

SPONSOR & EXHIBITOR PROSPECTUS



October 20-22, 2023
McCormick Place
Chicago, Illinois

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



76%



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

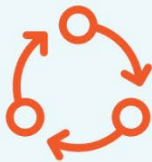
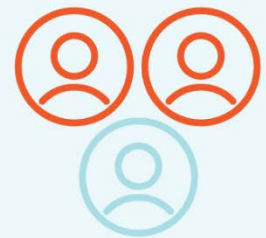


63

**CHAPTERS
REPRESENTED**

2 OUT OF **3**

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



**NETWORKING (93%) AND
EDUCATIONAL PROGRAMMING (86%)**

ARE THE MAIN REASONS STUDENTS ATTEND

99%

OF ATTENDEES USE THE
CONFERENCE MOBILE APP



SPONSORSHIP OPPORTUNITIES

Keynote Speaker **SOLD** ----- \$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 session
- Sponsor recognition on signage and other promotions
- Sponsor recognition in Keynote Session mobile app alert

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

Four hubs available: *Advance Your Network, Build Your Brand, Career Development and Wellness*

- Intentional attendee space in high-traffic location
- Custom branding opportunities available in each designed 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 high-energy space.

Build Your Brand

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

Career Development

Acquiring the skills to achieve career goals is paramount to dental students. Share your expertise with attendees.

Wellness

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



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

—Priscilla, '25

Registration **SOLD** ----- \$25,000



- Co-branded attendee bag and insert item
- Co-branded attendee badge and lanyard
- Branded hotel keycard, with up to five (5) designs
- Additional branding in Registration area
- Sponsor recognition on signage and other promotions



Keynote, Attendee Hub and Registration sponsor packages listed above include:

- *Dental Marketplace double/10x20 booth*
- *Lead generation and retrieval via Whova, our conference mobile app*
- *Pre- or post-conference email to all registered attendees*
- *Sponsor recognition in event promotions to 20,000+ members*

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 and in mobile app agenda
- Mobile app alert sent to all attendees
- Sponsor recognition on signage and other promotions



Education Session -----

~~Friday or Saturday~~

Eight available



-----\$18,500

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

Meet & Greet with ASDA Leaders **SOLD** -----

-----\$15,000

Saturday evening

- Exclusive host for networking reception with ASDA Board of Trustees, national leaders and attendees who are interested in 2024-25 leadership positions (50-100 attendees)
- Opportunity to address attendees
- Sponsor recognition on signage and other promotions



NLC is a great opportunity for students to learn about things that are not taught in school.

—Martin '24



TECH EXPO OPPORTUNITIES

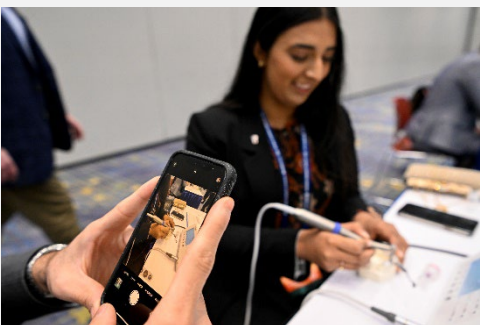
Tech Expo

\$7,500

Limited spaces available

Unique opportunity to provide hands-on demonstrations & interactive tutorials

- two (2) hours exhibit time at Friday's *Dental Marketplace*
- two (2) hours exhibit time at Saturday's *Tech Expo*
- highlighted in social media promotions to ASDA's 26,000+ Instagram followers
- highlighted in pre-conference email to registered attendees
- sponsor recognition in event promotions to 20,000+ members
- lead generation and retrieval via *Whova*, our conference mobile app



All the vendors there were fantastic, I enjoyed all the new technology that they presented.

—Paulette, '25



ADDITIONAL MARKETING OPPORTUNITIES

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

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

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

- Flyer, brochure or printed item handed to each conference attendee at hotel check-in

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

Four available

- Pre- or post-conference email to all registered attendees

EXHIBIT OPPORTUNITIES

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



- 10x10 booth
- Open Friday afternoon with dedicated hours
- Lead generation and retrieval via *Whova*, our conference mobile app
- Registration for two (2) staff
- Additional staff registration is \$200 per person

For more information, contact
CorporateRelations@asdanet.org

