Illinois Academy of General Dentistry Sponsorship & Advertising

a la carte Advertising and On-site tables:

On-Site:

Table- **\$800**

CE Advisory:

Full page color ad- \$1000

Half page color ad- \$500

Associate Logo Ad (similar to business card logo, in group)- \$200

For a better value, consider becoming a Sponsor, where you can receive more advertising exposure across multiple media (social, print and website)---

Sponsorships:

Platinum: \$5500 (gold plus 3000)

Included:

- Full page color ad in the CE Advisory * Prominently featured on ILAGD website
- Industry Exclusive for On-Site tables - Featured on Social Media outlets
- Can attend on-site at your choice of **9 courses out of 11 available**Your choice of:
 - all four Mastertracks

- Weclew course at Midwinter
- ILAGD/ISDS course in September
- 2 courses in Rockford with NIAGD
- 3 courses at SIUSDM Alton with CIAGD
- Permission to distribute company brochures or packets on-site
- Presentation time set aside for your company rep to address all attendees and to participate in a product raffle (is not required to be a dental product)

This package purchased a la carte would be \$8200.

Gold: \$2500 (silver plus 1000)

Included:

- Half-page color ad in the CE Advisory * A group ad on ILAGD website
- Can attend on-site at your choice of **5 courses out of 11 available**Your choice of:
 - 2 out of 4 Mastertracks

- Weclew course at Midwinter
- ILAGD/ISDS course in September
- 2 courses in Rockford with NIAGD
- 3 courses at SIUSDM Alton with CIAGD

Any additional courses are available a la carte

- Permission to distribute company brochures or packets on-site
- Presentation time set aside for your company rep to address all attendees and to participate in a product raffle (is not required to be a dental product)

This package purchased a la carte would be \$4500.

This package compared to Platinum:

- has 4 fewer on-site locations included (though they are available a la carte)
- does not include Industry Exclusive for on-site tables
- does not include a feature on Social Media
- has a smaller group ad on the ILAGD website

Silver: \$1500

Included:

- Associate logo ad in the CE Advisory *
 A group ad on ILAGD website
- Can attend on-site at your choice of 2 courses out of 11 available

Your choice of:

- 1 Mastertrack of the four

- Weclew course at Midwinter
- ILAGD/ISDS course in September
- 1 course in Rockford with NIAGD
- 3 courses at SIUSDM Alton with CIAGD

Any additional courses are available a la carte

(Silver Sponsorship continued)

- Permission to distribute company brochures or packets on-site
- Presentation time set aside for your company rep to address all attendees and to participate in a product raffle (is not required to be a dental product)

This package purchased a la carte would be \$1800.

This package compared with Gold:

- has 3 fewer on-site locations included (though they are available a la carte)
- does not include Industry Exclusive for on-site tables
- does not include a feature on Social Media
- has a smaller group logo advertisement in the CE Advisory
- has a smaller group logo advertisement on the ILAGD website

* The CE Advisory is a year-long reference magazine distributed to ALL 10,000 licensed dentists in Illinois. It is a reference to <u>all</u> ILAGD CE available during the year Sep-Aug, so is not a "throwaway" journal.

There will be an "enrollment deadline" which will coincide with the publication deadline of the journal. All ads must be submitted and paid by this enrollment deadline of roughly June 1, in order to be included in the CE Advisory.

- ^ Selection of what advertiser receives the Industry Exclusive table at the meeting will be based on 'first come- first served', meaning that the first advertiser that pays for a Platinum Sponsorship will receive the Exclusive. Any others in their industry will not be eligible for Onsite tables until Open Enrollment the following spring.
 - o ILAGD reserves the right to determine what constitutes 'same-industry'.
 - ILAGD reserves the right to modify or alter Sponsorships or price, based on features that may be unavailable to otherwise eligible advertisers.

For more information, or to submit payments:

Illinois Academy of General Dentistry c/o Maureen Kugel 1220 E. US Hwy 45, Ste. 200 Vernon Hills, IL 60061

email: ILAGD.Advertising@gmail.com