

AAC EVENT POLICY

Background:

It is common for the presenter of an event to contact the Arizona Association of Chiropractic (AAC) to assist in marketing their event to the chiropractic profession. Sometimes these presenters are very experienced and will be able to handle all the logistics themselves. Other times, the presenters are more novice and would like more assistance from the AAC.

The more logistics the AAC provides for an event, the more payment or draw is expected to cover the increased costs.

The following event categories are guidelines and the final decisions and agreements must be negotiated and approved by the President and one additional executive committee member. Although an event may be presented by a non-corporate partner, the presenter will be held to the 'AAC Corporate Partner Policy' standards.

Definitions: (For the purposes of these guidelines only)

LECTURE – A short and informative gathering. Attendees of a lecture pay no fees, and therefore a lecture can only fall under the basic sponsorship program. The \$250 minimum payment that is paid in advance goes entirely towards the promotional emails. A lecture has no continuing education component.

SEMINAR – A prolonged educational or teaching class. Students of a seminar pay fees, and therefore a seminar may fall under any sponsorship program. A seminar may or may not have a continuing educational component.

AAC EVENT – An event produced wholly by the AAC, like a convention, is not beholden to these guidelines.

UNSPONSORED EVENT – Any event where at least the minimum payment is not received. The AAC will not market any event, lecture, or seminar that is not sponsored by the AAC.

Approval Process:

Before sponsoring an event, the AAC staff will request the following information from the potential presenting party. The AAC Executive Committee will approve or deny the request based on this information.

Potential Event Checklist:

- The presenter must provide a current Presenter Application; which provides the assigned AZCE #, if applicable.
- Copy of the complete continuing education application packet as it was submitted to the AZ Board of Chiropractic Examiners, if applicable.
- Copy of all marketing materials to be used by the speaker. The hard copy of flyers, mailers, and emails. These materials must be approved by the AAC Communications Committee.
- Written summary of what the presenter expects from the AAC. See below.
- Pick the desired event sponsorship level.

Once the Presenter Application and materials are approved, the AAC staff will request the appropriate minimum payment, if applicable.

Basic Event Sponsorship

AAC agrees to:

- Allow presenter to use the AAC logo in their pre-approved email and marketing campaigns.
- Promote the event on the AAC website and the 'AAC Event Update' email 90 days pre-event.
 - AAC will send one (1) registration email at 90 days pre-event.
 - AAC will send one (1) registration email at 60 days pre-event.
 - AAC will send weekly reminders beginning four (4) weeks pre-event.

Exclusions – Presenter agrees to:

- Procure their own venue.
- Proctor their own event (maintain the sign in sheet).
- Maintain the records of a continuing education event for the state minimum.
- Provide all copy and marketing materials for email blast, which must be pre-approved by the AAC Communications Committee.
- Collect all event fees.
- Provide the AAC with the demographic list of all the attendees.

Payment and Draw:

- The presenter agrees to provide a 10% commission of every registration, paid to the AAC within two weeks of event completion.
- The presenter agrees to provide a 10% discount off the registration for all verified AAC members.
- The presenter agrees to provide a \$250 minimum payment in advance, paid to the AAC regardless of registration income. This payment takes place prior to first promotional email.

Preferred Event Sponsorship:

AAC agrees to:

- Provide the AAC Lecture Hall (seats up to 40).
- Proctor the event and maintain the sign in sheet.
- Maintain the records of a continuing education event for the state minimum.
- Allow presenter to use the AAC logo in their pre-approved email and marketing campaigns.
- Promote the event on the AAC website and the 'AAC Event Update' email 90 days pre-event.
 - AAC will send one (1) registration email at 90 days pre-event.
 - AAC will send one (1) registration email at 60 days pre-event.
 - AAC will send weekly reminders beginning four (4) weeks pre-event.

Exclusions – Presenter agrees to:

- Provide all copy and marketing materials for email blast, which must be approved by the AAC Communications Committee.
- Collect all event fees.
- Provide the AAC with the demographic list of all the attendees.

Payment and Draw:

- The presenter agrees to provide a 30% commission of every registration, paid to the AAC within two weeks of event completion.
- The presenter agrees to provide a 10% discount off the registration for all verified AAC members.

- The presenter agrees to provide a \$500 minimum payment to the AAC regardless of the final registration income. Speaker also agrees to provide \$250 of the minimum payment in advance prior to the first promotional email. The remaining \$250 of the minimum payment will be paid within two weeks of the completion of the event and is in addition to the commission payment.

Premier Event Sponsorship:

AAC agrees to:

- Provide the AAC Lecture Hall (seats up to 40).
- Proctor the event and maintain the sign in sheet.
- Maintain the records of a continuing education event for the state minimum.
- Allow presenter to use the AAC logo in their pre-approved email and marketing campaigns.
- Promote the event on the AAC website and the 'AAC Event Update' email 90 days pre-event.
 - AAC will send one (1) registration email at 90 days pre-event.
 - AAC will send one (1) registration email at 60 days pre-event.
 - AAC will send weekly reminders beginning four (4) weeks pre-event.
- Generate the marketing materials.
- Collect all event fees.

Exclusions – Presenter agrees to:

- Work with the AAC in a timely fashion to provide all copy and marketing materials for email blast, which must be approved by the AAC Communications Committee prior to first email.
- Provide the AAC with the demographic list of all the attendees.

Payment and Draw:

- The presenter agrees to provide a 50% commission of every registration, paid to the AAC within two weeks of event completion.
- The presenter agrees to provide a 10% off the registration for all verified AAC members.
- Presenter does not make a minimum payment in advance.

Chose a sponsorship level: BASIC PREFERRED PREMIER

To make this a successful event, the presenter expects the AAC to: _____

 _____.