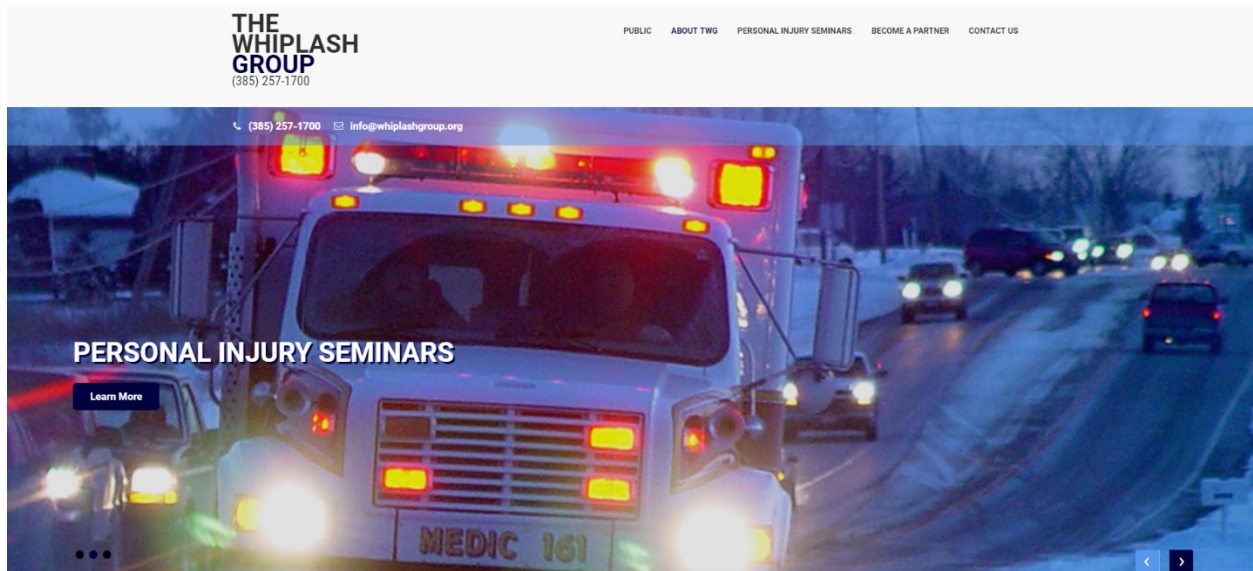


# The Whiplash Group Seminar Guidebook 2019

## For Vendors and Sponsors



**Welcome!** I sincerely hope you take a few minutes to read through this entirely. It will help you and your team navigate the travel and seminar with greater ease.

1. The Rules
2. Registration online
3. Sponsorships and Booths (CE, Meals, Speakers, entertainment)
4. Hotel Registration (sleeping rooms)
5. Transportation to and from the hotel
6. **Set up and Take down**
7. Prize Drawings
8. Class structure (Great flow for vendors)
9. Meals
10. Entertainment
11. Cancellation Policy

# The Rules

The Whiplash Group is a network and culture of outstanding health care providers, attorneys and their office teams.

*“According to research by social psychologist Dr. David McClelland of Harvard, [the people you habitually associate with] determine as much as 95 percent of your success or failure in life.”*

When we come together for this annual event full of “A-game personalities,” we expect a few things from people...

- Show up on time.
- Stay for the entire event (March 15<sup>th</sup> 2pm to March -17<sup>th</sup> 12pm)
- Be respectful to everyone on-site
- Sponsors and vendors are welcome to attend classes if not at their booth/table
- Engage! in class, with other vendors, at the social events, make new friends locally and from across the country
- Have fun!

## Registration Online

We have tried to make it as simple as possible.

It will get easier in years to come so be patient with us as we run our practices and grow the group.

<https://www.whiplashgroup.org/joinus/seminar-sponsors/>

# Sponsorships and Booths

Key things to understand for registration this year:

1. **General Sponsor.** You can register as a Sponsor to get more perks. Including year-long exposure - at our smaller events, on our website, through our emails, etc. This can be done via a single annual payment or with small monthly payments. Only \$1200 for “Gold Sponsor” or \$2400 for “Platinum Sponsor.”
2. **Speaker Sponsor.** Get great exposure with great ROI. Typically, this gives ‘stage time’ education about your products and services. Usually, speaker will return to your booth during the break after their stage time to lead the crowd right to you. Not a bad idea to have them take pictures or sign books or something in your booth. \$5000-\$30,000 depending on the speaker. This would require a speaker Bio, Headshot photo, Vitae, and a Course Outline (bullet points).
3. **Your own Speaker Sponsorship.** This required a minimum of a booth fee \$700 plus \$2000 for the stage fee. The speaker has to offer content that is pertinent to our audience and must be Continuing Education (CE) worthy according to the State Associations or PACE. This would require a speaker Bio, Headshot photo, Vitae, and a Course Outline (bullet points).
4. **Booth.** The booths are available first-come-first-serve AFTER the sponsors. Booths are only \$700.
5. **Other Sponsorships.** We are always looking for help with side sponsorships that both help us as the organizers and really bring additional attention to you, the sponsor.

- a. **Sunday Breakfast** – This helps keep attendees on property longer through the weekend and gives you “last day” exposure. Most attendees ‘pull the trigger’ on purchases the last day before they go home. This sponsorship gives you a captive audience to make a final pitch before they start classes again.
- b. **Entertainment Sponsor** – Friday night we strive to have quality entertainment, for our attendees to get them fired up for the rest of the weekend. This can range from \$1000 to \$5000 depending on the entertainment each year. Comedians, motivational speakers, TV/Movie stars or other guests that are not cleared for CE. In a pinch, it might just be music and drinks for a evening social. Entertainment will vary each year.
- c. **Continuing Ed Credits.** This is a big one because competing seminars that are sponsored by local companies or attorneys offer free CE and pull from our attendance. Doctors love to get CE but don’t like to pay for it. Hmm! So, if there is a different seminar with free CE vs. our amazing seminar without free CE...they are not likely to sacrifice both weekends. The high caliber doctors that we want to attract will still come but it will cost us the “fence sitters.” Anyway, this provides a great opportunity to attract more doctors to our event and dial you in as a “super hero,” in their eyes. For example, if I was an attorney from California, I would want to sponsor the CE for all the doctors from my state. That way I would be building a reputation around my practice. Half or more of the attendees (for the next year or two) will be from Utah. Anyone wanting to sponsor Utah doctors could just cover the CE for Utah docs through the

UCPA. It should cost around \$30 to \$50 per doctor. If I were representing a nationwide company like Intellibed, I might want to sponsor ALL the CEs so I build a reputation with doctors everywhere.

- d. **Name Badge Sponsor.** Pay for the printing of our name Badges and have your info on the back of the badges.
- e. **Prize Sponsors.** We do give-a-ways at the beginning class and the first class after lunch to get attendees back in the classrooms on time. They must be present to win. Donated prizes are welcome.

\*\* Power (electricity) is available at any of the booths We will cover the cost for the hotel to set up electricity for you. However, we ask that you please buy the “Meal Ticket” for the three days of meals. Why?

- A. We have to sell enough “food and beverage” with the hotel or we lose our discount on the lecture rooms.
- B. We strategically build the “on-site” meals for this property to aid in keeping attendees staying on-site so they have more time to visit your booths and get back to class on time.
- C. This is a great time to sit down at a table with attendees, “break bread,” and build rapport without direct selling. Great for the long-term return shopper relationship.

**Note:** Things we have done to make this seminar more affordable for your business include:

- f. Offer group rate rooms at the hotel for the sleeping rooms
- g. We are working on a free shuttle airport for members on Friday and Sunday
- h. The on-site “Meal tickets” that you can purchase when registering. 😊 We think of just about everything!
- i. Talk with Jenn to find other attendees that want to split / share rooms.  
Info@WhiplashGroup.org



# Hotel Registration



The University Park Marriott is very accommodating. (This is NOT the downtown Marriott). It has an open floor plan and group room rate (if registered early) will make this a highly productive event.

Here is the [Hotel Link](#) to book discount rooms up to 30 days prior to the event. Discount rooms are first come first serve so please book early.

The Hotel is nestled up on the ‘bench’ of the mountains near the University of Utah. There is a Starbucks, a bar and restaurant on property. However, with a group our size the “meal ticket” will help us eat and get back to classes and events in a much timelier fashion.



Additional restaurants and downtown Salt Lake City are less than 2 miles away. They all require a shuttle ride. A free shuttle from the hotel is offered but the timing is not convenient. Saturday night would be a good time for exploring. The rest of the seminar there is simply not enough time to depart from the hotel and return in time for the Whiplash Group experience.

We strongly encourage the local (Utah) doctors to make a full engagement of the weekend. Stay on property. Get to know other doctors and teams from across the country. Maybe even play tour guide Saturday night.

## Airport Transportation to and from the hotel

There is no official airport shuttle to the property. **It is Uber, Lyft or taxi.** It should cost \$12 to \$16. We are working on renting a private shuttle to offer FREE transportation to our attendees on Friday morning and Sunday. Stay tuned! A *Shuttle Sponsorship* might develop in the future 😊





# Setup and Take Down

Please respect the setup time and do not take down early.

**Setup** is Friday from **8am to 1:30pm**. Please be FULLY SET UP before registration starts at 2pm to 3pm. Unlike many locations where you can sneak in late to set up, this is a highly visible location. The entire seminar will look sloppy and incomplete if you are not ready on time. FIRST IMPRESSIONS ARE IMPORTANT.

Before the seminar starts you will receive a name badge to wear for the weekend.

Again, you are welcome to attend any of the classes you desire. Please respect the instructors and help them by encouraging attendees back in the classes on time.

There are several vendor breaks and meal breaks to help drive traffic to you. There is even a Sunday morning vendor time.

**Take down.** We understand some Utah based vendors do not work on Sunday and will want to take down Saturday night. Please wait until after the final vendor break (Saturday night ) or after 10am Sunday.

## Prize Drawings

Bring business cards to share and network. We collect business cards from on-time attendees Friday and use those business cards for prize drawings through the course of the weekend. Want to win \$100 cash and be in the “Friendly Franklin Club?” Register on time Friday.

([Youtube – Friendly Franklin](#)) We will also be drawing from prizes from various vendors and a \$500 [Lifetimer table](#) or gift certificate. All drawings will be in the classrooms at the time class is scheduled to start. Must be present to win.

# Class Structure & Schedule

With Dr. Fabrizio Mancini as one of our mentors and occasional instructors, our teaching platform is “Parker-Style” with Keynote speakers and ‘break out’ classes where several speakers are teaching at the same time in different rooms. It is a buffet of knowledge and information. *(Schedule is tentative and is subject to change).*

**This creates amazing attendee flow for our vendors!**

\*\*Counting Registration and meals, there are 5.5 hours of dedicated time out of class for attendees to meet and shop with vendors. An additional hour on years we have a “mix n mingle” instead of live entertainment.

Friday	Stage	Auditorium	Small
2pm-3pm	Registration		
3:pm-5pm	Dan Murphy (part 1) (CE)		
5pm-5:30pm	Vendor Break		
5:30pm-6:30pm	Clint Arthur - Marketing		
6:30pm-7:30pm	Dinner (pre-purchased tickets)		
7:30pm-8:30pm	On Property "Mix n Mingle" *		
	Or Surprise Entertainment		
Saturday	Stage	Auditorium	Small
8am-10:00am	Jay & Dan Murphy (CE)	Conlin - Imaging (CE)	
10am-10:30m	Vendor Break		
10:30am-12pm	Merkowski (Part1) (CE)		
12pm-1pm	Lunch/vendor Break (pre-purchased tickets)		
1pm-2:30pm	Rob Silverman (part 1) (CE)		Style by Dani
2:30pm-4pm		Kristina Stitche (Part 1) (CE)	
4pm-4:30pm	Vendor Break		
4:30pm-5:30pm	Derrick VanNess	Merkowski (Part 2) (CE)	
5:30pm-6:30pm	Matt Kober, ESQ (CE)		Rob Silverman(part2) (CE)
6:30pm-7:30pm	Class / Q&A Pannel (CE)		
7:30pm-	Dinner (on own)		
Sunday			
8am-9am	Vendor Breakfast (Pre-purchased tickets)		
9am-10:30am	(B) Kristina Stitche(part2) \$		
10:30-11:30am	(S/B) Jay Shetlin - Closing		
11:30am	Prize Drawing **		

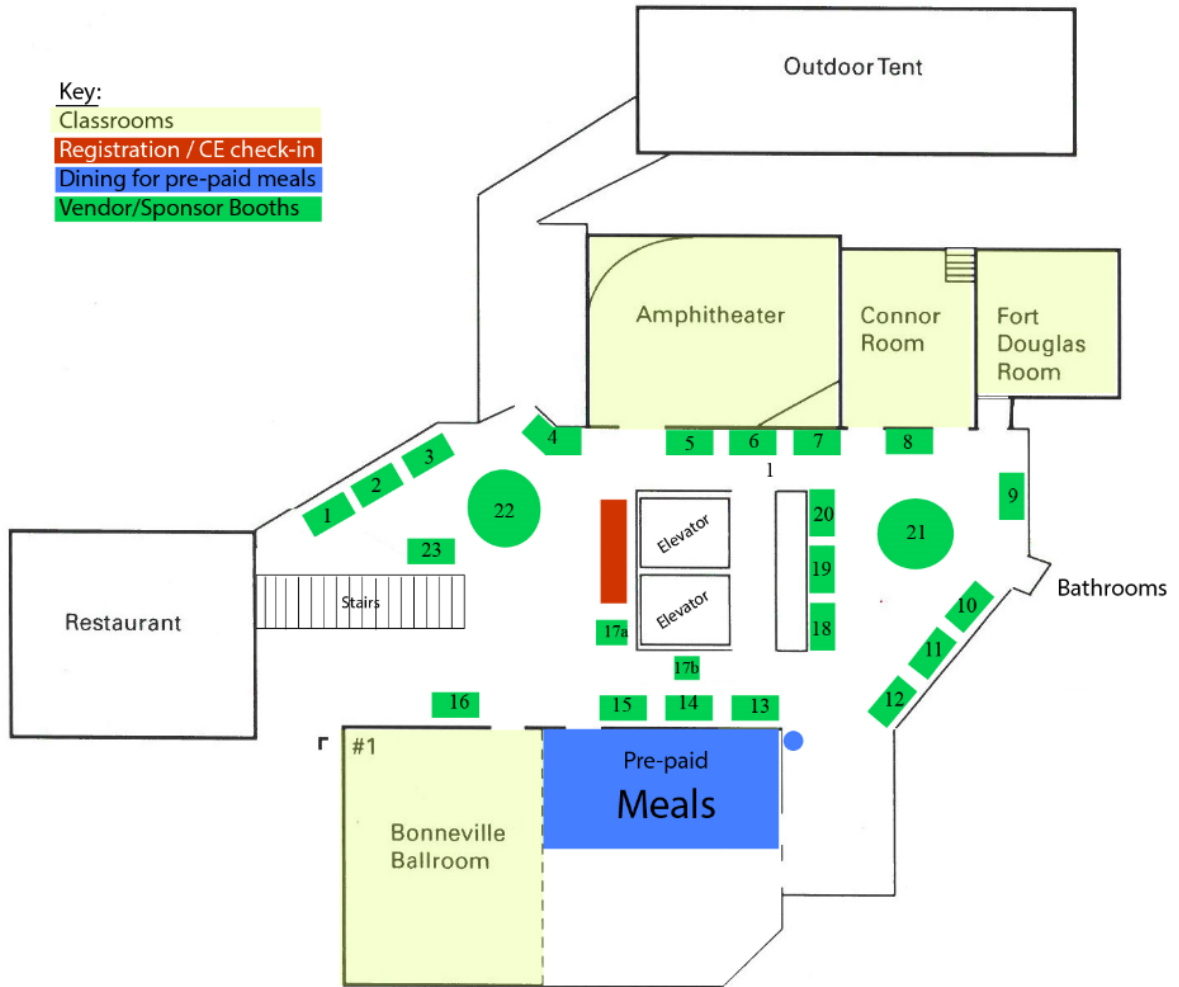
Key:

Classrooms

Registration / CE check-in

Dining for pre-paid meals

Vendor/Sponsor Booths



# Meals

We offer a unique meal package to help save you time, money and increase your team productivity. There isn't enough time during lunch (nor dinner on Friday) to go off-site to eat. You can, but you won't make it back in time for classes and events.



So, we have structured a unique scenario where the hotel will provide buffet style meals for Friday dinner, Saturday lunch, and Sunday breakfast. Hotel meals are not cheap but as a group they offer quality, variety, and convenience. What we

have worked out will be far more affordable when calculating time, meal cost, tip and travel to a restaurant and back. Naturally, there is a restaurant on-site but they would not be able to handle the flood of our attendees vs. us letting the chef know how many meals to prepare for us in advance with the Meal Package we have prepared for you.

**Trust us, this will save you and your team time and \$\$.**

Please take advantage of our Meal Package for you and your team, stay on-site and in a private meal room where you can sit with other attendees and build relationships.

**[ WG Meal Tickets are ONLY \$75/person for 3 meals]**

Friday Dinner Cost \$45. Your Cost average \$25

Saturday Lunch Cost \$32. Your Cost average \$25

Sunday Breakfast cost \$24. Your Cost average \$25

On meals other than the ones we offer in the package, feel free to enjoy the on-site facilities, order delivery or Uber eats.

To be completely transparent, the meal ticket is what allow us the freedom to offer “The entire office at a single fee.” If we don’t sell enough meal tickets, that might not be an option in the future.

But if you are determined to eat elsewhere, here are some ideas. [Trip advisor – Hotels within 2 miles of the property.](#)

## Entertainment

Friday night we have a “mix-n-mingle” or special guests for entertainment. This year we have a comedy duo that will have you in tears. Marcus & Guy will have you in stitches even keeping their show family friendly. 😊 Additional tickets are for sale on-line and at the door. Adults and teens welcome. Registered attendees from your office will receive free tickets.



## Cancelation Policy

You are welcome to cancel at any time. Cancelation 60 days prior to the event is 100% refundable. Up to 30 days prior refunds are 50%. After 30 days Prior to the event there are no refunds. Depending on circumstances attendance may be transferable to another seminar or the following year.