

New York State Dental Association



2024 Annual House of Delegates Meeting **SPONSORSHIP OPPORTUNITIES**

May 31 - June 2, 2024

Turning Stone Casino & Resort, Verona NY

NYSDA, 20 Corporate Woods Blvd., Albany NY 12211

www.nysdental.org

NYSDA The Voice of the Dental Profession

The 2024 Annual House of Delegates Meeting will bring 200+ decision-making dentists to New York's most awarded four-season resort, the Turning Stone Resort & Casino in Verona, NY.



The highly anticipated meeting of the House of Delegates, the governing body of the 10,000 member dentists, merges the important work of the Association's governance and policymaking with an array of engaging social activities that make the experience enjoyable and memorable for our members and their guests. Events on the schedule for the four-day meeting range from an entertaining dueling pianos duo at the resort's Gig venue to a black-tie Presidential Gala and awards ceremony, providing sponsors with numerous opportunities to connect with members.



About Us

The second largest constituent of the American Dental Association, NYSDA Membership extends from Manhattan and Long Island in the south, to the St. Lawrence River in the North.



Your Audience

We are expecting more than 200 decision-making dentists from our 13 component dental societies to attend the 4-day House of Delegates Meeting.

2024 Sponsorship Levels

High Roller: \$10,000



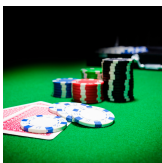
- Six-foot exhibit table during registration and HOD sessions on Fri & Sat.
- Prominent display of company logo, recognizing you as meeting sponsor, on all signage and mention of sponsorship on NYSDA website and social media (pre and post event)
- Full-page ad in NYSDA's clinical publication *The New York State Dental Journal* that mails to 10,000 member dentists in July.
- Full-page ad in NYSDA quarterly newsletter *NYSDA News*, a digital publication covering Association-related news and activities. Timing is sponsor's choice; published in Feb, May, Oct and Dec.
- 90-day banner ad campaign on NYSDental.org
- Digital ad in two of NYSDA's twice-monthly email newsletters (average open rate of 55%). Timing is sponsors choice.
- Logo on email communication with attendees that links to your company website.
- Two tickets to Saturday evening Presidential Dinner Gala.

Royal Flush: \$7,500



- Full-page ad in NYSDA's clinical publication *The New York State Dental Journal* that mails to 10,000 member dentists in July.
- 60-day banner ad campaign on NYSDental.org.
- Prominent display of your company logo, recognizing you as a meeting sponsor, on all meeting signage and mention of your sponsorship on NYSDA website and social media.
- Logo on all meeting-related email communication with attendees that links to your company website

Full House: \$5,000



- Half-page ad in NYSDA's clinical publication *The New York State Dental Journal* that mails to 12,000(?) member dentists in July.
- 30-day banner ad campaign on NYSDental.org
- Prominent display of your company logo, recognizing you as a meeting sponsor, on all meeting signage and mention of your sponsorship on NYSDA website and social media.

Dealer's Choice: \$2,500



- Prominent display of your company logo, recognizing you as a meeting sponsor, on all meeting signage and mention of your sponsorship on NYSDA website and social media.

Exclusive Sponsorship Levels

Presidential Dinner Gala Sponsor \$15,000

(Limited to one sponsor)

An evening of elegance. We cordially invite you to be a key partner in an evening of splendor at the highly anticipated House of Delegates Dinner Gala. This distinctive event promises an unforgettable experience for our members and their guests.



Dinner Gala sponsor receives:

- Recognition on all marketing and signage of dinner gala (pre, onsite and post).
- Acknowledgement from the bandstand of sponsorship.
- Company logo and ad message on Wi-Fi table tents placed on each table within the House of Delegates meeting room.
- Unique “logo in the sky” as part of the event’s dramatic drone show conclusion.
- Exhibit space during two days of the HOD delegates meeting.
- Company listing on dinner gala registration page and all HOD correspondence, social posts and email communication.
- Logo on printed dinner menu for tremendous visibility among our 200+ guests.
- Tickets for two participants to attend Dinner Gala.
- Exercise your creativity and collaborate with us. Let’s create an experiential activity where attendees enjoy themselves and engage with you and your brand.

Exclusive Sponsorship Levels

Hospitality Sponsor

\$10,000 (Limited to two)

Each day's HOD business meetings and activities leave our members enthused for an opportunity to enjoy collegial company and represent tremendous opportunity for your brand to network with members in a relaxed atmosphere.



Your company is invited to participate in the congeniality and camaraderie of the HOD's nightly hospitality events as one of two sponsors.

➡ Thursday, 5/30 Dueling Pianos

We've prepared an evening filled with laughter, energy, and music that will have you on your feet with renowned dueling pianos duo . They'll dazzle with their talent, take song requests and engage in friendly musical rivalry that guarantees a good time. Guests will enjoy pizza and open bar and present sponsors with a networking opportunity unlike any other.

➡ Friday, 5/31 Hospitality Lounge

Our hospitality events have proven to be popular for their casual atmosphere and the chance to socialize and foster a sense of community. Our Friday evening hospitality lounge offers sponsors a signage and branded area to present their logo and messaging, as well as a chance to distribute branded swag.

Hospitality sponsors will receive:

- Recognition on all marketing and signage for hospitality lounges (pre, onsite and post).
- Acknowledgement of sponsorship during each hospitality event.
- Company listing on all HOD correspondence, social posts and email communication.
- Signature cocktail with your company name during Friday night hospitality lounge.
- Logo on cocktail napkins at Friday hospitality lounge.
- Tickets for three participants to attend each evening.

Exclusive Sponsorship Levels

Keycard Sponsor \$8,000 (Limited to one)

Personalized Hotel Key Cards for all guests staying during the meeting at Turning Stone headquarters hotel. During the lifespan of an event, an attendee will look at their key card 8 – 12 times/day, allowing repeat impressions to your targeted demographic. Closes early. Don't miss out!

This option includes all items from Royal Flush package, as well as two tickets to the Dinner Gala.



Gift Bag Sponsor \$8,000 (Limited to one)

Swag bags are always a hit! This sponsorship option Includes company logo on conference bags and opportunity to provide promotional item in gift bags distributed to all attendees

This option also includes all items from Royal Flush package, as well as two tickets to the Dinner Gala.

Lanyard Sponsor \$6,000 (Limited to one)

All event lanyards would be branded your company logo. This exclusive feature puts your brand around the neck of every attendee at the event - even your competitors!

This option also includes all items from Royal Flush package, as well as two tickets to the Dinner Gala.



Let's Chat

Looking for engaging solutions to reach the coveted target demographic of dental professionals? Partner with NYSDA to maximize engagement and drive impact.

As a sponsor, you will elevate your organization's position as a valuable and respected entity in the dental community. Our sponsorship packages can be customized. Please reach out to to discuss how we can accommodate your sponsorship goals and budget.



Jeanne Deguire

NYSDA, Advertising & Sponsorship Manager

 jdeguire@nysdental.org

 (518) 689-2771

 nysdental.org
