

Navigate NORTH

VIRTUAL MEETING Star of the North Meeting

2020 STAR OF THE NORTH VIRTUAL MEETING ADVERTISING OPPORTUNITIES

Navigate North and join us for the Star of the North Virtual Meeting. Join us in our Virtual Exhibit Hall and advertise your dental products and services. Attendees will have access to this information from July 30 - December 31, 2020.

Advertising Details

Lobby Page

- Above the Navigate Banner (2 available, see letters A, B). \$750 each. Size: 200px x 200px
- Menu Item Banner (2 available, see letters C, D). \$750 each. Size: 150px x 150px
- Help Desk Banner (2 available, see letters E, F). \$500 each. Size: 75px x 75px



Game Board Page

- Page Header (2 available, see letters G, H). \$500 each. Size: 150px x 150px
- Prize Lines (multiple available, see letter I). \$250 each. Size: 75px x 75px

The image shows the game board page with advertising spots 'G' and 'H' as circular logos in the header, and 'I' as a prize line in the table. The page features the 'Navigate NORTH' logo, 'MDA Leaderboard', and navigation tabs for 'Leader Board', 'Challenges', 'Prizes', and 'How to Play'.

Prizes	
Most active user by 10pm August 1st (First place on leaderboard)	Sponsored by: Hotel stay for 2021 meeting @ St. Paul Hotel and access to MDA University
2nd place on leaderboard	2021 free registration for self and a coworker and access to MDA University for self
3rd place on leaderboard	Sponsored by: \$100.00 voucher for 2021 meeting and access to MDA University

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Agenda Page

- **Page Header** (2 available, see letters J, K). \$500 each. Size: 150px x 150px
- **Option Bar** (3 available, see letters L, M, N). \$1,000 each. Size: 50px x 200px - *this banner appears on all screens where the option bar is shown (agenda, social, gamification, courses, etc.*

CLASS ID	COURSE	RELEASE DATE	HANDOUTS	WATCH
T26	Prescription Narcotic Use/Abuse: Update on the Epidemic & Regulatory Changes in the U.S.	Thursday, July 30	Handout	Watch
T25	Oral Medicine: Puzzling Conditions in Complicated Patients	Thursday, July 30	Handout	Watch
F24	Five Patient Lifestyle Habits that Impact Healing	Friday, July 31	Handout	Watch
S03	Dental Ethics	Saturday, August 01	Handout	Watch

Course Page

- **Page Header** (2 available, see letters O, P). \$500 each. Size: 150px x 150px
- **Option Bar** (3 available, see letters L, M, N). \$1,000 each. Size: 50px x 200px - *this banner appears on all screens where the option bar is shown (agenda, social, gamification, courses, etc.*

How to Reserve Your Digital Ads:

Reserve your ads on the Star of the North website at star.mndental.org or directly on this form: <https://www.mndental.org/star-of-the-north-digital-advertising-opportunities/>

Questions?

Contact Vicki Capistrant at vcap@mndental.org with any questions.