

# SPONSOR & EXHIBITOR PROSPECTUS

Engage with the future of dentistry

February 6-8, 2026
Hilton Minneapolis
Minneapolis, Minnesota

Dental Marketplace Exhibit Event

Friday, February 6 12:15 – 2:30 pm

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### About ASDA

The American Student Dental Association is a national student-run organization that protects and advances the rights, interests and welfare of dental students. It introduces students to lifelong involvement in organized dentistry and provides services, information, education, representation and advocacy.

# **Annual Session**

Annual Session is the official meeting of ASDA's House of Delegates.
Attendees from every U.S. dental school gather to vote on association policy, elect officers and determine the association's priorities for the coming year.



# Annual Session 2025 data

11% 1st year students
34% 2nd year students
44% 3rd year students
11% 4th year students

hold a chapter, district or national leadership position

79%

chapters represented

# **SPONSOR**

Interested in partnering with another organization? Several opportunities allow for co-sponsorship.

# Gala Dinner Dance & Gold Crown Awards Ceremony ......\$20,000

# Saturday evening

- Exclusive sponsor for themed gala dinner dance & Gold Crown Awards ceremony
- Opportunity to welcome attendees and give remarks
- Branding throughout event space
- Sponsor recognition in event promotions, mobile app alerts and signage



# Registration .....



Attendee bag with company logo

Co-branded attendee badge and lanyard

.....SOLD \$20,000

- Branded hotel keycard, with up to five (5) designs
- Option to distribute a sponsor-provided item at Registration

# Keynote Speaker ......\$15,000

# Friday morning

- Five (5) minutes to address attendees and introduce keynote speaker, Dr. Justina Anigbo
- Pre-session video, up to one (1) minute
- Chair drop placement prior to keynote session
- Sponsor recognition in event promotions, mobile app alerts and signage



Up to three hubs available: Community Service, Headshot and Wellness

- Intentional attendee space in high-traffic location
- Custom branding opportunities available in each designed space
- Open to attendees Friday and Saturday







# Community Service

Nurture social responsibility in the next generation of dentists.

Show your commitment to social impact — a top priority for dental students.

### Headshot

Headshots provide a powerful branding opportunity.

A fan-favorite experience that draws continuous traffic and leaves students with a lasting impression.

# Wellness

Maintaining wellness in dental school is challenging.

Use this space to spark conversations about balance, stress management and planning for a healthier future.







Gala Dinner Dance & Gold Crown Awards, Registration, Keynote and Attendee Hub sponsor packages include:

- Dental Marketplace double booth (10'x20')
- Lead generation and retrieval via conference mobile app
- Pre- and post-conference email to all registered attendees
- Sponsor recognition in event promotions

# Interactive Education Session .....

# Friday afternoon

Three sessions available

- Opportunity to host a 45-minute session of your choice (think 'gamification,' workshops, etc.)
- Dental Marketplace 10'x10' booth
- Sponsor recognition on signage and other promotions





Networking Reception with ASDA Leaders ......\$10,000



# Saturday evening

Exclusive opportunity to engage with emerging leaders in dentistry

- Host of 'invite only' reception with ASDA's incoming & outgoing national leaders including Executive Committee, Board of Trustees, council and committee members; approximately 30-40 attendees
- Opportunity to address attendees during event
- Sponsor recognition on signage and other promotions



# **ELEVATE** your brand

# Affiliate Marketing for offsite event ...... SOLD \$3,750

# Friday evening only

Available only to Annual Session sponsors. Event must not conflict with conference agenda.

- Promotion of sponsored off-site event through conference website and mobile app agenda
- Mobile app alert sent to 325+ attendees
- Sponsor recognition on signage and other promotions
- Sponsor may include other participating sponsors and/or exhibitors

# Wifi Sponsor.....\$2,000

- Customized password and URL redirect to sponsor's page.
- Sponsor recognition in event promotion

# Hotel Check-in Handout...... \$1,500

#### Three available

One (1) sponsor-provided flyer, brochure or printed item at hotel check-in distributed to 325+ attendees

# Promo Items ...... \$1,500

## Friday or Saturday

Sponsor-provided promo item(s), swag or packaged treats (think 'midnight snacks') distributed to 325+ attendees at conclusion of daily programming

# Chair Drop ...... \$1,000

#### Four available

One (1) sponsor-provided flyer or promotional item for 325+ attendees distributed prior to meal function or session

# AMPLIFY your engagement

# Attendee Email......\$1,500

 One (1) pre- or post-conference email to 325+ attendees

# Email & Instagram ...... \$2,000

- One (1) pre- or post-conference email to 325+ attendees
- One (1) Instagram story on ASDA's account with 30,000+ followers



I had an amazing time and learned lots. Excited for more!

— Carlie '27

Dental Marketplace ......\$1,800

Friday afternoon from 12:15 - 2:30 p.m.



- 10x10 standard booth
- Lead retrieval via conference mobile app. Can also be used for promotions, communications, etc.
- Two (2) name badges; additional badges are \$200 each



beneficial to start
learning about and
building relationships
with vendors now, as
students, so we can have
a better understanding of
what we want in our
practice and how we are
able to accomplish that.

— Claire '26







# Complete the <u>Annual Session application</u> to secure your spot.

Sponsor & exhibitor opportunities can be tailored to align with your goals.

Contact IndustryRelations@asdanet.org to learn more.





### TERMS AND CONDITIONS

ASDA's **2026 Annual Session** (hereinafter the "Event") is to be held at Hilton Minneapolis (hereinafter the "Venue") located in Minneapolis, Minnesota on **February 6-8, 2026**.

#### I. Assignment of Space

The American Student Dental Association (hereinafter "ASDA") reserves the right to exercise its sole discretion in the acceptance or refusal of applications. Applications will be reviewed in order of receipt and, insofar as possible, opportunities will be assigned on a first-come, first-served basis. ASDA shall have the right to assign space or rearrange the floor plan and/or relocate any exhibit at any time before or during the Event based on its reasonable determination of the best interests of the Event, attendees, and ASDA.

#### II. Applicant Responsibilities per Hotel

To the fullest extent permitted by law, the person/legal entity described as "Applicant" hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton Minneapolis ("Hotel") and Hotel's owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as ASDA ("Group"), from and against any and all claims or expenses arising out of Applicant's use of the Hotel's exhibition premises. Applicant agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Applicant's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Applicant shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Applicant understands that neither the Group nor the Hotel Parties maintain insurance covering the Applicant 's property and it is the sole responsibility of the Applicant to obtain such insurance.

#### III. Applicant Responsibilities

- A. In consideration of the right to participate in the Event and to be acknowledged by ASDA as a sponsor and/or exhibitor of the Event, the Applicant agrees to make payment to ASDA in the amount indicated on the signed application. The Applicant acknowledges that ASDA does not maintain insurance for any of Applicant's property and the Applicant, therefore, is advised to procure insurance for its property.
- B. The payment described in this Section shall constitute payment by Applicant solely for Applicant's right to participate in the Event and to be acknowledged by ASDA as a sponsor and/or exhibitor of the Event. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by ASDA on behalf of Applicant, or income from a partnership or joint venture. ASDA is a 501(c)6 organization and therefore contributions are not tax-deductible for federal tax purposes.
- C. Applicant shall provide to ASDA all necessary logos and other information, content, and materials (in print, electronic and/ or other forms) for use in connection with its sponsorship of the Event provided, however, that all uses of such logos and other information, content, and materials shall be determined by ASDA in its sole discretion.

#### IV. Cancellation

An Applicant who is unable to participate at the Event or cancels any sponsorship or exhibit opportunity previously contracted for, shall receive a 50% refund, less a 10% processing fee, if notice is received in writing by **December 31, 2025**. An Applicant who cancels may request, in writing, that any monies on



account with ASDA, less any processing fees, be transferred to another event produced by ASDA. ASDA reserves the right to transfer such monies at its sole discretion and solely to an ASDA-produced event scheduled to be held within the following 12 months. The Applicant shall not be entitled to a refund of any part of any fee should the Applicant for any reason be unable to participate or cancel after **December 31**, **2025**.

#### V. Compliance

Applicants shall abide by and observe all laws, rules, and regulations of the Venue. Applicants shall observe and abide by additional reasonable regulations provided by ASDA for the efficient or safe operation of the Event.

#### VI. Force Majeure

If ASDA should be prevented or materially affected from conducting the event, cannot permit the Applicant to participate in circumstances beyond ASDA's control, or determines not to offer the event at its sole discretion, ASDA will refund the Applicant the amount of the sponsorship fee paid with no further obligation or liability to the Applicant. In all circumstances, ASDA shall notify the Applicant at the earliest date possible of the circumstances affecting the exhibition from being held.

#### VII. Indemnification

Each party agrees to indemnify, defend and hold the other party, its officers, directors, employees, parent and affiliated companies harmless from, all claims, demands, suits, liability, damages, loss, costs and expenses of whatever kind (including but not limited to reasonable attorneys' fees and disbursements) (collectively "Claims") which might arise out of: (a) the indemnifying party's breach of this Agreement, including, without limitation, any of the representations or warranties contained herein; or (b) the negligence or willful misconduct of the indemnifying party. The provisions of this Section shall survive any termination or expiration of this Agreement. ASDA shall also have the right to terminate this Agreement if a Claim arises during or before the Event. Applicant represents and warrants that it will not exhibit, sell, or otherwise promote any product or service that could give rise to a claim relating to or arising from patent, trademark or copyright infringement against it or ASDA. Notwithstanding the foregoing, in no event shall either party be liable for special, consequential or incidental damages.

#### VIII. Liability

Except as set forth in Section VI, above, Applicant assumes all responsibility for all loss, theft and/or damage to Applicant's displays, equipment and other property while on the Venue premises, and hereby waives all claims and/or demands it may have against ASDA, the Venue, their respective directors, officers, employees, and agents arising from such loss, theft and/or damage. Further, neither ASDA nor Venue, their respective directors, officers, employees, agents, or other representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability for injury to Applicant, its employees or other booth personnel. ASDA will not obtain insurance against any such damage, loss, harm, or injury. The terms of this provision shall survive the termination or expiration of this Agreement. Applicant assumes all liabilities and/or obligations resulting from its display at the Event caused by, among other things, faulty or improper displays or exhibits, and/or Applicant's failure to abide by any law, rule, or regulations and/or such regulations made by ASDA for the efficient or safe operation of the Event. ASDA shall be entitled to close a display at any time for failure by an Applicant or any of its officers, agents, employees, or other representatives to perform, meet or observe any term or condition outlined in this Agreement, and such Applicant shall not be entitled to a refund of any part of any fee.



#### IX. Photo Release

ASDA occasionally uses photographs of sponsors, exhibitors, and their personnel in promotional materials. By participation in the Event, the Applicant, on behalf of itself and its personnel, agrees to ASDA's right to use such photographs with no remuneration to Applicant or its booth personnel.

#### X. Relationship of Parties

The relationship of the parties to each other is that of independent contractors. Nothing herein shall create any association, joint venture, partnership, or agency relationship of any kind between the parties. Neither party is authorized to incur any liability, obligation, or expense on behalf of the other, to use the other's monetary credit in conducting any activities under this Agreement, or to represent that ASDA is in the business of providing the products and/or services provided by Applicant.

#### XI. Branding

During the Term of this Agreement, the Applicant grants to ASDA a royalty-free, non-exclusive right to display the Applicant's corporate logo and other identifying information as necessary to brand and promote with the Event, as well as on marketing, advertising, and other appropriate promotional media and materials in connection with the Event in accordance with this Agreement. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment shall be determined by ASDA. ASDA shall be responsible for all aspects of the advertising, promotion, organization, and coordination of the Event. All fulfillment benefit material submitted by Applicant is subject to approval by ASDA.

#### XII. Applicant Staff Registration

Only those staff participating as part of the sponsor or exhibit organization and employed by that same organization will be recognized as eligible staff and qualify for registration.

# XIII. Termination

This Agreement shall terminate: (i) upon the occurrence of a material breach of a material provision by Applicant if such breach is not cured promptly after written notice of such breach is received by the Applicant from ASDA identifying the breach or (ii) at any time upon the mutual written consent of both parties. The Applicant shall not be entitled to a refund of a payment as a result of its termination of this Agreement unless otherwise specified in this document.

#### XIV. Representations and Warranties

Each party represents and warrants: (i) that it has all requisite power and authority to execute, deliver and perform its obligations under this Agreement; and (ii) that the performance of its obligations hereunder, including, without limitation, all services, materials, information, rights and sponsorship benefits being granted herein to the other party, will not infringe upon the personal, contractual or property rights of any third party.

#### XV. Governing Law, Jurisdiction and Venue

This Agreement and all matters collateral hereto shall be governed by and construed in accordance with the laws of the State of Illinois applicable to contracts made and to be performed solely in Illinois (without giving effect to any conflict of laws principles under Illinois law). The parties agree that the sole and exclusive jurisdiction of any action or suit in connection with this Agreement or any claim, dispute or controversy arising therefrom or in connection therewith will lie in State or Federal Court located in Cook County, Illinois. Each of the parties hereby consents and submits to said jurisdiction and consents to the venue thereof.





# EXTEND your REACH

Stay connected to strengthen your visibility and impact with ASDA's **23,000+ members**— representing **82% of dental students** nationwide.

Advertising

Affinity partnerships

Career development opportunities

Member Benefit provider program

Sponsored webinars

Strategic Alliance Program

For more information, contact <a href="mailto:lndustryRelations@asdanet.org">lndustryRelations@asdanet.org</a>



