

SPONSOR & EXHIBITOR PROSPECTUS



November 18-20, 2022
McCormick Place
Chicago, Illinois

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



MORE THAN

70%



OF ATTENDEES ARE **D2's** AND **D3's**



68

**CHAPTERS
REPRESENTED**

2 OUT OF **3**

ATTENDEES HOLD A
**LOCAL OR NATIONAL
LEADERSHIP POSITION**



**EDUCATIONAL PROGRAMMING (91%)
AND NETWORKING (80%)**

ARE THE MAIN REASONS STUDENTS ATTEND

100%

OF ATTENDEES USE THE
CONFERENCE MOBILE APP



SPONSORSHIP OPPORTUNITIES

Premium packages include:

- Dental Marketplace booth
- Lead generation and retrieval via conference mobile app
- Priority scheduling for pre- and post-conference 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 ----- \$25,000

- 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

Interactive Attendee Hub ----- ~~\$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

Education Session ----- **One session still available!** ----- **\$18,500**

Eight available

- 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



~~\$15,000~~ <SOLD OUT>

Demo

Demo booths still available!

\$7,500

- 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.

—Ryan, '23

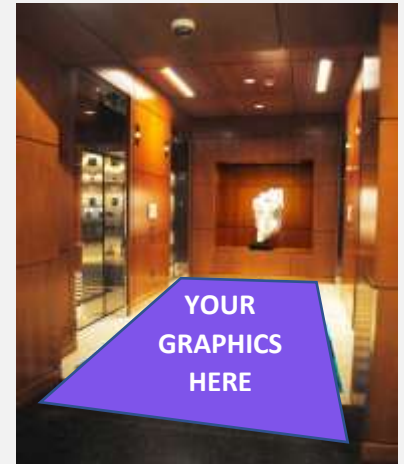


High Impact Marketing:

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



Hotel Key Cards----- \$10,000

- 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

Hotel 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 -----\$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 direct-message function, promotion and giveaway raffle features
- Additional booth staff fee of \$200 per person

Contact CorporateRelations@asdanet.org for more information

