

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 2, 2020.**

Includes:

- One 10' x 10' booth (priced at \$1,750 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 digital Buyer's Guide
- 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
- Invitation to present a CE Spot

**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, 2020. Final ad copy must be submitted by October 15, 2020.

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 8,000 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, 2021. Final ad copy must be submitted by February 28, 2021.

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

- Tab order:
1. Thursday, April 22, 2021 (At-A-Glance on tab front)
 2. Friday, April 23, 2021 (At-A-Glance on tab front)
 3. Saturday, April 24, 2021 (At-A-Glance on tab front)
 4. Expo (Show hours and special events on tab front)



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

\$650 each column – 4 available

Ads placed on the Meeting Room and Registration level column 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

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 2021 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. This list is for the exclusive use by 2021 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 (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

COMPANY PENS

\$300 – 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 1,500+ 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.

