



**Become a Sponsor at CalChiro's Winter in the Desert Seminar 2023 -
Sat, Feb 11 - Sun, Feb 12 at The Westin Rancho Mirage Golf Resort & Spa.**

SPONSORSHIP PRICING

Saguaro Cactus	<i>Member: \$5,500</i>	<i>Non-Member: \$6,000</i>
Prickly Pear	<i>Member: \$3,500</i>	<i>Non-Member: \$4,000</i>
Desert Rose	<i>Member: \$2,500</i>	<i>Non-Member: \$3,000</i>
Blue Agave	<i>Member: \$1,550</i>	<i>Non-Member: \$2,050</i>
Joshua Tree	<i>Pricing: Based on speaker honorarium</i>	

	Blue Agave	Desert Rose	Prickly Pear	Saguaro	Joshua Tree
Exhibit Space	✓	✓	✓	✓	
Social Media Exposure	✓	✓	✓	✓	✓
Tote Bag Drop Advertisement	✓	✓	✓	✓	✓
Choice of Level Sponsorship Item (See Below)		✓	✓	✓	
Dedicated Email Blast or Social Media Post		✓	✓	✓	✓
Attendee List				✓	
5 Minutes to Address Attendees				✓	

Sponsorship Item Options

The Saguaro Cactus, Prickly Pear and Desert Rose Sponsorships come with a product specific sponsorship to be selected from the items below. First come first serve.

Saguaro Cactus Sponsorship Options:

Saturday Lunch

Provide the attendees with “food for thought” and sponsor Saturday lunch. A representative from your company will have 5 minutes to speak to lunch guests. In addition, your company logo will appear on signage at lunch tables. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

Saturday Reception

Attendees will take a bite out of this sponsorship. A representative from your company will have 5 minutes to speak to reception guests. Your company logo will appear on cocktail napkins & signage throughout as they attend Winter in the Desert reception on Saturday night. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

Prickly Pear Sponsorship Options:

Event App

The Eventene Event App puts all things Winter in the Desert Seminar into the hands of attendees. Plus, you'll expand your reach by connecting with potential customers beyond the seminar exhibit hall. Don't miss this chance to reach attendees with this unique marketing opportunity. Company logo will be placed as the background of the app. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

Lanyards

Add a little flare to every attendee! Lanyards are distributed to all attendees as they check in at the registration desk. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

Registration Tote Bags

This sponsorship is the tote that keeps on giving. Your company's logo on attendee's reusable tote bags will be visible throughout the seminar and after (when they are shopping for groceries at home). Bonus: Your company's flier and/or giveaway will be placed in each bag. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

WiFi

Attendees will appreciate having the speediest internet connection, thanks to your company! Company name used as either Network Name and/or Password. CalChiro will manage the technical side; all you have to do is provide your company logo for marketing purposes.

Desert Rose Sponsorship options:

Name Badges

This sponsorship makes your company visible to every attendee. Seminar name badges are distributed to all attendees as they check in at the registration desk. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

Coffee Sponsor

Who doesn't enjoy their morning coffee (or tea)?! Sponsor Saturday OR Sunday's coffee stations, which will provide attendees with a morning coffee break. Your company logo will appear on signage at the coffee stations. *CalChiro will manage the production and distribution. All you have to do is provide your company logo.*

Joshua Tree Sponsorship options:

Speaker Sponsor - Pricing Based on Speaker

This sponsorship will feature your company's logo on all marketing & schedules with your speaker. Your company will also have a dedicated email blast and social media post on CalChiro's social media outlets. You will also be granted a complimentary industry partner membership to qualify for all member pricing above. CalChiro will manage the production and distribution. All you have to do is provide your company logo. Your company is responsible for covering all expenses of the speaker. Speaker Sponsor MUST be approved by CalChiro's Continuing Education Committee. THIS SPONSORSHIP DOES NOT INCLUDE AN EXHIBIT SPACE.