Text Ad (hyperlinked to your website) on www.MassChiro.org for one year.
  - Booth at Both Our Spring and Fall Events
  - First Choice of Booth Space at Both Events
  - 1/2 Page Advertisement in Our Publication Twice a Year.
  - Two Minute Presentation at the Spring and Fall Luncheons
  - Mailing List of MCS Members
  - Promotional Flyers Placed in All New Member Packets
  - Side Banner Listing on Our E-Messenger Twice with a Link to Your Website.
  - Podium and Written Sponsor Recognition.

**All This For Only \$1200 Annually, \$305 Quarterly, or \$105 Monthly.**

## GOLD SPONSOR

- Gold Sponsor Benefits include:*
- Booth at Both Our Spring and Fall Events
  - 1/2 Page Advertisement in Our Publication Twice a Year.
  - Mailing List of MCS Members
  - Promotional Flyers Placed in All New Member Packets for One Year
  - Side Banner Listing on Our E-Messenger Once with a Link to Your Website.
  - Written Sponsor Recognition.
- Only \$850 Annually, \$218 Quarterly, or \$76 Monthly.**



## SILVER SPONSOR

- Silver Sponsor Benefits include:*
- Booth at Both Our Spring and Fall Events
  - 1/4 Page Advertisement in Our Publication Twice a Year.
  - Promotional Flyers Placed in All New Member Packets for One Year
- Only \$600 Annually, \$155 Quarterly, or \$55 Monthly.**

## A LA CARTE OPTIONS

**BOOTH SPACE COST FOR SATURDAY, SEPTEMBER 23, 2017:**  
\$200 per space

**PRINT ADVERTISING COST IN OUR NEWS & NOTES:**  
\$300 full page ~ \$200 half page

**INTERESTED IN JUST ADVERTISING ON OUR WEBSITE?**  
Call the MCS office at (978) 682-8242 for pricing.

A SPONSORSHIP  
PACKAGE MEANS YOU SUPPORT  
MCS IN ITS SERVICE TO DOCTORS OF  
CHIROPRACTIC, THEIR PATIENTS,  
& THE CHIROPRACTIC HEALTH  
CARE PROFESSION. Thank You!

**GENERAL SPONSOR OPPORTUNITIES.....**  
Mailing Sponsor: \$300 - Include a Full Page Ad in One of Our Mailings to Our Membership. Your cost will only be \$250 if you provide the copies to us.

**See schedule of events and hotel information on back and registration form enclosed.**

## SCHEDULE OF EVENTS

Saturday, September 23, 2017

9:00 am – 5:00 pm

Vendor Exhibits Open

9:00 am – 10:00 am

Coffee and Visiting with the Vendors

9:00 am - 12:00 pm

Insurance Collections & Problem Solving Program for CAs

10:00 am– 11:00 am

For DCs: Immunizations

How They Affect Our Families, Our Patients, and Our Practices

Speaker: Sargent Goodchild, Jr. - Executive Director, Active Healing, Inc.

11:00 am– 12:00 pm

For DCs: Computer/Internet/Clinical Record Security

Speakers: Corey Tapper & Ken Patterson - Techevolution, Lynn, MA

12:00 pm – 1:00 pm

Buffet Lunch

1:00 pm– 2:00 pm

MCS on Beacon Hill

Moderator: Steven Saro, D.C.

Jim Hurrell & Steve Panagiotakos - MCS Legislative Agents

2:00 pm– 3:00 pm

General Meeting/Election of Officers/Awards

Member doctors are encouraged to attend the general meeting.

3:00 pm– 4:00 pm

Continue Vendor Visitations, Conversations  
with Colleagues, & Raffles

**Register Now to Join Us For Our  
First Annual State Fair!!!**

### **HOTEL ACCOMMODATIONS:**

***Westford Regency, Westford, MA***

219 Littleton Road, Westford, MA 01886

978.692.8200

Please call the hotel for room availability and pricing.

Check in: 3:00 p.m.

Check out: 12:00 noon

**Massachusetts Chiropractic Society, Inc. ~ September 2017 Sponsorship, Exhibitor & Advertising Application**

Company Contact Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Product: \_\_\_\_\_

Website Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

**SPONSORSHIPS**

\* **Platinum:** \_\_\_\_\_ \$1200 annually \_\_\_\_\_ \$305 quarterly \_\_\_\_\_ \$105 monthly

**Gold:** \_\_\_\_\_ \$850 annually \_\_\_\_\_ \$218 quarterly \_\_\_\_\_ \$76 monthly

**Silver:** \_\_\_\_\_ \$600 annually \_\_\_\_\_ \$155 quarterly \_\_\_\_\_ \$55 monthly

\* IF JOINING AS A PLATINUM SPONSOR, please email a company display ad in jpeg format (165w x 140h pixels) to [mcs@masschiro.org](mailto:mcs@masschiro.org) and briefly describe company in 25 words or less for the text portion on the MassChiro.org website:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Mailing Sponsor: \_\_\_\_\_ \$300

Total enclosed for sponsorships: \$ \_\_\_\_\_

**EXHIBIT SPACE REGISTRATION A LA CARTE (if not joining as a sponsor)**

Representatives Attending (Please Print Names and Titles) \_\_\_\_\_

Please reserve \_\_\_\_\_ exhibit space(s) at \$200 per space. \$ \_\_\_\_\_

☆☆ **ADDITIONAL CONTRIBUTION - Written recognition at the Fair & in our Expanded News & Notes** ☆☆

\_\_\_\_\_ \$100 \_\_\_\_\_ \$200 \_\_\_\_\_ \$300 \_\_\_\_\_ Other

**SATURDAY NOON LUNCH:** \_\_\_\_\_ Persons @ \$28 each: Buffet Lunch \$ \_\_\_\_\_

Total enclosed for exhibit space, contributions, & lunch: \$ \_\_\_\_\_

**PRINT ADVERTISING REGISTRATION A LA CARTE**

\_\_\_\_\_ September 2017 *News & Notes* Print Advertisement – full page \$300  
 \_\_\_\_\_ Camera Ready Ad Enclosed \_\_\_\_\_ Repeat Previous Ad

\_\_\_\_\_ September 2017 *News & Notes* Print Advertisement – ½ page \$200  
 \_\_\_\_\_ Camera Ready Ad Enclosed \_\_\_\_\_ Repeat Previous Ad

Total enclosed for print advertising: \$ \_\_\_\_\_

**METHOD OF PAYMENT:**  Check or Money Order Enclosed  
 Visa  MasterCard

Total amount paid \$ \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Signature: \_\_\_\_\_

Expiration \_\_\_\_/\_\_\_\_(MM/YY) Billing address of credit card (if different than above): \_\_\_\_\_

If paying by check, make payable to MCS and send to: MCS, 76 Woodland Street, Methuen, MA 01844 or fax this application with credit card information to 978.975.0468. Ads may be submitted by e-mail in jpeg or pdf format to [mcs@masschiro.org](mailto:mcs@masschiro.org).

All advertising with the MCS (including print, web, booth, etc.) and ad content is subject to MCS policies. Ads are accepted and placed at the discretion of the MCS