

ASDA Sponsor & Exhibitor PROSPECTUS

engage · educate · connect



NOVEMBER 21-23, 2025
MCCORMICK PLACE
CHICAGO, ILLINOIS

FEBRUARY 6-8, 2026
HILTON MINNEAPOLIS
MINNEAPOLIS, MINNESOTA



NLC 2024 data

12% 1st year students

32% 2nd year students

43% 3rd year students

13% 4th year students



hold a chapter, district or national leadership position

70%

71 chapters represented



SPONSOR

Keynote Speaker ----- \$25,000



Friday Opening Session

- Keynote speaker introduction, with up to five (5) minutes of podium time
- Pre-session video, up to one (1) minute
- Chair drop placement prior to keynote session
- Sponsor recognition in keynote session attendee email and mobile app alert

Interactive Attendee Hub ----- \$25,000

Up to four hubs available: *Advance Your Network, Build Your Brand, Wellness or custom design*

- Intentional attendee space in high-traffic location
- Custom branding opportunities available in each designated space
- Open to attendees Friday and Saturday



Advance Your Network
Networking is top-of-mind for attendees as they navigate dental school. Create those connections in this engaging space.

Build Your Brand
Headshots are a powerful branding opportunity. Our professional photographer provides digital headshots for attendees.

Customized Hub
Design this space to your needs. Promote new products and services or provide specialized content to attendees.

Wellness
Balancing wellness with the demands of dental school is challenging. Use this space to highlight the importance of self-care.

NLC not only provided me with great leadership and networking opportunities, it gave me an insight into the profession outside of the classroom.

— McKenzie, '25

Registration ----- \$25,000



- Attendee bag with company logo
- Co-branded attendee badge and lanyard
- Branded hotel keycard, with up to five (5) designs
- Option to have branded item handed out at Registration



Keynote, Attendee Hub and Registration packages include:

- Dental Marketplace double (10x20) booth
- Pre- and post-conference email to all registered attendees
- Sponsor recognition in event promotions
- Lead generation and retrieval via conference mobile app

Affiliate Marketing ----- \$5,000

Available only to National Leadership Conference sponsors hosting offsite events. Events must not directly conflict with conference agenda.

- Promotion of sponsored off-site event through conference website and in mobile app agenda
- Mobile app alert sent to all attendees
- Sponsor recognition on signage and other promotions
- Sponsor has option to include other participating sponsors and/or exhibitors



Education Session ----- \$18,500

Friday or Saturday

Up to eight sessions available

- Opportunity to host 45-minute breakout session on educational topic of your choice
- Sponsor recognition on signage and other promotions



Networking Reception with ASDA Leaders ----- \$15,000

Saturday evening

- Exclusive host for networking reception with ASDA Board of Trustees, national leaders and conference attendees who are interested in 2025-26 ASDA leadership positions (75-100 attendees)
- Opportunity to address attendees during event
- Sponsor recognition on signage and other promotions

Insightful opportunities to grow your network with both students and professionals.

— Eric '27



The networking and learning opportunities at this conference were invaluable.

— Shana '26



PROMOTE

Wifi Sponsor ----- \$3,000

- Customized password and URL redirect to sponsor's page.
- Sponsor recognition in event promotion

Hotel Check-in Handout ----- \$1,500

Three available

- One (1) sponsor-provided flyer, brochure or printed item handed to each conference attendee at hotel check-in

Promo Item Pickup ----- \$2,500

Friday or Saturday

- One (1) sponsor-provided promotional item, swag bag or snack/treat distributed to attendees at conclusion of daily programming.

Chair Drop ----- \$1,500

Four available

- One (1) sponsor-provided promotional item per attendee during meal function or general session

ADVERTISE

Ad Package ----- \$2,000

- One (1) pre- or post-conference email to registered attendees
- One (1) Instagram Live from *Dental Marketplace*

Attendee Email ----- \$1,500

- One (1) pre- or post-conference email to registered attendees



TECH EXPO: experience the future of dentistry

Sponsor/Exhibitor ----- \$7,500

Unique opportunity to provide attendees hands-on demonstrations & interactive presentations

- Tabletop exhibit at **Dental Marketplace** on Friday from 1:30 – 3:30 p.m.
- Demonstration and/or presentation exhibit booth at **Tech Expo** on Saturday morning
- Included in Tech Expo promotions on ASDA's Instagram account and in pre-conference email to registered attendees
- Sponsor recognition in event promotions
- Lead generation and retrieval via conference mobile app



Every dental student should attend this conference at least once in their dental school career!

— Hiba, '26



EXHIBIT

Dental Marketplace----- \$1,800



Friday, November 21 from 1-3 p.m.

- 10x10 standard booth
- Access to conference mobile app for promotions, lead generation and retrieval
- Two (2) name badges; additional badges are \$200 each



This experience deepened my passion for dentistry and leadership—it's an event you don't want to miss!

— Siddhi '26

