

ADVERTISING ★ AND ★ PROMOTION

Choose from a variety of advertising options to reach attendees.

YOUR BEST OPTION PROMOTIONAL PACKAGE \$2,700 + BOOTH COST

The Promotional Package is a comprehensive solution that combines promotional and advertising opportunities. 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 you must reserve by October 26, 2026, to secure your Promotional Package.**

Includes:

- Priority booth placement—right at the top of the list
- Booth listed on Passport Game—\$100 gift card prize (multiple cards awarded)
- One half-page, four-color ad in the *Preliminary Program* with the option to upgrade
- A complimentary ad in one *Email Blast*
- Three complimentary show special listings on the meeting app
- Three complimentary raffles or drawings listed on the meeting app
- Complimentary registration for up to 10 additional reps per booth space rented
- Company banner in the rotunda area (production at your expense)
- Complete list of pre- AND post-show registered attendees

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

Ready to upgrade your experience? When completing your 2027 booth application, make sure to select the **PROMO PACKAGE** option.

Questions? Please contact Vicki Capistrant at vcap@mndental.org.





PRELIMINARY PROGRAM ADS

Our most anticipated marketing piece of the meeting, the *Preliminary Program* is mailed to over 10,000 professionals in the five-state region and beyond. This program remains on the desks and breakrooms of dental offices for months prior to the meeting! The deadline for space reservation is October 27, 2026. Final ad copy must be submitted by November 1, 2026.

Half Page (4-color)	\$550
Full Page (4-color)	\$850

ONSITE GUIDE ADS

Place an advertisement in the *Onsite Guide*. This guide will be distributed to over 5,000 attendees and referenced throughout the meeting. The *Onsite Guide* will highlight all speakers and events, but there only three ad opportunities exist. The deadline for space reservation is January 31, 2027. The final ad copy must be submitted by February 28, 2027.

Inside Front Cover (4-color)	\$2,500
Inside Back Cover (4-color)	\$2,000
Back Cover (4-color)	\$2,000



STAIRCASE SIGNAGE

\$800 for Meeting Room staircase

\$700 for Exhibit Hall staircase

\$1,400 for both staircases

Thousands of Star of the North attendees will see your ad or logo as they climb the stairs of the RiverCentre between the Exhibit Hall, the registration area, and the meeting rooms. Layout and production included.

- Registration Level to CE Meeting Room Level – 8 stairs (94" x 5")
- Exhibit Hall to Registration Level – 8 stairs (54" x 6")

ESCALATOR HAND RAILS

\$500 for Meeting Room Escalators

\$500 for Exhibit Hall Escalators

\$900 for both Escalators

Attendees will see your logo next to the escalator handrails as they move around among the three levels of events. Layout and production included.

- Registration Level to CE Meeting Room Level (6" x 260")
- Exhibit Hall to Registration Level (6" x 260")

ATTENDEE MAILING LISTS

Send an invitation before the meeting for attendees to stop by your booth for a special drawing or presentation. Purchase mailing lists for pre-registered and post-show attendees for the 2027 Star of the North Meeting and let them know about it! Email or mail to everyone or just your target audience—every category is available for pre-show and post-show attendees. These lists are exclusive for 2027 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 addresses to their records. There are discounts available if purchasing both pre and post-show lists.

	Pre-Registered Attendee List	Post-Show Attendee List	Both Lists
Full attendee list	\$500	\$500	\$800
Dentists only	\$350	\$350	\$560
Dentists and Hygienists	\$450	\$450	\$720
Hygienists only	\$225	\$225	\$360
Dental Assistants	\$100	\$100	\$180

