



NATIONAL
DENTAL
ASSOCIATION

112TH ANNUAL

CONVENTION & SCIENTIFIC SESSION

SPONSOR & SUPPORTER PROSPECTUS

DENTISTRY UNITED:

“EMPOWERING COMMUNITIES, INSPIRING LEADERS”

SHERATON KANSAS CITY
HOTEL AT CROWN CENTER

JULY 10–13, 2025

THE NATIONAL DENTAL ASSOCIATION ANNUAL CONVENTION AND SCIENTIFIC SESSION

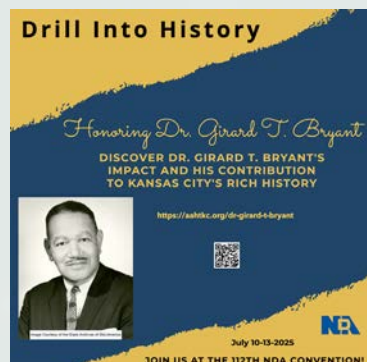
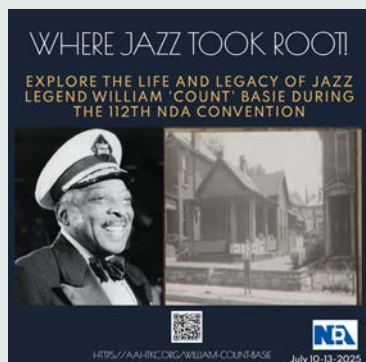
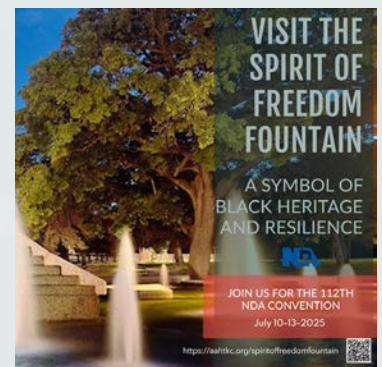
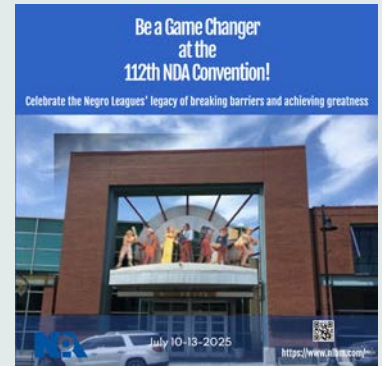
We are thrilled to invite you to be part of the National Dental Association's Annual Convention and Scientific Session, a premier gathering of dental professionals dedicated to advancing oral health and community wellness. This year, we anticipate an exceptional turnout, bringing together leaders in dentistry, educators, researchers, and practitioners from across the nation.

Scheduled for July 10-13 in Kansas City, MO, our convention offers a unique platform for networking, education, and collaboration. With a diverse range of sessions, workshops, and keynote presentations, attendees will gain invaluable insights into the latest innovations and practices in the dental field.

As a valued corporate partner, your sponsorship and support will not only enhance the experience of our attendees, but also position your brand at the forefront of the dental community. This is an excellent opportunity to showcase your commitment to advancing dental health while gaining exposure to key decision-makers and influencers in the industry.

Join us in making this event a success! Together, we can shape the future of dental care and foster meaningful connections within our community.

We look forward to your partnership!



CONVENTION HIGHLIGHTS

Opening Session and President's Welcome Reception

Thursday, July 10th



President's Gala

Friday, July 11th



Women Dentists' Awards Luncheon

Saturday, July 12th



CONVENTION HIGHLIGHTS

40 Under 40 Awards Dinner

Saturday, July 12th



Social Justice Luncheon

Sunday, July 13th



SPONSORSHIP LEVELS

PALLADIUM LEVEL (\$125,000)

SESSION ACCESS:

- Corporate Representative to give Greeting at Opening Session and/or VIP Reception
- Sponsor Recognition Award at Opening Session
- Corporate Branding Prominently Featured during Opening Session for enhanced visibility and impact

VIP RECEPTION

- Title Sponsor of the VIP Reception with 10 invitations to Company Representatives

EXHIBIT SPACE

- Premium Exhibit Space at the Convention (up to 4 booths)

REGISTRATIONS

- 10 Complimentary Convention Registrations

SPECIAL EVENT ATTENDANCE

- 1 Table At All Convention Special Events:
 - President's Gala
 - 40 Under 40 Awards Dinner
 - Women Dentists' Awards Luncheon
 - Social Justice Luncheon

ON-SITE COLLATERAL

- 1 Joint Step-n-Repeat with company logo
- 4 Stationary Pull-Up Banners (provided by company)

DIGITAL MARKETING

- Sponsorship Announcement on NDA Website
- Social Media Acknowledgements and promotions
- 6 E-blasts to NDA Membership
- Sponsorship Recognition in Digital Program

PUBLICATIONS

- Photo Opportunities with NDA Leadership
- 2 Full-Page Color Ads in Convention Digital Souvenir Program
- 1 Full Page Color Ad in NDA Flossline Newsletter Post-Convention Edition
- Corporate Name In Press Releases

PLATINUM LEVEL (\$100,000)

SESSION ACCESS:

- Recognition at Opening Session
- Corporate Representative to give greeting at President's Symposium

VIP RECEPTION

- 6 Invitations – VIP Reception

EXHIBIT SPACE

- Preferred Exhibit Space at the Convention (up to 3 booths)

REGISTRATIONS

- 4 Complimentary Convention Registrations

SPECIAL EVENT ATTENDANCE

- 1 Table – President's Gala

ON-SITE COLLATERAL

- 2 Stationary Corporate Pull-Up Banners (provided by Company)

DIGITAL MARKETING

- Sponsorship Announcement on NDA Website
- Social Media Acknowledgements and Promotions
- 3 E-Blasts to Membership
- Sponsorship Recognition in Digital Program

PUBLICATIONS

- Photo Opportunities with NDA Leadership
- 2 Full Page Color Ads in Convention Digital Souvenir Program
- 1 Full Page Color Ad in NDA Flossline Newsletter Post-Convention Edition

DIAMOND LEVEL (\$75,000)

SESSION ACCESS:

- Recognition at Opening Session
- Introduce Speaker at 1 Selected Scientific Session

VIP RECEPTION

- 2 Invitations – VIP Reception

EXHIBIT SPACE

- Corporate Exhibit Booth at the Convention (up to 2 booths)

REGISTRATIONS

- 4 Complimentary Convention Registrations

SPECIAL EVENT ATTENDANCE

- 6 Tickets – President's Gala

ON-SITE COLLATERAL

- 1 Corporate Pull-Up Banner at Selected Sessions from above (provided by Corporation)

DIGITAL MARKETING

- Sponsorship Announcement on NDA Website
- Social Media Acknowledgment and Promotion
- 2 E-Blasts to Membership
- Sponsorship Recognition in Digital Program

PUBLICATIONS

- 1 Full Page Color Ad In Convention Digital Souvenir Program
- 1 Half Page Color Ad In NDA Flossline Newsletter Post-Convention Edition
- Corporate Name in Press Releases

GOLD LEVEL (\$50,000)

REGISTRATIONS

- 2 Complimentary Convention Registrations

SPECIAL EVENT ATTENDANCE

- 5 Tickets – Presidents' Gala

ON-SITE COLLATERAL

- 1 Stationary Pull-Up Banner at Above Selected Session (Provided by Corporation)

DIGITAL MARKETING

- 1 E-Blast to Membership
- Sponsorship Recognition in Digital Program

PUBLICATIONS

- 1 Full Page Color Ad in Convention Digital Souvenir Program
- Half Page Color Ad in NDA Flossline Newsletter Post-Convention Edition
- Corporate Name in Press Releases

SILVER LEVEL (\$25,000)

SESSION ACCESS:

- Recognition at Opening Session
- Sponsorship Recognition During 1 Scientific Session

VIP RECEPTION

- 2 Invitations – VIP Reception

EXHIBIT SPACE

- Corporate Exhibit Booth at the Convention (1 Inline Booth)

REGISTRATIONS

- 2 Complimentary Convention Registrations

SPECIAL EVENT ATTENDANCE

- 2 Tickets – President's Gala

PUBLICATIONS

- Half Page Color Ad in Convention Digital
- Souvenir Program
- Quarter Page Color Ad in NDA Flossline
- Newsletter Post-Convention Edition
- Sponsorship Recognition in Digital Program
- Corporate Name in Press Releases

BRONZE LEVEL (\$15,000)

SESSION ACCESS:

- Recognition at Opening Session

VIP RECEPTION

- 1 Invitation – VIP Reception

EXHIBIT SPACE

- Corporate Exhibit Booth at the Convention (1 Inline Booth)

REGISTRATIONS

- 1 Complimentary Convention Registration

SPECIAL EVENT ATTENDANCE

- 1 Ticket – President's Gala

PUBLICATIONS

- Half Page Color Ad in Convention Digital
- Souvenir Program
- Quarter Page Color Ad in NDA Flossline
- Newsletter Post-Convention Edition
- Sponsorship Recognition in Digital Program
- Corporate Name in Press Releases

RUBY (\$10,000)

SESSION ACCESS:

- Recognition at Opening Session

VIP RECEPTION

- 1 Invitation – VIP Reception

SPECIAL EVENT ATTENDANCE

- 1 Ticket – President's Gala

PUBLICATIONS

- Quarter Page Color Ad in NDA Flossline
- Newsletter Post-Convention Edition
- Half Page Color Ad in Convention Digital
- Souvenir Program
- Sponsorship Recognition in Digital Program
- Corporate Name in Press Releases

EMERALD LEVEL (\$7,500)

SESSION ACCESS:

- Recognition at Opening Session

VIP RECEPTION

- 1 Invitation – VIP Reception

SPECIAL EVENT ATTENDANCE

- 1 Ticket – President's Gala

PUBLICATIONS

- Quarter Page Color Ad in Convention Digital Souvenir Program
- Sponsorship Recognition in Digital Program
- Corporate Name in Press Releases

EDUCATION SUPPORT

President's Symposium	\$30,000
Eddie G. Smith Leadership Institute	\$20,000
Minority Faculty, Administrators & Practitioners Forum 4 CE or 4 Hours	\$20,000
Minority Faculty Research Forum 4 CE or 4 Hours	\$20,000
Continuing Education Session Sponsor	\$10,000 each
CPR Sponsor	\$4,000
Luncheon and Learn Sponsor – Pullup Banner / Signage	\$15,000
Session Room Sponsor – Pullup Banner / Signage	\$10,000
Bag Insert (sponsor to supply collateral)	

EVENT PROMOTION SUPPORT

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

SPECIAL EVENTS SUPPORT

President's Welcome Reception	\$45,000
President's Gala (up to 2 co-sponsors)	\$40,000
40 Under 40 Awards Dinner (up to 2 co- sponsors)	\$35,000
NDA-HEALTH NOW®/ WHS Community Outreach (up to 4 co-sponsors)	\$50,000
Dr. Allison P. Riddle-Fletcher Women Dentists' Awards Luncheon (up to 3 co-sponsors)	\$25,000
Minority Faculty, Administrators & Practitioners Awards Luncheon	\$20,000
Social Justice Luncheon	\$20,000
VIP Reception	\$15,000
Past Presidents Breakfast (Representative to give greetings only)	\$7,500

EXHIBIT HALL SUPPORT

Welcome Reception In Exhibit Hall	\$30,000
Snack Break in Hall – Friday & Saturday	\$15,000 each
Networking Lounge	\$15,000
Relaxation Massage Station	\$7,500

ADVERTISING OPPORTUNITIES



**NATIONAL
DENTAL
ASSOCIATION**

3060 Mitchellville Road, Suite 215
Bowie, MD 20716

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

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.

AD SIZE

DIMENSIONS

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"x5.125" Live Area 7.5"x4"
Half Page w/o bleeds	8.5"x5"
Quarter Page Ad w/o bleeds only	3.875"x5"

Final publication trim size is 8.5"x11".

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 May 1, 2025.
Email electronic files to exhibitor@ndaonline.org.**



BECOME A SPONSOR TODAY!

Scan this QR Code or visit:
<https://bit.ly/2024ndaconventionsponsor>