



The ASDA team is pleased to have your organization join us at the  
**2022 National Leadership Conference**

For questions or detailed information, contact  
[corporaterelations@asdanet.org](mailto:corporaterelations@asdanet.org).

## EVENT INFORMATION

Friday, November 18 – Sunday, November 20  
[McCormick Place Convention Center](#)  
2301 S. Dr. Martin Luther King Jr. Drive  
Chicago, Illinois 60616

## EXHIBIT INFORMATION

Grand Ballroom of [McCormick Place Convention Center](#)  
2301 S. Dr. Martin Luther King Jr. Drive  
Chicago, Illinois 60616

***Dental Marketplace***

Friday, November 18  
3:30 – 5:30 p.m.

***Tech Expo***

Saturday, November 19  
10:15 a.m. – 12:15 p.m.

## HOTEL INFORMATION

[Hyatt Regency McCormick Place](#)  
2233 S. Dr. Martin Luther King Jr. Drive  
Chicago, Illinois 60616

- Discounted room rates are available via this [link](#).
- Reserve by **Oct. 21** to secure the discounted rate.

## REGISTRATION

- **Each representative/booth staff** from your organization who attends any function of the National Leadership Conference **must** register via this [link](#) to receive a name badge.
- Registration closes **Nov. 1**.

## IMPORTANT DATES & DEADLINES

- Oct. 3** Registration opens (sponsors/exhibitors must register to receive a name badge)
- Oct. 21** Discounted hotel room deadline
- Oct. 27** Discount pricing deadline from Valley Expo
- Nov. 1** Registration closes for sponsors/exhibitors
- Nov. 15** Advance warehouse shipping deadline

## DENTAL MARKETPLACE DETAILS

### Booth Information

#### Booth Staff Allotment

- Exhibitors are allotted **two (2) booth staff**.
- Sponsor allotments are based on type of sponsorship.
- Additional badges are available for *\$200 per person*.

#### Booth Package

- Exhibitors are assigned a **10'x10' booth**, with 8' back wall and 3' side walls draped in blue/white.
- Sponsors are assigned a **10'x20' booth**.
- Booths also include:
  - One (1) 6' white skirted table
  - Two (2) side chairs
  - One (1) wastebasket
  - One (1) 7"x44" identification sign with company name & booth number
- Exhibit hall is carpeted.

#### Move In/Out Schedule

Exhibitor Setup	Thursday, November 17 Friday, November 18	12 – 5 p.m. 8 a.m. – 12 p.m.
<b>Show Hours</b>	<b>Friday, November 18</b>	<b>3:30 – 5:30 p.m.</b>
Exhibitor Move Out	Friday, November 18	5:30 – 7 p.m.

### Service Kit

**Valley Expo**, our conference general services contractor, manages shipments to/from the Marketplace, rents supplemental booth equipment & decor, etc.

- Exhibitors should receive an email from Valley Expo with a direct link and temporary password for online ordering.
- For the complete Service Kit, click [here](#).
- Valley Expo staff can be reached in the Exhibitor Services Department at 877.332.4292 or via email [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)

## LEAD GENERATION

### Mobile App

- We use the conference mobile app Whova to share meeting schedules, sponsor & exhibitor information, session descriptions, speaker bios, etc. with attendees.
- You may capture leads via Whova by using your cell phone to scan the unique QR code printed on each attendee's badge.
- To capture leads and share information about your organization, you will need to set up a profile in Whova. You will also be able to add booth staff, links, company website, etc.
- Details will be provided to you via email in the coming weeks.

### Attendee Lists

- The pre-conference Attendee List will be emailed to you on **Nov. 1**.
- The post-conference Attendee List will be emailed to you on **Nov. 30**.
- Lists provide attendees' first/last name, mailing address, chapter and grad year.

### Questions?

Refer to Sponsor & Exhibitor information [here](#) page or contact the ASDA team at [corporaterelations@asdanet.org](mailto:corporaterelations@asdanet.org).

*Thank you for your support of ASDA*

## SAVE THE DATE:

ASDA's Annual Session  
*February 17-19, 2023*  
Seattle, Washington

