

Sponsorship Opportunities for ASM21

SPONSORSHIP BENEFITS	Platinum \$25,000	Diamond \$20,000	Gold \$15,000	Silver \$10,000
Free Virtual Booth	Premium	Premium	Premium	Premium
Featured Exhibitor on Exhibit Hall Page	First Priority	Second Priority	Third Priority	Fourth Priority
Augmented Reality: Human/Product Hologram in Booth (Exclusive Opportunity)	X			
Premium Event Features*	2	1		
Special Event Features**			2	1
Video Ad in Product Showcase Page	X	X		
Corporate Logo on Virtual Event Registration Page	X			
Corporate Logo on Virtual Event Login Page	X			
Corporate Logo on Virtual Event Lobby Page	X	X	X	X
Corporate Logo on Virtual Event Daily Schedules Page			X	X
Corporate Logo on Virtual Event My Agenda Page			X	X
Attendee Swag Bag Insert	X	X	X	X
Logo recognition on ASM website with a link to your company website	X	X	X	X
Logo recognition in ASM21 Show Guide	X	X	X	X
Logo recognition 1/2 page advertisement for Ontario Dentist (July/August 2021 issues)	X	X	X	X
Highlighted company listing in the ASM22 Show Guide	X	X	X	X
Additional exhibitor loyalty points	20	15	10	5
Complimentary banner ad on the ASM e-newsletter, distributed to over 9,000 ODA members	2	1		

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*Premium Event Features (Pick 2 for Platinum / Pick 1 for Diamond)	Description
60 Second Video Ad on Mainstage / CE stage pages	Video advertisement placement before/after/during keynote and/or learning session presentations
Branded Banners on High Traffic pages	Corporate branded banners placed on high traffic pages as priority (Lobby, Agenda, Keynote, etc.)
Pick 1 sponsored experience with naming rights:	
Virtual Wine Tasting (Limited Attendance)	90 minute virtual wine tasting event with Trayvino Wines. Includes 3 full size bottles of wine, snack bag, tasting booklet, tasting mat, aroma wheel to be shipped directly to each participant. Sponsor has the opportunity to include item in package. Custom branding of event page with link to exhibitor booth.
Virtual Casino Event	2 hour casino includes 15 blackjack tables each in it's own zoom room with a live casino dealer and live casino table. Sponsor has opportunity to provide prizes for winners. Custom branding on event pages with link to exhibitor booth.
Mainstage/Keynote/Fitness Break	Naming rights to the title of the Main Stage/Keynote Speaker/Fitness Break
Clinical Track	Naming rights to the title of the Clinical Track Stages

**Special Event Features (Pick 2 for Gold / Pick 1 for Silver)	Description
30 Second Video Ad on Mainstage / CE stage	Video advertisement placement before/after/during keynote and/or learning session presentations
Branded Banners on High Traffic pages	Corporate branded banners placed on high traffic pages(Lobby, Agenda, Keynote, etc.)
Pick 1 sponsored experience with naming rights:	
Virtual Game Show Trivia	3 sessions of trivia with live game show host. Custom branding on event page with link to exhibitor website.
Virtual Flair Bartending Show	90 minute virtual cocktail experience with Zack Prohaska (Represented Canada in International Bartending Competitions). Includes party tick lessons, Flair Show, and cocktail mixing demos. Custom branding on event page with link to exhibitor booth.
Healthy Cooking with Rose Reisman	Join Rose Reisman in her virtual kitchen and whip up a healthy meal during lunch time. Custom branding on event page with link to exhibitor booth.
Photo Booth	Attendees can have their picture taken and added to the Mosaic Wall . Custom branding on photo and on photo booth page.

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A LA CARTE ITEMS	Price (CAD)
Sponsored Speaker Session	Contact for details
Attendee Swag Bag Insert (Coupon, Show Special, Raffle/Draw Announcement)	\$250
Video Ad in Product Showcase Page	\$500
Banner Ads — Main Lobby Page	\$3,500
Banner Ads — All Other Pages	\$1,750
In Stream Video Advertising (60 Seconds)	\$2,500
In Stream Video Advertising (30 Seconds)	\$1,550
Augmented Reality	
AR Portal	\$7,100
AR Product	\$7,100
AR Human Hologram - Human only	\$4,500
AR Human Hologram - Human with Product	\$11,000
AiR Show Hologram - Entertainment - On Different App	\$15,000