# SPONSOR & EXHIBITOR PROSPECTUS

# ASDA NATIONAL LEADERSHIP

November 18-20, 2022 McCormick Place Chicago, Illinois

> Contact ASDA's Business Development Team at <u>CorporateRelations@asdanet.org</u> to secure your opportunity.



Source: Summit 2021 & Annual Session 2022 attendee surveys

# **SPONSORSHIP OPPORTUNITIES**

# Premium packages include:

- Dental Marketplace booth
- Lead generation and retrieval via conference mobile app
- Priority scheduling for pre- and postconference emails to all registered attendees
- Sponsor recognition in event marketing materials to 20,000+ members

# Choose from the packages below:

# Keynote Speaker -----

# -- \$25,000

# Friday's Opening Session <SOLD OUT>

- Speaker introduction with up to three (3) minutes of podium time
- Video commercial played pre-session (up to 1 minute)
- Custom signage and chair drop marketing opportunities

# Sunday's Closing Session

# Still available!

- Speaker introduction with up to three (3) minutes of podium time
- Video commercial played pre-session (up to 1 minute)
- Custom signage and chair drop marketing opportunities

# Registration -----

- Branded attendee badge and lanyard (co-branded with ASDA)
- Branded hotel keycards, up to five (5) card designs included
- Branded attendee bag with opportunity to insert one promotional product
- Survey of attendees included in registration form
- Exclusive branding on registration signage
- Exclusive branding in event marketing promotions to 20,000+ members

# Attending the conference was truly a life changing experience, making me a stronger future oral health provider and a more influential leader.

—Priscilla, '25



\$25,000 <SOLD OUT>

# 

Three hubs available: Advance Your Network; Build Your Brand; Carve Out Time for Yourself

- Custom designed space in high-traffic location •
- Open to attendees Friday Saturday •
- Opportunity for sponsor staff to capture attendee contacts through lead • retrieval via conference mobile app



**Advance Your Network** 

*Networking is top-of-mind for attendees* as they navigate dental school. Create those connections in this high-energy space.

# **Build Your Brand**

Help attendees polish their look with all the essentials they need to enter the profession.

## Carve Out Time for Yourself Dental school is demanding and students want & need time for self-care. This space gives them the downtime they crave.

# Networking Event: Welcome Reception for all Attendees ------\$30,000 <SOLD OUT>

- Exclusive reception host on Friday night •
- Branding throughout reception space •
- Time to address attendees •
- Mobile app alert







# Networking Event: Meet & Greet with ASDA Leaders -------\$15,000 <SOLD OUT>

- Exclusive networking reception host on Saturday evening with current ASDA Board of Trustees, council and committee chairs and members who are interested in national leadership positions (50-100 attendees)
- Branding at reception food/beverage stations •
- Time to address attendees •
- Mobile app alert

**Eight available** 

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- 45-minutes dedicated time to host education session
- Dedicated mobile app marketing

# **Tech Expo Sponsor** (limited booths available)

# Education & Demo------

- 45-minutes dedicated time to host education session
- Dedicated, custom designed space
- Opportunity for hands-on demos & interactive tutorials
- Instagram IGTV post & bundle of three stories
- Technomercial highlighted onsite
- Preview tour for ASDA leadership

# Demo ------

- Dedicated, custom designed space
- Opportunity for hands-on demos & interactive tutorials
- Instagram IGTV post & bundle of three stories
- Technomercial highlighted onsite
- Preview tour for ASDA leadership



I had the opportunity to network with other dental students and dentists, participate in sessions that focus on content that dental school does not target, and expose myself to vendors that I have not had the opportunity to learn about at my chapter.

\$15,000 <SOLD OUT>

- \$7,500

–Ryan, '23

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# **High Impact Marketing:**

# High Visibility Branding ------\$10,000

Three options available

- Main entrance to conference meeting space decals
- Hotel lobby pillar wraps (includes two, 4-sided pillars)
- Hotel lobby elevator floor decals

YOUR GRAPHIC HERE





Hotel Key Cards------\$10,000 <SOLD OUT>

- Custom designed keycards distributed to attendees staying at host hotel
- Exclusive branding on hotel keycards (up to five card designs included)

# Hotel Room Drop ------\$5,000

One promotional item per attendee in attendee hotel rooms or on hotel room door

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

Available only to National Leadership Conference sponsors hosting off-site events. Events must not be in direct conflict with conference agenda.



- Event information featured on conference website
- Mobile app "meet-up" event to promote event details •
- Mobile app marketing includes alerts to attendees and leaders • promoting event details
- Exclusive recognition one per sponsor per evening •

Hot	el Guest Check-in Advertisement\$1,500	
•	Flyer, brochure or printed item handed to each conference attendee at check-in at host hotel	

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

- Custom designed email inclusive of option to re-launch to unopened recipients or provide follow-up message to deliver to open recipients.
- Enhance your message with the following options at \$250 each
  - ✓ *Personalization (in subject line, preheader or body)*
  - ✓ Subject line split testing
  - ✓ Subject line recommendations
  - ✓ Targeted follow-up (separate into attendees, non-attendees, people who did/didn't visit booth, chapter, class, etc.)

# **EXHIBIT OPPORTUNITIES**

# **Dental Marketplace** packages include:

# 10x10 booth ------



# Only 1 booth available!

-\$1,800

- Open on Friday with dedicated hours
- Registration for two (2) staff
- Lead generation and retrieval via conference mobile app
- Choice of mobile app enhancements: video/resource library, attendee directmessage function, promotion and giveaway raffle features
- Additional booth staff fee of \$200 per person

# Contact CorporateRelations@asdanet.org for more information

