

Sherman College *of* Chiropractic

Lyceum 2012

May 24-26, 2012



EXHIBITOR APPLICATION

Dear Vendor:

Sherman College invites you to participate in the annual Lyceum event to be held May 24-26, 2012 on Sherman College campus. We are expected to attract over 400 doctors, spouses, staff and students from all over the world. Lyceum is a wonderful opportunity to promote your new or existing products. Our attendees look forward to seeing the latest and the greatest in chiropractic supplies made available to them by our vendors at Lyceum.

EXHIBIT BOOTH SIZE: All booths will be furnished with an eight-foot skirted table, two chairs within a 7' x 12' space and an identification sign, if you register by April 2, 2012. If you require electrical hookups you must notify us in advance. You may unload and set up your display after 3:00pm on Wednesday, May 23rd.

RESERVING YOUR BOOTH: In order to print the vendor layouts, booth signs and program of events, **we need your registration as soon as possible, or by the April 2, 2012, deadline.** Please complete and return the enclosed application, along with your check, today. Booth spaces are assigned as your applications are received. Registrations received after the deadline cannot be guaranteed signage or inclusion in the vendor program. Registration is limited, so please register early.

DOOR PRIZE: To increase traffic to the Expo Hall, we are asking our sponsors to participate in a door prize give-away during the weekend.

BOOTH COST: One booth space is \$500.00. Each additional booth for the same vendor is \$250.00.

SPONSORSHIPS: We are pleased to offer additional sponsorship opportunities for the vendor to increase their visibility during Lyceum.

Please review the rules and regulations to follow. If you have any questions or suggestions, please feel free to contact me at 1-800-849-8771, ext. 229. We look forward to working with you.

Sincerely,

Missy Sandor
Director of Lyceum & Continuing Education



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BENEFACTOR \$5,000

- Recognition on promotional mailings
- 2 Free Banquet tickets
- ½ page ad in on-site brochure
- Logo on cover of registration packet
- Recognition in electronic newsletter
- Logo and link on SCC Main website
- Logo and link on Lyceum website
- Banner at event
- Recognition at event
- Recognition from podium
- Registration packet insert
- Vendor booth

REGISTRATION SPONSOR \$2,500

- 2 Free Banquet tickets
- Business card size ad in on-site brochure
- Logo on cover of registration packet
- Recognition in electronic newsletter
- Logo and link on Lyceum website
- Banner at event
- Recognition from podium
- Registration packet insert

EVENT SPONSOR \$1,000

- 2 Free Banquet tickets
- Business card size ad in on-site brochure
- Recognition in electronic newsletter
- Recognition on Lyceum website
- Recognition at event
- Banner at event

Available Events

Friday, 5/25
Big Top Fun _____
Vitalistics _____

Saturday, 5/26
Roaring Twenties Banquet _____

T-SHIRT SPONSOR \$2,000

- 2 Free Banquet tickets
- Business card size ad in on-site brochure
- Logo on volunteer t-shirts
- Recognition in electronic newsletter
- Logo and link on Lyceum website
- Banner at event
- Recognition from podium
- Registration packet insert

VENDOR BOOTH \$500

- Additional booth only \$250
- Listing in on-site brochure
- Recognition on Lyceum website

HOSPITALITY BREAK \$275 (6 opportunities)

- Listing in on-site brochure
- Signage at event

Available Hospitality Breaks

Thursday, 5/24

Mid morning break _____

Mid afternoon break _____

Friday, 5/25

Mid morning break _____

Mid afternoon break _____

Saturday, 5/26

Continental breakfast _____

Mid afternoon break _____

A \$200 deposit is required with application form to guarantee space. **Balance to be paid in full by May 2, 2012.** No payments will be accepted onsite during Lyceum. *Every effort will be made to accommodate your booth request.

Multiple Event Sponsors will be allowed.

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APPLICATION FOR EXHIBIT SPACE

COMPANY _____

CONTACT PERSON _____

NAME OF REPRESENTATIVES working your booth (please print clearly for name tags)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE NUMBER _____ FAX NUMBER _____

EMAIL _____ WEB ADDRESS _____

PLEASE LIST PRODUCTS AND/OR SERVICES TO BE OFFERED:

**Please note: Sherman College reserves the right to refuse any products to be exhibited.*

PLEASE INDICATE YOUR DOOR PRIZE DONATION:

TYPE OF SPONSORSHIP:

Benefactor	\$5,000	\$ _____
Registration	\$2,500	\$ _____
T-Shirt	\$2,000	\$ _____
Event	\$1,000	\$ _____
Vendor	\$ 500	\$ _____
Hospitality Break	\$ 275	\$ _____

Booth Space Desired *First Choice _____ *Second Choice _____

Electricity Needed YES NO If so, how many outlets? _____ Max amps _____

Internet Access YES NO

Height of Display _____ From Ground From Tabletop

Payment by: Amex Discover MasterCard Visa Cash Check Cashiers Check

Credit Card Number: _____ Sec. Code _____ Exp. Date _____

**Make application and deposit to or
fax application with payment to (864) 599-4860:
Sherman College of Chiropractic
Attn: Lyceum
P.O. Box 1452, Spartanburg, South Carolina 29304**

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EXHIBITOR APPLICATION

LYCEUM EXHIBIT RULES AND REGULATIONS

A. Space Rental

1. Equipment: This contract for use of space provides one 8 foot by 30 inch table with table cover, two chairs and if specified, electrical outlets will be provided. **Extension cords and power strips are not included.**
2. Floor Plan: All dimensions and locations shown on the official floor plan are believed, but not warranted to be accurate. The exhibit management reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

B. Cancellation of Exhibit Contract

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

refund before April 2, 2012 ... 75%	refund after April 27, 2012 ... 25%
refund after April 2, 2012 ... 50%	refund after May 4, 2012 ... 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 Lyceum as a whole. Sherman College reserves the right to determine the eligibility of any organization or products for inclusion in the exhibit which it believes to be injurious to the purpose of Sherman College of Chiropractic.
2. Contract and Regulations: Sherman College of Chiropractic 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 Sherman College 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 Lyceum Office. 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. Maximum height no greater than 7 feet from the ground. Please call the continuing education department if your display is higher so we can plan accordingly.** Aisles must be kept clear; therefore, exhibits shall be arranged so that the exhibit personnel will be inside the space provided.
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. Sound must be at a level to reach the immediate vicinity of the exhibitor's area only. Sherman College reserves the right to prohibit the use of any equipment contravening these regulations.
5. Damage to exhibit facilities: The exhibitor must surrender space occupied by him in the same condition it was at the commencement of operation. No nails, tacks or screws shall be driven into the walls or the floor of the building. When such damage appears, the exhibitor shall be liable to the owners of the property damaged.
6. **Installation and dismantling exhibits must be carried out during the times indicated in the accompanying exhibit information.** No exhibit may be installed after the exhibit opens nor may be dismantled before the official closing time.
7. Fire and Safety Regulations: All local regulations will be strictly enforced and the exhibitor assumes full responsibility for complying with local, city, state and federal regulations concerning fire, safety, electrical wiring and health.
8. Drayage: Advance shipments of exhibit material must be made to Sherman College of Chiropractic with attention to the Lyceum Office. **You must notify the Lyceum Office of any shipments and delivery dates in advance. Sherman College will not be responsible for checking the contents of such packages or for the condition of such packages upon receipt.**

D. Liability

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



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LYCEUM VENDOR POLICY

1. All vendors will submit a specific listing of all products available for sale and to be displayed at their booth in the Lyceum vendor area along with their application for booth space. Products not listed will not be allowed, except with the agreement of the Director of Continuing Education.
2. Upon request of the Director of Continuing Education, vendors 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. Vendors of clinical items or equipment should display and offer for sale only those items consistent with the objectives of Sherman College of Chiropractic. Physiologic therapeutic equipment, braces, supports and other such equipment are not consistent with the objectives of Sherman College and as such are not allowed. Failure to comply may result in removal of such items and/or the entire display without refund of rental fees. Analytic/diagnostic equipment not related to the location, analysis or correction of vertebral subluxation will not be allowed

The purpose of the institution is:

- To educate, graduate and support competent, compassionate, ethical, and successful doctors of chiropractic who excel as primary care providers centered on vertebral subluxation.
 - Straight chiropractic espouses the vitalistic philosophy of life and health, and is defined as the art, science, and philosophy of locating, analyzing and correcting vertebral subluxation in accordance with that philosophy.
 - Straight chiropractic is based on the premise that living things have an innate striving toward organization, and that vertebral subluxation is an abnormal but most often correctable condition, which interferes with the expression of that striving.
4. Vendors or their agents must conduct themselves with the utmost in professionalism, honesty and according to ethical and acceptable business practices in all Lyceum presentations.

I have read the above policy and a copy of Sherman College of Chiropractic's institutional purpose and objective. I hereby agree to the conditions set forth in them.

Signature

Name of Organization / Company

Date