

# SPONSOR & EXHIBITOR PROSPECTUS



## **ASDA** NATIONAL **LEADERSHIP CONFERENCE**

NOVEMBER 8-10, 2024  
MCCORMICK PLACE  
CHICAGO, ILLINOIS

# SPONSORSHIP OPPORTUNITIES

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 mobile app alert
- Sponsor recognition on signage and other promotions

Interactive Attendee Hub ----- \$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 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

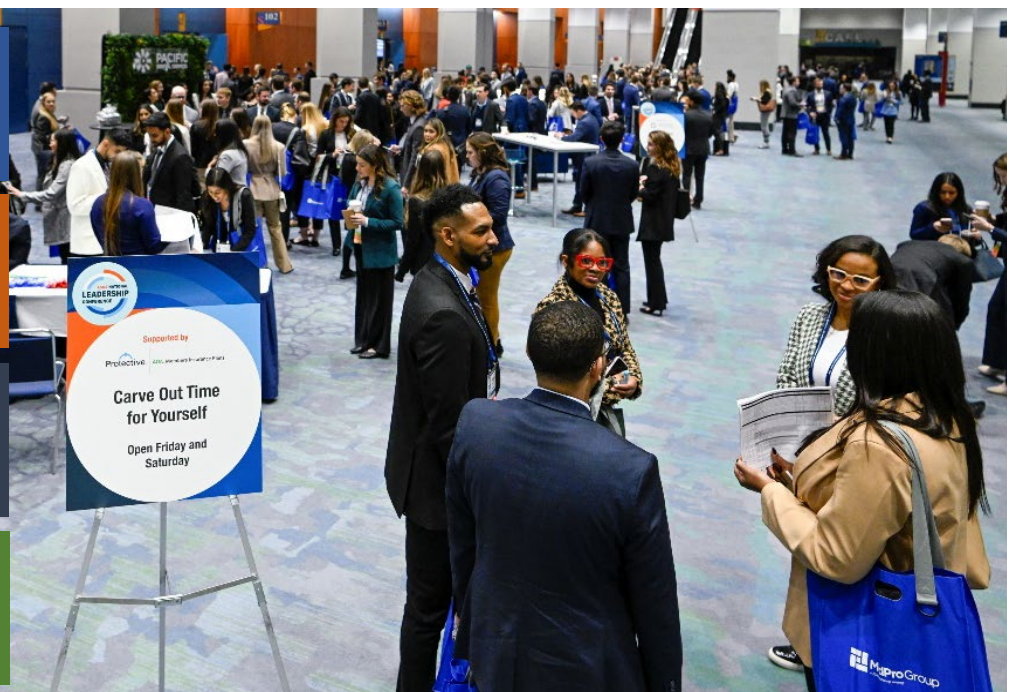
*Headshots are a powerful branding opportunity. Our professional photographer provides digital headshots for attendees.*

### 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.*



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 hand-out item at Registration
- Sponsor recognition on signage and other promotions



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

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

## 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 ----- \$18,500

**Friday or Saturday**

Eight available

- 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 ----- \$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 at reception
- 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





# TECH EXPO OPPORTUNITIES

Tech Expo-----\$7,500

Limited spaces available

*Unique opportunity to provide hands-on demonstrations & interactive tutorials to attendees*

- 10x10 exhibit booth at **Dental Marketplace** on Friday from 1:30 – 3:30 p.m. (times subject to change)
- 10x20 exhibit booth at **Tech Expo** on Saturday from 9:45 – 11:45 a.m. (times subject to change)
- Highlighted in social media promotions to ASDA's 27,000+ Instagram followers
- Highlighted in pre-conference email to registered attendees
- Lead generation and retrieval via conference mobile app
- Sponsor recognition in event promotions



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

— Hiba, '26





# 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

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

# EXHIBIT OPPORTUNITIES

More than  
50% SOLD

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



- 10x10 booth on Friday from 1:30 – 3:30 p.m. (*times subject to change*)
- Lead generation and retrieval via our conference mobile app
- Two (2) name badges
- Additional staff registration is \$200 per person

If you want to grow as a leader and a provider, NLC is the place to be!

— Gabriela, '25



For more information, contact  
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