



**It pays to plan ahead!**

# 2022 ENDORSED BUSINESS PROGRAM

# MARKETING & PROMOTION

	Platinum Premier	Platinum	Gold	Silver
--	------------------	----------	------	--------

## DIGITAL MARKETING

WEB: <a href="#">Home Page Endorsement Banner</a>	✓	✓	✓	✓
WEB: <a href="#">Member Advantage tab under "Member Center"</a>	✓	✓	✓	✓
WEB: <a href="#">Profile Page with Links</a>	✓	✓	✓	✓
WEB: <a href="#">Article Published on "What's New"</a>	✓	✓	✓	✓
WEB: <a href="#">Homepage Slide</a>	✓	✓	✓	✓
Monday Morning Promotional Email	8	8	4	2
Direct: Member Email Blast	2	2	2	---
Social Media Posts	6	5	4	2
Advertisement on NJDA's Lobby Monitor	4 Months	3 Months	2 Months	---
Website Advertisement	2 Months	1 Month	1 Month	---
Officer Visitation Digital Meeting Guide	✓	✓	✓	✓
Association.TV Profile	✓	✓	✓	✓
Website Targeted Advertisement	2 Months	1 Month	1 Month	---

## PRINTED COLLATERAL

Exclusive Logo Signage	✓	✓	✓	✓
Branding in our Renewal ( <i>Dues Bill</i> )	✓	✓	✓	✓
Notepads with Logos	✓	✓	✓	✓
NJDA Resource Publication	Full Page	1/2 Page	1/4 Page	Business Card

## NJDA DIRECT MEMBER ACCESS

NJDA Mailing List	✓	✓	✓	✓
Listing of NJDA Component Leaders ( <i>upon request</i> )	✓	✓	✓	✓
Targeted Audience List ( <i>upon request</i> )	✓	✓	✓	✓

# PROGRAMS & EVENTS

	Platinum Premier	Platinum	Gold	Silver
--	------------------	----------	------	--------

## PROGRAMMING

### Virtual or in-person TBD

Dental Team Conference	✓	✓	✓	✓
Business to Business Event	✓	✓	✓	✓
EBA Officer Visitation Sponsorship	6	6	6	6
Component Meeting Sponsor	✓	✓	---	---
CE Course Sponsorship	1	1	---	---
NJDA Virtual Program	2	1	1	---
NJDA Meeting Room Booking	1	1	1	---
Sponsor a Specialty Society <i>(based on choice + availability)</i>	1	1	1	---

## NEW! 2022 ANNUAL SESSION & MARKETPLACE

Marketplace Guide Listing	✓	✓	✓	✓
Conference Course Sponsor - Feature a rep	✓	✓	✓	---
Sponsor a Pop-Up Event	✓	✓	---	---

## NJDA EVENT - SPONSORSHIP

NJDA President's Event	✓	✓	✓	✓
Tickets to the President's Event	1	1	1	---
Sponsorship of a Selected NJDA Social Event	1	1	---	---

**CONNECT WITH US @NJDENTALASSOC**



# DESCRIPTION OF BENEFITS

## Marketing & Promotion

### DIGITAL MARKETING

- WEB: [Home Page Endorsement Banner:](#)** Scrolling banner featuring logos with a link to EBA description page.
- WEB: [Member Advantage Tab under Member Center drop:](#)** EBA link from the Member Center tab of NJDA's homepage.
- WEB: [Profile Page with Links:](#)** A prominently placed page featuring a company profile on each EBA.
- WEB: [Article Published on "What's New:"](#)** Educational articles that focus on an aspect of your business that will benefit NJDA members and their practice.
- WEB: [Home Page Slide:](#)** Advertisement on website slide for a full month. Month selection is "first contract, first choice".
- Monday Morning Email: Promotional Member Email:** Exposure in the weekly NJDA Monday email blast to all members. EBA must provide content with a summary paragraph / links to message. NJDA has a 49% average open rate.
- Direct: Member Email Blast:** Limited EXCLUSIVE email sent directly to our full membership.
- Social Media: FB/Instagram/Twitter Posts:** Content may include a blog post, graphic, promotion, or page shared from website.
- Advertisement: NJDA's Lobby Monitor:** Monthly advertisements featured on NJDA's scrolling monitor. Content may include members specials, programs and reminders.
- Website Advertisement:** Monthly advertisements
- Officer Visitation Digital Meeting Guide:** An exclusive digital newsletter featuring NJDA member resources. Prominent logo recognition and direct links.
- Association.TV Profile:** Custom Video spotlighting your company.
- Website Targeted Advertising:** Months determined by level.

### PRINTED COLLATERAL

- EXCLUSIVE Logo Signage:** Prominent signage at NJDA Headquarters and at NJDA off-site programs.
- Listing – Included in NJDA's Dues Bill:** Boost end of year sales by promoting any specials in NJDA's membership renewal notice.
- Notepads with Logos:** EBA logos are featured on notepads used throughout the year at NJDA courses.
- Resource Publication Advertisement:** Advertisement specs based on endorsement level.

### DIRECT NJDA MEMBER ACCESS

- NJDA Member mailing list:** An updated NJDA Member mailing list will be emailed to EBA's each month (no email addresses).
- Listing of NJDA Component Leaders:** A list of component representatives responsible for arranging programs/speakers and sponsors at local dental society meetings.
- Targeted Audience List:** Geographic or demographic.

## Programs & Events

### PROGRAMS & EVENTS

- Dental Team Conference:** Participation in NJDA's full day conference open to dentists and their entire dental team highlighting NJDA resources and continuing education.
- Business to Business Event:** Meet NJDA leadership at an exclusive networking event.
- EBA Officer Visitation Sponsorship:** Participation in NJDA's Officer Visitation meeting at each component. Advance commitment required based on availability. One representative per company.
- NJDA Component Meeting Sponsorship:** A Platinum Premier exclusive sponsorship at the component society of your choice. \*Based on availability and royalties paid.
- CE Course Sponsorship:** Choose your preferred audience and geographic location from the many NJDA programs.
- NJDA Virtual Programs:** Sponsorship of an NJDA Virtual Program.
- NJDA Meeting Room Booking:** Usage of NJDA's facility. Includes marketing promotion to members. Valued at \$1,350. Food and beverage is included.
- Sponsor a Specialty Society:** Looking to engage with a specialty dental society- let us help connect your organization and cover your sponsorship fee.

### 2022 ANNUAL SESSION & MARKETPLACE

- Marketplace Guide Listing:** Advertisement in our digital marketplace guide.
- Conference Sponsorship:** Feature a company rep on a popular CE program.
- Sponsor a Pop-Up event:** Locations TBD.

### NJDA EVENT SPONSORSHIP

- President's Event Sponsorship:** Sponsor NJDA's event celebrating our outgoing president. Access is exclusive to EBAs.
- Tickets to the President's event.**
- Social Event Sponsorship:** Select from a variety of virtual and/or live social events to sponsor.



Sponsor programs like 2022 Annual Session & Marketplace and more.