



MAINE  
DENTAL  
ASSOCIATION

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

# MDA CONVENTION IS VIRTUAL IN 2021

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MAY 20-22, 2021

We invite exhibitors and sponsors to join us,  
along with dental professionals and  
students, at this year's online event!

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# 2021 MDA CONVENTION

## EXHIBITOR - \$500

- Logo/Link On MDA Website and CE Website
- Attendee List
- Registration Lead Generation Question - ask attendees what product/services they'd like to know more about
- Inclusion in Promo Book (Logo, name in listing)
- Ability to share link and have attendees "visit" during dedicated times

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## BRONZE SPONSOR - \$450

- Logo/Link On MDA Website and CE Website
- 1/3 Page Ad in Promo Book

## SILVER SPONSOR - \$1000

### INCLUDES EXHIBITOR BENEFITS PLUS:

- 1/2 Page Ad in Promo Book
- Video promotion - On Loop During Breaks

## GOLD SPONSOR - \$2000

### INCLUDES EXHIBITOR AND SILVER BENEFITS PLUS:

- Full Page Ad in Promo Book
- Video Promotion On MDA Website/CE Website
- Two Spotlight Social Media Mentions Through MDA
- Inclusion In Mailer To Attendees (Coupon Book/Flyer)

## PRESENTING SPONSOR - \$5000+

### INCLUDES EXHIBITOR AND GOLD BENEFITS PLUS:

- Opportunity To Introduce Speaker
- Dental Student Sponsor Acknowledgement and Two Passes To Attend Virtual Student Reception

**DENTAL STUDENT LUNCH AND LEARN SPONSOR - \$500**

**DENTAL STUDENT RECEPTION SPONSOR - \$500**

**MDA PREFERRED BUSINESS PARTNERS RECEIVE 10% DISCOUNT**

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## *Helpful hints for getting the most out of your exhibit/sponsorship*

For 2021, the MDA Annual Convention exhibit hall will be virtual. The virtual booths will be located on the virtual exhibit hall platform, where you will have 2.5 days of exposure.

We know these are challenging times for your business. You want to get the most out of your convention experience. To that end, the MDA has put together some helpful hints and suggestions that we encourage you to consider. These suggestions will maximize your exposure and help you generate the most lead prospects.

### ***Exhibitor Tips:***

- Be sure to provide your logo, web link and company description in a timely manner.
- For any attendee that signs up for lead generation, you will receive contact information, including email. Be sure to send a personal greeting in advance of the convention inviting attendees to learn more about your company/product/service. Be sure to tell them about any special promotions you have going or any incentives to visit with you.
- Provide a Zoom link for virtual meetings with convention attendees during designated breakout times.
- Consider offering an incentive for attendees to visit your virtual booth during breaks (example: anyone who attends your Zoom session receives a \$5 coffee gift card or company swag to be mailed after the event).
- Provide a raffle prize for the MDA drawing held on Friday afternoon. Your company name will be highlighted on the raffle page of the convention website.
- Consider additional sponsorships to maximize exposure and receive complimentary advertising, video promotion during the event, social media spotlights in the run up to the convention, and even an opportunity to address all attendees while introducing a speaker!

As a reminder, all exhibitors will have their logo and link to business website included on the MDA website and the CE website. You will receive a contact list for all attendees. You will also be included on our brand-new lead generation section as part of registration. Your company will also be listed in the convention promo booklet and you will be able to share your Zoom meeting link to host virtual booth visits during dedicated times at the convention. Finally, there are various sponsorship levels that we encourage you to consider maximizing your exposure to attendees.

### ***Sponsor Tips:***

- Provide content including logo, company description, link to website in timely manner. (all levels)
- Record a video promotion (60 seconds) that can be used during breaks. Technical assistance is available if needed. Be sure to contact the MDA in advance to work out details. (Silver Sponsorship)
- Pay attention to deadlines for ads and social media spotlight content. (Gold Sponsorship)
- Consider offering attendees a discount code or coupon for products/services that the MDA will send out in a mailer in advance of the convention (Gold Sponsorship).

***WE ASK THAT YOU PROVIDE A PRIZE FOR OUR DRAWINGS AT FRIDAY'S RECEPTION - THE THEME IS WEAR YOUR FAVORITE SPORT TEAM'S ATTIRE, WITH SPORTS TRIVIA QUESTIONS!***

# 2021 MDA Convention Exhibitor/Sponsor Contract

We hold the Maine Dental Association harmless from claims of any nature arising from our exhibit/sponsorship or from activities of our employees or representatives.

FIRST TIME  PREVIOUS EXHIBITOR/SPONSOR

**COMPANY NAME** (as will appear in materials) \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_

**REPRESENTATIVE** in charge of exhibit \_\_\_\_\_

ADDRESS (if different than company) \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_

**PRODUCT(S)** \_\_\_\_\_

OUR COMPETITORS ARE \_\_\_\_\_

CONTRACT EXECUTED BY \_\_\_\_\_

(name and title—PLEASE PRINT)

**Contract Must Be Signed to be Valid** \_\_\_\_\_

(sign name)

**TERMS:** Full payment must accompany this contract.

**REFUNDS:** All cancellations must be in writing and received by the Maine Dental Association on or before April 23, 2021. If cancellations are received after April 23, 2021, the entire exhibiting/sponsorship fee will be retained by the Maine Dental Association.

**DEADLINE FOR PROMO BOOK MATERIALS:** All materials must be received by April 23, 2021 for inclusion in a printed promo book that will be mailed to attendees.

## 2021 MDA Convention Exhibitor/Sponsorship Opportunities

### CHECK ALL THAT APPLY:

EXHIBITOR (\$500)

BRONZE SPONSOR (\$450)

SILVER SPONSOR (\$1,000)

GOLD SPONSOR (\$2,000)

PRESENTING SPONSOR (\$5,000 +)

### SPECIAL EVENTS:

DENTAL STUDENT LUNCH AND LEARN SPONSOR (\$500)

DENTAL STUDENT RECEPTION SPONSOR (\$500)

Please return this form with your check payable to the MDA or complete credit card form enclosed and mail to **Maine Dental Association, PO Box 215, Manchester, ME 04351-0215**, fax to **207-622-6210**, or email to **lknowles@medental.org**

## Payment:

Payment must be received by April 23, 2021.

Please make check out to Maine Dental Association or complete credit card information below and return to: MDA, PO Box 215, Manchester, ME 04351, fax to 207-622-6210, or email to [lknowles@medental.org](mailto:lknowles@medental.org).

Thank you, and see you at the 2021 convention!

Maine Dental Association

*Please Print Clearly*

Your Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address on Card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_

VISA 

MasterCard 

Discover 

Card #:

Security Code:  (3 digits on back of card) Exp. Date:   
Month Year

Amount \$ \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Disclaimer: A \$50.00 fee will be added to payment if provided information does not match credit card information on file with credit card company and has to be resubmitted to credit card company. By signing above you agree to these terms and conditions.

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|---------------------------------------|---|--|--------------------------------------|
| <input type="checkbox"/> Advocacy     | <input type="checkbox"/> Annual Convention  | <input type="checkbox"/> Charitable Foundation   | <input type="checkbox"/> Dues        |
| <input type="checkbox"/> Exhibitor    | <input type="checkbox"/> Individual CE      | <input type="checkbox"/> NewsJournal Advertising | <input type="checkbox"/> PAC         |
| <input type="checkbox"/> Package Plan | <input type="checkbox"/> Roster Advertising | <input type="checkbox"/> Sponsorship             | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> CNA          |   |  |                                      |

**Please be sure to print legibly and note disclaimer:** A \$50 fee will be added to your payment if provided information does not match credit card information on file with the credit card company or written information is unreadable - and has to be resubmitted to credit card company. By signing above, you agree to these terms and conditions.