

## ADVERTISING

### PRELIMINARY PROGRAM

Expected distribution: 12,000

Mailing date: December, 2009

Deadline for space reservation: October 30, 2009

Deadline for insertion: November 13, 2009

4-color/Half page: \$475

4-color/Full page: \$800

### ONSITE PROGRAM

Expected distribution: 9,000

Distributed onsite to all registered attendees

Deadline for space reservation: January 22, 2010

Deadline for insertion: February 19, 2010

Black and White/Full page: \$800

### EMAIL BLASTS

Highlight a new product or show special by placing an advertisement in one of four email blasts sent out by the Star of the North Meeting to MDA members, past 2009 attendees, and pre-registered 2010 attendees. Act quickly as space is limited to two advertisements per email blast.

Cost: \$450 per advertisement

## PROMOTIONAL

### WEBSITE LINK AND COMPANY DESCRIPTION

Add your website link and/or a 50-word company description to your online company profile on the interactive floor plan. Attendees will visit the interactive floor plan before the meeting to create a "My Expo" shopping list and plan their time on the exhibit floor.

Cost: \$25 to add website link

\$25 to add 50-word company description

### PRE-SHOW AND POST-SHOW MAILING LISTS

Connect with attendees before and after the Star of the North Meeting by purchasing a list of attendees' addresses through QMS Registration Services. You'll have the opportunity to customize your list by registration category so that you can be sure to reach your target market. *Please visit the Star of the North website to download an order form or email [cbroderick@mndental.org](mailto:cbroderick@mndental.org) to request one.*

### LITERATURE DISPLAY CASE

Place your company's best marketing piece in the hands of attendees before they even enter the exhibit hall. The Literature Display Case is located in the main entrance of the exhibit hall. Slots will be reserved on a first-come, first-served basis.

Cost: \$100 per slot

*Slots are approximately 8.5" wide x 11" long. Exhibitors will be responsible for placing literature in the display case by 4:00 p.m. on Thursday, April 22 and keeping it filled throughout the meeting. The Star of the North Meeting will provide a label with your company name and booth number.*

### NEW PRODUCT DISPLAY CASE

Does your company have a new product that you would like to feature at the meeting? Showcase your new product beyond your booth space in the New Product Display Case located in the main entrance to the exhibit hall. Space is limited, so please act fast.

Cost: \$350 per shelf

*Each shelf is triangular-shaped and is 17" high x 24" wide x 24" deep. Exhibitors will be responsible for placing product(s) in the display case by 11:30 a.m. on Thursday, April 22 (GES will need to set-up the glass). Your product may be retrieved when the show ends on Saturday (at 2:00 p.m.). The Star of the North Meeting will provide signage for your shelf featuring your company's name and booth number.*

### PROMOTIONAL PACKAGE

Want to maximize your investment in our meeting? We've made it even easier by combining our best promotional and advertising opportunities into one package. This package includes added exposure on the exhibit floor (priority booth placement) and throughout the convention hall (company banner in the Rotunda area).

Cost: \$3500

Includes:

- One booth (priced at \$1610 or less)
- Priority booth placement
- A link from our website to yours
- Complimentary registration for up to 12 representatives per booth space purchased
- Company banner in the Rotunda area
- Full list of pre-registered attendees (NEW)
- Invitation to present a Table Clinic presentation
- One contribution (\$100) to our Grand Prize Drawing (to be given out at the Exhibit Hall Premiere Night)
- 50-word company description added to your online company profile
- Include two contact names with email addresses to your online company profile
- Include company logo to your online company profile
- One half page ad in the Preliminary Program

*If interested, please contact Carissa Broderick at [cbroderick@mndental.org](mailto:cbroderick@mndental.org) to receive a contract.*