

ADVERTISING

and PROMOTION

Choose from a variety of advertising options to reach attendees.

Promotional Package \$4,300 – a value of over \$5,500

Want to maximize your investment at the Star of the North? We've made it even easier by combining our best promotional and advertising opportunities into one package. This package includes added exposure in the Exhibit Hall and throughout the convention center. The value of the package is immeasurable due to the Priority Booth Placement perk. **Please note that to secure your Promotional Package, you must reserve by October 11, 2019.**

Includes:

- One 10' x 10' booth (priced at \$1,700 in Zone 2 Blue)
- Priority booth placement — right at the top of the list
- Booth listed on Passport Game (\$100 Gift card prize (10 cards awarded))
- One half page four-color ad in the *Preliminary Program* with the option to upgrade
- One full page black and white ad in the *Onsite Program* with the option to upgrade
- A complimentary ad in one *E-mail Blast* (purchaser to choose which month to include)
- Five complimentary show special listings in printed Buyer's Guide book
- One complimentary raffle or drawing listed on the meeting app
- Comp registration for up to 12 additional reps per booth space rented
- Company banner in the Rotunda area (production at your expense)
- Full list of pre- AND post-show registered attendees
- 2 lunch vouchers per day for use at Exhibit Hall concessions (Thursday, Friday and Saturday)
- Invitation to present a CE Spot. Preference will be given to those submitting a CE Spot that allows for attendees to receive Fundamental Credit.

**The fees for advertising or promotional opportunities do not include benefits awarded for participation in the sponsorship program.*

Preliminary Program Ads

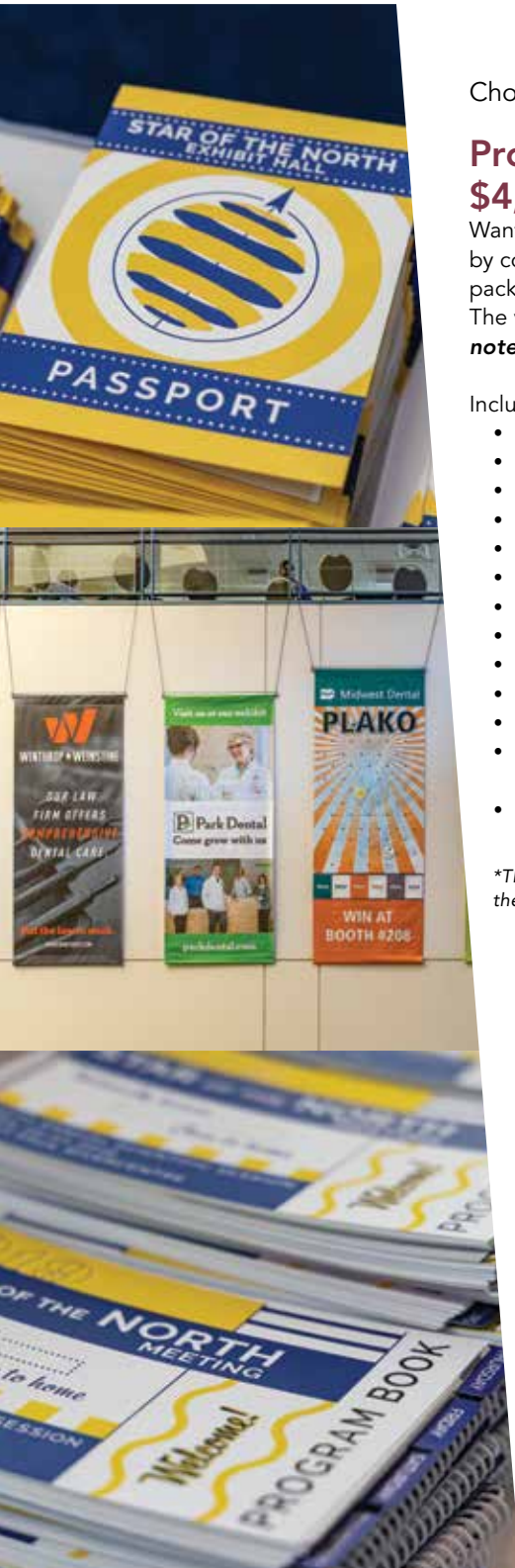
Our most anticipated marketing piece of the meeting, the *Preliminary Program* is mailed to over 10,000 professionals in the 5-state region and beyond. This program remains on the desks and breakrooms of dental offices for months prior to the meeting! Deadline for space reservation is October 1, 2019. Final ad copy must be submitted by October 31, 2019.

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

Onsite Program Book Ads

Place an advertisement in the *Onsite Program*. This program book will be distributed to over 8,500 attendees and referenced throughout the meeting. Tab dividers will feature highlights of a section on the front of the tab and your four-color ad will be on the back. Deadline for space reservation is January 31, 2020. Final ad copy must be submitted by February 28, 2020.

Full page (black and white)	\$600
Inside Front Cover (4-color)	\$3,000
Inside Back Cover (4-color)	\$2,000
Back Cover (4-color)	\$3,000
Section Tab Divider – back (4-color)	\$1,000





Staircase Signage

\$800 for 1 staircase or \$1,500 for both staircases – 2 available

Place your ad/logo where thousands of Star of the North attendees will pass. Ads placed on the rise of the stairs in the Rotunda (Exhibit Hall main entrance) and from the Registration Lobby to the 2nd floor where the educational programming takes place.

- Ad/logo size for stairs going from registration level up to meeting level = 5" x 94" x 8 stairs
- Ad/logo size for stairs going from registration level down to Exhibit Hall = 6" x 54" x 8 stairs

Layout and production included.

Escalator Hand Rails

4 banks of escalators – \$500 – 2 available

Logos placed next to the escalator handrails in the Rotunda (Exhibit Hall main entrance) and from the Registration Lobby to the 2nd floor where the educational programming takes place. Ad/logo size = 2 stickers x 6" x 20'. Layout and production included.

Column Wraps

\$850 each column – 4 available

Ads placed on the Meeting Room and Registration level columns wraps applied to all 4 sides of the column. Ad/logo size = 4 wraps 8' x 1m wide. Layout and production included.



Attendee Mailing Lists

Looking to send an invitation to all attendees with information on your booth or a special drawing or presentation? Purchase a set of mailing labels for pre-registered and post-show attendees for the 2020 Star of the North Meeting and let them know about it! Email or mail everyone or just your target audience — every category is available for pre-show and post-show attendees. These labels are for the exclusive use by 2020 Star of the North exhibitors and are intended for a one time use and shall not be resold or reproduced in any manner. A question posed on the registration form will allow attendees to opt in and add their email address to their record. There are discounts available if purchasing both pre and post show lists. Pre-show lists will be sent after the early bird deadline (early April). Post-show lists will be sent approximately one week following the event.

	Pre-Registered Attendee List	Post-Show Attendee List	Both Lists (30% Discount)
Full attendee list	\$500	\$500	\$700
Dentists only	\$350	\$350	\$490
Dentists and Hygienists	\$450	\$450	\$630
Hygienists only	\$200	\$200	\$280
Dental Assistants	\$100	\$100	\$140



Pens – \$200 – 1 available

Does your company give pens to clients and potential clients? Want to share them with the Star of the North attendees? Send us 1,000+ of your pens and we'll place them out at registration and on the meeting room level near the education sessions for attendees. Pen production at your expense.

Notepads – \$5,000 – 1 available

Your company logo, phone number, and website featured on notepads with the meeting logo and 2021 Star of the North meeting dates.