



American College of Prosthodontists 42nd Annual Session Preliminary Sponsorship Opportunities

The ACP Annual Session is the premier meeting for prosthodontists and dental laboratory technicians gathering more than 1,200 specialists annually. To assist our corporate partners in maximizing their exposure to this very influential group, the ACP offers flexible sponsorship packages designed to fit a variety of budgets, and a one-time chance for premium visibility.

2012 Sponsorship Program

The ACP sponsorship program for the 42nd Annual Session is built to provide maximum exposure throughout the year based on four sponsor levels—Platinum, Gold, Silver and Bronze.

You may reach recognition levels in one of two ways – choose items from the menu 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 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, supporters must confirm their sponsorship commitment on the attached *Annual Session Application* **no later than March 15, 2012**. All sponsorship opportunities are offered on a first-come, first-served basis.



Sponsorship Levels and Benefits

Platinum Sponsor Package – \$75,000 +

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. This package includes:

- One e-mail advertisement sent to all ACP members
- Showcasing article in the *ACP Messenger*
- Announcement in the ACP Wednesday Wake-up Call™, which reaches 60% of membership
- One banner advertisement on the ACP Annual Session homepage
- 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 in all Annual Session printed recognition 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 – \$50,000 +

Our gold sponsorship opportunity provides your brand increased exposure to your desired audience of qualified buyers and opinion leaders in the field. This package includes:

- Sponsor name and link in one e-newsletter promotion prior to Annual Session
- Special logo recognition in the *ACP Messenger*
- Announcement in the ACP Wednesday Wake-up Call™, which reaches 60% of membership
- 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 – \$25,000+

Our silver sponsorship opportunity provides your brand with the utmost exposure to your desired audience of qualified buyers and opinion leaders in the field. This package includes:

- Logo placement and recognition in all Annual Session printed materials and signage
- Recognition in the *ACP Messenger*
- Listed in the ACP Wednesday Wake-up Call™, which reaches 60% of membership
- 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 – \$10,000 +

Our bronze sponsorship provides your brand an introduction to your desired audience of qualified buyers and opinion leaders in the field. This alignment will prove your brand is recognizable in the prosthodontic community. This package 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

Technology Forum-Saturday, November 3, 9am-12pm

ACP Technology Forum Exhibit– \$7,500

The ACP Technology Forum offers a venue for product demonstration in a hands-on environment. This is an exceptional opportunity to showcase your products and new technologies to the leaders in restorative dentistry and highly skilled lab technicians. Don't miss this opportunity to put your product or technology in the hands of high-end buyers and opinion leaders in your own product pavilion. This sponsorship includes special promotional signage at the event and program description in the registration brochure, web and mobile site. Items such as audio visual equipment, refreshments or special decorations are arranged directly with the hotel at the expense of the sponsor. Program details are determined by the sponsor, a limited number of will be available.

Annual Session Sponsorships

Events

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

Cap off the Annual Session by sponsoring the most celebrated event in our sponsorship program. This sponsorship includes special signage at the event, napkin placement with company logo, GOBO light of logo, a brief welcoming introduction, two tables for your company, and exclusive seating at the President's table. By leaving the last mark on the conference attendees, your brand will be highly recognizable to prosthodontic buyers and professionals for years to come.

Welcome Reception – \$30,000

Be the first to welcome all conference attendees by sponsoring the Welcome Reception. This fashionable Wednesday night event allows attendees to achieve one of the primary aims of the ACP Annual Session, which is networking among colleagues and friends. This item includes special event signage, napkin placement with company logo and/or an approved give away item during the event may be provided by sponsor. In addition, twenty (20) complimentary tickets will be provided for company representatives.

Student/New Prosthodontists Reception – \$25,000

Sponsor this enormously admired event and connect your company to the future of the prosthodontic specialty. Not only will students and new prosthodontists enjoy the event but decision makers of the industry will recognize your devotion to the growth of the profession. This item includes special event signage, napkin placement with company logo and an approved give away item at the event.

Foundation Reception – \$20,000

Join the visionaries of Prosthodontics in this unified and welcoming setting. A short program with a cocktail reception offers a showcasing opportunity for the generous work of the Foundation and offers a unique point of access for the sponsoring partner. The sponsor will welcome stakeholders during the evenings opening remarks.

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 handpicked to join you. This sponsorship includes ten (10) tickets to the dinner and table recognition at the event.

New Fellows Grant – (\$5,000)

Each year a number of members achieve the professional distinction of becoming a Fellow in the American College of Prosthodontists. This professional distinction is exclusive to ACP members and formally applied for by new recipients. Your grant support for this activity underwrites the program and

permits the College to invite these individuals at no cost to attend the President's Dinner and be publicly recognized by their peers. Your corporate support is recognized on the correspondence, invitation and appropriate signage.

Award Recipient Grant– (\$5,000)

Each year individuals are recognized for professional achievement in various areas of distinction by the American College of Prosthodontists. Awards are issued to selected individuals to call attention to their professional accomplishment. Your grant support for this activity underwrites the program and permits the College to invite these individuals at no cost to attend the President's Dinner and be publicly recognized by their peers. Your corporate support is recognized on the correspondence, invitation and appropriate signage. Each individual award is also separately available for exclusive branding, but is not included in this grant.

Promotional Items

Attendee Tote Bag– \$20,000

This item spotlights your brand at the meeting as well as afterward with attractive tote bags, which will be imprinted with your company's name and logo. The tote bag will be given to each ACP Annual Session attendee. Lastly, sponsorship includes the insertion of a product specification sheet or flier in each bag. The ACP is responsible for bag production.

Exhibit Hall Food Court & Daily Breakfasts – \$15,000

The sponsor will have a "captive audience" on the exhibit floor during the scientific session breaks and each morning for that "wake-up" cup of coffee. The sponsor may provide any promotional items such as napkins, cups or banners to promote this partnership opportunity. Special recognition of this valuable partnership will be provided in exclusive pre-meeting promotions.

Badge Lanyard – \$7500

Capture the attention of more than a thousand attendees who will wear your company's name and logo around their neck throughout the entire event. The sponsor is responsible the production of the lanyards and shipping.

Table Clinic Poster Presentations – \$10,000

The student table clinics are presentations of research results, clinical outcomes, laboratory techniques, or topics of general interest to the Annual Session attendees. This opportunity includes pre-meeting promotion, special signage at this event, a brief onstage introduction and/or a giveaway item.

Hotel Room Key Cards – \$7,500

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

Internet Café– \$7,500

This unique site is 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 an exclusive screen saver and a link to your company's web site on each kiosk station. The sponsor is responsible for producing mouse pads if desired.

Notepads and Pens– \$7,500

Notepads and writing implements imprinted with your name and logo will be placed in the tote bag and provided to all on-site meeting attendees. The sponsor is responsible for the production and shipping of the notepad and pens.

Schedule-at-a-Glance – \$7,500

All attendees keep this attractive, 4-color meeting schedule handy throughout the event to keep track of all four days of activities. This sponsorship includes a full color advertisement on the back panel of the schedule. The ACP is responsible for production and coordination of the item.

Speaker Ready Room– \$7,500

This special sponsorship offers a closed venue for a supportive company. Room decorations and signage within the venue will showcase our sponsors support. Appropriate refreshments will be provided for contributing speakers.

ACP Annual Session Promotional Piece– \$5,000

Keep your company's name in front of the ACP's unique audience of leaders in restorative and esthetic dentistry by sponsoring branded commemorative give-away items. These items will be included in registration materials for all meeting attendees.

Save the Date Give Away Item– \$5,000

Imprint your logo on the *Save the Date* for the 2013 ACP Annual Session in Las Vegas. This item will be provided to each attendee of the meeting. Give away items provided by the sponsor and will need to be approved by the ACP.

Hotel Door Drop Brochure – \$1,500 (Per item)

This cost efficient opportunity reaches key prosthodontic professionals in a targeted way. The sponsor must coordinate printing and shipment of the item. The ACP will coordinate one drop in an ACP Meeting bag that hangs outside the door. The ACP covers the cost of hotel fees and coordinates delivery. A copy of your *door drop brochure/flier* must be pre-approved by the American College of Prosthodontists. All items must fit in an 8.5 X 11 door drop bag provided by the ACP. Room drop must be submitted for approval and paid in full by October 1, 2012.

Innovative Annual Session Educational Sponsorship Opportunities

Minimally Invasive Extraction & Bone Graft for Implant Site Development Workshop – A Lecture & Hands-on Cadaver Workshop– \$20,000

This advanced bone graft course presented by Bach T. Le, D.D.S., M.D., of the University of Southern California will feature scientific lectures and a hands-on cadaver workshop. The course will focus on the most modern techniques in bone grafting to improve long term clinical success with dental implants. This course is designed for the clinician that has prior implant experience and would like to broaden his/her knowledge, scope of practice and improve surgical skills. Attendance is limited at 40 due to the hands on nature of the course. Recognition will include signage at the event with your company logo, recognition from the podium, area for a table top booth and the opportunity to provide an approved handout or give away item to attendees of the session.

Board Preparation Course– \$20,000

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 Diplomat of the American Board of Prosthodontics. This course includes signage and the opportunity to address the group and/or give out an approved give away item. The event may include an attendee lunch.

Other Sponsorship Opportunities

Membership Directory– \$20,000

This popular member item reaches every ACP member through the College's most sought after printed publication. The sponsor's company logo and message of thanks will be printed on the front cover of the directory. This is the most widely referenced publication by the ACP membership and certainly an effective reminder of our sponsor's support.

Education Webinars– \$10,000

This opportunity reaches a prosthodontic audience of over 3,400 ACP members. This sponsorship includes your name and logo on all promotion of the one hour educational webinar provided complimentary to all ACP members. In addition, all sponsors may have input on the content and provide speakers. All webinars deemed appropriate for ADA-CERP credit will be approved by the CPE Division Director for the ACP.

Sponsored Awards– \$2,500

Each year the ACP presents special recognition awards to distinguished members of the College. The sponsoring company will receive special recognition at the President's Dinner, a photo opportunity with the award recipient, special recognition in the ACP Messenger and appropriate signage at the event. Sponsorships for annual awards include:

- Young Innovators Award
...honors a member who has advanced the specialty of Prosthodontics through their personal leadership and unique contributions.
- Dental Technician Leadership Award
...honors a member of the dental technician community who has demonstrated exceptional leadership and made significant contributions to the technician industry.
- Clinician Researcher Award
...honors individuals for outstanding contributions to the welfare and advancement of the College and/or specialty of prosthodontics, outstanding contributions to academic dentistry and contributions to the sciences and health professions.
- Distinguished Service Award
...honors individuals who have made significant contributions to the welfare and advancement of the College and/or specialty of prosthodontics, dentistry, science and health professions.
- Distinguished Lecturer Award
...honors individuals whose research represents a significant contribution to the literature, teaching or clinical applications of the College and/or specialty of prosthodontics, dentistry, science and health professions.
- Educator of the Year Award
...honors dental educators for the outstanding contributions to the welfare and advancement of the College and/or specialty of prosthodontics, overall achievement to academic dentistry and contributions to the sciences and health professions.
- Major General Bill B. Leffler Federal Services Award
... honors individuals who exhibit excellence in the areas of leadership, patient care, mentorship and service to the community.
- Dan Gordon Award

...honors the lifetime achievement of individuals who have contributed at the highest level to the welfare and advancement of the College and/or specialty of prosthodontics, dentistry, science and health professions.

- President's Award
...honors individuals contributing outstanding vision and leadership for the welfare and advancement of the College and/or specialty of prosthodontics, and contributions to the sciences or health professions.

Other Sponsorship Opportunities:

Please note this list is preliminary and may be updated to include additional opportunities after the completion of the Annual Session in 2011. The revised opportunities listing will be available on the ACP website www.prosthodontics.org beginning January 31, 2012 and you may email education@prosthodontics.org to request a copy be emailed to you.

Thank you for your interest in the American College of Prosthodontists!