



**JULY 25-28, 2024**

**CAESARS PALACE**



**SPONSORSHIP GUIDE**

# SUPPORT & SPONSORSHIP

## **PALLADIUM LEVEL (\$125,000) INCLUDES:**

- CEO to give greeting at Opening Session
- Corporate gobo logo at Opening Session
- CEO to give greeting at VIP Reception
- Title Sponsor of the VIP Reception
- Sponsor recognition award at Opening Session
- 1 Joint Step-n-Repeat with company logo
- 4 Stationary corporate pull-up banners (provided by corporation)
- 6 E-blasts to membership
- 2 Full page color ads in conference digital souvenir program
- Sponsorship announcement on NDA website
- Photo opportunities with NDA leadership
- Premium exhibit space at the conference (up to 4 booths)
- 10 Invitations – VIP Reception
- 6 Complimentary conference registrations
- 1 Table – President’s Gala
- 1 Table – 40 Under 40 Awards Dinner
- 1 Table – Women Dentists’ Award Luncheon
- 1 Table – Civil Rights Luncheon
- Social media acknowledgements and promotions
- 1 Full page color ad in NDA Flossline Newsletter post-convention edition
- Corporate name in press releases

## **PLATINUM LEVEL (\$100,000) INCLUDES:**

- Recognition at Opening Session
- CEO to give greeting at President’s Symposium
- Corporate banner at President’s Symposium (provided by corporation)
- 2 Stationary corporate pull-up banners (provided by corporation)
- Sponsorship announcement on NDA website
- 3 E-blasts to membership
- 2 Full page color ads in conference digital souvenir program
- Photo opportunities with NDA leadership
- Preferred exhibit space at the conference (up to 3 booths)
- 6 Invitations – VIP Reception
- 4 Complimentary conference registrations
- 1 Table – President’s Gala
- 1 Table – Women Dentists’ Award Luncheon
- Social media acknowledgements and promotions
- 1 Full page color ad in NDA Flossline Newsletter post-convention edition
- Sponsorship recognition in digital program
- Corporate name in press releases

## **DIAMOND LEVEL (\$75,000) INCLUDES:**

- Recognition at Opening Session
- Sponsorship recognition during 2 Selected Scientific Sessions
- Introduce speaker at Selected Scientific Sessions

- 1 Corporate pull-up banner at Selected Sessions from above (provided by corporation)
- 2 E-blasts to membership
- 1 Full page color ad in conference digital souvenir program
- Corporate Exhibit Booth at the conference (up to 2 booths)
- 4 Invitations – VIP Reception
- 4 Complimentary conference registrations
- 1 Table – President’s Gala
- 1 Table – Women Dentists’ Award Luncheon
- Social media acknowledgment and promotion
- 1 Half page color ad in NDA Flossline Newsletter post-convention edition
- Sponsorship recognition in digital program
- Corporate name in Press Releases

## **GOLD LEVEL (\$50,000) INCLUDES:**

- Recognition at Opening Session
- Sponsorship recognition during 1 Selected Scientific Session
- Introduce speaker at 1 Selected Scientific Session
- 1 Stationary pull-up banner at above Selected Session (provided by corporation)
- 1 E-blast to membership
- 1 Full page color ad in conference digital souvenir program
- 1 Corporate exhibit booth at the conference
- 2 Invitations – VIP reception
- 2 Complimentary conference registrations
- 5 Tickets – Presidents’ Gala
- 5 Tickets - Women Dentists’ Awards Luncheon
- Half page color ad NDA Flossline Newsletter in post-convention edition
- Sponsorship recognition in digital program
- Corporate name in press releases

## **SILVER LEVEL (\$25,000) INCLUDES:**

- Recognition at Opening Session
- Sponsorship recognition during 1 Scientific Session
- Corporate exhibit booth at the conference (inline booth)
- Half page color ad in conference digital souvenir program
- 2 Invitations – VIP Reception
- 2 Complimentary conference registrations
- 2 Tickets – President’s Gala
- 2 Tickets – Women Dentists’ Awards Luncheon
- Sponsorship recognition in digital program
- Corporate name in Press Releases

## **BRONZE LEVEL (\$15,000) INCLUDES:**

- Recognition at Opening Session
- Co-sponsorship recognition during 1 Scientific
- Corporate exhibit booth at the conference (1 inline booth)

- Half page color ad in conference digital souvenir program
- 1 Complimentary conference registration
- 1 Invitation – VIP Reception
- 1 Ticket – President’s Gala
- 1 Ticket – Women Dentists’ Awards Luncheon
- Sponsorship recognition in digital program
- Corporate name in Press Releases

**RUBY LEVEL (\$10,000) INCLUDES:**

- Recognition at Opening Session
- Corporate exhibit booth at the conference (1 inline booth)
- Half page color ad in conference digital souvenir program
- 1 Invitation – VIP reception
- 1 Ticket – President’s Gala
- 1 Ticket – Women Dentists’ Awards Luncheon
- Sponsorship recognition in digital program
- Corporate name in press releases

**EMERALD LEVEL (\$7,500) INCLUDES:**

- Recognition at Opening Session
- 2 Tickets – Civil Rights Luncheon
- Quarter page color ad in conference digital souvenir program
- Sponsorship recognition in digital program
- Corporate name in press releases

**EXHIBIT HALL SUPPORT**

- Lunch Break in Hall – Friday & Saturday - \$15,000 each
- Cyber Café/Charging Station Lounge - \$15,000
- Relaxation Massage Station - \$7,500
- Happy Hour - \$7,000 each day

**EDUCATION SUPPORT**

- President’s Symposium - \$30,000

- Eddie G. Smith Leadership Institute - \$20,000
- Minority Faculty, Administrators & Practitioners Forum - \$20,000
- Minority Faculty Research Forum - \$20,000
- Continuing Education Session Sponsor - \$10,000 each
- CPR Sponsor - \$4,000

**ROOM SPONSOR**

- Luncheon Room Sponsor - \$15,000 – Pullup Banner / Signage
- Session Room Sponsor - \$10,000 – Pullup Banner / Signage

**EVENT PROMOTION SUPPORT**

- Conference Bags - \$15,000
- Registration System Co-Branding - \$15,000
- Mobile App - \$10,000
- Lanyards/Badge Holders - \$8,000
- Bag Inserts - \$1,000 (Sponsor to supply collateral)

**SPECIAL EVENTS SUPPORT**

- Opening Session - \$45,000
- President’s Gala - \$40,000 (up to 2 co-sponsors)
- 40 Under 40 Awards Dinner - \$35,000 (up to 2 co-sponsors)
- Get Acquainted Reception - \$25,000
- NDA-HEALTH NOW®/WHS Community Outreach - \$50,000 (up to 4 co-sponsors)
- Dr. Allison P. Riddle-Fletcher Women Dentists’ Awards Luncheon - \$25,000 (up to 3 co-sponsors)
- Minority Faculty, Administrators & Practitioners Awards Luncheon - \$20,000
- Civil Rights Luncheon - \$20,000
- VIP Reception - \$15,000 (Providing no Palladium Sponsor)
- Past Presidents Breakfast - \$7,500 (Representative to give greetings only)

Please indicate each category of sponsorship amount \$ \_\_\_\_\_

- Palladium (\$125,000)  
  Platinum (\$100,000)  
  Diamond (\$75,000)  
  Gold (\$50,000)  
  Silver (\$25,000)  
  Bronze (\$15,000)  
  Ruby (\$10,000)  
  Emerald (\$7,500)

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Phone No. \_\_\_\_\_ Email Address \_\_\_\_\_

Check Money Order Purchase Order # \_\_\_\_\_

CREDIT CARD —  Amex  Discover  Visa  MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Print name as it appears on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# ADVERTISING OPPORTUNITIES

## SOUVENIR CONVENTION PROGRAM

FULL COLOR	AMOUNT
• Back cover	\$4,500
• Inside back cover	\$3,800
• Inside front cover	\$3,800
• Center page	\$3,600
• Full Page	\$2,400
• 1/2 page - horizontal	\$2,100
• 1/4 page - vertical	\$1,800

Check, money order, and/or purchase order must accompany the reservation form and camera-ready film or electronic file. Make check or money order payable to: National Dental Association.

### CONTRACT AND COPY REGULATIONS

All advertisements must be submitted according to the following specifications. Electronic files are preferred in the following formats: tiff, eps, jpg or pdf files that are press optimized, 2/C, cmyk or grayscale (no RGB files), minimum 300 dpi with embedded fonts. Final publication trim size is 8.5"x11". Full Page Ad with bleeds: 8.75"x11.25", Live Area 7.5"x10". Full Page Ad w/o bleeds: 7.5"x10". Half Page with bleeds: 8.75"x5", Live Area 7.5"x4". Half Page w/o bleeds: 7.5"x5.125". Quarter Page Ad w/o bleeds only: 3.875"x5.125". The publisher reserves the right to reject any advertising which is not in keeping with the publication standards. The advertiser agrees to assume liability for all content (including text, representations, and illustrations) of advertisement printed. **Deadline for submission is April 29, 2024. Email electronic files to [ssams@ndaonline.org](mailto:ssams@ndaonline.org)**

Please indicate your choice of Sponsored Events:

---

Please indicate your choice of Advertising

Back Cover   
  Inside Back Cover   
  Inside front over   
  Center Page   
  Full Page   
  1/2 page - horizontal   
  1/4 page - vertical  
 \$4,500            \$3,800            \$3,800            \$3,600            \$2,400            \$2,100            \$1,800

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Phone No. \_\_\_\_\_ Email Address \_\_\_\_\_

Check Money Order Purchase Order # \_\_\_\_\_

CREDIT CARD —  Amex     Discover     Visa    MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Print name as it appears on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_