KEYNOTE SPEAKER (2 available)

- $3,500 for exhibitors ($4,500 non-exhibitors)
  Former MSU Spartan, Detroit Piston and current NBA sports caster, Greg Kesler will present “Basketball’s Enduring Life Lessons”
  Keynote draws approximately 800-1,000 people and held on Thursday from 3:30 – 4:30 p.m. Sponsors have the opportunity to distribute information on every chair, be introduced/recognized during the opening announcements and have one presentation slide with contact or booth information. Company name listed in the final program and on signage at the event.

EXCLUSIVE SPEAKER SPONSOR

- Agreed upon amount based on speaker honorarium and expenses.
  An exclusive speaker sponsor is the only sponsor for two half day courses – no other companies can share space or time with an exclusive speaker sponsor. This sponsorship includes acknowledgment in all of the promotional material, signage at both sessions and on the general sponsorship sign. Display table (if desired) at the session and an opportunity to address the group briefly. The host will acknowledge/thank the sponsor during the opening announcements for both sessions. Exclusive speaker sponsors also receive class rosters with email addresses. In addition, sponsor will receive two complimentary tickets to the VIP lunch on the day of the speakers presentations.

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 breakout sessions, speakers, times, and dates. Visit: www.michigandental.org/Annual-Session

OPENING CELEBRATION AND FREE CONCERT
Exhibit Hall/Atrium, Cobo Center – Thursday, May 2

- Drink Ticket Packs  25 ($250), 50 ($500), 100 ($1,000)
  It’s time to extend selling time and build relationships at this conference-wide celebration. Everyone is invited to mingle, eat, drink, and enjoy great entertainment provided by one of Detroit’s most popular cover bands - “Killer Flamingos.” Reception in the Exhibit Hall starts at 4:30 pm and the band plays in the Atrium from 5:30 – 7:30 p.m. This sponsorship option offers custom drink tickets with your company logo and booth number to distribute to current and potential clients. Each ticket is worth one drink and can be used in the Exhibit Hall or the Atrium during the entire three-hour celebration.

DUELING IN THE D – PRESIDENT’S EVENT (4 available)
Garden Theater – Friday, May 3

- $2,000 for exhibitors ($3,000 non-exhibitors)
  Gather your reps and invite your clients to this cool event guaranteed to get everyone singing if not laughing! “The Fun Pianos” dueling pianists will be the entertainment and food will be abundant with a fresh healthy buffet or true Detroit fare – you choose the flavor or indulge in both. “Dueling in the D” will take place at the hip and trendy Garden Theater in the heart of Midtown, Detroit. This sponsorship includes signage during the Annual Session and on-site, acknowledgment at the event, recognized as a sponsor in the final program and two complimentary tickets to the event. Upon request, MDA will also send eCard invitations to your client list featuring the sponsor’s logo and noted support for the event (sponsor to receive a proof before eCard is sent).
MORNING “PERK” COFFEE STOP (4 available)
Near Exhibit Hall – Friday, May 3

- $2,000 for exhibitors ($3,000 non-exhibitors)
  Prominent signage next to the coffee station. Two representatives from the sponsoring company can “Meet and Greet” attendees before the morning classes start and welcome them to the Annual Session. Display area provided for promotional material and includes custom coffee cup sleeves with company name, logo and booth number or contact information. A barcode scanner will be provided to capture lead information from attendee badges.

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, May 1 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.

Sponsorship commitments must be received by February 1, 2019 to be included in the Final Program. BONUS – If received by November 15, 2018 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 by email at sowens@michigandental.org if you have questions or need more information.