

# Your Sponsorship Invitation Enclosed!

2026 ICS ANNUAL CONVENTION

## ADJUSTING THE FUTURE: E<sup>4</sup>

EXPERTISE, EVIDENCE, EFFECTIVENESS, &  
EXCELLENCE IN CHIROPRACTIC CARE

*A celebration of skill, evidence-based outcomes,  
and community impact.*

IOWA CHIROPRACTIC  
SOCIETY

**APRIL 24 & 25, 2026**

THE MEADOWS EVENTS AND CONFERENCE CENTER  
ALTOONA, IOWA

# A Message from the ICS Executive Director

Dear Friends and Partners,

The future of chiropractic care in Iowa is built on four undeniable pillars: **Expertise, Evidence, Effectiveness, and Excellence**. And in 2026, the Iowa Chiropractic Society is putting those pillars on full display.

Our 2026 ICS Annual Convention theme, "**Adjusting the Future: E<sup>4</sup> – Expertise, Evidence, Effectiveness, & Excellence in Chiropractic Care**," reflects the foundation of modern chiropractic practice and the guiding principle behind everything we do.

2026 marks a defining moment for chiropractic in Iowa. At the convention, we will **launch the 2027 Parity Initiative**, equipping DCs with the knowledge and tools to advocate effectively when the legislation reaches the Iowa Legislature in January 2027.

Every educational session will highlight the **latest scientific outcomes and effectiveness data** across key practice areas – pediatrics, DOT physicals, headaches, injuries, impairment ratings, and more – providing evidence DCs can use immediately in their practices.

And because excellence extends beyond clinical care, we're bringing E<sup>4</sup> into the community. Together with **Meals from the Heartland**, a nonprofit organization dedicated to ending hunger locally and globally, attendees and sponsors will pack **20,000 meals** for families in need. It's a meaningful, hands-on service opportunity that reflects the heart of chiropractic.

Your sponsorship isn't just support – it's leadership. Whether as a Leadership Sponsor, Service Night Sponsor, Lunch or Breakfast Sponsor, or exhibitor, your presence showcases your commitment to advancing evidence-based care and strengthening the profession.

Explore the opportunities, find the level that aligns with your mission, and **join us in adjusting the future – together**.

Many thanks,



Carl Lingen  
Executive Director, Iowa Chiropractic Society  
[Director@iowadcs.org](mailto:Director@iowadcs.org) | (515) 750-2197

## **SPONSORSHIP OPPORTUNITIES**

The 2026 ICS Annual Convention offers new dynamic sponsorship opportunities designed to elevate your brand, connect with professionals, and demonstrate your commitment to a profession built on proven outcomes and data-driven care. Your support strengthens the Iowa chiropractic voice as we launch the 2027 Parity Initiative.

### **Visionary Sponsor - SOLD OUT**

- Reserved for our elite Sustaining Partners: NCMIC and LSB
- Interested in becoming a Sustaining Partner?
  - Contact Carl Lingen, ICS Executive Director, at [Director@iowadcs.org](mailto:Director@iowadcs.org) or (515) 750-2197

### **Leadership Sponsor - \$8,000**

#### ***Championing the data and impact that drive Iowa chiropractic forward.***

Be front and center with Iowa DCs as they explore the latest effectiveness data and prepare for the 2027 Parity Initiative. Maximum visibility, premium exhibit space, speaking opportunities, and recognition throughout the convention.

#### **Pre-Event Buzz**

- Your logo featured on the event website and attendee registration emails
- Two social media spotlights showcasing your company and support of ICS

#### **On-Site Impact**

- **Your logo on attendee name badges** and prominently displayed on event signage
- Recognition as a Leadership Sponsor throughout the event
- **Five-minute speaking opportunity in front of all attendees**
- Premium exhibit space for maximum visibility
- Marketing insert or promotional item in attendee bags (qty: 350, provided by you)
- Reserved table for Friday and Saturday lunches to sit with various ICS Leadership

#### **Post-Event Reach**

- Banner ad with sponsorship logos in the May 2026 DC Take 5 newsletter
- Video, commercial, or graphic of your choosing (provided by you) featured in the post-convention recap email

**Bonus: Complimentary exhibit space and meals for two representatives.**

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## **SPONSORSHIP OPPORTUNITIES, CONTINUED**

### **Unity Sponsor - \$5,000**

#### ***Supporting education, connections, and effectiveness-driven care.***

Gain recognition as the official WiFi sponsor, present brief remarks, and showcase your commitment to advancing chiropractic outcomes. Includes preferred exhibit space and post-event visibility.

#### **Pre-Event Buzz**

- Your logo on the event website and attendee registration emails
- One social media spotlight showcasing your company and support of ICS

#### **On-Site Impact**

- **Recognized WiFi sponsor** for the entire event and your logo displayed with the WiFi connection information
- Recognition as a Unity Sponsor during general sessions and on event slides
- **Two-minute speaking opportunity in front of all attendees**
- Marketing insert or promotional item in attendee bags (qty: 350, provided by you)
- Preferred exhibit booth placement by sponsorship level, with final location thoughtfully set by ICS management for optimal flow and visibility

#### **Post-Event Reach**

- Banner ad with sponsorship logos in the May 2026 DC Take 5 newsletter
- Mention in the post-convention recap email

**Bonus: Complimentary exhibit space and meals for two representatives.**

## **SPONSORSHIP OPPORTUNITIES, CONTINUED**

### **Service Night Sponsor - Two Available (\$3,500 each) or One Sponsorship (\$7,000)**

#### ***Put E<sup>4</sup> into action through community impact.***

Lead an inspiring evening of Meals from the Heartland meal packing, with premium signage and engagement opportunities. Highlight your organization's commitment to excellence and service.

#### **Pre-Event Buzz**

- Your logo on the event website and attendee registration emails
- One social media spotlight showcasing your company and support of ICS

#### **On-Site Impact**

- Build goodwill with ICS members and connect in a relaxed, meaningful setting
- Speaking opportunity during the meal-packing event
- Recognition during general sessions and on event slides
- Premium logo placement on signage and materials for the meal-packing event
- Marketing insert or promotional item in attendee bags (qty: 350, provided by you)
- Exclusive exhibit space inside the meal-packing room for maximum visibility and engagement
  - A bonus exhibit space will be available in the main exhibitor hallway as well

#### **Post-Event Reach**

- Banner ad with sponsorship logos in the May 2026 DC Take 5 newsletter
- Mention in the post-convention recap email
- Social media mentions during each ICS post about the Meals from the Heartland event

**Bonus: Complimentary exhibit space and meals for two representatives.**

## **SPONSORSHIP OPPORTUNITIES, CONTINUED**

### **Lunch Sponsor - \$3,000 - Friday or Saturday**

***Fuel the minds and bodies of attendees while showcasing your impact.***

Address attendees during lunch, display signage, and promote your organization with a video or tabletop inserts.

#### **Pre-Event Buzz**

- Your logo on the event website and attendee registration emails

#### **On-Site Impact**

- Welcome and appreciation introduction by ICS Executive Director during lunch
- Two-minute address during Friday or Saturday's lunch
- Showcase your organization via a promotional video shown during lunch (provided by you)
- Prominent signage including tabletop inserts on lunch tables

#### **Post-Event Reach**

- Banner ad with sponsorship logos in the May 2026 DC Take 5 newsletter

**Bonus: Complimentary exhibit space and meals for two representatives.**

### **Breakfast Sponsor - \$2,500 - Friday or Saturday**

***Start the day with visibility and energy.***

Welcome attendees, speak briefly, and align your brand with the spirit of E<sup>4</sup>.

#### **Pre-Event Buzz**

- Your logo on the event website and attendee registration emails

#### **On-Site Impact**

- Welcome and appreciation introduction by ICS Executive Director during breakfast
- Two-minute address during Friday or Saturday's breakfast

#### **Post-Event Reach**

- Banner ad with sponsorship logos in the May 2026 DC Take 5 newsletter

**Bonus: Complimentary exhibit space and meals for two representatives.**

# ADJUSTING THE FUTURE: E<sup>4</sup> EXPERTISE, EVIDENCE, EFFECTIVENESS, & EXCELLENCE IN CHIROPRACTIC CARE

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## EXHIBITOR OPPORTUNITIES

### Exhibitor Booth Package Includes:

- 10' x 10' booth with draped backdrop and side divider
- One 6' or 8' draped table
- Two folding chairs
- Wastebasket
- Identification sign
- Complimentary 110V electricity
- Free basic WiFi
- One breakfast and one lunch buffet per day (Friday & Saturday)

### Exhibitor Table Only Includes:

- One 6' or 8' draped table only
- Two folding chairs
- Wastebasket
- Identification sign
- Free basic WiFi
- One breakfast and one lunch buffet per day (Friday & Saturday)

*Note: Electricity is not available for stand-alone tables.*

Interested in becoming an ICS Affiliate Member? Contact [Membership@iowadcs.org](mailto:Membership@iowadcs.org).

### SPECIAL NOTICE REGARDING CBD AND HEMP PRODUCTS

Please note: Iowa state law governs the sale, possession, and consumption of products containing CBD or hemp-derived ingredients. These products must comply with the requirements of Iowa Code Chapter 124E (Iowa Medical Cannabidiol Act) or Iowa Code Chapter 204 (Iowa Hemp Act). State law also requires that any seller of these products be properly licensed and registered with the State of Iowa. We strongly recommend consulting your attorney before offering any such products to ensure that: (a) the products are legal for sale and consumption in Iowa, and (b) you are properly registered and licensed to sell them.

Notwithstanding the above notice, Iowa law prohibits the sale of CBD or hemp-derived products at temporary booths, mobile setups, or other unlicensed premises. **In compliance with state law, ICS does not allow any CBD or hemp-related products to be sold, sampled, or distributed at the convention, even if the seller is licensed at another retail location.** Any exhibitor who attempts to sell or distribute these products will be asked to leave the event without a refund.

### ICS AFFILIATE MEMBER

Single Booth: \$725

Double Booth: \$1,250

### NON-AFFILIATE MEMBER

Single Booth: \$875

Double Booth: \$1,550

### ICS AFFILIATE MEMBER

Single Table: \$525

Double Table: \$1,000

### NON-AFFILIATE MEMBER

Single Table: \$675

Double Table: \$1,300

## **ADD-ON ADVERTISING OPPORTUNITIES**

You may participate exclusively through the add-on opportunities below, or you can combine any of them with a larger sponsorship or exhibitor package featured earlier. These flexible options allow you to customize your presence and visibility at the event.

### **Swag Bag Sponsor | Cost of Bags or Bags Provided by You**

Your logoed bag will be provided to each attendee to hold all convention inserts.

- You may provide the bags, or ICS can order specialized bags at your cost
- Quantity: 350 bags

### **Printed Promotional Inserts or Branded Items | \$200**

Your printed insert or logoed promotional item will be added to each attendee's swag bag.

- Quantity: 350, provided by you

**APRIL 1, 2026  
DEADLINE**

ICS must receive swag bags, printed inserts, and promotional items by April 1, 2026.

### **Enhanced Marketing Email | \$250**

Expand your reach with a dedicated email sent to full ICS membership before the event.

- Sponsor must provide a logo and detailed messaging
- Email delivery date will be coordinated with ICS staff

### **Social Media Post | \$250**

Reach more than 1,300 ICS social media followers with a customized post.

- Optional personal invitation for chiropractors to visit your booth
- May include a link to your website and a brief description of your products or services

### **Video Message Special | \$350**

Share a 30-second video message with the 1,300+ ICS followers and have it featured in the *DC Take 5* newsletter.

**ADDITIONAL COMPANY  
REPRESENTATIVES**

Additional company representatives may attend the event for  
**\$125 per person.**

### **Other Ideas?**

Have another idea to support the 2026 ICS Convention? Contact the ICS team at [Staff@iowadcs.org](mailto:Staff@iowadcs.org), and we will explore what is possible.

## *2026 Raffle - Be Part of Something Bigger!*

Exhibitors & Sponsors—here's your chance to shine! **Donate a raffle item or simply make a cash donation, and the ICS Team will create a raffle prize for you.** All funds raised will go to the Iowa Chiropractic Education & Research Foundation (ICERF).

- Gain recognition on social media and at the raffle display with your company name and logo
- Winners will be announced during the Friday evening Meals for the Heartland celebration
- Celebrate chiropractic unity and service in action

Raffle ideas: Gift baskets, gift cards, wine or spirits, branded swag—anything goes!

**Deadline: March 25, 2026 |** Send donation details to [Membership@iowadcs.org](mailto:Membership@iowadcs.org)

- Please include your company name, raffle item description, and prize value

Prize value: No minimum or maximum—every contribution makes a difference.

## **RESERVE YOUR SPONSORSHIP SPOT TODAY!**

Scan the QR code below or visit

<https://exhibitorsandsponsors2026ics.eventify.io/t2/tickets>

to sign up for the sponsorship package of your choice.

Thank you again for your incredible support and we will be in touch with additional details such as timing information and load-in/teardown instructions.

