

ASDA Sponsor & Exhibitor PROSPECTUS

Connect with the future of dentistry



NOVEMBER 20-22, 2026

MCCORMICK PLACE

CHICAGO, ILLINOIS



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.



NLC 2025 data

805 student attendees

10% 1st year students

32% 2nd year students

46% 3rd year students

11% 4th year students



hold a chapter, district or national leadership position

80%

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 ----- **\$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 ----- **SOLD \$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



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



212
311
110
319
120
218
219
105
316
208
102



Complete the [NLC2026 application](#)
to secure your spot

For more information or to customize a package,
contact IndustryRelations@asdnet.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

HILTON CHARLOTTE UPTOWN
CHARLOTTE, NORTH CAROLINA

