

# Freedom

*for family wellness*

WASHINGTON, D.C

MARCH 1-4, 2018

[FAMILYWELLNESSFIRST.ORG](http://FAMILYWELLNESSFIRST.ORG)



# ALIGN CONNECT ACT!

HOSTED BY:

**pathways**  
to family wellness





Dear Exhibitor,

The Freedom for Family Wellness Summit returns to the DC Metro Area March 1-4, 2018! We are excited to return to the Hyatt Reston Regency Hotel and we welcome you to join us as an Exhibitor for what will be our biggest and best Summit yet. In 2014, we brought more than 900 wellness practitioners and holistic-minded families to DC, and for 2018 we plan to bring even more –1,000+ attendees!

The Freedom for Family Wellness Summit 2018 will be a collaborative, networking weekend uniting holistic practitioners, chiropractors, new edge science experts, organization leaders and advocates for informed choice.

Our marketing campaign for the event includes a robust social media campaign utilizing the ICPA and Pathways social media platforms: Facebook (combined Facebook following: 97,017 and counting!), Twitter, Instagram, YouTube and LinkedIn, email marketing to 40,734 active opt-in subscribers, and major chiropractic magazines, holistic websites, *Pathways* and other sites and publications to the public. We expect a full house of your target market attendees and an incredible potential for successful business opportunities.

Our attendees are ready to connect with other leaders in the family chiropractic lifestyle and holistic health movement, to collaborate, expand and share our common goals and most of all, “Align. Connect. Act.”

Please don't hesitate to be in touch by email or phone with any questions about exhibiting at the Summit. For more information email: [exhibitors@icpa4kids.com](mailto:exhibitors@icpa4kids.com) or call 610-565-2360.

Sincerely,

A handwritten signature in black ink that reads 'Jeanne Ohm DC.' The signature is fluid and cursive.

Jeanne Ohm, DC

ICPA Chief Executive Officer



## EXHIBITOR REGISTRATION

Information Pages: 3–5, Registration Form: Page 6, Contract: Page 7

## EXHIBITOR SCHEDULE

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### Thursday, March 1

Exhibitor Registration & Set Up:  
2 – 5pm  
Exhibition Hours:  
5 – 9 pm

### Friday, March 2

Exhibition Hours:  
8am – 9pm

### Saturday, March 3

Exhibition Hours:  
8am – 5pm

**NOTE:** 50% deposit due upon signing of contract. Remaining balance is due by **February 1, 2017**. Check or credit card accepted.

Complete the attached registration form and contract and fax it to 610-565-3567 or email the filled-out form to [exhibitors@icpa4kids.com](mailto:exhibitors@icpa4kids.com). Credit card payment is required for faxed registration forms.

Once your registration form and contract is processed you will receive a confirmation email with further instruction. Your deposit will be processed and your exhibit space will be assigned once the registration form and contract are submitted and approved.

**CONTACT:** Questions? Contact us at **610-565-2360** or email **Emily at [exhibitors@icpa4kids.com](mailto:exhibitors@icpa4kids.com)**

## DEADLINES

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### February 1, 2017

Sponsorship and Exhibitor application deadline and full balances due.

### February 26 – March 1, 2018

Exhibitor booth material shipping deadline. Ship all booth material to: Hyatt Regency Reston, Freedom for Family Wellness Summit, March 1-4, 1800 Presidents St, Reston, VA 20190. Please mark boxes with your company name and on-site contact person.

## HOTEL INFORMATION

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Hyatt Regency Reston  
1800 Presidents St  
Reston, VA 20190  
703-709-1234

[Reston.regency.hyatt.com](http://Reston.regency.hyatt.com)



## EXHIBITOR OPPORTUNITIES

### **Platinum Exhibit Space - \$5,000**

(Two available)

- 4 full meeting registrations with badge per exhibit space
- A PREMIER exhibit space: each space will include two 6'x30" draped tables, 4 chairs and 1 wastebasket
- Prominent inclusion of your company logo in the Summit slideshow that will be displayed throughout the Summit weekend
- Prominent inclusion of company logo on the Summit website
- Inclusion of company logo and 300-character promotion in 4 ICPA PedEx newsletters which is received by more than 17,500 opt-in subscribers
- Share video, provided by you, about your organization or company on social media and in PedEx newsletter (2.5-minute max)
- Inclusion of company logo and 300-character promotion on ICPA social media channels which has a following of more than 32K (and rapidly growing!) followers
- Prominent inclusion of company name and logo in Summit program
- Swag bag insert to be given to all attendees/exhibitors
- List of attendees for future contact

### **Gold Exhibit Space - \$2,000**

(Six premium spaces available directly across from conference doors)

- 2 full meeting registrations with badges per exhibit space
- Preferred exhibit space: each space will include a 6'x30" draped table, 2 chairs and 1 wastebasket
- Inclusion of your company logo in the Summit slideshow that will be displayed throughout the Summit weekend
- Inclusion of company logo on our Summit website
- Inclusion of company logo and 300-character promotion in 2 ICPA PedEx e-newsletters which is received by more than 17,500 opt-in subscribers
- Inclusion of company logo and 300-character promotion on ICPA social media channels which has a following of more than 32K (and rapidly growing!) followers
- Inclusion of company name in Summit program
- Swag bag insert to be given to all attendees/exhibitors
- List of attendees for future contact

### **Silver Exhibit Space - \$1,000**

(Limited availability)

- 2 full meeting registrations with badges per exhibit space
- Exhibit space: each space will include a 6'x30" draped table, 2 chairs and 1 wastebasket
- Inclusion of your company logo in the Summit slideshow that will be displayed throughout the Summit weekend
- Inclusion of company logo on the Summit website
- Inclusion of company name in Summit program
- List of attendees for future contact

### **Nonprofit Exhibit Space - \$550**

(Six spaces available)

- 2 full meeting registrations with badges per exhibit space
- Exhibit space: each space will include a 6'x30" draped table, 2 chairs and 1 wastebasket
- Inclusion of your company logo in The Summit slideshow that will be displayed throughout the conference weekend
- Inclusion of company logo on our Summit website
- Inclusion of company name in Summit program
- List of attendees for future contact



### **Summit Celebration Sponsor - \$5,000**

(1 space available)

Become the Summit Celebration Sponsor of the Saturday night event that includes live music, a cash bar and light hors d'oeuvres.

- Logo projected and displayed during event
- Display any materials you wish to provide
- ICPA Facebook & FedEx mentions (2)
- Inclusion of your company logo in the Summit slideshow that will be displayed throughout the Summit weekend
- Inclusion of company logo on the Summit website
- Inclusion of company name in Summit program
- List of attendees for future contact
- Complimentary Exhibitor Booth
- Branded Step and Repeat Photo Shoot

### **Technique Zone Sponsor**

(1 double space available)

The Summit draws a vast number of chiropractors who are ready to check attendees and demonstrate techniques. Sponsor this fun and necessary designated area by providing chiropractic tables (5 minimum).

- Logo displayed in area
- Display materials or products you wish you in addition to providing chiropractic tables (5 minimum)
- Inclusion of your company logo in the Summit slideshow that will be displayed throughout the Summit weekend
- Inclusion of company logo on the Summit website
- Inclusion of company name in Summit program
- List of attendees for future contact



## EXHIBITOR REGISTRATION FORM

ORGANIZATION NAME

PRODUCT / SERVICE TO EXHIBIT

STREET ADDRESS

CITY

STATE

ZIP CODE

ORGANIZATION WEBSITE

ORGANIZATION PHONE NUMBER

EXHIBIT CONTACT

EMAIL ADDRESS

CONTACT PHONE NUMBER

CONTACT FAX NUMBER

NAME TO BE LISTED ON BADGE 1

NAME TO BE LISTED ON BADGE 2

## EXHIBITOR PACKAGE & MARKETING OPTIONS

NOTE: 50% DEPOSIT DUE UPON SIGNING OF CONTRACT. REMAINING BALANCE DUE BY DECEMBER 1, 2017.

- PLATINUM LEVEL SPONSOR — \$5,000
- GOLD LEVEL SPONSOR — \$2,000
- SILVER LEVEL SPONSOR — \$1,000
- NONPROFIT LEVEL SPONSOR — \$550
- CELEBRATION SPONSOR - \$ 5,000
- ADJUSTMENT ZONE SPONSOR

\_\_\_\_\_ WILL YOUR BOOTH REQUIRE ELECTRICITY? \*

\_\_\_\_\_ WILL YOUR BOOTH REQUIRE WI-FI? \*

Please be aware the venue, Hyatt Reston Regency charges an additional fee for electricity and/or wifi.

TOTAL \_\_\_\_\_

50% DEPOSIT (due now) \_\_\_\_\_

BALANCE DUE (by 2.1.2018) \_\_\_\_\_

## PAYMENT INFORMATION

CREDIT CARD:

VISA

MASTERCARD

DISCOVER

AMERICAN EXPRESS

NAME ON CREDIT CARD

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

AUTHORIZED SIGNATURE

DATE

IF PAYING BY CHECK, PLEASE MAKE CHECK PAYABLE TO: ICPA, 327 N. MIDDLETOWN RD., MEDIA, PA 19063



**SUMMIT EXHIBIT CONTRACT: RULES AND REGULATIONS**

**A. Space Rental**

**1. Equipment:** This contract for use of space provides one standard table with drape, chairs and if specified, electrical outlets will be provided.

**2. Allocation:** Booth spaces are assigned in the order that the contracts and payments are received.

**B. Cancellation of Exhibit Contract**

**1.** Should your company be unable to attend after having registered, the following cancellation refund will apply:

- Refund before November 1, 2017 .....75%
- Refund before December 1, 2017 ..... 50%
- Refund after January 1, 2018 .....0%

**2.** Failure to occupy space: Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned or used by the exhibit management.

**C. Installation, dismantling and exhibit facilities**

- 1.** Acceptability of exhibits: All exhibits shall be to serve the interests of chiropractors and guests and shall be operated in a way that will not detract from other exhibits, the exhibition or the Event as a whole.
- 2.** Contract and Regulations: Freedom for Family Wellness Summit reserves the right to cancel this contract for any reason prior to the exhibit dates with full booth payment returned to the exhibitor. These regulations may be amended by the Freedom for Family Wellness Summit at any time and all amendments that may be made shall be binding on all parties affected by them.
- 3.** Use of exhibit space: No exhibitor shall assign sublet, or share the whole or any part of the space allocated without the knowledge and consent of the Freedom for Family Wellness Summit. All demonstrations, interviews or other sales activities must be confined to the limits of the exhibit table. All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others.
- 4.** Restrictions: The exhibitor agrees that radio, television, motion pictures or any other sound and visual aids will be operated in such a manner and place as to provide no inconvenience to other exhibitors or program. Sound must be at a level to reach the immediate vicinity of the exhibitor’s area only. The Freedom for Family Wellness Summit reserves the right to prohibit the use of any equipment contravening these regulations.
- 5.** Installation of Equipment must be during designated set up times. No exhibit may be installed outside listed times nor may be dismantled before the official closing time.
- 6.** Exhibitor assumes full responsibility for complying with local, city, state and federal regulations concerning fire, safety, electrical wiring and health.
- 7.** Storage: Advance shipments of exhibit material must be made through the host hotel and are solely the responsibility of the exhibitor.

**D. Liability**

- 1.** Security: Each exhibitor will be responsible for the protection of his property. All exhibit materials should be secured by the exhibitor at the end of the official exhibit day.
- 2.** Responsibility of Freedom for Family Wellness Summit: Insurance and liability are the full and sole responsibility of the exhibitor. Freedom for Family Wellness Summit will not be liable for loss or damage to property of person from fire, theft, accident or other causes. The exhibitor will indemnify the Freedom for Family Wellness Summit from and against any and all claims for any such loss, damage or personal injury - regardless of the cause.

**E. General Provisions**

- 1.** All exhibitors will submit a specific listing of all products available for sale or demonstration. Products not listed will not be allowed, except with the agreement of the Freedom for Family Wellness Summit Program Director.
- 2.** Upon request of the Freedom for Family Wellness Summit Program Director, exhibitors must submit samples and or information concerning items appearing on their list of available items. Failure to do so may result in rejection of booth application.
- 3.** Exhibitors or their agents must conduct themselves with the utmost in professionalism, honesty and according to ethical and acceptable business practices in all Freedom for Family Wellness Summit presentations.

**I have read the above policy and hereby agree to the conditions set forth in them.**

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Please sign and return this form by fax: 610-565-3567 or email to: exhibitors@icpa4kids.com