



NESO2019

ONE PIECE OF THE PUZZLE

Esthetically-Driven Multidisciplinary Care

Sponsorship Prospectus

Participate in the NESO experience!

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

September 27-28, 2019
Seaport Hotel and
World Trade Center
Boston, MA

NESO

Northeastern Society of Orthodontists



Northeastern Society of Orthodontists

> **The Northeastern Society of Orthodontists (NESO)** is a not-for-profit organization, recognized as a constituent of the American Association of Orthodontists (AAO). NESO is comprised of orthodontists who practice in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York and the Canadian provinces of Quebec, New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland.

NESO Historical Meeting Data

Year	Location	Total attendees
2018	Mohegan Sun, CT	1016
2017	Boston, MA	1121
2016	New York, NY	1181
2015	Providence, RI	942
2014	Hartford, CT	1206

Industry Liaison

Kristin Dunn
Executive Director

kdunn@neso.org
neso.org



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Invitation for Sponsorship

Dear Valued Partner,

On behalf of the Planning Committee for the Annual Meeting of the Northeastern Society of Orthodontists, which will take place at Seaport Hotel Boston on Friday and Saturday, September 27-28, 2019, 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 this brochure of sponsorship options and benefits and feel free to contact Kristin Dunn (kdunn@neso.org), with any questions you may have.

NESO2019 Annual Meeting Planning Committee

Michal Kleinlerer, Jeff Blasius, Salvatore Manente, Dan Stuart

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

EXHIBITION

Meg Taft

Meeting Management

mtaft@neso.org

SPONSORSHIP AND PROGRAM

Kristin Dunn

Executive Director

kdunn@neso.org



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GOLD LEVEL options

\$20,000

Breakfast with Speaking Opportunity

(30 minutes) (1 available)

Saturday breakfast

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.

Half Day Pre-conference

Symposium

(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 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.

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.

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
- > 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 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



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SILVER LEVEL options

\$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.

WIFI Sponsorship with Password

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

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.

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-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 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 LEVEL options \$5,500

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.

Conference Tote Bag

The eco-friendly 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 - SOLD

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

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

- > 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 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



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PARTNER LEVEL options \$5,000 or less

Branded Displays

\$2,500 - \$5,000

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

Contact kdunn@neso.org for more information.



> Atrium Lobby Entrance



> Harbor to Mezzanine Escalator



> Atrium Lobby Reception Desk



> Harbor to Mezzanine Staircase



> Expo Entrance



> Expo Hall Entrance



> Outdoor Banner



> Mezzanine Level Floor Graphic

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.

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.



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EXHIBITION TABLES

Cost: \$2,600

Benefits

- > 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.

Booth Space selection

Priority will be given in the following preference:

1. Sponsorship level
2. Date of request

Exhibitor Hours

Exhibition Hall will be open

Friday

10:00 am - 7:00 pm

Saturday

8:30 am - 6:00 pm

**ALL LUNCHEAS AND COFFEE BREAKS WILL
BE SERVED IN THE EXHIBIT AREA.**

Symposia and Sponsored Events

- > Time slots will be filled according to level of sponsorship and early request.
- > Food and beverage served during event 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, 2019 and must be approved by the annual meeting planning committee.

Exhibitor Privileges

Exhibitors may access the

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

ADVERTISEMENTS

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>



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Schedule Overview

Thu, September 26	Fri, September 27	Sat, September 28		
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		Sponsored 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	July 29
Pre-registration Deadline	September 16