



LOUISIANA DENTAL ASSOCIATION

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## Conferences & Events Attendance

L.H. Bowden Leadership Development Conference: 55 dentists in leadership

Winter C.E. (Disney): 52 dentists, 7 hygienists/other (59 total)

House of Delegates: 75 dentists in leadership

Summer Conference: 60 dentists, 10 hygienists/other (70 total)

Foundation Fishing Rodeo: 120 total registered, 50 dentists

# Why Louisiana Dental Association?

Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,900 members.



Tired of going to LARGE expos or conferences and having no traffic at your sponsor table? Or having no real leads? LDA events are sized perfectly to benefit both the sponsor and the dentist. Dentists aren't OVERwhelmed with their classroom size and sponsors aren't UNDERwhelmed with the attendance numbers. The best part of all, the dentists at our events are a captive audience to all sponsors and truly excited to talk with you! What more can you ask for?

There are SO many benefits to sponsoring LDA events but here are a few ways we advertise our events with YOUR company name before you even arrive at the venue!

- Advertising on the LDA website (your website will be linked to ours via the event page).
- Advertising in event brochures (sent to members and nonmembers).
- Advertising on the AGD PACE Academy website (over 2,000 members).
- Advertising in email blasts.
- Listing in the *LDA Journal* (2,000 subscribers) where the event you are sponsoring is listed.

When you arrive at our events, you will be greeted by an LDA staff member who can assist you with any minor details you might have forgotten. You will also receive the following:

- Informational packets that will detail your sponsor benefits, tell you where to go, what to do when, etc.

# Premier Events Partner

The Premier Events Partners will be listed prominently in each issue of the LDA Journal, as well as on the LDA website's "CE and Events" page.

A special news item announcing the initiation of the partnership will be published in the LDA Journal. The Premier Events Partner will also receive signage identifying them as a partner for use at LDA functions.

Unless otherwise agreed upon, the Premier Events Partner will be named as a partner for the following major events:

- Bowden Leadership Development Conference
- Winter C.E. Conference
- LDA Senior Students' Reception (honoring LSU School of Dentistry Seniors)
- LDA Annual Sessions/House of Delegates (when not in conjunction with NODC)
- Dentists' Day at the Legislature
- LDA Foundation Fishing Rodeo
- Summer Education Conference
- Last Chance Seminar

At each of the above events, the Premier Events Partner will receive the following:

- Credit as the "Premier Events Partner" in prominent location on promotional mail pieces.
- Credit as the "Premier Events Partner" in a prominent location on event agendas.
- Credit as the "Premier Events Partner" in all other promotional material produced for said events (e.g., e-mail solicitations, presentations at meetings, etc.).
- Company signage displayed prominently at each event listed above.
- Premier Events Partner has the opportunity to provide fliers in registration packets.
- Complimentary admittance for up to two representatives.
- Email list of attendees.
- Complimentary display table at the event (excluding Dentists' Day at the Legislature, Fishing Rodeo, and Senior Reception).
- Opportunity to briefly address the attendees (excluding Dentists' Day at the Legislature).
- Self-identify as "LDA Premier Events Partner" in promotional material and in exhibit booths/ display tables at LDA-Event Partnered or co-Event Partnered events (where applicable).
- Have first right of refusal for any other Premier Events Partnership available, now or in the future, through the LDA or its subsidiaries. This provision shall not apply for Premier Events Partnerships offered to LDS/LDA endorsed companies.
- 1 Facebook post on the LDA Facebook page about your company per quarter.
- Powerpoint slide/Video with information about your company that will play at LDA event partner sponsored events (as deemed appropriate).

Premier Events Partner Commitment: \$11,000 per year (commitment may be paid in quarterly installments.)

Contracted Premier Events Partners:



# Sustaining Events Partner

Sustaining Events Partners will be listed prominently in each issue of the *LDA Journal*, as well as on the LDA website's "CE and Events" page.

A special news item announcing the initiation of the partnership will be published in the *LDA Journal*. Sustaining Events Partners will also receive signage identifying them as a partner for use at LDA functions.

Each Sustaining Events Partner will be specifically named as a "partner" for the following major events:

- Bowden Leadership Development Conference
- Winter C.E. Conference
- Dentists' Day at the Legislature
- LDA Foundation Fishing Rodeo
- Summer Education Conference
- Last Chance Seminar

At each of the above events, Sustaining Events Partners will receive the following:

- Credit as a "Sustaining Events Partner" in prominent location on promotional mail pieces.
- Credit as a "Sustaining Events Partner" in a prominent location on event programs.
- Credit as a "Sustaining Events Partner" in all other promotional material produced for said events (e.g., e-mail solicitations, presentations at meetings, etc.).
- Company signage displayed prominently at each event listed above.
- Company has the opportunity to provide fliers or promotional items to place in registration packets.
- Complimentary admittance for one company representative to all of the above events.
- Mailing list of attendees.
- Complimentary display table at the event (excluding Dentists' Day at the Legislature and Fishing Rodeo).
- 1 Facebook post on the LDA Facebook page about your company per quarter.
- Powerpoint slide/Video with information about your company that will play at LDA event partner sponsored events (as deemed appropriate).

Sustaining Events Partners will also be permitted to self-identify as "LDA Sustaining Events Partner" in promotional material and on display tables at LDA-Event Partnered or co-Event Partnered events (where applicable).

Event Partner Commitment: \$9,000 per year (commitment may be paid in quarterly installments.)

Friday, January 2022  
7:30 a.m.- 1:00 p.m.  
Baton Rouge, LA

## Sponsorship Benefits

### ALL:

- Personally introduced and thanked in front of audience at event (company to provide information for introduction)
  - Signage at event provided by LDA
  - Representatives are permitted and encouraged to attend C.E. and meals during the event
  - Company will be recognized in promotional items such as brochures, *LDA Journal*, mobile app, website, Facebook, and email blasts (where/if applicable)
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### Breakfast Sponsor: \$500

- 1 representative invited to attend breakfast
  - Post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
- 

### Lunch Sponsor: \$500

- 1 representative invited to attend conference
  - Post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
- 

### PLATINUM: \$1,000

- 2 representatives invited to attend conference
  - Skirted Table for promotional items
  - Pre- and Post-conference list
  - Ability to put fliers in registrant packets
  - Name recognition on promotional items listed above (website linked)
-

February 27- March 1, 2022

8 a.m.- 11 a.m.

*Disney's The Grand Floridian*

## Sponsorship Benefits

### ALL:

- Personally introduced and thanked in front of audience at event (company to provide information for introduction)
  - Signage at event provided by LDA
  - Representatives are permitted and encouraged to attend C.E. and meals during the event
  - Company will be recognized in promotional items such as brochures, *LDA Journal*, mobile app, website, Facebook, and email blasts (where/if applicable)
  - Skirted table at event
- 

### PLATINUM: \$750

- 2 representatives invited to attend conference
  - Name recognition on promotional items (website linked)
  - Pre- and post- conference attendee list
  - Logo recognition on promotional items listed above (website linked)
  - Ability to put fliers in registrant packets
  - 3 days of C.E. to attend
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HOD Golf & C.E.  
Friday, March 19, 2021  
Carter Plantation

House of Delegates  
Saturday, March 20, 2021  
Virtual

## Sponsorship Benefits

ALL:

- Personally introduced and thanked in front of audience at event (company to provide information for introduction)
  - Signage at event provided by LDA
  - Representatives are permitted and encouraged to attend C.E. and meals during the event
  - Company will be recognized in promotional items such as brochures, *LDA Journal*, mobile app, website, Facebook, and email blasts (where/if applicable)
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## Golf & C.E. Sponsor: \$500

- 2 representatives invited to attend C.E. (may participate in golf for \$60)
  - Post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
-

June 23-26, 2021

8 a.m.- noon

Hilton Pensacola Beach, FL

## Sponsorship Benefits

### ALL:

- Personally introduced and thanked in front of audience at event (company to provide information for introduction)
  - Signage at event provided by LDA
  - Representatives are permitted and encouraged to attend C.E. and meals during the event
  - Company will be recognized in promotional items such as brochures, LDA Journal, mobile app, website, Facebook, and email blasts (where/if applicable)
  - Skirted table at event
- 

### SILVER: \$750

- 1 representative invited to attend conference
  - Post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
  - Choose 1 of 4 C.E. days to attend
- 

### GOLD: \$1,100

- 2 representatives invited to attend conference
  - Pre- and post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
  - Choose 2 of 4 C.E. days to attend
- 

### PLATINUM: \$1,500

- All of GOLD benefits
  - Logo recognition on promotional items listed above (website linked)
  - 2 tickets to the Beach Boil
  - Choose 3 of 4 C.E. days to attend
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### DIAMOND: \$2,000

- All of Platinum benefits
  - Ability to put fliers in registrant packets
  - Choose any/all 4 days of C.E. days to attend
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July 15-17, 2021  
Sand Dollar Marina  
Grand Isle, LA

Major Benefactor: Louisiana Mission of Mercy

## Sponsorship Benefits

(sponsorships for the Foundation Fishing Rodeo are tax deductible minus your registrants)

### ALL:

- Personally introduced and thanked in front of audience during Awards & Auction
- LDA sponsor banner which will include your company information
- Representatives are permitted and encouraged to fish and attend meals during the event, you will also be allowed to bring tables to set up a "booth" for the weekend
- Company will be recognized in promotional items such as brochures, LDA Journal, mobile app, website, Facebook, and email blasts (where/if applicable)

### SILVER Sponsor: \$400

- 1 representative invited to attend rodeo (includes t-shirt)
- Name recognition on promotional items listed above (website linked)

### GOLD Sponsor: \$750

- 2 representatives invited to attend rodeo (includes t-shirt)
- Name recognition on promotional items listed above (website linked)
- Ability to put items in registrants swag bags
- Ability to provide prizes with your company logo

### PLATINUM Sponsor: \$950

- All Gold Sponsor benefits
- 3 entries invited to attend rodeo (includes t-shirt)
- Company name on t-shirt

### SPECIES SPONSOR: \$1,200

- All Platinum Sponsor benefits
- 4 representatives invited to attend rodeo (includes t-shirt for each)
- Logo on t-shirt, website, and sponsor banner
- Opportunity to bring your own 3 x 4 or smaller banner with your company logo (LDA staff will determine location)
- Pre- and Post-conference list

December 10, 2021

8 a.m. - 4:30 p.m.

Location: TBA

## Sponsorship Benefits

### ALL:

- Personally introduced and thanked in front of audience at event (company to provide information for introduction)
  - Signage at event provided by LDA
  - Representatives are permitted and encouraged to attend C.E. and meals during the event
  - Company will be recognized in promotional items such as brochures, *LDA Journal*, mobile app, website, Facebook, and email blasts (where/if applicable)
- 

### Breakfast Sponsor: \$700

- 1 representative invited to attend breakfast only
  - Post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
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### Lunch Sponsor: \$750

- 1 representative invited to attend lunch only
  - Post-conference attendee list
  - Name recognition on promotional items listed above (website linked)
- 

### PLATINUM: \$1,200

- 2 representatives invited to attend conference
  - Skirted Table for promotional items
  - Pre- and Post-conference list
  - Ability to put fliers in registration packets
  - Name recognition on promotional items listed above (website linked)
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