

# ASDA Sponsor & Exhibitor PROSPECTUS

engage · educate · connect



**NOVEMBER 21-23, 2025**

McCORMICK PLACE  
CHICAGO, ILLINOIS

*Dental Marketplace*  
Friday, November 21  
1 – 3 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.

## National Leadership Conference

ASDA's *National Leadership Conference* is the organization's premier event for leadership development and industry engagement. Position your brand where future leaders gather to learn, grow and network.





# NLC 2024 data

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12% 1st year students

32% 2nd year students

43% 3rd year students

13% 4th year students



hold a chapter, district or  
national leadership position

70%

71 chapters represented



# SPONSOR

Select opportunities allow for co-sponsorship

## Keynote Speaker

**SOLD \$25,000**



### Friday Opening Session

- Keynote speaker introduction, with up to five (5) minutes of podium time
- Pre-session video, up to one (1) minute
- Chair drop placement prior to keynote session
- Sponsor recognition in keynote session attendee email and mobile app alert

## Interactive Attendee Hub

**SOLD \$25,000**

Three hubs available: *Advance Your Network, Build Your Brand, or Wellness*

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

### Advance Your Network

Networked for attendees to create dental school. Create those connections in this engaging space.

**SOLD**

### Wellness

Balancing wellness with the demands of the profession is challenging. Highlight the importance of self-care.

**SOLD**

### Build Your Brand

Headshots are a powerful branding tool. Professional provides digital headshots for attendees.

**SOLD**

NLC not only provided me with great leadership and networking opportunities, it gave me an insight into the profession outside of the classroom.

— McKenzie, '25



## Registration ----- **SOLD \$25,000**



- Attendee bag with company logo
- Co-branded attendee badge and lanyard
- Branded hotel keycard, with up to five (5) designs
- Option to have branded item handed out at Registration



**Keynote, Attendee Hub and Registration** packages include:

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

## Education Session ----- **\$18,500**

### **Friday or Saturday**

Up to eight sessions available

- Opportunity to host 45-minute breakout session on educational topic of your choice
- Sponsor recognition on signage and other promotions
- Lead generation and retrieval via conference mobile app



## Networking Reception with ASDA Leaders ----- **SOLD \$15,000**



### **Saturday evening**

- Exclusive host for networking reception with ASDA Board of Trustees, national leaders and conference attendees who are interested in ASDA national leadership positions (75-100 attendees)
- Opportunity to address attendees during event
- Sponsor recognition on signage and other promotions

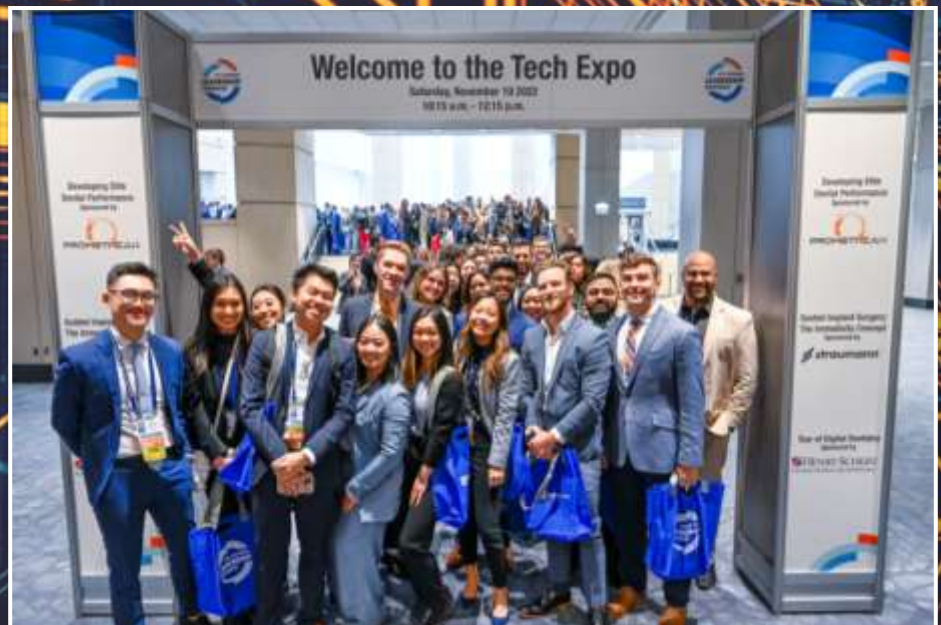


# TECH EXPO: experience the future of dentistry

**Sponsor/Exhibitor ----- \$7,500**

*Unique opportunity to provide attendees hands-on demonstrations & interactive presentations*

- 10x10 exhibit booth at **Dental Marketplace** on Friday from 1:30 – 3:30 p.m.
- Demonstration/presentation exhibit booth at **Tech Expo** on Saturday from 11 a.m. – 1:15 pm.
- Included in **Tech Expo** promotions on ASDA's Instagram account and in pre-show email to registered attendees
- Sponsor recognition in event promotions
- Lead generation and retrieval via conference mobile app



Every dental student should attend this conference at least once in their dental school career!

— Hiba, '26



# ELEVATE your brand

## Affiliate Marketing-----**SOLD \$5,000**

*Available only to National Leadership Conference sponsors hosting offsite events. Events must not directly conflict with conference agenda.*

### **Friday or Saturday**

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

## Wifi Sponsor-----**\$3,500**

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

### **Promo Item Pickup \$2,000**

#### **Friday or Saturday**

One (1) sponsor-provided promotional item, swag bag or snack/treat distributed to attendees at conclusion of daily programming.

### **Chair Drop \$1,500**

#### **Four available**

One (1) sponsor-provided promotional item per attendee during meal function or general session

### **Hotel Handout \$1,500**

#### **Four available**

One (1) sponsor-provided flyer, brochure or printed item available for attendees at check-in

# AMPLIFY your engagement

## **Attendee Email & Instagram -- \$2,000**

- One (1) pre- or post-conference email to registered attendees
- One (1) Instagram story on ASDA's account

## **Attendee Email ----- \$1,500**

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

This experience deepened my passion for dentistry and leadership—it's an event you don't want to miss!

— Siddhi '26





# CAREER SHOWCASE

*Dedicated space to engage, share insights, and build lasting connections with future dental professionals*

NEW  
this year

**Career Compass participating company-----\$2,500**

## **Friday & Saturday**

- Designated 6' table & two chairs
- Access to conference mobile app for promotions, lead generation and retrieval
- Two (2) name badges; additional badges are \$200 each

Attending the conference was truly a life changing experience, making me a stronger future oral health provider and a more influential leader.

—Priscilla, '25





# EXHIBIT

Dental Marketplace-----\$1,800



## Friday afternoon

- 10'x10' standard booth
- Access to conference mobile app for promotions, lead generation and retrieval
- Two (2) name badges; additional badges are \$200 each



The networking and learning opportunities at this conference were invaluable.

— Shana '26







Complete the [NLC2025 application](#)  
and secure your spot!

For more information or to customize a package,  
contact [IndustryRelations@asdnet.org](mailto:IndustryRelations@asdnet.org)





# 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 [\*\*IndustryRelations@asdanet.org\*\*](mailto:IndustryRelations@asdanet.org)



SAVE the DATES

**ASDA**

**ANNUAL  
SESSION**

**FEBRUARY 6-8, 2026**  
**HILTON MINNEAPOLIS**  
**MINNEAPOLIS, MINNESOTA**



**NOVEMBER 20-22, 2026**  
**MCCORMICK PLACE**  
**CHICAGO, ILLINOIS**