



## American College of Prosthodontists 40<sup>th</sup> Annual Session Sponsorship Opportunities



That's right! The American College of Prosthodontists turns 40 years old in 2010, and our Annual Session is the premier meeting for prosthodontists and dental laboratory technicians to celebrate our specialty and the discipline. To assist our corporate partners in maximizing their exposure to this very influential group and on the College's milestone birthday, the ACP is offering flexible sponsorship packages designed to fit a variety of budgets, and a one-time chance for premium visibility in celebration the College's 40<sup>th</sup> birthday!

### 2010 Sponsorship Program

The ACP sponsorship program for the 40<sup>th</sup> Annual Session is built to provide maximum exposure throughout the year based on four sponsor levels—Platinum, Gold, Silver and Bronze.

Please review the program, decide on your preferred sponsorship package, and then select from the items on the menu list until you reach your desired sponsorship dollar level.

You may reach recognition levels in one of two ways – choose items from the menus of sponsorship opportunities to reach the level of recognition you want, or make an unrestricted educational grant to support the meeting at the level you desire. The sponsorship levels are defined below according to a sponsor's total dollar contribution to the meeting, *excluding Exhibit Booth and Annual Session Program advertising fees*.

To receive the full promotional benefits, sponsors must confirm their sponsorship commitment on the attached Sponsor Application ***no later than February 1, 2010***. All sponsorship opportunities are offered on a first-come, first-served basis.

### Sponsorship Levels and Benefits

#### ***Platinum Sponsor Package – \$70,000 +***

Our most exclusive and comprehensive sponsorship opportunity provides your brand maximum exposure to your desired audience of qualified buyers and opinion leaders in the field and includes:

- One e-mail advertisement sent to all ACP members
- One banner advertisement on the ACP Annual Session Web page
- Sponsor name and link in one e-newsletter promotion prior to Annual Session
- Product specification sheet or flier hotel room door drop
- Two Annual Awards & President's Dinner Tables
- One time use of ACP member list
- Logo placement and recognition in all Annual Session printed materials and signage
- Special sponsor level recognition signage at Exhibit Booth
- Sponsor level recognition ribbons for all exhibit personnel
- Six complimentary Annual Session meeting registrations

#### ***Gold Sponsor Package – \$35,000 +***

Our champion sponsorship opportunity provides your brand maximum exposure to your desired audience of qualified buyers and opinion leaders in the field and includes:

- Sponsor name and link in one e-newsletter promotion prior to Annual Session
- Product specification sheet or flier hotel room door drop
- One Annual Awards & President's Dinner Table
- One time use of ACP member list
- Logo placement and recognition in all Annual Session printed materials and signage
- Special sponsor level recognition signage at Exhibit Booth
- Sponsor level recognition ribbons for all exhibit personnel
- Four complimentary Annual Session meeting registrations

#### ***Silver Sponsor Package – \$12,500+***

Our advocate sponsorship opportunity provides your brand maximum exposure to your desired audience of qualified buyers and opinion leaders in the field and includes:

- Logo placement and recognition in all Annual Session printed materials and signage
- Special sponsor level recognition signage at Exhibit Booth
- Sponsor level recognition ribbons for all exhibit personnel
- Two complimentary Annual Session meeting registrations

#### ***Bronze Sponsor Package – \$6,250 +***

Our supporter sponsorship opportunity provides your brand maximum exposure to your desired audience of qualified buyers and opinion leaders in the field and includes

- Logo placement and recognition in all Annual Session printed materials and signage
- Special sponsor level recognition signage at Exhibit Booth
- Sponsor level recognition ribbons for all exhibit personnel
- One complimentary Annual Session meeting registration

## **Menu of Opportunities**

#### **Keynote Speaker General Scientific Session – \$20,000**

This opportunity includes the option for a company representative to introduce the keynote speaker and special signage at the session.

#### **Board Preparation Course and Afternoon Ice Cream Break – \$15,000**

This full-day course held the day before the opening session attracts more than 150 attendees each year. This course is designed to review the process of becoming a Diplomate of the American Board of Prosthodontics. This opportunity includes special signage at the course and special afternoon ice cream break.

#### **Table Clinic Poster Presentations – \$5,000**

The student table clinics are presentations of research results, clinical outcomes, laboratory techniques, or topics of general interest to the American College of Prosthodontists' members and guests. This opportunity includes special signage at this event.

#### **Technology Partner Product Demonstrations (November 6) – \$6,250**

This is an excellent opportunity to show attendees just how your product works in real life situations. The ACP provides a format for product demonstration, hands-on experiences to introduce your latest technologies to prosthodontists – the leaders in restorative and esthetic dentistry – as well as to highly trained and skilled lab technicians. Don't miss this opportunity to put your product or technology in the hands of this audience of high-end buyers and opinion leaders. Special signage at the event, special gold star product highlights promotion in the registration brochure. A/V, F&B and decoration expenses are the responsibility of the sponsor.

#### **Welcome Reception – \$30,000**

Be the first to welcome all conference attendees by sponsoring the Welcome Reception. The popular Wednesday night Welcome Reception allows attendees to achieve one of the primary aims of the ACP Annual Session – networking among colleagues and friends. This opportunity includes special signage at this event. Napkin placement with company logo and/or an approved give away item during the event may be provided by sponsor.

**Student/New Prosthodontist Reception – \$20,000**

Sponsor this enormously popular event and connect your company to the future of the prosthodontic specialty. This opportunity includes special signage at this event, napkin placement with company logo and an approved give away item at the event.

**Annual Awards & President’s Dinner – \$40,000**

This sponsorship includes special signage at the event, napkin placement with company logo and exclusive access to the President’s table.

**Annual Awards and President’s Dinner Table – \$5,000**

Don’t miss the opportunity to enjoy the evening at your own table or tables with guests you hand picked to join you. This sponsorship includes 10 tickets to the dinner and table recognition at the event.

**Exhibit Hall Food Court (November 5 or November 6) – \$15,000 Each**

The sponsor will have a “captive audience” on the exhibit floor during the scientific session breaks. The sponsor is responsible for providing any promotional items such as napkins, cups or banner.

**Attendee Morning Coffee Breaks – \$5,000 Each**

This sponsorship includes special signage during the break. Napkin placement with your company logo or coffee cups can be provided at the sponsor’s expense – two morning breaks are available.

**Attendee Continental Breakfast – \$10,000 Each**

This sponsorship includes special signage during the break. Napkin placement with your company logo or coffee cups can be provided at the sponsor’s expense—two breakfasts are available.

**Attendee Tote Bag – Exclusive, \$15,000**

An opportunity to gain exposure at the meeting as well as afterward with attractive tote bags, imprinted with your company’s name and logo, will be given to each ACP Annual Session attendee. This sponsorship includes inclusion of product specification sheet or flier in each bag.

**Internet Café – Exclusive, \$7,500**

Open every day for attendees and exhibitors, these kiosks provide internet access for attendees to check email and Web Sites while on the road. This sponsorship includes your company logo as a screen saver and link to your company’s web site and on each kiosk station. The sponsor is responsible for producing mouse pads if desired.

**Schedule-at-a-Glance – Exclusive, \$5,000**

All attendees keep this attractive, 4-color, (folded size – 4” x 3”) complete meeting schedule handy throughout the meeting to keep track of all six days’ activities. This sponsorship includes a full color advertisement on the back of the schedule.

**Annual Session Conference Presentation CD – Exclusive, \$20,000**

This is a great opportunity to reach every meeting attendee with a recorded copy of the scientific sessions. Sponsors may include your company logo and message on the interface and packaging; the CD will be provided to all paid attendees after the meeting.

**ACP Annual Session Promotional Bookmark – Exclusive, \$7,500**

Keep your company's name in front of the ACP's unique and expanding audience of the leaders in restorative and esthetic dentistry by sponsoring promotional bookmarks that will be included in registration materials for all meeting attendees.

**Badge Lanyard – Exclusive, \$5,000**

Capture attention over more than a thousand attendees who will wear your company's name and logo around their necks throughout the entire event even with the name badges they receive at registration! The sponsor is responsible for providing the lanyards and shipping.

**Attendee Jump Drives – Exclusive, \$5,000**

The ACP has gone green and continues to find ways to reduce the waste of paper at the meeting. All participants will be encouraged to copy program materials onto their jump drives in lieu of paper copies. The jump drives will be provided by sponsor.

**Notepads and Pens – Exclusive, \$5,000**

Notepads imprinted with your name and logo will be provided to each attendee at the meeting. Notepads and pens provided by sponsor.

**Hotel Room Key Cards – Exclusive, \$5,000**

Every time conference attendees open their hotel room doors, they will see your company's name and logo. The Key Card sponsor's full color logo will be printed on one side of the hotel room key cards. The sponsor is responsible for production costs.

**Hotel Door Drop – \$1,000 Per Item/Per Day**

This is a great opportunity to reach key prosthodontic professionals in a targeted way. A copy of your door drop item must be pre-approved by the American College of Prosthodontists. The sponsor must coordinate with hotel and pay shipping and distribution costs directly.

## Menu of Special 40<sup>th</sup> Anniversary Opportunities

**ACP Through the Decades – \$7,500**

A written history of the ACP during the past four decades and a visual timeline displayed during the 40<sup>th</sup> Annual Session in Orlando.

**Anniversary Logo Polo Shirts – \$8,000**

Sponsor tagline added to ACP 40<sup>th</sup> Anniversary logo to produce polo shirts offered for sale at special pricing throughout 2010.

**Commemorative 40<sup>th</sup> Anniversary Pins – \$10,000**

Honor ACP members with a special pin distributed in 2010 to celebrate ACP pride year-long.

**Over 40 Fun Run – Exclusive \$10,000 – SOLD**

A 5 K run for attendees to celebrate the ACP's 40<sup>th</sup> birthday. The sponsor will organize and manage all of the run logistics on-site and will supply T-shirts to all those running, at the sponsor's expense.



**40<sup>th</sup> History Anniversary Display – \$6,000**

Partner with the ACP to display College "artifacts" during this special exhibit at the 40<sup>th</sup> Annual Session in Orlando.

**Celebrating 40 Years: A Video Retrospective of ACP's History – \$6,500**

Help showcase interviews with Charter Members of the College, key leadership through the years and ACP members in this oral history of the ACP.

**40<sup>th</sup> Anniversary Feature on ACP Web site – \$3,500 Per Month**

Highlight your organization with an online advertisement in the ACP 40<sup>th</sup> Anniversary section of the Web site--12 months available in 2010.

**Journal of Prosthodontics Supplement – \$30,000**

Be part of an exciting special edition *Journal of Prosthodontics* celebrating the 40 years of ACP's dedication to the prosthodontics.

## For More Information

To confirm or discuss sponsorship levels, options, features and benefits please contact: Melissa F. Kabadian, M.A., Director of Education and Meeting Services, American College of Prosthodontists.

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