



Louisiana Dental Association

2012 Sponsorship *and* Exhibiting Opportunities



Advertise your product or service to an enthusiastic audience of 1,800-plus dental professionals.

What is the LDA?

The Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. The purpose of the LDA is to encourage the improvement and to protect the health of the public, to promote the art and science of dentistry and to represent the interests of the members of the dental profession and the public it serves.



Why Sponsor or exhibit at LDA events?

Becoming an exhibitor or event sponsor will give you the opportunity to promote your product or service to an enthusiastic audience of dental professionals. LDA events are well-promoted to all 1,800-plus members, visible in LDA publications, in brochures and notices sent to our members, on our website and in programs and signage. Most of all, you will reap the continuing benefit of customer loyalty from LDA members who recognize your company name and appreciate your support.

Please consider the rewarding opportunity of becoming an LDA event sponsor or exhibitor. To learn more about a specific event or about sponsorship in general, please call (225) 926-1986 or e-mail info@ladental.org. If you are ready to become an LDA event sponsor, fill out the form provided at the end of this brochure. You may also call or e-mail our office or go to our website at www.ladental.org and download a sponsorship form, indicate your preferences and return it to the LDA office. The earlier you reserve your spot, the more publicity you will receive! We appreciate your generous support.

And, if one of the listed packages or sponsorships does not meet your needs, call the LDA office and we can discuss customizing a package for you.

Sponsorship Opportunities

All sponsorships include recognition on signage at the event, in the meeting program, in meeting announcements, and before and after meeting coverage on the LDA website, in the *LDA Journal* and in the *Louisiana Dental News* newsletter.

Some sponsorships include additional benefits as noted. Sponsorships are non-exclusive for the specific event (*e.g.* breakfast on day one of the Summer Conference) except where noted by the designation “excl.”

Please inquire about partnerships, bundling and co-branding arrangements for supporting LDA activities and promoting your organization year-round.

Partnerships, Bundling and Co-Branding

The LDA offers sponsorship opportunities for companies interested in pursuing partnerships, bundling and co-branding arrangements. These year-long relationships will include constant promotional listings on the LDA website, in the *LDA Journal* and newsletter and in event materials and e-mails (each time an LDA C.E. event is promoted). The following levels are set up to give sponsors the availability of having their company/product promoted to over 1,800 LDA members year-round. (Contracted yearly sponsors have the option of quarterly billing).

- **Partner** - \$10,000 (min.), excl. [includes display of sponsor banner at all LDA-only C.E. events, set of mailing labels for each event, opportunity to place sponsor flyers in seminar packets, company name on front of promotional materials, and complimentary admittance to all events]
- **Party Sponsor (2)** - \$5,000 [includes display of sponsor banner at all LDA C.E. event receptions/parties held at LDA C.E. events, admission for two to each reception and sponsor trinkets as party favors.
- **Award(s) Sponsor** - \$1,500, excl. [includes naming rights to the award(s), company name on nomination forms sent to all members and a company representative on-site to make comments prior to presenting the award(s)] *Contact the LDA for details on specific awards.*

If one of the listed packages does not meet your needs, call the LDA office and we can discuss customizing a package for you.

Bowden Leadership Development Conference

Friday, January 27, 2012

Renaissance Hotel, Baton Rouge, LA

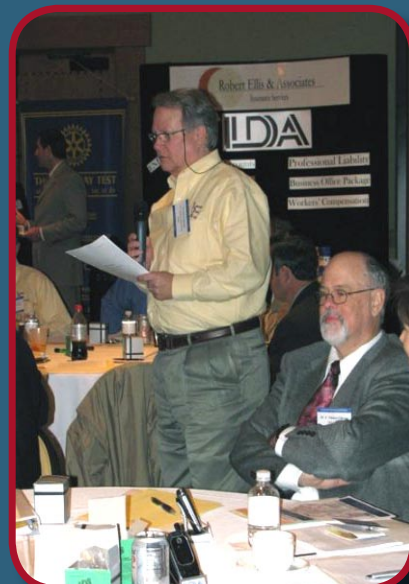
- Breakfast/Break Sponsor (4) - \$300 [admission for two to the breakfast]
- Lunch Sponsor (2) - \$500 [admission for two to the lunch]
- Seminar Sponsor (2) - \$750 (in-kind, excl.) [includes set of mailing labels, opportunity to place sponsor flyers or promotional items in seminar packets, table at seminar]



*Average three year
attendance:*

52

*All of whom are leaders (officers,
directors, committee chairs, etc.)
in dental associations.*



Winter C.E. **Alternating Format**

Even years: snow bird trip

Odd years: ski trip



Photos courtesy of The Canyons® Resort

2012 - Winter C.E. Cruise

February 27 - March 3, 2012

Leaving from Ft. Lauderdale, Florida

Liberty of the Seas: Royal Caribbean International



- Breakfast/Break Sponsor (4) - \$350 [admission for two to the breakfast]
- Welcome Reception Sponsor (3) - \$750 (\$2,000, excl.) [includes display of sponsor banner at reception, admittance for two to reception and sponsor trinkets as a party favor]
- C.E. Seminar Sponsor (2) - \$750 (in-kind/expenses, excl. for seminar) [includes set of mailing labels and opportunity to place sponsorship flyers, etc. in seminar packets, table at seminar]

*Average five
year attendance:*

*63**

**2006, 2007, 2008, 2009
and 2011*

LDA ANNUAL SESSION AND NEW ORLEANS DENTAL CONFERENCE



**April 12-14, 2012 at the New Orleans Morial Convention Center
New Orleans, LA**

Participation in this statewide meeting can increase your company's visibility and provide recognition that can help you attract business. All sponsors will receive appropriate signage and will be listed in all promotional materials, including the website, LDA Journal, conference registration book (mailed to over 10,000 dentists) and printed program (given to all attendees).



Advertising and Sponsorships Available:

- Speakers Lounge (per day, 3) - \$5,500
- Lanyard with Logo - \$4,400 (ALREADY SPONSORED)
- Back Cover of Printed Program (your company's ad) - \$4,000
- Logo/Company Name on Tote Bags - \$4,500 (ALREADY SPONSORED)
- Inside Cover of Printed Program (your company's ad) - \$3,000
- Cyber Cafe - \$2000
- Daily Course Listings (2) - \$1,500
- Logo/Company Name on Fountain Pens - \$1,400
- Escalator Runner Banner - \$1,200
- Floor Graphic/Carpet Logo - \$1,100
- Rest Lounge in Registration Area (2) - \$1,000
- Welcome Reception/President's Party Sponsor (5) - \$1,000
- Money Booth - Thursday - \$1,000
- Money Booth - Friday - \$1,000
- Popcorn in Exhibit Hall - Thursday - \$1,000
- Popcorn in Exhibit Hall - Friday - \$1,000
- Water Cooler & Water - \$900
- Quarter Page in Printed Program (your company ad & booth #, 4) - \$750
- Seating Area in Exhibit Hall - \$500
- Badge Recycle Bins - \$500
- Literature Bins - \$500

Exhibitors or sponsors interested in participating in the New Orleans Dental Conference and the LDA Annual Session should contact Normalee Ward at (504) 834-6449 or e-mail norma@nodc.org. Exhibitors can download registration materials from the website at www.nodc.org.

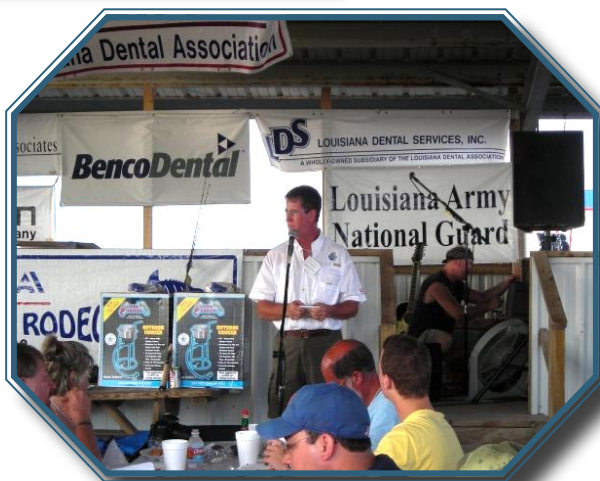
Membership Fishing Rodeo

Summer 2012, Sand Dollar Marina, Grand Isle, LA

Average three year attendance = 75*

* 2008, 2009 and 2011 (no 2010 event due to Deep Water Horizon oil spill).

- Welcome Reception Sponsor (2) - \$750 [includes display of sponsor banner at reception and admission for two]
- Fish Fry/Awards Presentation Sponsor (2) - \$750 [includes display of sponsor banner at reception and admission for two]
- Tournament Prize Sponsor(s) - \$300 minimum (in-kind, excl.)
- Hat Sponsor - \$2,500, excl. [includes sponsor logo on hats that each fishing registrant will receive and admission for two to the awards ceremony]
- Weigh-In Sponsor (1) - \$400 [includes sponsor sign at scale, name/logo on board and ability to stand with weigh master during weigh in]



SUMMER EDUCATION CONFERENCE

July 25-28, 2012

Tops 'l Beach & Racquet Resort
Destin, FL

Average
three year
attendance:

83*

- Daily Breakfast/Break Sponsor (4) - \$500 [admission for two to the breakfast]
- Beachside Boil Sponsor (3) - \$1,000 minimum [includes display of sponsor banner at boil, sponsor trinkets as party favors and admission for two to the boil]
- C.E. Seminar Sponsor (4) - \$1,500 minimum (in-kind, excl.) [includes set of mailing labels, opportunity to place sponsor flyers, etc. in seminar packets, table at seminar and admission for two to the boil.]

* Attendance was down in 2010 because of concerns related to the Deep Water Horizon oil spill.



Last Chance Seminar

Fall 2012 - TBA
Baton Rouge, LA

- Daily Breakfast or Break Sponsor (2) - \$500 [admission for two to breakfast/break.]
- C.E. Seminar Sponsor (2) - \$2,000 (in-kind, excl.) [includes set of mailing labels and opportunity to place sponsor flyers, etc. in seminar packets, table at seminar.]
- Lunch Sponsor (2) - \$750 [admission for two to lunch.]



Average three
year attendance:
113



Sponsorship Form

Please return this form with your payment to:

Louisiana Dental Association

7833 Office Park Blvd., Baton Rouge, Louisiana 70809

Phone: 800-388-6642 or 225-926-1986, Fax: 800-343-3842 or 225-926-1886

COMPANY NAME _____

NAME OF CONTACT _____

ADDRESS _____

(Make sure this is the billing address if you are paying with a credit card.)

PHONE _____ FAX _____

E-MAIL _____

EVENT _____ DATE _____

TYPE OF SPONSORSHIP _____

AMOUNT \$ _____

PAYMENT OPTIONS:

(A) I wish to pay by credit card: (circle one) VISA MASTERCARD

Name on credit card _____

Exp. Date _____ Three-digit code on back of card _____

Signature _____

Credit Card Number _____

***NOTE: There is a \$15 nonrefundable convenience fee for each credit card transaction.**

(B) My check payable to the Louisiana Dental Association is enclosed: Check Number _____