

# MARKETING

## Included in every sponsorship package:

- ▶ Featured listing in the RMDC Mobile App
- ▶ Your logo in all convention promotional materials, onsite publications and signage (based on meeting publication deadlines)
- ▶ Logo and link on official RMDC website
- ▶ Recognition announcements during convention

## 1/2 Page Advertisement in RMDC Onsite Guide

## 1/4 Page Advertisement in RMDC Onsite Guide



### Friday Night Party - \$10,500

The Friday Night Party is an attendee favorite, attracting overwhelming attendance and rave reviews! You will receive 50 Friday Night Party Drink Tickets to hand out from your booth. Your logo will also appear nearly everywhere the RMDC is advertised including the website, social media, direct marketing, print publications in multiple states and blanket signage during the RMDC. The event draws over 1,000 attendees.



### RMDC Mobile App - \$7,800

The app has everything needed for a great convention experience – put yourself in the hands of the attendees with this innovative sponsorship. Included in this sponsorship is an app splash screen, banner and five push notifications. Your logo will appear nearly everywhere the RMDC is advertised including the website, social media, direct marketing, print publications in multiple states and blanket signage during the RMDC.



### RMDC Wi-Fi - \$7,800

Now more than ever, people need to stay connected. Free RMDC Wi-Fi is a valuable and convenient asset to attendees as well as a highly lucrative opportunity for you. Wi-Fi users will be sent directly to your custom splash page. This gets marketing generously up to and during the RMDC as it's a favorite attendee perk and allows us to be a much greener event!



### Badge/Lanyard - \$6,300

Feature your company name and logo around the neck of every attendee at the convention. This is a very prominent sponsorship with 9,000 of these at the RMDC.



### Welcome Tote Bag - \$5,250

Display your logo prominently on the official RMDC tote bag, which will be distributed to attendees at the entrance to the Expo Hall.



### Pens - \$3,700

Put your brand in the hand of the attendee not only during the show, but long after. We distribute 9,000 high-quality, long-lasting Paper Mate® InkJoy™ pens that will continue to offer a return on your investment throughout the year.



### Attendee Badge/Ticket Ad - \$2,100

Your message will be printed on the badge/ticket paper stock that is received by every RMDC attendee. This is a great way to get over 15,000 advertisements in the hands of the attendees early.



### VIP Hospitality Lounge - \$1,600 Each

This is an excellent networking opportunity – join over 150 volunteer dentists and speakers for breakfast, lunch and happy hour drinks all three days of the event. Your logo will be prominently displayed and you will have the right to distribute your promotional items throughout the lounge area. Included in this sponsorship are three (3) VIP Lounge passes. Three (3) sponsorships available.



### Expo Hall Receptions - \$1,500 Each

We traditionally experience the most traffic in the Expo Hall during these highly anticipated events. Signage featuring your logo will be displayed prominently at each beverage station which will be serving complimentary wine, beer and soda. Your sponsorship will be acknowledged in the opening and closing announcements of the Expo Hall Reception in addition to regular sponsorship recognition. Three (3) sponsorships available per day.



### Friday Night After Party - \$1,500 Each

The Friday Night After Party is an attendee favorite, attracting overwhelming attendance and rave reviews! Be part of this highly anticipated event. You will also receive 25 Friday Night After Party drink tickets to hand out from your booth.

HIGHEST VISIBILITY OPPORTUNITIES

# OPPORTUNITIES



## Course Sponsorships - Starting at \$1,500

Don't miss the opportunity to associate your name with one of the terrific speakers at the 2018 RMDC. You will be recognized during the speaker introduction and your logo will be displayed on course signage in addition to regular sponsorship recognition.



## RMDC App Banner Advertisement - \$1,000 Each

Boasting over 90,000 banner impressions, the RMDC mobile app is sure to get you noticed. This advertising opportunity also includes a push notification during the convention.



## Snack Time! Booth Enhancements - \$600 per Treat Package

Enhance your booth with snacks for attendees! Choose between Ice Cream Novelties (for 70), Cupcakes (for 85), Pretzels (for 100) or Popcorn\* (for 200) and pick your time slot (1:00pm and 3:00pm on either Thursday or Friday). We will provide your Snack Time Booth Enhancements and help drive attendees to your booth by including your offering in announcements, Expo Hall signage\*\* and the app.

\*Popcorn requires an additional \$100 equipment rental fee.

\*\*Must purchase your Booth Enhancement by December 15, 2017 to be included in any print advertising.



## Convention Center Signage

There are plenty of opportunities to get your brand in front of the thousands of attendees at the RMDC. Below are several options, however many more exist. If you don't see what you are looking for, contact Jennifer Wissel at [jwissel@mddsdentist.com](mailto:jwissel@mddsdentist.com) or (303) 488-9700.

**Hanging Banner (8'x12') - \$5,000**

**Column Wrap (5'x3') - \$3,000**

**Escalator Cling (76.5"x22.75") - \$3,000**

**Digital Kiosks (24"x42" or 20"x36") - \$1,000**

**Backlit Kiosks (3'x5') - \$1,000**



## FREE "Expo Hall Deal" Advertisement on Site and App

Put your Expo Hall deal right in the attendees' hands for free. Send your 610px x 240px\* ad directly to [marcom@mddsdentist.com](mailto:marcom@mddsdentist.com) for placement on the RMDC website and app\*\*. Ads will be placed in the order received.

\*Ads must be sized properly. The specifications are 610px x 240px and at least 72dpi. We will accept .jpg, .png, .tiff and .pdf file types.

\*\*Ads will be placed in the app when the 2018 version is launched.



## FREE "At a Glance" Pre-Show Marketing Flyer

Get up to 150 FREE copies of a professionally designed and printed marketing piece, compliments of MDDS. The flyer highlights the Expo Hall, educational sessions and special events at the upcoming RMDC. Personalized to reflect your company name and booth number, this pre-show flyer is an excellent way to drive business to your booth at the RMDC. These flyers are limited and are available on a first-come, first-served basis. They will be available in mid-October to give you plenty of time to reach your clients. **The deadline to order is September 29, 2017.**



## RMDC Onsite Guide

Promote your brand and your RMDC-only specials with an advertisement in the RMDC Onsite Guide. Reach out to your target market and let them know who you are and where they can find you. List your booth number to drive traffic, advertise your amazing door prize drawing and more! **The deadline to advertise is December 8, 2017.**



## The Articulator – RMDC Edition

The *Articulator* is the award-winning publication of the Metropolitan Denver Dental Society. It is mailed out five times per year to thousands of dentists in the Rocky Mountain region. The RMDC Edition will be specific to the convention and circulated to all attendees (resident and non-resident), as well as the entire Colorado Dental Association membership. That's a distribution of over 5,500. Promote your company and products and increase traffic to your exhibit booth. **The deadline to advertise in the RMDC edition is October 13, 2017.**

For information about advertising in the *Articulator*, visit [mddsdentist.com](http://mddsdentist.com).

AD PRICING		
1/8 page**	\$365	3 1/2" w x 2 1/2" h
1/4 page	\$675	4" w x 5" h
1/2 page horizontal	\$795	7 1/2" w x 5" h
1/2 page vertical	\$795	4" w x 10" h
Full page*	\$1,025	8 3/4" w x 11 1/4" h
Inside front or back cover*	\$1,325	8 3/4" w x 11 1/4" h
Center spread*	\$1,805	17 1/4" w x 11 1/4" h
Outside back cover*	\$1,565	8 3/4" w x 11 1/4" h

\*Includes 1/8" bleed on all sides.  
\*\*Only available in the *Articulator*–RMDC Edition.  
All ads are full color. Specifications are in inches.