

Sponsorship



If your target is the dental profession, with MDDS you will hit your mark.

Our unique membership puts success in your sights.

By connecting your brand with your target audience, you'll raise the profile of your company and tap into the power of the dental industry. Take a look to see what you will gain when you partner with MDDS.



- **BUILD** and reinforce name recognition for your company and products among dentists and related professionals.
- **ENHANCE** your visibility beyond the Rocky Mountain Dental Convention Expo Hall to achieve maximum exposure and develop new sales leads.
- **PROMOTE** your newest products to current and potential customers.
- **DEMONSTRATE** your support for the dental community and commitment to organized dentistry.



Times are tough and budgets are tight. You are continuously looking for new ways to stretch your dollars and maximize your return on investment. We have the solution. MDDS Sponsorship Packages magnify your presence in the dental profession while saving you money. Choose one of our value-priced bundles to increase your exposure and ROI by tapping into a concentrated audience of your prime targets.

Below are a few highlighted items included in each of the sponsorship levels.

Universal

- Naming Rights of one RMDC activity
- An Exhibit Booth
- Exclusive Sponsorship of an MDDS CE event of your choice
- Vendor profile in the *Articulator Magazine*
- RMDC attendee and MDDS member mailing lists

Premier

- Exclusive Sponsor of one RMDC activity
- Promo insert in Conference Bags
- MDDS Annual Meeting Sponsorship
- "Virtual Booth" on I-DENT
- Full day usage of conference facility

Advantage

- RMDC Hospitality Suite pass
- Exhibitor Seniority Points
- Convention Program Advertisement
- Half-day usage of conference facility
- Society and RMDC sponsor designation

General

- Advertisement in RMDC On-Site guide
- Sponsorship of an MDDS CE Event
- *Articulator Magazine* insert and advertisement
- MDDS & RMDC mailing lists
- "Virtual Booth" on I-DENT

Single Event

- A la carte sponsorship items available on a first-come, first served basis
- RMDC Naming Rights
 - MDDS CE Events
 - Publications
 - Metro Denver Dental Foundation Community Service Programs



Sponsorship Package Opportunities

We understand that you need **return on investment** for your sponsorship and advertising dollars.

Metro Denver Dental Society sponsorship gives you significant access to the Rocky Mountain Dental Convention (RMDC), the largest continuing education event for dental professionals in the Rocky Mountain Region, and offers many other key opportunities, including high visibility, hospitality and networking.

Our sponsorship levels are designed to help you maximize your organization's sales benefit.

Additionally, we can customize a package best suited for your goals.

Single Event Sponsor - \$500 - \$2,500

Single event opportunities are available. Contact MDDS directly for details and pricing.

General Sponsor - \$2,500

Offers cost-efficient value

- One (1) half-page advertisement in the **RMDC On-site Guide**
- One (1) RMDC Expo Hall **Seniority point**
- RMDC General Sponsor / logo recognition in the **Articulator Magazine Convention Preview** issue
- One (1) **MDDS CE event of your choice OR MDDS Annual Meeting** – includes two (2) tickets, display table and opportunity to distribute promotional materials at event
- One (1) quarter-page advertisement or two (2) eighth-page advertisements in MDDS's main communication vehicle, the **Articulator Magazine**
- All-access and virtual "booth" on **I-DENT**, the Interactive **Dental Event Networking Tool** (an easy-to-use, online community and social network that helps sponsors and exhibitors meet and communicate with convention attendees and MDDS members)
- One (1) **RMDC attendee mailing list**
- One (1) **MDDS membership mailing list**
- link on the **RMDC website** (rmdconline.com) for six (6) months
- link on the **MDDS website** (mddsdentist.com) for six (6) months

Advantage Sponsor - \$5,000

Offers outstanding mid-level value

- **Society and RMDC Sponsor designation** and acknowledgement in publications
- **Sponsor/logo name inclusion at one RMDC item** of your choice (selection based on a first-come, first-served basis)
- One (1) half-page advertisement in the **RMDC On-site Guide**
- One (1) pass to the **RMDC Hospitality Suite**
- Two (2) RMDC Expo Hall **Seniority points**
- One (1) **MDDS CE event of your choice OR MDDS Annual Meeting** – includes two (2) tickets, display table and opportunity to distribute promotional materials at event
- One (1) **Articulator Magazine insert** (issue based on availability)
- All-access and virtual “booth” on **I-DENT**, the Interactive **Dental Event Networking Tool** (an easy-to-use, online community and social network that helps sponsors and exhibitors meet and communicate with convention attendees and MDDS members)
- One (1) **RMDC attendee mailing list**
- One (1) **MDDS membership mailing list**
- Link on the **RMDC website** (rmdconline.com) for one (1) year
- Link on the **MDDS website** (mddsdentist.com) for one (1) year
- One (1) half-day usage of the **conference facilities at MDDS** headquarters (requires advanced reservation based on availability)

Premier Sponsor - \$12,000 *(Limited to 5 leading industry organizations)*

Offers a strongly elevated degree of sales benefit and exposure

- **Official Society and RMDC Sponsor designation**, including prominent support acknowledgements in publications and email communications
- **Sponsor/logo name inclusion of one RMDC item** of your choice (selection based on a first-come, first-served basis)
- Promotional insert in the **RMDC Official Convention Welcome Bags**, distributed to all convention attendees (as available - limited to three companies, available on a first-come, first-served basis)
- One (1) half-page advertisement in the **RMDC On-site Guide**
- One (1) 10' X 10' **Exhibit booth** space at the RMDC
- Two (2) passes to the **RMDC Hospitality Suite**
- One (1) RMDC/MDDS **vendor showcase email**
- Six (6) RMDC Expo Hall **Seniority points**
- Official Metro Denver Dental Society **Annual Meeting Sponsor** designation – includes two (2) tickets, display table, signage, opportunity to distribute promotional materials at event, introduction and time-limited speaking opportunity
- One (1) non-competitive **MDDS CE event** of your choice – includes two (2) tickets, display table, and introduction
- Three (3) quarter-page advertisements in MDDS's main communication vehicle, the **Articulator Magazine**
- One (1) **Articulator Magazine insert** (issue based on availability)
- All-access and virtual “booth” on **I-DENT**, the Interactive **Dental Event Networking Tool** (an easy-to-use, online community and social network that helps sponsors and exhibitors meet and communicate with convention attendees and MDDS members)
- One (1) **RMDC attendee mailing list**
- One (1) **MDDS membership mailing list**
- Company description and link on the **RMDC website** (rmdconline.com) for one (1) year
- Company description and link on the **MDDS website** (mddsdentist.com) for one (1) year
- One (1) full-day usage of the **conference facilities at MDDS** headquarters (requires advanced reservation based on availability)

Universal Sponsor - \$20,000 *(Limited to three leading industry organizations)*

Offers the maximum level of year round sales benefit and exposure

- **Official Society and RMDC Sponsor designation**, including prominent support acknowledgements in publications and email communications
- **Naming rights of one RMDC item** of your choice (selection based on a first-come, first-served basis)
- Promotional insert in the **RMDC Official Convention Welcome Bags**, distributed to all convention attendees
- RMDC **On-Site Guide** inside front or inside back cover advertisement
- One (1) 10' X 10' **Exhibit booth** space at the RMDC
- One (1) 6' X 2' **RMDC panel sign**, designed to your specifications
- Four (4) passes to the **RMDC Hospitality Suite**
- One (1) RMDC/MDDS **vendor showcase email**
- Ten (10) RMDC Expo Hall **Seniority points**
- Official Metro Denver Dental Society **Annual Meeting Sponsor** designation – includes four (4) tickets, display table, signage, introduction, opportunity to distribute promotional materials at event and time-limited speaking opportunity
- One (1) exclusive sponsorship at the **MDDS Continuing Education event** of your choice– includes two (2) tickets, display table, signage, introduction and time-limited speaking opportunity (selection based on a first-come, first-served basis)
- Three (3) half-page OR five (5) quarter-page advertisements in MDDS's main communication vehicle, the **Articulator Magazine**
- Vendor profile to appear in one issue of the *Articulator Magazine*
- Two (2) **Articulator Magazine inserts** (issue based on availability)
- One (1) year-round banner advertisement on the home page, all-access and virtual “booth” on **I-DENT**, the Interactive **Dental Event Networking Tool** (an easy-to-use, online community and social network that helps sponsors and exhibitors meet and communicate with convention attendees and MDDS members)
- One (1) **RMDC attendee mailing list**
- One (1) **MDDS membership mailing list**
- Company profile and link on the **RMDC website** (rmdconline.com) for one (1) year
- Company profile and link on the **MDDS website** (mddsdentist.com) for one (1) year
- Inclusion of promotional materials in the **MDDS New Member Ambassador** packets for one (1) year
- One (1) full-day usage of the **conference facilities at MDDS** headquarters (requires advanced reservation based on availability)
- **First right of refusal** to sponsor new opportunities in development

Please note that all packages and prices are subject to change.



Single event/exposure underwriting menu

A la carte sponsorships items available on a first-come, first-served basis

RMDC Exclusive Naming Rights or Sponsor Opportunities*

Lanyards (Exclusive ONLY)	Hotel Shuttle Service
Internet Café (Exclusive ONLY)	VIP Hospitality Suite
Official Convention Welcome Bags (Exclusive ONLY)	Expo Hall Reception
Guitar Hero Expo Hall Attraction (Only available a la carte)	Climbing Wall Expo Hall Attraction
TGIF Party (Exclusive no longer available)	
Keynote Speaker (Exclusive no longer available)	

Convention Continuing Education speakers are also available for sponsorship.
Minimum investment to be designated as an RMDC sponsor is \$1,500

MDDS Continuing Education/Event Program Sponsorship*

MDDS Annual Meeting
RMDC Women Dentist Happy Hour
Women Dentist Forum
Professional Internet Case Simulations (PICS) Course Series - Oral Lesion Mystery Case
Photoshop Certificate Course
From Google to Facebook: How to Increase Your Online Presence
Sleep Medicine's Role in Dentistry in Partnership with National Jewish Health
Nitrous Oxide/Oxygen Administration Course
Stem Cells: Emerging Medical & Dental Therapies & the Dental Professional
Behavior Management Strategies in Pediatric Dentistry with Special Consideration of Medical Immobilization
CPR & AED Training

Publications*

RMDC On-site Guide advertising (includes free color)

Outside back cover	Inside back cover	Front cover inside
Full-page	Half-page	

Articulator Magazine advertising

Half-page	Quarter-page	Eighth-page
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I-DENT - Interactive Dental Events Networking Tool

Banner ad on Home Page and vendor spotlight profile
Banner ad on home page
Banner ad (secondary page)
Year-round All-Access/Virtual booth
Virtual booth (through March 2010)

Membership Outreach Opportunities*

MDDS Ambassador Program (New Member Outreach) MDDS Membership Mailing List

Metro Denver Dental Foundation Community Service Programs*

The Smile Again Program™	Careers in Dentistry Explorer Post 296
The Spring Cleaning Patient Record Shredding Extravaganza	Dental Presentation Center

*Individual pricing available upon request

If the packages outlined above do not help you meet your goals, we can design a customized package for you.



Sponsorship Sign-up and Interest Form

ABOUT US

Please select the level of benefit your organization is interested in pursuing:

General Sponsor
\$2,500

Advantage Sponsor
\$5,000

Premier Sponsor
\$12,000

Universal Sponsor
\$20,000

Single event/exposure underwriting
We are interested in the following event/exposure:

Al a carte, customized sponsorship package

The **Metro Denver Dental Society** is a professional association devoted to the advancement of the dental profession and oral health awareness. We pledge to provide the highest level of service to members, offer educational opportunities, promote ethical standards of practice and advocate for the health of our communities. Our 1,500 member dentists are dedicated to the patients who depend on them for care by influencing positive health outcomes with unrelenting attention to quality patient care.

The **Rocky Mountain Dental Convention** is the leading continuing education resource for dental professionals in the Rocky Mountain region, providing current clinical and practice management information and the latest in industry technology and technique. Relevant education, innovation, entertainment and interaction are the cornerstones of this exceptional annual experience. The RMDC attracts over 7,400 dental professionals and industry experts.

Giving back to the community, reaching out to people in need and upholding the highest standards of dental care are at the heart of the **Metro Denver Dental Foundation's** mission. MDDF is a 501c3 organization focused on improving lives by promoting lifelong oral health, advancing oral health education and offering dental care services that relieve suffering and restore optimal oral health and dignity.

- Reserve our sponsorship today
- Contact me to discuss the above possibilities

We are interested in sponsoring at the following level \$ _____

Sponsor Name: _____

Company Representative: _____

Address: _____

City State Zip: _____

Email: _____ Phone: _____ Fax: _____

Please send this completed form to:

Metro Denver Dental Society

3690 South Yosemite Street, Suite 200, Denver, CO 80237

Fax: (303) 488-0177, or email pertinent information to exhibits@mdsdentist.com

Call (303) 488-9700 for more information