SPONSORSHIP OPPORTUNITIES

Michigan Dental Association Annual Session
April 29 – May 2, 2020 | DeVos Place | Grand Rapids, Michigan

KEYNOTE SPEAKER (2 available)

- $3,500 for exhibitors ($4,500 non-exhibitors)
  Hailed as “The New Einstein” by fans around the world, Olympia LePoint is known for her role as TED Talk Speaker, an award-winning rocket scientist, and celebrity author who is empowering audiences in becoming powerful leaders by unleashing the true power from within their brains. Keynote draws approximately 600 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

WELCOME RECEPTION

Halls B & C, DeVos Place – Thursday, April 30

- Drink Ticket Packs 25 ($200), 50 ($400), 100 ($800)
  It’s time to extend selling time and build relationships at this conference-wide opening event. Everyone is invited to visit the exhibits, eat, drink, and mingle. It starts at 4:30 pm and ends at 6:00 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 during the Welcome Reception.

THE PREZ’S WAREHOUSE PARTY (4 available)

Amway Grand Plaza Hotel – Friday, May 1

- $2,000 for exhibitors ($3,000 non-exhibitors)
  Imagine a hotel ballroom transformed into a casual, relaxed warehouse setting featuring fun activities that anyone can enjoy. Try Fowling, a phenomenon taking on great popularity in Detroit, Grand Rapids and now other cities in America. Born here in Michigan, learn how to play this fun game which crosses football with bowling or pick up a game of Cornhole, the traditional bean bag game almost everyone has played. DJ referred to as “the People’s DJ” will be in the house – spinning and mixing music of all genres from Classic Rock to R&B, Hip Hop, Reggae, EDM and today’s top 40. Event includes hearty food stations, entertainment, beer and wine tasting. Come out and have some fun with your friends and colleagues at the Prez’s Warehouse Party!
VIP LOUNGE (4 available)
Thursday, April 30 – Saturday, May 2

- $2,000 for exhibitors ($3,000 non-exhibitors)
The VIP Lounge is a new and exclusive area for member dentists paying a premium to enjoy snacks, beverages, and a quiet place to relax during the Annual Session. Your sponsorship includes prominent signage outside of VIP Lounge. Two representatives from the sponsoring company can “Meet and Greet” attendees before morning classes start and welcome them to the Annual Session. Display area provided inside the Lounge for promotional material.

TABLE CLINICS (2 available)
Halls B & C, DeVos Place

- $500 for exhibitors ($1,000 non-exhibitors)
Table Clinics are brief presentations of innovative or helpful information and will be repeated several times. No reservations are required. One continuing education credit is given for attending four table clinics. Usual attendance is over 200. Sponsors receive signage on-site, recognized in the final programs, and given a display table for promotional materials in the Table Clinic area of the exhibit hall.

Sponsorship commitments must be received by February 1, 2020 to be included in the Final Program. BONUS – If received by December 15, 2019 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.