



Advertising, Promotion & Sponsorship Order Form

2019 Star of the North Meeting | April 25-27 | Saint Paul RiverCentre, U0RcwiMN

To order Advertising, Sponsorship or Promotionu, complete this form and return it to the MDA via email. fax.'or US mail. Please make note of deadlines. Refer to the 2019 Exhibitor Prospectus or Star of the North website for complete descriptions of all opportunities. Promotional and Sponsorshipu are exclusive to 2019 Star of the North gzej kdkqtu0

Advertising, Sponsorship and Promotion Agreement - The undersigned is authorized on behalf of the company and agrees to supply company logos, advertisements and advertising copy according to the deadlines in this agreement. The Star of the North (SON) and MDA+ are not responsible for errors or omissions in ads or copy received from an agency or advertiser. SON retains the right to refuse advertisements which, in the opinions of the Scientific Sessions Committee, are false, misleading, in poor taste, or in conflict with the purposes of the Star of the North. The undersigned also agrees to pay all advertising and promotion fees as calculated in this agreement with in 30 days of receiving invoice. Cancellations made in writing and received before the copy deadline will receive a full refund of any fees paid to that date.

1 Parties to the Contract

Company Name:
and the **Minnesota Dental Association (Star of the North)**

Signature: _____

Print Name: _____

Date: _____

2 Company and Contact Information

Company Name:

Contact:

Address:

City, State, Zip:

Phone number:

E-mail address:

3 Promotion Opportunities

Meeting App - Booth Drawing & Raffles \$50ea.

Promotional Package \$4,200

Pens for Attendees \$200

(Sponsor provides 1000 pens)

Attendee Mailing Lists

Full list \$500

Dentists only \$350

Dentists & Hygienists \$450

Hygienists only \$200

Dental Assistants \$100

Promotions Total:

Questions? Contact Jacquie Durant at the MDA Office
Phone: (612) 767-8400 / Email: jdurant@mndental.org

4 Advertising Opportunities

Preliminary Program Ads

Full Page Ad (4-color) - \$800
Half Page Ad (4-color) - \$500

On-Site Program Ads

Inside Front Cover (4-color) - \$3000
Inside Back Cover (4-color) - \$2000
Back Cover (4-color) - \$3000
Full Page (black & white) - \$600

On-Site Program Section Tab Dividers Ads (4-color) - \$1000ea.

Thursday, April 25, 2019
Friday, April 26, 2019
Saturday, April 27, 2019
Expo Tab (Exhibit hall listing)

Exhibit Hall Column Wrap Ad \$850ea.

Production included

Escalator Hand Rail Ads (4-banks) \$500

Production included

Staircase Signs - Production included

One Staircase \$800
Two Staircases \$1,500

Preliminary Program Deadlines:

Deadline for space reservation: October 1, 2018
Deadline for ad copy: October 31, 2018

On-site Program Deadlines:

Deadline for space reservation: January 31, 2019
Deadline for ad copy: February 28, 2019

Advertising Total:

5 Sponsorship Opportunities

Sponsorship is a partnership between the Star of the North and an exhibiting company. In return for sponsorship of an event or item, the exhibiting company gets access to special perks offered only to companies at a particular sponsoring level. A list of perks and complete descriptions of all the sponsorship opportunities are in the 2018 Exhibitor Prospectus or visit star.mndental.org. (Advertising and Promotion Opportunities do not count toward sponsorship totals or perks).

Tote Bag (Exclusive) \$15,000

Tote Bag (Co-Sponsored) \$7,500

The BIG Party! (Exclusive) \$10,000

The BIG Party! (Co-Sponsored) \$5,000

Keynote Session (Exclusive) \$10,000

Keynote Session (Co-Sponsored) \$5,000

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5 Sponsorship cont[gW

Badge Lanyard (Exclusive) \$7,500

Oasis Massage Station (Exclusive) \$5,500

Meeting App (Exclusive) \$5,000

Buyer's Happy Hour (6 available) \$5,000

Water Bottle & Coolers (Exclusive) \$4,000

CE Verification Station (Exclusive) \$3,000

CE Verification Station (Co-Sponsored) \$2,000

Charging Station (2 Exclusive) \$2,000

Cash Cube (2 available) \$1,500

Speaker Sponsors

The 2019 speaker program is set. If your company would like to be a 2019 speaker sponsor, please review our list of speakers on the Star of the North website and contact the MDA office.

Sponsorship Total:

6 Payment Information

Credit Card #:

Promotion Total:

Exp. Date:

Security Code:

Advertising Total:

Billing Zip Code:

Amount to Charge:

Sponsorship Total:

Card Holder Name:

Total Due:

Card Holder Signature:

Email receipt to:

**Check enclosed
Make checks payable to: Minnesota Dental Association**

**Please send secure email link for Credit Card Payment
Email: _____**

Questions?

Contact Jacquie Durant at the MDA Office

Jacquie Durant, Program Manager / Phone: (612) 767-8400 / Email: jdurant@mndental.org