



# ADVERTISING AND PROMOTIONAL ORDER FORM

2010 Star of the North Meeting • April 22-24 • Saint Paul RiverCentre, MN

The Star of the North Meeting is excited to offer your company new low-cost promotional opportunities to increase your presence at the meeting! To participate in desired advertising and promotional incentives, please complete this form and return with payment in full to the Minnesota Dental Association. Please note that for many of the incentives, space is available on a first-come, first-served basis only so you'll want to act quickly!

Company: \_\_\_\_\_

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

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

*Please check all the promotional and advertising incentives that your company would like to participate in:*

## ADVERTISING

*Please see the "2010 Advertising Rate Card" for ad specifications and format requirements.*

### Preliminary Program

- Half page (4-color) \$475
- Full page (4-color) \$800

Deadline for space reservation: *October 30, 2009*  
Deadline for insertion: *November 13, 2009*

### Onsite Program

- Full page (black and white) \$800

Deadline for space reservation: *January 22, 2010*  
Deadline for insertion: *February 19, 2010*

### Email Blasts \$450 per ad

Number of ads your company would like to place: \_\_\_\_\_

**Total: \$** \_\_\_\_\_

The Star of the North Meeting will send out four email blasts before the meeting. Limit of two advertisements per email blast. Deadlines will vary.

## PAYMENT INFORMATION

**Total cost of incentives: \$** \_\_\_\_\_

- Check enclosed made payable to:  
*Minnesota Dental Association*

*Return completed form and payment to:*  
Minnesota Dental Association, Carissa Broderick  
1335 Industrial Blvd., Suite 200, Minneapolis, MN 55413  
Fax: (612) 767-8500 (Fax must include credit card information)

## PROMOTION

### Online Company Profile

- Company website link \$25

- Company 50-word description\* \$25

*\*Please submit your 50-word description with this form*

Your website link and/or 50-word description will be uploaded to your online company profile once your booth space has been assigned.

### New Product Display Case \$350 per shelf space

Number of slots your company would like to reserve: \_\_\_\_\_

**Total: \$** \_\_\_\_\_

Will your product(s) require a power outlet?\*  Yes  No  
*\*No extra charge*

### Literature Display Case \$100 per slot

Number of shelves your company would like to reserve: \_\_\_\_\_

**Total: \$** \_\_\_\_\_

### Credit card information

- American Express  Discover  MasterCard  Visa

Credit card number: \_\_\_\_\_

Amount to be charged: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Signature: \_\_\_\_\_