



NESO 2018
Mohegan Sun
November 2-3, 2018
experience a new direction

Sponsorship Prospectus

Experience a new NESO meeting!

- > Two days packed with engaging speakers, sessions and symposia on new trends for practice, with a resort experience all under one roof.
- > Exhibit tables, requiring fewer staff and lower costs! Each space will consist of a 6'x3' table with chairs in a layout enabling increased opportunity to interact with more participants.
- > All breaks will be in the exhibit area.
- > Welcome and Closing Receptions in exhibit area.
- > Offering maximum exposure to doctors and clinical staff, exhibit tables are directly in front of the session room doors. Registrants must walk past exhibits to enter and exit all session halls!

November 2-3, 2018
Mohegan Sun, CT

NESO

Northeastern Society of Orthodontists

NESO Historical Meeting Data

<u>Year</u>	<u>Location</u>	<u>Total attendees</u>
2017	Boston, MA	1121
2016	New York, NY	1181
2015	Providence, RI	942
2014	Hartford, CT	1206

NESO Components

Connecticut
Maine
Massachusetts
New Hampshire
New York
Rhode Island
Vermont
Quebec and Atlantic Provinces of Canada



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Table of Contents

Invitation	4
NESO Contacts	5
Sponsorship Categories	6 - 10
Exhibitor Booth Details	10
Advertisements	11
Exhibition Policy	12
Registration and Payment	13
Schedule and Deadlines	14



Industry Liaison

Alicia Muller
Associate Director, Development

email
amuller@neso.org
neso.org

Invitation for Sponsorship

Dear Sponsor

On behalf of the Planning Committee for the Annual Meeting of the Northeastern Society of Orthodontists, which will take place at Mohegan Sun Resort and Convention Center on November 2-3, 2018, I would like to invite your company to participate in this Congress as a sponsor.

NESO has grown to almost 1800 members from New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, Quebec and the Atlantic provinces of Canada. This event provides a unique opportunity to sponsoring companies for publicity and promotion to a highly targeted audience.

I invite you to study the attached brochure of sponsorship options and benefits and feel free to contact Alicia Muller (amuller@neso.org), for any questions you may have.

Sincerely,

Salvatore Manente, Chair 2018 Annual Meeting and NESO President

Phil Mansour, NESO Past President

Dan Stuart, NESO Secretary Treasurer



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Partnership Overview

NESO partners with stakeholders in the orthodontics space to ensure the success of together driving improvement, growth and development in the field. Our leadership works with each partner to build tailored relationships that provide value to NESO and its members, but just as importantly, to the supporting sponsors.

NESO AIMS TO PROVIDE VALUE IN SEVERAL WAYS:

- Through alignment of interest, by which partners get involved and become thought leaders in certain areas based on their priorities and interests;
- Through brand awareness, by which all partners are recognized based on support in all relevant in-person, print and digital mediums; and
- Through exclusive access to NESO leaders, events and resources.

Conference **Organizers**

NESO Management

SPONSORSHIP AND EXHIBITION

Alicia Muller

Associate Director, Development

amuller@neso.org

REGISTRATION/ACCOMMODATION

Kristin Evans

Administrative Coordinator

info@neso.org

SPEAKERS

Mary Keller

Associate Director

mkeller@neso.org

PROGRAM

Kristin Dunn

Executive Director

kdunn@neso.org

PLATINUM LEVEL \$35,000

Half Day Preconference Symposium with Breakfast (3 Hours) (2 available)

Thursday afternoon or Friday morning

NESO Preconference symposiums are educational sessions that take place the day before the conference starts. Sponsoring a symposium puts your branding in front of your ideal group of NESO attendees via private invitation. NESO will provide the space onsite for the symposium and will send out invitations to your hand-picked guest list prior to the event via an e-blast. These benefits are in addition to Platinum Level sponsorship benefits listed.

Residents Lounge Exclusive Host and Sponsor (1 available)

Help NESO create a comfortable, exclusive atmosphere for the New and Younger Members and Residents of NESO all while promoting your brand to these attendees. Enhance their experience by giving them a space to network, mingle and work during the NESO Annual Meeting. The Residents Lounge will be open the duration of the meeting providing maximum exposure for your company. NESO will provide the space onsite for the lounge, which will also house your exhibit booth.

PRE-MEETING BENEFITS

- > Acknowledgment (company's logo) in the Preliminary Program (if confirmed before stated print deadline)
- > Acknowledgment (company's logo) on Meeting Website home page, with link to the Sponsor's Website
- > Acknowledgment (company's logo) with link in the Meeting Website Sponsors' section
- > Authorization to publicize and advertise company's involvement in the NESO Annual Meeting

ONSITE BENEFITS

- > Speaking opportunity at NESO Annual Meeting Member Appreciation Reception
- > 10 complimentary sponsor representatives
- > Complimentary table space, includes table, drape and up to two chairs
- > Priority for table selection based on sponsorship level
- > Banner on NESO electronic advertising
- > Acknowledgement in On-Site Guide
- > Complimentary full-page ad in On-Site Guide
- > Acknowledgement on NESO mobile app
- > Acknowledgement on NESO signage at Annual Meeting
- > Recognition at the NESO Friday afternoon Lectures
- > Recognition at NESO Member Reception
- > Conference Bag Insert
- > E-Blast promoting sponsored initiative
- > Recognition at your sponsored event
- > Complimentary advance mailing labels for attendees
- > Event-specific signage at NESO Annual Meeting

YEAR ROUND BENEFITS

- > Acknowledgment on NESO website
- > Acknowledgment in NESO newsletter
- > Industry Advisory Council Representation
- > Acknowledgment on all Social Media outlets: Facebook, Instagram, Twitter
- > Article in the NESO newsletter



GOLD LEVEL \$20,000

Breakfast with Speaking Opportunity

(30 minutes) (1 available)

Saturday morning

Kick off the day as the breakfast sponsor. Your company will not only provide the most important meal of the day, but also have the opportunity to address a captive audience for 30 minutes. NESO will provide the space for the breakfast and send a push notification to attendees on the NESO app as a reminder. Your topic should be educational in nature and pre-approved by the NESO Annual Meeting Planning Committee.

Lunch with Speaking Opportunity

(45 minutes) (1 available)

Saturday lunch

This is a unique opportunity to host a 45 minute session and place your tools and services in front of the NESO Annual Meeting attendees over lunch. NESO will provide the space for the lunch and send a push notification to attendees on the NESO app as a reminder. Your topic should be educational in nature and pre-approved by the NESO Annual Meeting Planning Committee.

Speaker Introductions

Showcase your company by introducing one of the many leading figures in the orthodontic profession. Sponsorship includes a five minute speaking opportunity along with the speaker introduction (TBD by Annual Meeting Planning Committee). NESO will also feature your company logo on the screen during your introduction for additional branding.

PRE-MEETNG BENEFITS

- > Acknowledgment (company's logo) in the Preliminary Program (if confirmed before stated print deadline)
- > Acknowledgment (company's logo) on Meeting Website home page, with link to the Sponsor's Website
- > Acknowledgment (company's logo) with link in the Meeting Website Sponsors' section
- > Authorization to publicize and advertise company's involvement in the NESO Annual Meeting

ONSITE BENEFITS

- > Speaking opportunity at NESO Annual Meeting Member Appreciation Reception
- > 8 complimentary sponsor representatives
- > Complimentary table space, includes table, drape and up to two chairs
- > Priority for table selection based on sponsorship level
- > Banner on NESO electronic advertising
- > Acknowledgement in On-Site Guide
- > Complimentary full-page ad in On-Site Guide
- > Acknowledgement on NESO mobile app
- > Acknowledgement on NESO signage at Annual Meeting
- > Recognition at the NESO Friday afternoon Lectures
- > Recognition at NESO Member Reception
- > E-Blast promoting sponsored initiative
- > Recognition at your sponsored event
- > Complimentary advance mailing labels for attendees
- > Event-specific signage at NESO Annual Meeting

YEAR ROUND BENEFITS

- > Acknowledgment on NESO website
- > Acknowledgment in NESO newsletter
- > Industry Advisory Council Representation
- > Acknowledgment on all Social Media outlets: Facebook, Instagram, Twitter
- > Article in the NESO newsletter

SILVER SPONSOR

Cost: \$15,000

Happy Hour

(1 available) Thursday only

The NESO Happy Hour is a great way to relax and network at the end of the meeting day. NESO will provide the space for the Happy Hour and send a push message to attendees on the NESO app as a reminder. Sponsor logo will be featured on cocktail napkins at the Happy Hour.

Annual Meeting Mobile App - **SOLD**

The mobile app is a great interactive way to promote your message to attendees. Sponsorship includes your company logo displayed across the top of the landing page and throughout the app. Your company will also have two (2) sponsored push notifications sent to attendees during the event. Signage promoting the app will also feature your company logo for additional branding.

WIFI Sponsorship with Personalized Password - **SOLD**

Keep Annual Meeting attendees connected throughout the course of the meeting with conference internet service. Sponsorship includes company logo recognition on the splash page. For added branding, your company will create their own personalized password for attendees to use to access the internet. Signage promoting the WIFI will also feature your company logo for additional exposure.

E-Newsletter Sponsorship - **SOLD**

Be the exclusive supporter of this publication and reach more than 2,200 prospective customers four times per year. Sponsorship includes banner recognition with an embedded link to your company's website, quarterly thought leadership articles and monthly click-through data reports.

PRE-MEETING BENEFITS

- > Acknowledgment (company's logo) in the Preliminary Program (if confirmed before stated print deadline)
- > Acknowledgment (company's logo) on Meeting Website home page, with link to the Sponsor's Website
- > Acknowledgment (company's logo) with link in the Meeting Website Sponsors' section
- > Authorization to publicize and advertise company's involvement in the NESO Annual Meeting

ONSITE BENEFITS

- > 6 complimentary sponsor representatives
- > Complimentary table space, includes table, drape and up to three chairs
- > Full page advertisement in Onsite Program
- > Priority for table selection based on sponsorship level
- > Acknowledgement in On-Site Guide
- > Acknowledgement on NESO mobile app
- > Acknowledgement on NESO signage at Annual Meeting
- > Recognition at the NESO Friday afternoon Lectures
- > Recognition at NESO Member Reception
- > Recognition at your sponsored event
- > Complimentary advance mailing labels for attendees
- > Event-specific signage at NESO Annual Meeting

YEAR ROUND BENEFITS

- > Acknowledgment on NESO website
- > Acknowledgment in NESO newsletter
- > Industry Advisory Council Representation
- > Acknowledgment on all Social Media outlets: Facebook, Instagram, Twitter



BRONZE SPONSOR

Cost: \$5,000

Webinar

The webinar sponsorship allows your company to host a webinar open to all NESO members whether they plan to attend the Annual Meeting or not. The webinar content may focus on your services or other relevant educational content sponsored by your organization. Presentation content subject to review and approval by NESO. Sponsorship includes two e-blasts leading up to your scheduled webinar. Subject to availability.

Charging Station

Reach attendees while they charge their cell phones. Kiosk style charging station will feature your company's logo and message.

Conference Tote Bag

The conference tote bags will be distributed to all attendees upon registration. Your company logo will be displayed along with the NESO logo on the conference bag, and attendees will have the opportunity to take your brand home.

Lanyards

Each attendee will receive the lanyard with their badge, branded with your company logo to be worn throughout the duration of the event.

PRE-MEETING BENEFITS

- > Acknowledgment (company's logo) in the Preliminary Program (if confirmed before stated print deadline)
- > Acknowledgment (company's logo) on Meeting Website home page, with link to the Sponsor's Website
- > Acknowledgment (company's logo) with link in the Meeting Website Sponsors' section
- > Authorization to publicize and advertise company's involvement in the NESO Annual Meeting

ONSITE BENEFITS

- > 4 complimentary sponsor representatives
- > Full page advertisement in Onsite Program
- > Priority for table selection based on sponsorship level
- > Acknowledgment in On-Site Guide
- > Acknowledgment on NESO mobile app
- > Acknowledgment on NESO signage at Annual Meeting
- > Recognition at the NESO Friday afternoon Lectures
- > Recognition at NESO Member Reception
- > Complimentary advance mailing labels for attendees

YEAR ROUND BENEFITS

- > Acknowledgment on NESO website
- > Acknowledgment in NESO newsletter
- > Acknowledgment on all Social Media outlets: Facebook, Instagram, Twitter

PARTNER LEVEL

Less than \$5,000

Conference Bag Insert or flyer \$1,000

Get your branding directly into the hands of the NESO Annual Meeting attendees with a conference bag insert or flyer. All design, production, printing and shipping costs associated with inserts are the responsibility of the sponsor. NESO will review all inserts prior the production.

Annual Meeting Big Screen Advertisement \$500

This is an opportunity to have your company logo and a brief advertisement displayed on the big screen at the NESO Annual Meeting. This advertisement will be played on a loop with other meeting information for the duration of the Annual Meeting.

Branded Displays \$1,000

Choose from many branding options located in prominent locations throughout the site, with your company logo, table number and/or message. Contact Alicia Muller for more information.



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EXHIBITOR TABLE DETAILS

Cost: \$2,500

Benefit

- > One 6'x3' draped table included with up to two chairs.
- > Pipe and drape backdrop (8')
- > Table space selection priority will be assigned based on the sponsorship amount of each company, as well as on the date the Agreement is signed.

**LIMITED EXHIBIT
SPACE AVAILABLE!**

TABLES WILL BE
CONFIRMED WITH
PRIORITY FOR
SPONSORS AND THEN
ON FIRST COME FIRST
SERVE BASIS.

BOOK EARLY!

Advertisements and Insertions

Costs per page:

Preview Program	
Inside Front Cover	\$1,500
Inside Back Cover	\$1,500
Outside Back Cover	\$1,750
Inner page (full)	\$1,000
Inner page (half)	\$700

Onsite Program	
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Outside Back Cover	\$2,750
Inner page (full)	\$1,700
Inner page (half)	\$1,200

Insertions
Cost: \$1,000 per insertion
<p>Insertions are available in the Meeting bag. Maximum size limited to one-page flyers (8.5 x 11 or A4 size) or trifold brochure (8.5 x 11 or A4 size, unfolded).</p> <p>Non-paper items may be included upon approval by the NESO office.</p>

EXHIBITION POLICY

I. Booth Space selection

NOTE: LIMITED EXHIBIT SPACE AVAILABLE!

Priority will be given in the following preference:

1. Sponsorship level
2. Date of request

II. Symposia

- > Symposia are included in the Platinum Sponsor packages only
- > Time slots will be filled according to level of sponsorship and early request.
- > Food and beverage served during symposia should be arranged with the local organizer and will be billed directly to the sponsor.
- > Standard audiovisual equipment is included in the rate paid for symposia, including screen, projector, microphone and speakers. Any additional equipment required will be billed directly to the sponsor and should be arranged through the local organizer. All further details on audiovisual equipment will be provided by the local organizer.
- > Symposia program and speakers should be submitted **BEFORE July 15, 2018** and must be approved by the annual meeting planning committee.

III. Group Registration

The following policy applies to group registration lists for delegates:

- > Group Registration forms may be obtained from NESO (info@neso.org)
- > Final Group Registration forms must be submitted to NESO **BEFORE August 31, 2018** to be eligible for the discounted Early Registration rates.
- > Substitutes will be accepted at AN ADDITIONAL FEE OF \$20 PER SUBSTITUTE.
- > Cancelled delegate registrations will be refunded the rate paid, minus an administrative fee of \$50.
- > All registrations made on-site should be paid at the on-site rate.
- > ALL HOTEL RESERVATIONS SHOULD BE COMPLETED THROUGH THE ONLINE SYSTEM.

IV. Exhibitor Privileges

Exhibitors may access the

- > Exhibition area
- > Welcome and Closing receptions
- > Coffee Breaks
- > Lunch will be provided to exhibitors on Friday and Saturday

All participants in NESO Annual Meeting will receive the following:

- > Post-congress delegate registration list (to be provided one month after the Meeting)
- > Delegate bag with Final Program
- > Organized presentations may be held in Exhibition Booths at designated times, during coffee and lunch breaks ONLY



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Register Online at NESO.org

View detailed Registration fees and instructions to register online at NESO.org.

Exhibitor Hours
Exhibition Hall will be open

Friday
10:00 am - 7:00 pm

Saturday
8:30 am - 6:00 pm

ALL COFFEE BREAKS WILL BE
SERVED IN THE EXHIBIT AREA.

Payment Information

Upon confirmation of sponsorship, NESO will issue an invoice for the balance due upon receipt. Payment for Sponsorship and/or Exhibitor Registration must be paid in one of the following ways:

I.

Payment by Wire Transfer or ACH (preferred)

Payment may be made by wire transfer or ACH. Please contact NESO for details.

II.

Payment by Credit Card

Upon receipt of invoice, please provide credit card details as indicated on the invoice, for payment.

Please contact NESO directly for any questions on payment or further details on Sponsorship opportunities.

Alicia Muller
amuller@neso.org

Schedule Overview

Thu, Nov 1	Fri, Nov 2	Sat, Nov 3	
Board Meetings	Registration Open	Registration Open	
	Exhibition Open 10:00 am - 7:00 pm	Exhibition Open 8:30 am - 6:00 pm	
	Pre-conference Symposium with Breakfast (tbd)	Sponsored Breakfast	Doctor/Staff Sessions
		Lunch	
	Doctor/Staff Sessions	Doctor/Staff Sessions	
Pre-conference Symposium with Happy Hour (tbd)			
Partner-Volunteer Reception (Invite)	Member Appreciation Reception with Exhibitors	Closing Reception with Exhibitors	

Meeting and Sponsor **Deadlines**

Advertisement for Preliminary Program	May 30
Company Logo	May 30
Symposium Titles/Speakers	July 15
Advertisement for Final Program	July 15
Company Description	July 15
Early Fee Deadline	August 31
Pre-registration Deadline	October 15



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