SPONSORSHIP OPPORTUNITIES

Michigan Dental Association Annual Session
April 25-28, 2018 | Lansing Center | Lansing, Michigan

BREAKOUT SESSIONS (25 available)
• $2,500 for exhibitors ($3,500 non-exhibitors)
  Connect with dentists and dental staff easily by sponsoring a breakout session. This opportunity offers sponsors a captive audience to briefly share information, invite attendees to their booth and introduce the speaker. Sponsors are also permitted to have a table at the session to display materials. For a complete list of knowledge sessions, speakers, times, and dates: www.michigandental.org/Annual-Session

KEYNOTE SPEAKER (2 available)
• $3,500 for exhibitors ($4,500 non-exhibitors)
  Renown speaker Phil Gwoke will be discussing “When Generations Connect.”
  Keynote draws approximately 800-1,000 people and held on Friday from 11:15 a.m. – 12:00 Noon. Sponsors have the opportunity to distribute information on every chair, be introduced/recognized during the opening announcements and one presentation slide with contact or booth information. Company name listed in the final program and on signage at the event.

GAME NIGHT AT THE BALLPARK
The View at Cooley Law School Stadium, Downtown Lansing (4 available)
• $3,000 for exhibitors ($4,000 non-exhibitors)
  It’s time to gather your friends and colleagues for this conference-wide celebration. Everyone is invited to relax and enjoy good food, drinks and great entertainment. Includes multiple outdoor and indoor games plus, live MC for trivia competition. Sponsors will be publicly recognized at the event, given an opportunity to address the group briefly, company name will be prominent on signage and listed in the final program. Sponsorship includes two complimentary tickets to the event.

VIP LUNCHES (3 available)
• $1,500 for exhibitors ($2,500 non-exhibitors)
  The VIP lunches are held in a private room from 11:30 a.m. – 1:30 p.m. Thursday through Saturday. Patrons include Michigan Dental Association leadership, committee members, speakers and hosts. It provides sponsors an opportunity to sit and have lunch with potential clients one-on-one, learn from speakers about the latest clinical or practice management trends and build up networks. There will only be one sponsor allowed each day so there is exclusivity. Sponsors will be on signage at the event and listed in the final program. Approximately 75 people attend this lunch daily. Sponsorship includes two complimentary lunch tickets.

COMBINED COMMITTEE DINNER (2 available)
• $1,500 for exhibitors ($2,500 non-exhibitors)
  This event happens on Wednesday from 7-9 p.m. at a local restaurant. It’s the kickoff event of the Annual Session for the volunteers that plan and work this event. Approximately 50 people attend. Sponsors are recognized at the event, listed in the final program and given the opportunity to network throughout the evening. Two people from the sponsoring organization can attend for free.

COFFEE STATION SPONSORSHIP (2 available per day)
• $4,000 for exhibitors ($5,000 non-exhibitors)
  Prominent Signage next to the coffee stations. Up to 6 representatives from the sponsoring company can “Meet and Greet” ALL attendees before the morning classes start and welcome them to the Annual Meeting. Display area provided for promotional material. Choose one day per sponsorship: Thursday, Friday or Saturday.
SPONSORSHIP OPPORTUNITIES Cont...

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WELCOME RECEPTION SPONSORSHIP (5 available)
- $2,500 for exhibitors ($3,500 non-exhibitors)
  Prominent Signage located within the Exhibit Hall and by the food stations which are located in back of the exhibit hall. Includes 30 drink tickets for company representatives to pass out to attendees/clients and a display table near the food stations.

INFORMATION GUIDE BOOTH SPONSORSHIP (3 available)
- $1,000 for exhibitors ($2,000 non-exhibitors)
  Signage reading: This information booth brought to you by: Your company name. Ability to have fliers displayed on the guide booth directing attendees to your booth in the exhibit hall. Choose one day per sponsorship: Thursday, Friday or Saturday.

WELCOME CENTER “WHEEL OF FUN” (12 available)
- $500 for exhibitors
  The Wheel of Fun gives everyone a chance to spin the wheel for cool prizes. If the winner lands on your wedge they will be given a ticket to take to your booth to collect their prize. In 2017, over 600 people spun the wheel, therefore increasing traffic into the exhibit hall.

REGISTRATION AREA (1 available)
- $1,000 for exhibitors ($2,000 non-exhibitors)
  Signage reading: Registration brought to you by: Your company name. Program book listing: Registration sponsored by: Your company name. Ability to have fliers displayed on the registration tables.

Sponsorship commitments must be received by February 1, 2018 to be included in the Final Program. BONUS — If received by November 15, 2017 sponsors will also be listed in the Annual Session Preview that is mailed to more than 5,000 dental professionals.

Contact Shawna Owens at 517-346-9402 or email her at sowens@michigandental.org if you have questions or need more information.