

PARKER
SEMINARS



Rome, Italy June 24-26, 2010

Exhibitor and Sponsor Information Package



Following the resounding success of PSI 2008, we are proud to announce that the Association of Italian Chiropractors (AIC) has again been granted the organization of the 2nd International Parker Seminar, in Italy which will be held in Rome, Italy at the Melià Roma Aurelia Antica Convention Center, June 24-26, 2010.

If you are interested in exhibiting at the Parker Seminars Italy, please complete an Exhibit Interest Form and mail or fax to the Association of Italian Chiropractors (AIC). After receiving the initial form, Parker Seminars or the AIC will contact you on space availability.

Parker College of Chiropractic is a famous American university, founded by Dr. James W. Parker in 1978, located in the heart of Dallas, Texas, USA. The college is accredited by the Southern Association of Colleges and Schools (SACS), by the Council on Chiropractic Education (CCE - USA), is recognised in Europe by the European Council on Chiropractic Education (ECCE), and offers a "Doctor of Chiropractic" degree.

The Rome seminar is promoted by the Association of Italian Chiropractors which represents and promotes the profession in our country and in Europe, through its membership in the European Chiropractors' Union.

Finally, 33years after founding the AIC, and 17 years after the presentation of the first law proposal for professional recognition, on December 21, 2007, chiropractic was recognized by the Italian Parliament as a primary health care profession! The Association of Italian Chiropractors was founded in 1974 with the aim to promote the profession in Italy as a separate, distinct and autonomous profession serving the highest interests of public health. It has matured into a beacon of chiropractic in our country. The AIC has actively sought to attain legislation and recognition for chiropractic and operates to safeguard citizens by seeking to assure that chiropractic is practiced by "Doctors of Chiropractic" qualified according to the standards adopted by the World Federation of Chiropractic (W.F.C.) a chiropractic institution recognized by the World Health Organization (W.H.O.).

The "2nd International Parker Seminar in Italy" is an important international event, with the participation of chiropractors from Europe and the U.S.A. The annual Parker Seminar held at the Las Vegas venue in the United States regularly draws over 5000 participants. At our conference in Italy, we can conservatively attract from **500-700 participants** ..

It's an "event", in the wider sense of the term, that in the future might take place regularly in Italy with a remarkable benefit for all partner companies and operators.

If you are interested in attending this exciting event, keep in mind that preference of your exhibit stand position will be given on a first come, first served basis to those who reply earliest. Don't hesitate to reserve your space. The applicant will then receive a detailed exhibit area floor plan.

General Information for Exhibitors and Sponsors

Where?

Melià Roma Aurelia Antica Hotel and Convention Center,
Via degli Aldobrandeschi 223 – 00163 Rome, Italy.

When?

June 24 – 26, 2010

Registration and Pre-conference Administration and Organisation

For any further information you may need, please email to the following address: aic@chiropratica.it or call us at the AIC Genoa, Italy office: ++39-010-5533036 (from 9:00 pm to 1:00 pm and 2.00 pm to 6:00 pm) or fax: ++39-010-5848607. On-line: www.psi2010.com or www.chiropratica.it

Conference Venue administration and On-Site Organisation during the conference

Contact Person:

Raffaele Ruocco

Convention Site Manager

c/o – Melià Roma Aurelia Antica Hotel & Convention Center

Via degli Aldobrandeschi, 223

00163 Rome, Italy

tel. +39 - 06 66544 468

fax +39 – 06 66544 467

e-mail: raffaele.ruocco@solmelia.com

website: www.solmelia.com

Toll Free Number in Italy: 800 790088

Language

All courses are held in English. There will be a simultaneous translation from English into Italian for the Chiropractic Assistant Course.

Why you should exhibit?

- Your product will be showcased in a Parker Seminar Program, which is one of the most prestigious in the world.
- Take your dream vacation in Italy and watch your company grow at the same time!
- Meet the prospective customer in person and form a relationship which can last a lifetime.
- Years after you have made your sale, the buyers of your product will continue to enjoy your product for many years after.
- Take advantage of the strength of the Euro exchange rate over dollar.
- Watch your company grow in the European economy, building a world-wide reputation.
- If from Europe, introduce your products to professionals from all over the world.
- Now is the time to support the nascent profession in Italy. Get in at the beginning of history and be a founding supporter of the chiropractic profession in Italy. Not many will be able to have this claim.

Exhibit Space Information

The exhibit space dimensions are 2 meters deep x 3 meters wide for a “nude” space at the Rome, Italy location. There will be no stand structures, so exhibitors are encouraged to bring their own portable stand structure or backdrop. The cost for a space during the Parker- Italy Seminar in Rome is €1,600. Included in this fee if you **register before March, 31, 2008**, is a special “Tapas Pool Party” and “Acqua Show” followed by live music Thursday evening, June 24, 2007.

Exhibit Stand Furnishings

Each exhibit space will be cleaned daily by the hotel and convention personnel. Each exhibitor is encouraged to bring their own portable stand backdrop. Additional stand furnishings can be purchased separately. Please call the event coordinator for further information. Remember that Italy uses 220 volt electricity. Each “nude” space comes with:

- electrical outlets and electrical connection of 1 Kw
- one desk, two chairs, wastebasket and fire extinguisher

Hotels and accommodations

We highly recommend that you book your room within the Convention Site at one of the two hotels we have secured for this event. Please complete separate **“HOTEL BOOKING FORM”** and fax the document directly to the hotel or online directly with the hotel/conference venue www.solmelia.com or through the AIC website www.chiropratica.it or www.psi2010.com

Seminar Program

A detailed seminar program is available on the AIC website www.chiropratica.it or through the Seminar website www.psi2010.com or by calling the AIC office at the times listed earlier.

Coffee breaks

All coffee breaks will take place near the exhibit areas giving participants direct access to the exhibitors.

Booking and Reserving Exhibit Space

Exhibit spaces will be allocated on a **first come first serve basis**. To reserve an Exhibit Space, interested parties should contact the AIC Exhibit Space Coordinator through the AIC website, www.chiropratica.it and seminar website www.psi2010.com or by email at aic@chiropratica.it. All applicants will be sent an Exhibit Interest Form and eventually a final Registration Form. And upon receiving this form, the AIC will then contact the interested party as to availability and the applicant will then receive a detailed Exhibit and Sponsor Information Package. The applicant will then receive a detailed exhibit area floor plan and then have a chance choose the position of their preference as soon as the applicant has returned a signed contract. Payment should be made within 2 weeks to confirm the space reservation. A deposit payment of 50% is required upon confirmation of the reservation of the exhibit space and the total payment must be completed no later than **May 01, 2010**. Please see the terms and conditions of the contract between the exhibitor, Parker Seminars and the Association of Italian Chiropractors.

Forwarding Exhibit Merchandise to the Congress Venue

Exhibits must be forwarded to the address below with the proper identification and with the identification of exhibitor name and Parker Seminars Italy, a reasonable number of days before the event. For all questions regarding shipping and customs:

Contact Person: **Raffaele Rocco**, Convention Site Manager

c/o – Melià Roma Aurelia Antica Hotel & Convention Center

Via degli Aldobrandeschi, 223 - 00163 Rome, Italy

tel. +39 - 06 66544 468, fax +39 – 06 66544 467

e-mail: raffaele.ruocco@solmelia.com website: www.solmelia.com

Toll Free Number in Italy: 800 790088

Exhibit Areas

The exhibit stands will be located before the Main Lecture Halls, within the Coffee Break Room and at the Main Entrance. All exhibitors will receive a detailed exhibit area floor plan.

Exhibition Hours

Thursday, June 24 from 15:00 to 20:00 hours

Friday, June 25 from 8:00 to 20:00 hours

Saturday, June 26, from 8:00 to 16:30 hours

Cancellation Policy

Refunds and/or transfers less a 25 percent administrative charge will be issued upon request if received before **May 20, 2010**. There will be no refunds or transfers permitted after that time.

Sponsorship information

You are invited to join the initiative in various ways, with various levels of economic involvement:

Exhibition space at the Melià Roma Aurelia Convention Centre **Euro 1.600**

- **Benefits include :**
- Link to your company website from the AIC Parker Seminar website
- Recognition in Seminar program or proceedings
- A complimentary pass to the Tapas Pool Party and Aqua Show (If registered before March 31, 2010). Additional passes for exhibitors may be purchased at a special 50% discount rate.
- Promotional material from your organization to be included in all attendee registration kits, according to conference bag space
- For additional opportunities, such as exclusive sponsorship of the Seminar proceedings, Registration Kits, or other possibilities, please contact the AIC Conference Organisation.

Conference Bag Sponsorship **Euro 3.500**

- Printing of company logo on conference bag (500-700 pieces)
- An exhibition space with all the benefits listed above
- Priority on including company promotional material in conference bag

SPONSOR MENU

Other sponsorship possibilities for exhibitors include:

- **Advertising Poster** (excluding production) Euro 1.000
- **Projection advertising** image during breaks Euro 1.500
- Insertion of advertising on 2nd and 3rd page of program booklets Euro 2.000 (to be defined)
- Insertion of advertising on 4th page of program booklets Euro 2.500 (to be defined)
- **Seminar Kit:**
 - pen with logo Euro 300 (500 pieces)
 - folder Euro 1.200 (500 pieces)
 - sheets Euro 1.000
- **Logo on advertising posters** in Convention Centre area Euro 1.000
- **Logo on event web page** Euro 600
- **Tapas Pool Party and Acqua Show** Euro 24.000
- **Welcome Cocktail** Euro 10.000
- **Coffee-Break(s)** Company name will be prominently visible in the break area.
 - A - beverages plus pastries Euro 8.000
 - B - beverages plus cakes and cookies Euro 7.400
 - C - only beverages Euro 6.600
 - Coffee station (instead Coffee Breaks) Euro 7.000
- **Internet Point** Euro 4.000

According to your choice we will offer a different visibility to your company logo. For any further information you may need, please email to the following address: aic@chiropratica.it or call us at the AIC Genoa, Italy office: ++39-010-5533036 (from 9:00 pm to 1:00 pm and 2.00 pm to 6:00 pm) or fax: ++39-010-5848607.

TAPAS POOL PARTY AND AQUA SHOW FOLLOWED BY LIVE MUSIC

Exhibitors will receive a complimentary pass for the Tapas Pool Party and Aqua Show on Thursday evening, June 24, 2010. The pass is included in your application if signed **before March 31, 2010**.

After this date, additional passes can be purchased by exhibitors for a discount rate of 40 Euro each.

Other Terms and Conditions

1. Management reserves the right to alter or change the space assigned to the Exhibitor.
2. Parker Seminars and the AIC reserves the right to adjust program dates, times, speakers and/or locations:
3. The total liability of Parker Seminars and the AIC arising from or related to these courses is limited to a refund of the registration fee only.
4. The exhibitor shall not assign or sublet the space or any part thereof or permit the same to be used by any other person, without the prior written consent of Management. Any attempt to do so will result in the immediate cancellation of the contract.
5. The Exhibitor shall comply with all rules and regulations with respect to the exhibit area and the Congress Centre as stipulated by management, and agrees that Management's decisions on adoption and enforcement of any such rules and regulations shall be final and binding.
6. The Exhibitor will receive an in-depth Rules and Regulations Document from the Congress Centre.
7. Only two (2) persons are allowed per Exhibit stand. Extra persons must pay a fee of € 200.

Privacy

The personal data sent by the participants directly or indirectly Associazione Italiana Chiropratici is protected by the Italian Legislative Decree no.196 of 30 June 2003, "Personal Data Protection Code" which protects persons and other subjects with regard to the handling and processing of personal data and, therefore, will be used for administrative, accounting, commercial and promotional purposes. The holder and handler of personal data processing are:

Associazione Italiana Chiropratici with head office in Via Brigata Liguria, 1/20 Genova;

Parker Seminars with head office at Parker College of Chiropractic 2500 Walnut Hill Lane, Ste. S-209 Dallas, TX 75229