

Sponsorship Opportunities

Continuing Education Course Sponsorships

Platinum Annual Sponsorship* **\$5,000**
(Excludes Annual Session and Leadership Forum)

Full access to all MDA One-Day Seminars and Scientific Sessions for one year. (Valid June 1, 2023 – March 31, 2024) Included in the sponsorship:

- ◆ Appropriate marketing in all education catalogs and on the MDA website.
- ◆ Display table at each seminar.
- ◆ Option to set fliers/brochures at each seat.
- ◆ Introduced at each seminar as a Platinum Sponsor.
- ◆ Opportunity to speak (one to two minutes) at the beginning of each class.
- ◆ Breakfast and lunch provided for up to two people.
- ◆ Receive class roster with emails.
- ◆ Access to approximately 8-10 events.

Single Day/Event Sponsorship* **\$1,000 per event**
(Excludes Annual Session and Leadership Forum)

Full access to one MDA One-Day Seminar or one Three-Day Scientific Session. Included in the sponsorship:

- ◆ Appropriate marketing in all education catalogs and on the MDA website.
- ◆ Display table at each seminar.
- ◆ Option to set fliers/brochures at each seat.
- ◆ Opportunity to speak (one to two minutes) at the beginning of each class.
- ◆ Breakfast and lunch provided for up to two people.

*Must not be in competition with any MDA-endorsed companies.

February 2024 MDA Journal Advertising featuring the 2024 Annual Session Preview

Journal ad specifications and pricing:	Black & white	Full-color
Full page bleed: 8.5" x 11.125"	\$650	\$1,350
Half page ad size: 7.5" x 4.7792"	\$470	\$1,170
Third vertical ad size: 3.647" x 4.391"	\$390	\$1,090
Third island ad size: 4.9211" x 4.7792"	\$390	\$1,090
Sixth ad size: 2.3681" x 4.7792"	\$285	\$985

(Ad sizes are listed with width first)

Insertion orders and artwork are due Jan. 1, 2024.
Sorry, all deadlines are final!

One-Day Seminar
 Friday, Sept. 29, 2023

Professional Protector Plan®
 Control, Protocol, and Risk Management Seminar

MDA 360 CONTINUING EDUCATION
 Built Around You!

Lynda Farmer, JD, and Robert M. Peskin, DDS
 Friday, Sept. 29, 2023 – Grand Traverse Resort and Spa, Acme
 8 a.m. – 12 p.m. Registration opens at 7:30 a.m. (breakfast provided)
 Fee: \$100 per person
 Four-and-one-half CE credits available - AGD Code: 505
 CPE credits will be reflected after the course is completed.

The Professional Protector Plan (PPP) Certified, Protocol and Risk Management Seminar will provide the latest claims information statistics to help mitigate risk and reveal the experiences of your colleagues who have encountered risk exposures. This course is designed and appropriate for all general dentists, specialists, and office staff members. Important fundamentals of risk management will be addressed.

Learning objectives:

- Implementing office protocols so the entire team utilizes the same risk and safety policies.
- Providing clinical treatment that meets or exceeds the accepted standard of care in your locality.
- Understanding the basic principles of acceptable chart and record documentation and the responsibility of protecting patient health information.
- Discuss effective patient management strategies regarding non-clinical issues and adverse events.
- Learn the fundamentals of legal concepts, including general informed consent, vicarious liability, and negligence.

This course counts toward the MDA Dental Business Professional (DBP) certification (four credits in the risk management category). For more information on the MDA-Certified Dental Business Professional program, go to michigandental.org/DBP

For additional information on the MDA-endorsed Professional Protector Plan® program, contact MDA Insurance at 800-860-2272.

PPP Insured dentists will receive a 10% discount on their professional liability premium for three years by attending this seminar.

About the Speakers
 Lynda Farmer is a former partner at Henry, Farmer & Ryan, PC, and is a regular featured speaker on risk management for the Professional Protector Plan and the Michigan Dental Association.
 Dr. Robert Peskin focuses on risk management for the Michigan State Dental Association and on that Association's Professional Protector Plan.

Financial support provided by MDA Insurance and the Professional Protector Plan.

Questions? Call 517-346-9408, or email jmarquardt@michigandental.org
 Register online at michigandental.org/CE-Courses or call 517-346-9408.

Meeting Location: Grand Traverse Resort and Spa Hotel, Acme, MI 49815, 291-54-0000

MORE INFORMATION
 Jody Marquardt
 517-346-9408
jmarquardt@michigandental.org

Courses and Events for the Entire Dental Team

2023 ANNUAL SESSION

MEETING OPPORTUNITIES
 SPECIAL EVENTS
 GREAT LOCATION

EXPERIENCE MICHIGAN'S LARGEST DENTAL MEETING!

MAY 3-6
 DEVOS PLACE GRAND RAPIDS

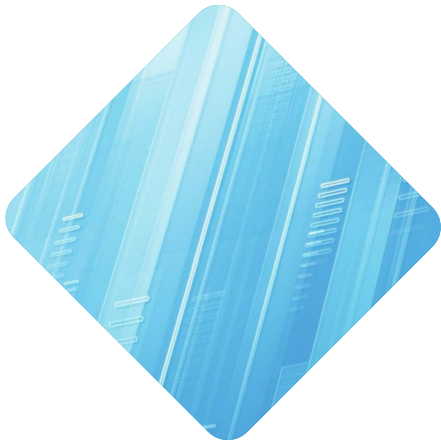
TOP NOTCH SPEAKERS
 EXHIBIT HALL
 INTERACTIVE DISPLAYS
 TABLE CLINICS

THE ONLINE DENTAL TEAM

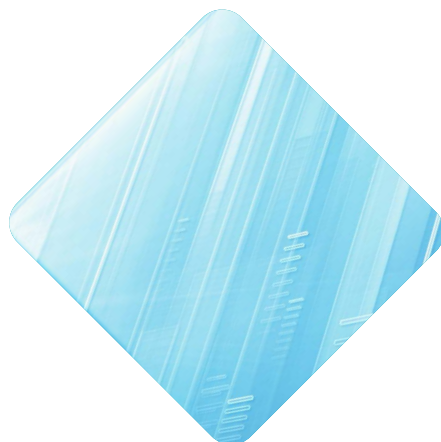
miada MICHIGAN DENTAL ASSOCIATION YOUR CONNECTION TO ORAL HEALTH MDA 360

- ◆ Replaces old *Annual Session Official Program*
- ◆ Full size
- ◆ Inserted in February *MDA Journal*

Sponsorship Opportunities



2024 **ANNUAL
SESSION**



Annual Session Sponsorships

Keynote Speaker Sponsorship

\$4,500 exhibitors
\$5,000 non-exhibitors

Included in the sponsorship:

- ◆ Audience of 800-plus people on Thursday, April 18, 2024.
- ◆ Option to place fliers/brochures at each seat.
- ◆ Introduced and recognized during the opening announcement.
- ◆ One pre-keynote intro slide with contact/booth information.
- ◆ Company name listed on the MDA website and on-site signage.

Featured Clinical Speaker Partial Sponsorship

\$2,500 exhibitors
\$3,500 non-exhibitors

Included in the sponsorship:

- ◆ Acknowledgement in all promotional material, signage at Annual Session, and on the general sponsorship sign.
- ◆ Display table (if desired) in classroom.
- ◆ Acknowledgement during the opening announcements of both sessions.
- ◆ Two complimentary tickets to the VIP lunch.

Exclusive Speaker Sponsorship

\$5,000 Exhibitors
\$6,000 non-exhibitors

Included in the sponsorship:

- ◆ Only sponsor allowed at the course.
- ◆ Acknowledgement in all promotional material, signage on-site.
- ◆ Display table (if desired) in classroom.
- ◆ Introduction during the opening announcements and the sponsor will have an opportunity to address the attendees briefly.
- ◆ Two complimentary tickets to the VIP lunch on the day of the speaker presentation.
- ◆ List of course attendees.

Annual Session Sponsorships

Annual Session Breakout Sessions Sponsorship

\$2,500 exhibitors
\$5,000 non-exhibitors

Included in the sponsorship:

- ◆ Captive audience to share information.
- ◆ Option to invite attendees to your booth.
- ◆ Opportunity to introduce the speaker.
- ◆ Table at the session to display materials.

Annual Session Morning “Perk” Coffee Stop Sponsorship

\$2,500 exhibitors
\$3,500 non-exhibitors

Included in the sponsorship:

- ◆ Near Exhibit Hall — Friday, April 19, 2024.
- ◆ Prominent sponsor signage next to the coffee station.
- ◆ Opportunity for two representatives to “Meet and Greet” attendees.
- ◆ Display area provided for promotional materials.
- ◆ Custom coffee cup sleeves with company name and logo.
- ◆ Barcode scanner provided to capture lead information from attendees.

Annual Session Registration Kiosk Kick-Panel Sponsorship

\$1,500

Included in the sponsorship:

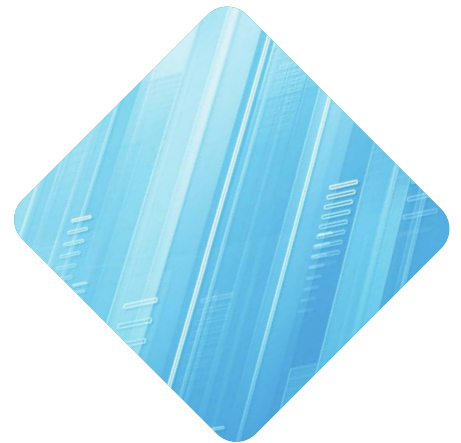
- ◆ Prominent 6’ x 3’ signage with company name, logo, booth number and/or contact information on the front of the Registration Booth in the Exhibit Hall.
- ◆ Acknowledgement in all promotional material and on the general sponsorship sign.
- ◆ Exposure to all attendees, as this sponsorship is located in the hub of Annual Session.

Annual Session Central Office/Hosting Kiosk Kick-Panel Sponsorship

\$1,500

Included in the sponsorship:

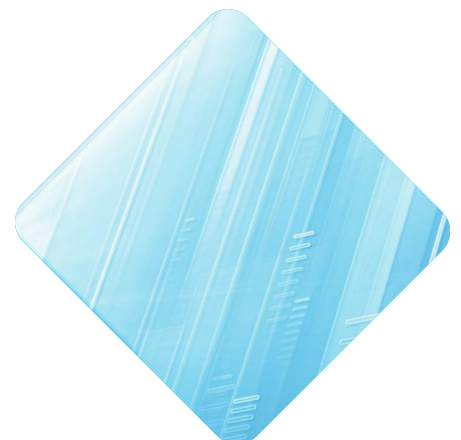
- ◆ Prominent 6’ x 3’ signage with company name, logo, booth number and/or contact information on the front of the Central Office booth in the Exhibit Hall.
- ◆ Acknowledgement in all promotional material and on the general sponsorship sign.
- ◆ Exposure to all attendees, as this sponsorship is located in the hub of Annual Session.



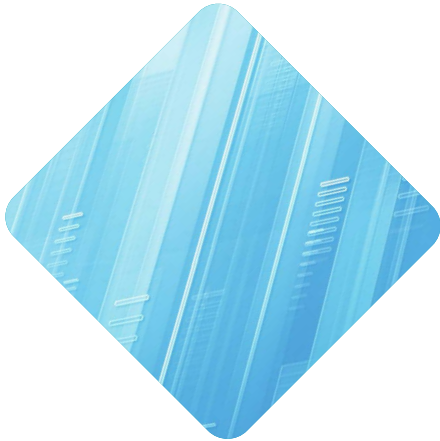
MORE INFORMATION

Jody Marquardt
517-346-9408

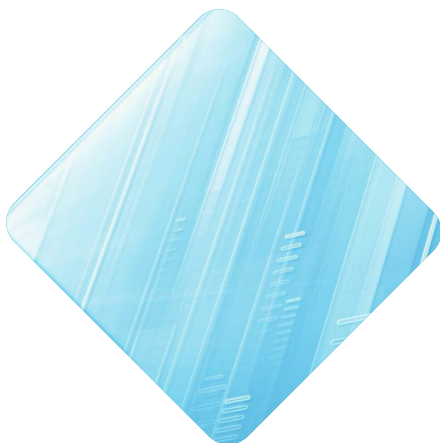
jmarquardt@michigandental.org



Sponsorship Opportunities



2024 **ANNUAL
SESSION**



Annual Session Sponsorships (Continued)

Annual Session Table Clinic Sponsorship

\$1,000 exhibitors
\$1,500 non-exhibitors

Included in the sponsorship:

- ◆ Prominent signage in the Table Clinic area with your booth number.
- ◆ Will be noted as a sponsor on the continuing education documentation.
- ◆ A list of all table clinic attendees.
- ◆ Recognition on the MDA Annual Session website.

Annual Session VIP Lunch Sponsorship

\$1,500 exhibitors/day
\$2,500 non-exhibitors/day

Included in the sponsorship:

- ◆ Opportunity to sit in private setting between 11:30 a.m. – 1:30 p.m. with MDA leadership, committee members, speakers, and hosts.
- ◆ Lunch with potential clients one-on-one, learn from speakers about the latest clinical or practice management trends, and build up networks.
- ◆ Only one sponsor per day allowed, which offers exclusivity.
- ◆ Sponsor listed on the MDA Annual Session website and on-site signage.
- ◆ Two complimentary tickets to the VIP lunch on the day of sponsorship.

Annual Session Committee Dinner Sponsorship

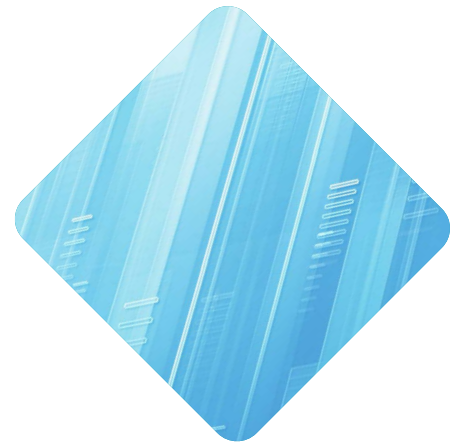
\$1,500 exhibitors
\$2,500 non-exhibitors

Included in the sponsorship:

- ◆ Wednesday, April 17, 2024, 7 – 9 p.m. at a local restaurant.
- ◆ Annual Session kick-off event for the dentist volunteers.
- ◆ Approximate attendance is 50 people.
- ◆ Sponsors recognized at the event, listed on the Annual Session website, and given the opportunity to network throughout the evening.
- ◆ Two people can attend the dinner for free.

Annual Session and CE Sponsorship Reservation

Sponsor _____
 Contact Name _____
 Address _____
 City/State/ZIP _____
 Phone _____
 Email _____



Annual Session Sponsorship Opportunities:

- Keynote Speaker Sponsor \$ _____
 (\$4,500 exhibitors; \$5,000 non-exhibitors)
- Featured Clinical Speaker Sponsor (\$2,500) \$ _____
- Exclusive Speaker Sponsor (\$5,000) \$ _____
- Breakout Sessions Sponsor \$ _____
 (\$2,500 exhibitors; \$3,500 non-exhibitors)
- Morning "Perk" Coffee Stop Sponsor \$ _____
 (\$2,500 exhibitors; \$3,500 non-exhibitors)
- Registration Kiosk Kick-Panel Sponsor (\$1,500) \$ _____
- Central Office Kiosk Kick-Panel Sponsor (\$1,500) \$ _____
- Table Clinic Sponsor \$ _____
 (\$1,000 exhibitors; \$1,500 non-exhibitors)
- VIP Lunch Sponsor \$ _____
 (\$1,500 exhibitors; \$2,500 non-exhibitors)
- Committee Dinner Sponsor \$ _____
 (\$1,500 exhibitors; \$2,500 non-exhibitors)

CE Course Sponsorship Opportunities:

- Platinum Annual Sponsorship \$ _____
 (Excludes Annual Session and Leadership Forum)
 \$5,000 for the year (June 1, 2023 - March 31, 2024)
- Single Day/Event Sponsorship \$ _____
 (Excludes Annual Session and Leadership Forum)
 \$1,000 per event

Total Due: \$ _____

Payment Type: Visa MC AmEx Discover
 Card Number: _____
 Exp. Date: _____ Billing ZIP: _____
 Signature: _____

MORE INFORMATION

Jody Marquardt
 517-346-9408
jmarquardt@michigandental.org

Completed form may be faxed to
 517-372-6704

