ASDA Sponsor & Exhibitor PROSPECTUS

Connect with the future of dentistry

NOVEMBER 20-22, 2026

McCORMICK PLACE

CHICAGO, ILLINOIS

ASDA NATIONAL LEADERSHIP CONFERENCE

Dental Marketplace

Friday, November 20

1 – 3 pm

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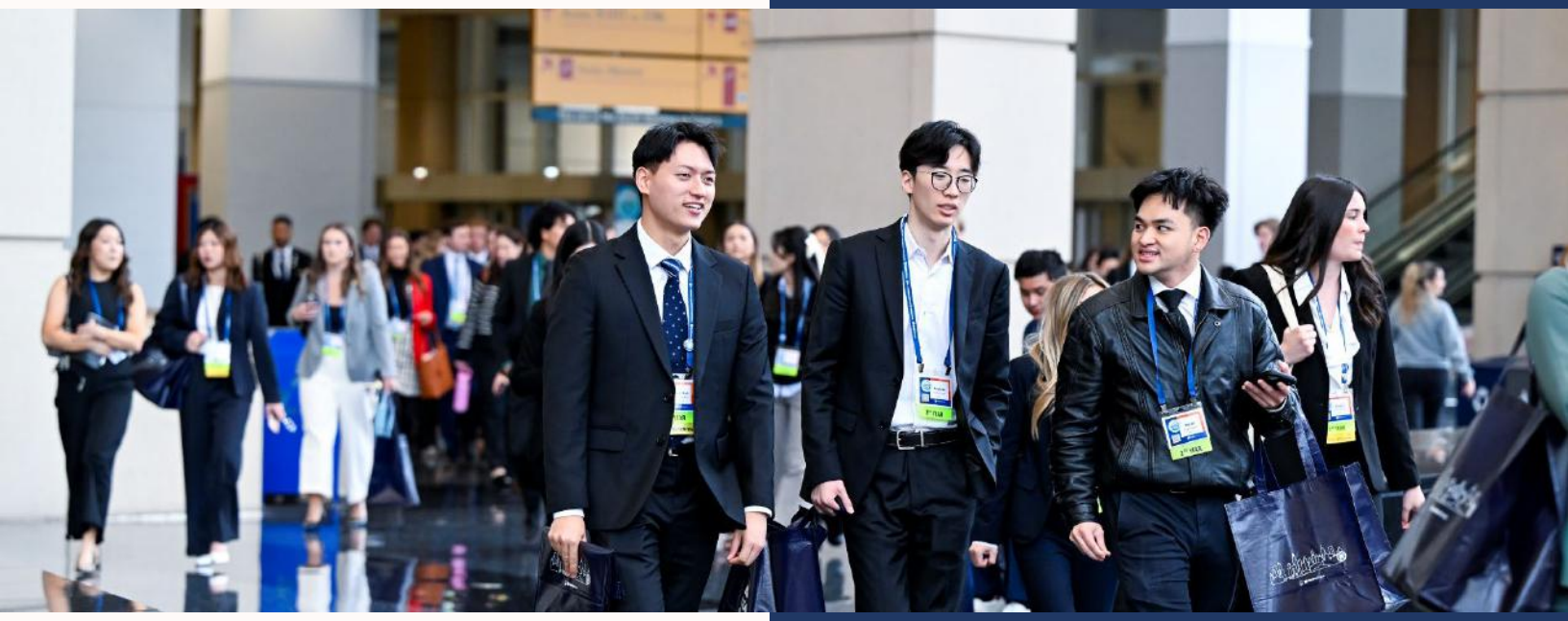
About ASDA

The *American Student Dental Association* is a national student-run organization representing 23,000+ members across 73 chapters, serving 82% of U.S. dental students. ASDA advances the rights, interests and welfare of dental students while preparing them for lifelong involvement in organized dentistry.

National Leadership Conference

ASDA's *National Leadership Conference* is the premier event for leadership development and industry engagement—bringing together 800+ dental students from across the country. Position your brand where future dentists gather to learn, connect and shape their careers. From hands-on product demonstrations to career conversations and leadership development, NLC offers multiple ways to build meaningful relationships with future dentists.



2025 NLC at a glance

805 student attendees

hold a chapter, district or national leadership position **60%**

10% 1st year students

32% 2nd year students

46% 3rd year students

11% 4th year students

73 chapters represented

SPONSOR

Select opportunities allow for co-sponsorship

Keynote Speaker ----------SOLD ~~$25,000~~

Friday Opening Session

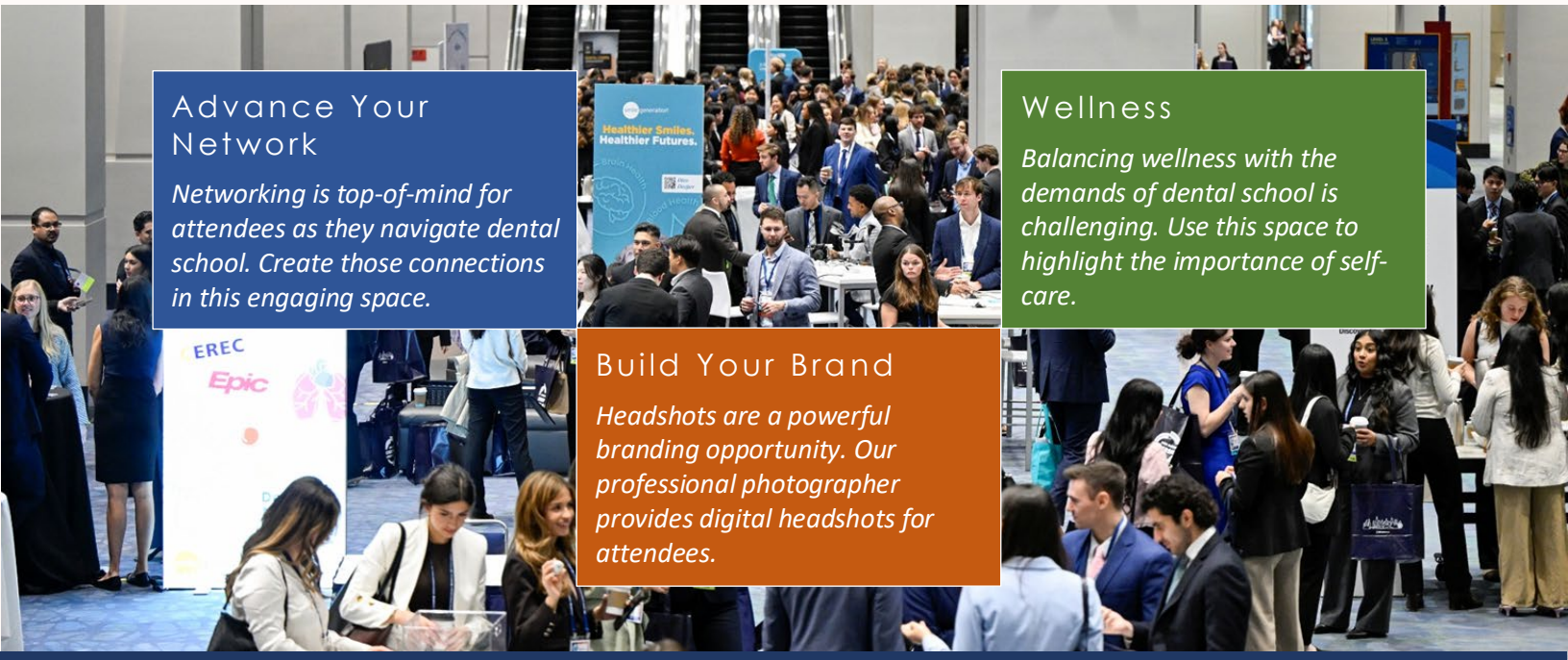
- Exclusive keynote sponsor
- Keynote speaker introduction, with up to five (5) minutes of podium time
- Pre-session video, up to one (1) minute
- Chair drop prior to keynote session
- Sponsor recognition in keynote session attendee email and conference mobile app alert

Interactive Attendee Hub ----------SOLD ~~$25,000~~

Create an interactive, high-traffic experience that aligns your brand with key moments of attendee engagement

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

- Custom branding opportunities available in each designated space
- Open to attendees Friday and Saturday



Advance Your Network

Networking is top-of-mind for attendees as they navigate dental school. Create those connections in this engaging space.

Wellness

Balancing wellness with the demands of dental school is challenging. Use this space to highlight the importance of self-care.

Build Your Brand

Headshots are a powerful branding opportunity. Our professional photographer provides digital headshots for attendees.

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~~

Gain high-impact visibility during every attendee touchpoint throughout the conference experience

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

Position your organization as a thought leader while engaging directly with future dental professionals

Friday or Saturday

Limited opportunity: *one session remaining*

- Opportunity to host 45-minute breakout session on educational topic of your choice
- *Dental Marketplace* 10x10 booth
- Pre- or post-conference attendee email
- Sponsor recognition on signage and other promotions
- Lead generation and retrieval via conference mobile app

ASDA Leader Networking Reception ----------SOLD ~~$15,000~~

Build relationships with ASDA's most engaged student leaders in an exclusive networking environment

Saturday evening

- Expected attendance is 75-100 students
- Exclusive host of meet & greet event
- Opportunity to address attendees during event
- *Dental Marketplace* 10x10 booth
- Pre- or post-conference attendee email

TECH EXPO: a dental learning experience

Showcase emerging technology and resources shaping the future of dental practice through hands-on demonstrations and interactive learning

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

Interactive demonstrations in a focused learning environment

- 10x10 exhibit booth at ***Dental Marketplace*** on Friday, 11/20 at 1 – 3 p.m.
- Dedicated exhibit space at ***Tech Expo*** on Saturday, 11/21 at 12 – 2:30 p.m.
- Lead generation and retrieval via conference mobile app
- Inclusion in ***Tech Expo*** promotions on ASDA's Instagram account and in pre-conference email to registered attendees
- Sponsor recognition in event promotions

SPOTS STILL OPEN!

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 conference mobile app agenda
- Conference 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

Wi-Fi Sponsor ---------- SOLD ~~$2,000~~

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

Promo Item Pickup

$1,750

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

$1,000

Three available

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

AMPLIFY your engagement

Extend your reach before and after the conference

Pre- & Post-Conference Attendee Emails

*Two (2) emails to registered attendees launched pre- **and** post-conference* ---------- **$2,750**

Pre- or Post-Conference Attendee Email

*One (1) email to registered attendees launched pre- **or** post-conference* ---------- **$1,500**

NLC gave me an amazing opportunity to learn, network, and meet leaders from all over the U.S.

— *Richa '26*

CONNECT at the **Career Compass**

A high-traffic, two-day exhibit experience designed for meaningful conversations around career pathways

Career Compass ---------- $2,500

Open throughout Friday and Saturday morning

- Designated space with 6' table & two chairs
- Access to conference mobile app for promotions, lead generation and retrieval
- Four (4) name badges; additional badges are $200 each

NLC is an opportunity for students to learn about topics not emphasized in dental school like business and the newest developments in technology.

—Jeffrey '27

EXHIBIT at the **Dental Marketplace**

Connect with more than 800 engaged dental students at NLC's signature exhibit experience

Dental Marketplace ---------- $1,875

Friday, 11/20 at 1 – 3 p.m.

- 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 **NLC2026 application**
to secure your spot

For more information or to customize a package,
contact **IndustryRelations@asdanet.org**

EXTEND your REACH

Continue building relationships beyond NLC through year-round opportunities designed to keep your organization connected with ASDA members

Strategic Alliance Program

Advertising

Sponsored webinars

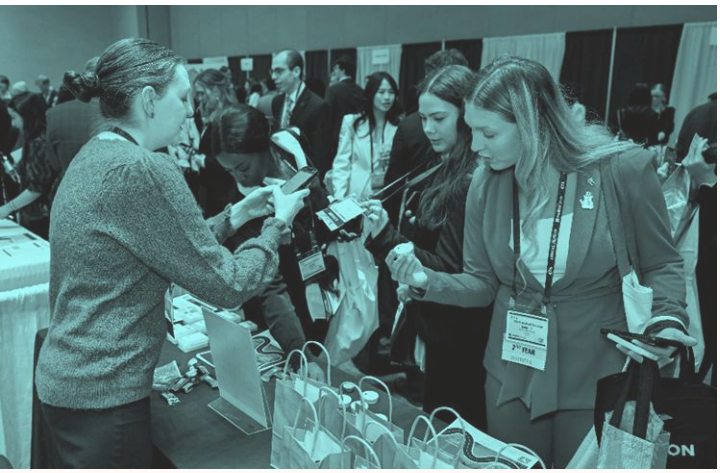
Affinity partnerships

Career development opportunities

See ASDA's Industry Relations webpage for more information

SAVE the DATE

ASDA
ANNUAL
SESSION

FEBRUARY 12-14, 2027

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