

ACP2015

PROSTHODONTICS

45TH ANNUAL SESSION • OCT. 21-24 • ORLANDO

PRELIMINARY SPONSORSHIP OPPORTUNITIES

*As the premier meeting for
prosthodontists and dental
laboratory technicians, the
ACP Annual Session
gathers more than 1,200
specialists annually.*

*To assist our
corporate partners in
maximizing their exposure
to this influential group,
the ACP offers flexible
sponsorship packages
designed to fit a
variety of budgets and a
one-time chance for
premium visibility.*



2015 SPONSORSHIP PROGRAM

The sponsorship program for the 45th Annual Session is built to provide maximum exposure based on four sponsor levels—Platinum, Gold, Silver, and Bronze.

You may reach recognition levels in one of two ways – choose items from the menus of sponsorship opportunities to reach the intended level of recognition, 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.

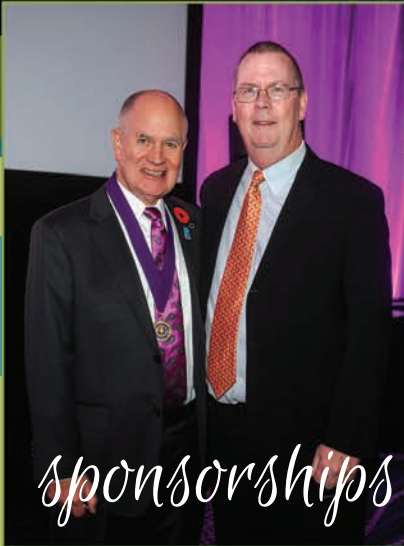
To receive full benefits, supporters must confirm their sponsorship commitment on the application no later than **March 20, 2015**. All sponsorship opportunities are offered on a first-come, first-served basis.

SPONSORSHIP LEVELS AND BENEFITS

Platinum Sponsor Package – \$75,000 +

Our most exclusive and comprehensive sponsorship opportunity provides your brand with maximum exposure to a highly desirable audience of qualified buyers and opinion leaders in the field:

- One Platinum Sponsor recognition email sent to all ACP members
- One Platinum Sponsor recognition banner on the ACP Annual Session homepage (acp45.com)
- Sponsor name and link in one sponsor level recognition e-newsletter prior to Annual Session
- Exclusive hotel room door drop bag with sponsor information
- Flyer included in general hotel room door drop bag with sponsor information
- Two Annual Awards & President's Dinner tables
- One-time use of ACP member list
- Showcase article in the *ACP Messenger*
- Announcement in the ACP Wednesday Wake-up Call™, which reaches 60% of membership
- 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





SPONSORSHIP LEVELS AND BENEFITS

Gold Sponsor Package – \$50,000 +

Provides your brand with in-depth exposure to a desirable audience of qualified buyers and opinion leaders in the field:

- Sponsor name and link in one sponsor level recognition e-newsletter prior to Annual Session
- Flyer included in general hotel room door drop bag with sponsor information
- One Annual Awards & President's Dinner table
- One-time use of ACP member list
- Special logo recognition in the *ACP Messenger*
- Announcement in the ACP Wednesday Wake-up Call™, which reaches 60% of membership
- 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 +

Provides your brand with increased exposure to a desirable audience of qualified buyers and opinion leaders in the field:

- Special logo recognition in the *ACP Messenger*
- Announcement in the ACP Wednesday Wake-up Call™, which reaches 60% of membership
- 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 – \$10,000 +

Introduces your brand to a desirable audience of qualified buyers and opinion leaders in the field:

- 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

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

Cap off the Annual Session by sponsoring the most celebrated event in prosthodontics. This sponsorship includes special signage at the event, napkin placement with company logo, GOBO light of logo, a brief welcome introduction, two (2) tables for your company, and seating at the President's table. By making a memorable impression on conference attendees, your brand will be highly recognizable to prosthodontic buyers and professionals for years to come.

Welcome Reception – \$30,000

Make a splendid first impression on conference attendees by sponsoring the Welcome Reception. This fashionable Wednesday night event allows attendees to achieve one of the primary aims of the Annual Session, which is networking among colleagues and friends. This package includes branded event wristbands, branded drink tokens for attendees, special event signage, napkin placement with company logo, and an approved giveaway item during the event which may be provided by sponsor. In addition, 25 complimentary tickets will be provided for company representatives.



Resident/New Prosthodontist Reception – \$25,000

Sponsor this enormously admired event and connect your company to the future of the prosthodontic specialty. Not only will residents and new prosthodontists enjoy the event, but decision makers of the industry will also recognize your devotion to the growth of the profession. This package includes a display table for the sponsor, special event signage, napkin placement with company logo, and an approved giveaway item at the event.

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



MENU OF OPPORTUNITIES

ACP Military Member Breakfasts – \$2,500/each

ACP Air Force Members Breakfast

ACP Army Members Breakfast

ACP Navy Members Breakfast

ACP Veterans Affairs Members Breakfast

Each year, ACP hosts several breakfasts for the different military constituents within the specialty. These breakfasts range from 30-50 attendees and provide an excellent opportunity to address some of your primary customers while paying tribute to their military service. Sponsors are offered the opportunity to provide welcome remarks in addition to print signage at these events.



New Fellows Grant – \$8,000 Exclusive

Each year a select group of prosthodontists achieve the outstanding professional distinction of becoming a Fellow of the American College of Prosthodontists. In 2014, 50 new Fellows attended the Annual Awards and President's Dinner to be recognized by their peers. 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, making for one of the most memorable evenings of their careers. Your support is recognized on the correspondence, invitation, and appropriate signage. This item does not include a table at the dinner.

Award Recipient Grant – \$5,000 Exclusive

Each year individuals are recognized for outstanding professional achievement in areas of distinction. Your grant support for this activity underwrites the program and permits the College to invite these individuals at no cost to attend the Annual Awards and President's Dinner and be publicly recognized by their peers, making for one of the most memorable evenings of their careers. Your corporate support is recognized on the correspondence, invitation, and appropriate signage. This item does not include a table at the dinner.



awards/grants

Sponsored Awards – \$2,500/Each

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:

- **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 academic dentistry and 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 for high quality original research representing a major contribution to prosthodontics, or significant contributions to the literature, teaching, or clinical applications.

- **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. Lefler 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.



RESIDENT ASSISTANCE PROGRAM

With over 600 resident members, the College is committed to ensuring that the future of the specialty is on the cutting edge of innovation, research, and education. There is no better venue to accomplish this than at the ACP Annual Session. Historically, the ACP receives 400+ applications for resident scholarships and it is the goal of ACP and ACPEF to be able to fund all of the residents that wish to attend the Annual Session. For that reason, special opportunities have been created for sponsors that choose to support this effort. The deadline for recognition through this program is August 14, 2015.

	Diamond (10+ Residents*)	Ruby (5-9 Residents*)	Emerald (1-4 Residents*)
Resident Scholarship President's Award**	✓	–	–
On-Stage Recognition at '15 Resident Reception	✓	–	–
Networking Opportunity with Residents	✓	–	–
Opportunity to Poll All Resident Attendees	✓	–	–
All Resident Attendee Registration Insert	✓	✓	–
Photo Opportunity with Residents	✓	✓	✓
Print Recognition at Annual Session	✓	✓	✓
Resident(s) Interaction at Corporate Booth	✓	✓	✓
Donor Ribbons for Registration Badges	✓	✓	✓
Pre-Annual Session E-blast Announcement	✓	✓	✓
Recognition in Annual Session Program Guide	✓	✓	✓
Announcement in Wednesday Wake-Up Call	✓	✓	✓
Recognition on ACP Website (acp45.com)	✓	✓	✓

*Each Resident Scholarship is \$1,000 ** Exclusive Opportunity



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 attendee, and the sponsor may insert an informational flyer in each. The ACP is responsible for bag production.

NEW Patient Resource Brochures – \$20,000

Provide attendees with a sample pack of 15 ACP brochures for use in their office as patient information resources. The 15 brochures will be packaged together with logo recognition on the package, noting that brochures are donated through the support of the sponsor.

Brochure titles include:

- **Smile: Prosthodontic Intro for Patients***
- **Smile: Prosthodontic Intro for Patients (Spanish)***
- **Perfect Your Smile: Esthetics***
- **Boost Your Confidence: Dental Implants**
- **Brighten Your Smile**
- **Caring for Your Dentures**
- **Caring for Your Dentures (Spanish)**
- **Change Your Life: Dentures**
- **Don't Ignore Dry Mouth**
- **Hidden Risk in Your Mouth: Oral Cancer**
- **TMJ/TMD: Pains in the Jaw**

**Most requested ACP brochures*

NEW Attendee Professional Portraits – \$20,000

Back by popular demand, attendees will have the opportunity to have professionally photographed portraits taken; an estimated 600 attendees will pose for a professional head shot. This opportunity is highly appreciated by attendees and used throughout the year. Sponsor will receive signage at the photo booth area as well as recognition in pre-meeting promotion, on-site meeting information, and the email sent to each attendee with a link to download his/her photo after the meeting.



NEW Resident Mentoring Area – \$10,000

A designated area at the Annual Session will provide residents and ACP members the opportunity to meet and create mentoring relationships, investing in the next generation of prosthodontists. Sponsor will receive signage at the designated area, recognition in Annual Session information, and a resident mailing list for one-time use.

Breakfasts – \$5,000 each

(2 Slots Available – Thursday & Friday)

Coffee Breaks – \$5,000 each

(2 Slots Available – Thursday & Friday)

Afternoon Refreshment Break – \$5,000 each

(2 Slots Available – Thursday & Friday)

The sponsor will have a “captive audience” during a refreshment or coffee break. The sponsor may provide any items such as napkins, cups (size limitation for coffee breaks), or signage to promote this partnership opportunity. Special recognition will be provided in exclusive pre-meeting announcements and on-site with signage in the designated refreshment or coffee break area. In addition, if a refreshment or breakfast option is chosen, the sponsor may work with catering to create a special food item that is unique to that particular break or includes a visual representation of the sponsor (additional costs will be the responsibility of the sponsor).

Mobile Device Charging Stations – \$15,000 Exclusive

A total of four (4) charging stations located in widely trafficked areas are available for sponsorship. Your company logo will be displayed on the graphics panel for each station.

Resident & Dental Student Poster Presentations – \$10,000

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

Badge Neck Wallet – \$10,000

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 ACP is responsible for production.

Hotel Room Key Cards – \$8,000

Every time conference attendees open their hotel room doors, they will see your company's name and logo in their hand as 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 with the hotel, and costs.



promotions

Notepads and Pens – \$8,000

Notepads and writing instruments 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 logistics and costs.

Schedule-at-a-Glance – \$8,000

All attendees keep this attractive, 4-color meeting schedule handy throughout the event, which includes the sponsor's full color announcement on the back panel. The ACP is responsible for production and coordination of the item.

ACP Annual Session Giveaway 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 giveaway items. These items will be included in registration materials for all meeting attendees. Giveaway items provided by the sponsor will need to be approved by the ACP.

Save the Date Giveaway Item – \$5,000

Imprint your logo on the Save the Date for the 2016 ACP Annual Session in San Diego. This item will be provided to each attendee of the meeting. Giveaway items provided by the sponsor will need to be approved by the ACP.

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

This cost efficient opportunity reaches key prosthodontic professionals in a targeted way. The sponsor is responsible for printing and shipment of the item. The ACP will cover the cost of hotel fees and will coordinate one delivery in an ACP Meeting bag that hangs outside the door. Your door drop brochure/flyer must fit in an 8.5 x 11 bag and be pre-approved by the ACP. Submission for approval and payment in full is due by August 21, 2015.

Corporate Symposia (3) – \$15,000

The Corporate Partner Symposia offers you an opportunity to provide an exclusive continuing education program to ACP meeting attendees. Don't miss this opportunity to reach key leaders in prosthodontics. This sponsorship includes CE approval through the ACP making the symposia part of the full continuing education program at the meeting. Recognition provided through special signage at the event, in the program description in the registration brochure, and on the ACP website. In addition, each symposia sponsor receives six (6) complimentary annual meeting registrations. Items such as audio visual equipment, refreshments, or special decorations are arranged directly with the hotel at the expense of the sponsor. There are three (3) exclusive symposia slots and will be offered on a first-come, first-served basis.



EDUCATIONAL SPONSORSHIP OPPORTUNITIES

Board Preparation Course – \$10,000

This full-day course held the day before the opening session is designed to review the process of becoming a Diplomate of the American Board of Prosthodontics and attracts more than 150 attendees each year. This course includes signage and the opportunity to address the group and/or give out an approved giveaway item. The event may include an attendee lunch.

Pre-Meeting Attendee Survey – \$10,000

Corporate sponsors of the pre-meeting attendee survey will be offered insight into analytical topics such as: interest in meeting topics, rationale for meeting attendance, buying timelines, etc. Up to three (3) companies can co-sponsor this survey on an annual basis.

NEW Public Relations Video Monitors – \$5,000

Placed in the registration/lobby area of the ACP Annual Session, the monitors will loop public relations videos for attendees to view during waiting time at the registration desk, information desk, and professional head shot booth area. Signage on the TVs will list the sponsor's logo, placing your company in view at the center of conference activity.

NEW Transitioning into Private Practice Course – \$2,500

Sponsor this vital half day workshop for those who are completing their residency or military career and considering a transition into practice. This course was first offered in 2014 and received 30 attendees on the cusp of making critical purchasing decisions. Sponsor will be recognized with event specific signage, in the program, and in pre-meeting information. A display table during the workshop will also be provided to the sponsor.

ADDITIONAL SIGNAGE OPPORTUNITIES

Other signage on-site at the Annual Session is available. These options may include:

- **Floor Graphics**
- **Wall Graphics**
- **Column Graphics**
- **Banners**
- **Buildouts**
- **Back Drops**
- **Fabric**
- **Picture Frames**
- **Escalators**
- **Elevators**
- **Exhibit Hall Aisle Signs**

If interested in these or other signage ideas, please contact the ACP at education@prosthodontics.org or 312.573.1260.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Co-Sponsorship of Dental Educators Meetings – \$50,000

Twice annually, once in April and once at the ACP Annual Session, the ACP Education Foundation hosts a one-day education summit for all pre- and post-doctoral dental educators. Annually, 100+ educators attend these meetings representing nearly 100% of prosthodontic programs in the United States. Sponsors of this event are given 20 minutes to present on their latest technologies and innovations and are offered a table-top to provide information and network with the attendees.

Membership Directory – \$20,000

In a recent membership survey, the ACP Membership Directory was listed as the most valuable resource second only to the *Journal of Prosthodontics*! This popular member item reaches every ACP member as the College's most sought after print 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 ACP membership and an effective reminder of the sponsor's support.

ACP Spokespersons Network – \$10,000

A new pilot ACP Spokespersons Network was launched in 2013 with an invited group of ACP members who were charged to proactively engage consumers, media, and other key stakeholders in educating the public about when to seek the care of a prosthodontist. The goal is to develop a robust cadre of private practice prosthodontists to raise awareness for prosthodontics in their communities.

ACP Spokespersons Training Program – \$10,000

A unique opportunity to be one of five (5) official sponsors of the ACP Spokespersons Network Training Program at the ACP Annual Session. 15 qualified prosthodontists, through this day and a half course, will receive professional media training, headshots, and on-camera experience speaking about – digital dentistry. Sponsorship offsets the training costs and empowers prosthodontists to raise awareness in their community and educate the public about improving patient outcomes. Sponsors will receive a table-top to provide information and network with the attendees, opportunity to display signage in the training course room, and recognition as a refreshment break sponsor.





ACP Spokespersons Training Scholarship – \$2,500/per attendee

The ACP Spokespersons Network is comprised of ACP members who are charged to proactively engage consumers, media, and other key stakeholders in educating the public about when to seek the care of a prosthodontist. Sponsorship will allow one of the 15 prosthodontists to attend this day and a half course with professional media training, headshots, and the opportunity to put their PR skills into practice immediately by filming a video on the topic of digital dentistry. Sponsors will receive print recognition at the 2015 Annual Session, donor ribbons for registration badges, pre-Annual Session e-blast announcement, recognition in Annual Session Program Guide, announcement in Wednesday Wake-Up Call, and recognition on the ACP Annual Session website (acp45.com).

Prosthopedia® Content Sponsor – \$5,000

Prosthopedia® is one of ACP's most utilized resources. By sponsoring relevant content, you are able to associate your corporate brand with educational materials while ensuring this vital resource endures for future generations of prosthodontists.

Other Sponsorship Opportunities:

Please note this list is preliminary and may be updated to include additional opportunities. The revised listing will be available on the ACP website at acp45.com beginning March 2, 2015 and you may contact education@prosthodontics.org to request a copy by email.

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



American College of Prosthodontists
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