

ADVERTISING AND PROMOTION

Choose from a variety of advertising options to reach attendees.



YOUR BEST OPTION

PROMOTIONAL PACKAGE \$2,600 + BOOTH COST

The Promotional Package combines both 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 13, 2023.

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 *E-mail 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
- Invitation to present a CE Spot
- Comp Lead Retrieval System

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

Ready to upgrade your experience? Make sure to select the PROMO PACKAGE option when completing your 2024 booth application.

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 5-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 13, 2023. Final ad copy must be submitted by October 16, 2023.

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

NEW FORMAT! ONSITE GUIDE ADS

Place an advertisement in the *Onsite Guide*. This guide will be distributed to over 8,500 attendees and referenced throughout the meeting. This is no longer a book but will have some advertising opportunities. The *Onsite Guide* will highlight all speakers and events, only three ad opportunities in this Guide. The deadline for space reservation is January 31, 2024. The final ad copy must be submitted by February 28, 2024.

| | |
|------------------------------|---------|
| Inside Front Cover (4-color) | \$3,500 |
| Inside Back Cover (4-color) | \$3,500 |
| Back Cover (4-color) | \$3,500 |

STAIRCASE SIGNAGE

\$900 for Meeting Room staircase

\$800 for Exhibit Hall staircase

\$1,600 for both staircases

Thousands of Star of the North attendees will see your ad or logo as they climb the stairs of the RiverCentre going 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")

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 2024 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 2024 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 |

ESCALATOR HAND RAILS

\$650 for Meeting Room Escalators

\$650 for Exhibit Hall Escalators

\$1200 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")

COMPANY BANNER DISPLAYED IN THE ROTUNDA

\$300 per banner

Have your company banner hung in the rotunda above thousands of Star of the North attendees. Layout and production at your expense.

