



NESO NYC16
World Class Speakers. World Class City.
We Have It All.

Sponsorship & Advertising

INVITATION TO EXHIBIT AND PARTICIPATE AT NESO 2016 TIMES SQUARE

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SCHEDULE AT A GLANCE

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FUTURE NESO MEETINGS

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Invitation to Exhibit and Participate at NESO 2016 Times Square

As NESO launches into 2016, our leadership is working diligently not only to organize a spectacular Annual Meeting in NYC, to bring you broader and more engaging opportunities to be a part of the Orthodontic community.

Through our sponsorship program, NESO strives to create partnerships that provide a wide variety of year-round exposure, access, and value to our corporate partners. Our goal is for you to experience this value 356 days a year! These sponsorship opportunities fall within three main categories: Education, Research and Brand Recognition.

With the help of our corporate partners, NESO has created an Industry Advisory Council, through which our partners have a direct line of communication to our leaders, in order to make recommendations regarding where you would find the most benefit in your involvement with the organization. It is only through the partnership and support of our corporate friends that we can continue to grow our organization, and more importantly, meet our mutual goal of making a true impact in our field.

If your company's interaction with NESO would benefit from a more strategic interaction, NESO would love to hear from you. This document provides an overview of current sponsorship opportunities, but we approach each conversation as a new opportunity to build something with you that will bring real value to your company, based on your interests and priorities.

For more information on the NESO Sponsorship Program, and to start this discussion, please contact Lyndee Nielson at lnielson@adsfundraising.com.

2016 Annual Meeting Planning Committee



2016 ANNUAL MEETING PLANNING COMMITTEE

- ▲ Dr. Christina R. Carter
NESO President
- ▲ Dr. Jack Kacewicz and
Dr. Michal Kleinlerer
General Co-Chairs
- ▲ Dr. Deb New
Registration Chair
- ▲ Dr. Jack Kacewicz and
Dr. Michal Kleinlerer
Sponsor Co-Chairs
- ▲ Dr. Katie Klein
Doctor Scientific Chair
- ▲ Dr. Dan Ryan and
Dr. Marlin Salmon
Staff Co-Chairs
- ▲ Dr. Dani Phillis
*New and Younger Member
Chair*
- ▲ Dr. Andrè Ruest
Exhibit Chair
- ▲ Dr. Kirsten Romani
Office of the Future Chair
- ▲ Dr. Dan Ryan
Selfie Scavenger Hunt Chair



**World Class Speakers. World Class City.
We Have It All.**



THURSDAY, OCTOBER 6, 2016

1:00PM - 5:00PM	Registration Open	Gilbert
8:30PM - 11:00PM	Exhibitor Setup	Westside Ballroom

FRIDAY, OCTOBER 7, 2016

7:00AM - 5:00PM	Registration Open	East Pre-Function Area
8:30AM - 5:00PM	Exhibit Hall Open	Westside Ballroom
8:30AM - 5:00PM	Women in Orthodontics Symposium <i>Dr. Ann Gorczyca and Dr. Donna Galante</i> Hosted by American Orthodontics	Wilder

DOCTOR SCIENTIFIC LECTURE

8:30AM - 10:00AM	The Contemporary Blend of Esthetic Smile Design and Case Presentation <i>Dr. David Sarver</i>	Broadway South Center
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DOCTOR SCIENTIFIC LECTURE

8:30AM - 10:00AM	Spooky Orthodontic Stuff “Things That Go Bump in the Night” <i>Dr. Gerry Samson and Dr. Jay Bowman</i>	Broadway North Center
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DOCTOR PRACTICE MANAGEMENT

8:30AM - 10:00AM	Transitions: They Only Effect Everything <i>Mr. Roger Hill</i>	Majestic Complex
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STAFF SESSION

8:30AM - 10:00AM	Title TBA <i>Ms. Rosemary Bray</i>	Marquis Ballroom
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STAFF SESSION - HANDS-ON

8:30AM - 10:00AM	Camera, Lights, Action! Patient Photography Made Easy <i>Ms. Rita Bauer</i>	Inside the Exhibit Hall
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10:00AM - 10:30AM	Mid-Morning Coffee Break	Westside Ballroom
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DOCTOR SCIENTIFIC LECTURE

10:30AM - 12:00NN	A New Era in Class III Correction <i>Dr. Luis Carriere</i> Sponsored by Henry Schein Ortho	Broadway South Center
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DOCTOR SCIENTIFIC LECTURE

10:30AM - 12:00NN	The Cost of Imaging Versus the Benefits Derived: X-rays and the Images They Produce <i>Dr. Rolf Behrents</i>	Broadway North Center
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	DOCTOR PRACTICE MANAGEMENT	Majestic Complex
10:30AM - 12:00NN	Transitions: They Only Effect Everything <i>(continued)</i> Mr. Roger Hill	
	STAFF SESSION	Marquis Ballroom
10:30AM - 12:00NN	Title TBA <i>(continued)</i> Ms. Rosemary Bray	
	STAFF SESSION - HANDS-ON	Inside the Exhibit Hall
10:30AM - 12:00NN	Camera, Lights, Action! Patient Photography Made Easy <i>(continued)</i> Ms. Rita Bauer	
12:00NN - 1:00PM	Lunch <i>(available for purchase)</i>	Westside Ballroom
	DOCTOR SCIENTIFIC LECTURE	Broadway South Center
1:00PM - 4:00PM	Pearls of Dr. Gianelly Drs. Jack Bednar, Victor Dietz and Negaar Sagafi	
	DOCTOR PANEL DISCUSSION	Broadway North Center
1:00PM - 3:00PM	Mixed Dentition Mechanics Dr. Lysle Johnston – Panelist: Drs. David Sarver, Rolf Behrents, Eustaquio Araujo, Gerry Samson and Jay Bowman	
	DOCTOR SCIENTIFIC LECTURE	Majestic Complex
1:00PM - 3:00PM	Orthodontic Strategies for Sleep Apnea Dr. Dave Paquette <i>Sponsored by Henry Schein Ortho</i>	
	STAFF SESSION	Marquis Ballroom
1:00PM - 3:00PM	Combining Technology and Marketing for Real-world Application Mr. Bill Poss, President, Solutions By Design <i>Sponsored by Solutions By Design</i>	
	STAFF SESSION - HANDS-ON	Inside the Exhibit Hall
1:00PM - 3:00PM	Work with Me Baby! Learn How to Pose and Find the Photogenic You! <i>(continued)</i> Ms. Rita Bauer	
3:30PM - 5:00PM	Happy Savings Hour <i>Free opportunity for exhibitors to offer a special item promotion for a 90-minute window of time and gain exclusive benefits.</i> <i>See details on page 2</i>	Westside Ballroom
	DOCTOR PANEL DISCUSSION	Broadway North Center
3:30PM - 5:00PM	Mixed Dentition Mechanics <i>(continued)</i> Dr. Lysle Johnston – Panelist: Drs. David Sarver, Rolf Behrents, Eustaquio Araujo, Gerry Samson and Jay Bowman	



	DOCTOR SCIENTIFIC LECTURE	Majestic Complex
3:30PM - 5:00PM	Orthodontic Strategies for Sleep Apnea <i>(continued)</i> Dr. Dave Paquette	
	STAFF SESSION	Marquis Ballroom
3:30PM - 5:00PM	Nutrition in the Office Ms. Stephanie Middleberg	
	STAFF SESSION - HANDS-ON	Inside the Exhibit Hall
3:30PM - 5:00PM	Work with me Baby! Learn how to pose and find the Photogenic You! <i>(continued)</i> Ms. Rita Bauer	
5:00PM - 6:00PM	President's Reception	Broadway Lounge & Promenade
SATURDAY, OCTOBER 8, 2016		
7:00AM - 5:00PM	Registration Open	East Pre-Function Area
8:30AM - 5:00PM	Exhibit Hall Open	Westside Ballroom
	DOCTOR SCIENTIFIC LECTURE	Broadway South Center
8:30AM - 10:00AM	Efficient and Effective Uses of Dentofacial Orthopedics in Everyday Practice Dr. Lorenzo Franchi and Dr. Jim McNamara	
	DOCTOR SCIENTIFIC LECTURE	Broadway North Center
8:30AM - 10:00AM	Pearls of UNC: Short-Term Success + Long-Term Stability = Happiness Using TADs Dr. Nicole Scheffler and Dr. Mike Mayhew <i>Sponsored by Ormco</i>	
	DOCTOR SCIENTIFIC LECTURE	Majestic Complex
8:30AM - 10:00AM	Byting into Technology in the Big Apple: Improving Patient Care Dr. Lee Graber and Dr. Katie Graber	
	STAFF SESSION	Marquis Ballroom
8:30AM - 10:00AM	"Threats and Opportunities" Career Strategies for Changing Times Dr. Gerry Samson	
	STAFF SESSION - HANDS-ON	Inside the Exhibit Hall
8:30AM - 10:00AM	Hands On Digital Impressions – Learning How to Scan (Scanners) Ms. Rita Johnson <i>Sponsored by 3M Oral Care</i>	
10:00AM - 10:30AM	Mid-Morning Coffee Break	Westside Ballroom



10:30AM - 12:00NN	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>Efficient and Effective Uses of Dentofacial Orthopedics in Everyday Practice <i>(continued)</i> <i>Dr. Lorenzo Franchi and Dr. Jim McNamara</i></p>	Broadway South Center
10:30AM - 12:00NN	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>Pearls of UNC: Technology in Orthodontics: Separating Fact from Fiction <i>(continued)</i> <i>Dr. Tung Nguyen</i></p>	Broadway North Center
10:30AM - 12:00NN	<p>DOCTOR PRACTICE MANAGEMENT</p> <p>Metrics Matter: Something Old, Something New <i>Dr. Bob Bray</i></p>	Majestic Complex
10:30AM - 12:00NN	<p>STAFF SESSION</p> <p>“Threats and Opportunities” Career Strategies for Changing Times <i>(continued)</i> <i>Dr. Gerry Samson</i></p>	Marquis Ballroom
10:30AM - 12:00NN	<p>STAFF SESSION - HANDS-ON</p> <p>Hands On Digital Impressions – Learning How to Scan <i>Ms. Rita Johnson</i> Sponsored by 3M Oral Care</p>	Inside the Exhibit Hall
12:00NN - 1:00PM	<p>Lunch <i>(available for purchase)</i></p>	Westside Ballroom
1:00PM - 3:00PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>21st Century Orthodontics: Water Seeks its Own Level <i>Dr. Lysle Johnston</i></p>	Broadway South Center
1:00PM - 3:00PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>The Development, Etiology and Treatment of Skeletal Open Bite Cases <i>Dr. Peter Buschang</i></p>	Broadway North Center
1:00PM - 3:00PM	<p>STAFF SESSION <i>(Doctors are welcome to attend)</i></p> <p>Autism Spectrum Disorder: Behavior Management Strategies During Orthodontic Treatment <i>Dr. Purnima Hernandez</i></p>	Marquis Ballroom
1:00PM - 3:00PM	<p>New and Younger Member Program – All Doctors Welcome <i>Dr. Antonino Secchi</i> Sponsored by GAC</p>	Majestic Complex
3:00PM - 4:30PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>TBD <i>Dr. Mike Mayhew</i> Sponsored by Ormco</p>	Broadway North Center



DOCTOR SCIENTIFIC LECTURE

Broadway South Center

3:00PM - 5:00PM
 Comprehensive Treatment with Clear Aligners
 Dr. Ken Fischer
 Sponsored by ClearCorrect

STAFF SESSION *(Doctors are welcome to attend)*

Marquis Ballroom

3:00PM - 5:00PM
 Autism Spectrum Disorder: Behavior Management Strategies During Orthodontic Treatment *(continued)*
 Dr. Purnima Hernandez

3:00PM - 5:00PM
 New and Younger Member Program – All Doctors Welcome *(continued)*
 Dr. Antonino Secchi
 Sponsored by GAC

Majestic Complex

3:30PM - 5:00PM
 Happy Savings Hour
Free opportunity for exhibitors to offer a special item promotion for a 90-minute window of time and gain exclusive benefits.
 See details on page 2

Westside Ballroom

5:00PM - 8:00PM
 Exhibitor Move Out

Westside Ballroom

SUNDAY, OCTOBER 9, 2016

7:30AM - 12:00NN
 Registration Open

East Pre-Function Area

DOCTOR PANEL DISCUSSION

Westside Ballroom

8:30AM - 10:00AM
 Treating Open Bites Panel
 Dr. Lee Graber – Panelist: Drs. Lorenzo Franchi, Peter Buschang, Jay Bowman and Lysle Johnston

9:00AM - 12:00MM
 User Meeting: Cloud9

Julliard Complex – Julliard

9:00AM - 12:00MM
 User Meeting: Dolphin

Julliard Complex – Broadhurst

9:00AM - 12:00MM
 User Meeting: Ortho2

TBD

9:00AM - 12:00MM
 User Meeting: OrthoTrac

Julliard Complex – Imperial

9:00AM - 12:00MM
 User Meeting: topsOrtho

Julliard Complex – Belasco

10:00AM - 12:30PM
 Mid-Morning Coffee Service

Westside Ballroom Foyer

DOCTOR PANEL DISCUSSION

Westside Ballroom

10:30AM - 12:00NN
 Treating Open Bites Panel *(continued)*
 Dr. Lee Graber – Panelist: Drs. Lorenzo Franchi, Peter Buschang, Jay Bowman and Lysle Johnston



Partnerships Overview

NESO partners with stakeholders in the orthodontics space with the goal 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.

Sponsorship Levels

PREMIER LEVEL

\$40,000

TRADITIONAL MARKETING

- ▲ Speaking opportunity at NESO Annual Meeting Donor Reception
- ▲ 10 complimentary booth representatives
- ▲ Banner on NESO electronic advertising
- ▲ Acknowledgement in *On-Site Guide*
- ▲ Priority for booth selection based on sponsorship level
- ▲ Complimentary full-page ad in *On-Site Guide*
- ▲ Acknowledgement on NESO website
- ▲ Acknowledgement on NESO mobile app
- ▲ Acknowledgment in NESO newsletter
- ▲ Acknowledgement on NESO signage at Annual Meeting
- ▲ Recognition at the NESO Friday Morning Lectures
- ▲ Recognition at NESO Annual Meeting Donor Reception
- ▲ Conference Bag Insert
- ▲ Recognition on the 2016 A.M. Promotional Video

ALIGNED RECOGNITION

- ▲ E-Blast promoting sponsored initiative
- ▲ 8 complimentary tickets to President's Reception
- ▲ Recognition at your sponsored event
- ▲ Complimentary advance mailing labels for attendees
- ▲ Event-specific signage at NESO Annual Meeting

PARTNER BENEFIT

- ▲ Industry Advisory Council Representation

PLATINUM LEVEL

\$25,000

TRADITIONAL MARKETING

- ▲ Speaking opportunity at NESO Annual Meeting Donor Reception
- ▲ 10 complimentary booth representatives
- ▲ Banner on NESO electronic advertising
- ▲ Acknowledgement in *On-Site Guide*
- ▲ Priority for booth selection based on sponsorship level
- ▲ Complimentary full-page ad in *On-Site Guide*
- ▲ Acknowledgement on NESO website
- ▲ Acknowledgement on NESO mobile app
- ▲ Acknowledgment in NESO newsletter
- ▲ Acknowledgement on NESO signage at Annual Meeting
- ▲ Recognition at the NESO Friday Morning Lectures
- ▲ Recognition at NESO Annual Meeting Donor Reception
- ▲ Conference Bag Insert
- ▲ Recognition on the 2016 A.M. Promotional Video

ALIGNED RECOGNITION

- ▲ 8 complimentary tickets to President's Reception
- ▲ Recognition at your sponsored event
- ▲ Complimentary advance mailing labels for attendees
- ▲ Event-specific signage at NESO Annual Meeting

PARTNER BENEFIT

- ▲ Industry Advisory Council Representation



GOLD LEVEL

\$15,000

TRADITIONAL MARKETING

- ▲ 10 complimentary booth representatives
- ▲ Banner on NESO electronic advertising
- ▲ Acknowledgement in *On-Site Guide*
- ▲ Priority for booth selection based on sponsorship level
- ▲ Complimentary full-page ad in *On-Site Guide*
- ▲ Acknowledgement on NESO website
- ▲ Acknowledgement on NESO mobile app
- ▲ Acknowledgement in NESO newsletter
- ▲ Acknowledgement on NESO signage at Annual Meeting
- ▲ Recognition at the NESO Friday Morning Lectures
- ▲ Recognition at NESO Annual Meeting Donor Reception
- ▲ Conference Bag Insert
- ▲ Recognition on the 2016 A.M. Promotional Video

ALIGNED RECOGNITION

- ▲ Event-specific signage at NESO Annual Meeting

PARTNER BENEFIT

- ▲ Industry Advisory Council Representation

SILVER LEVEL

\$10,000

TRADITIONAL MARKETING

- ▲ 4 complimentary booth representatives
- ▲ Banner on NESO electronic advertising
- ▲ Acknowledgement in *On-Site Guide*
- ▲ Priority for booth selection based on sponsorship level
- ▲ Complimentary half-page ad in *On-Site Guide*
- ▲ Acknowledgement on NESO website
- ▲ Acknowledgement on NESO mobile app
- ▲ Acknowledgement in NESO newsletter
- ▲ Acknowledgement on NESO signage at Annual Meeting
- ▲ Recognition at the NESO Friday Morning Lectures
- ▲ Recognition at NESO Annual Meeting Donor Reception
- ▲ Conference Bag Insert

ALIGNED RECOGNITION

- ▲ Event-specific signage at NESO Annual Meeting

BRONZE LEVEL

\$5,000

TRADITIONAL MARKETING

- ▲ 4 complimentary booth representatives
- ▲ Acknowledgement in *On-Site Guide*
- ▲ Priority for booth selection based on sponsorship level
- ▲ Complimentary half-page ad in *On-Site Guide*
- ▲ Acknowledgement on NESO website
- ▲ Acknowledgement on NESO mobile app
- ▲ Acknowledgement in NESO newsletter
- ▲ Acknowledgement on NESO signage at Annual Meeting
- ▲ Recognition at the NESO Friday Morning Lectures
- ▲ Recognition at NESO Annual Meeting Donor Reception
- ▲ Conference Bag Insert

ALIGNED RECOGNITION

- ▲ Event-specific signage at NESO Annual Meeting

PARTNER LEVEL

LESS THAN \$5,000

TRADITIONAL MARKETING

- ▲ Acknowledgement on NESO website
- ▲ Acknowledgement on NESO mobile app
- ▲ Acknowledgement in NESO newsletter
- ▲ Acknowledgement on NESO signage at Annual Meeting
- ▲ Recognition at the NESO Friday Morning Lectures
- ▲ Recognition at NESO Annual Meeting Donor Reception
- ▲ Conference Bag Insert



Initiatives Overview

The following sponsorship initiatives represent particular areas of alignment. NESO values each partnership, and our goal is to continue to work collaboratively with organizations in our specialty as we seek to achieve our mutual goals.

Initiative Opportunities

Education Initiative

ANNUAL MEETING SYMPOSIUM

This is a unique opportunity to host a session and place your tools and services in front of the entire population of the Annual Meeting for half day to an entire day. You also have the option of hosting a breakfast, lunch or dinner.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability
- ▲ Space provided at the Annual Meeting

Price	\$15,000
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Education Initiative

FREE-STANDING SYMPOSIUM

This is a unique opportunity to host a session and place your tools and services in front of the NESO membership for half day to an entire day. This opportunity is to be hosted at the location and time of your choice.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Location and content of symposium to be approved by NESO

Price	\$15,000
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Education Initiative

ANNUAL MEETING SHOWCASE

This premiere opportunity allows for you to showcase your products or services for a 30-minute block of time during the NESO Annual Meeting. The location will be determined based on availability at the time of your request.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability
- ▲ Space provided at the Annual Meeting

Price	\$10,000
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Education Initiative

NESO CONNECTED WEBINAR

The webinar sponsorship allows your company to host a webinar open to all NESO members whether they plan on attending the Annual Meeting or not. The webinar could focus on your services or could simply be sponsored by your organization and NESO would find a lecture approved by your organization.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability year-round.
- ▲ NESO will review the presentation before it is broadcast.
- ▲ NESO will use its technology to host webinar.

Price	\$10,000
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Research Initiative

CORPORATE FOCUS GROUP – ANNUAL MEETING OFFERING

This opportunity provides unique and targeted access to NESO membership. Sponsor will identify a specific demographic for the focus group, and the NESO staff will recruit NESO members to participate. Logistics are handled by the corporate partner, and focus groups are between 1-hour and 1 ½ hours in length and consist of roughly 10-12 people in attendance with a 3:1 or 4:1 member to corporate representative ratio.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability
- ▲ Space provided at the Annual Meeting

Price \$12,000

Research Initiative

CORPORATE SURVEY

This opportunity allows for you to ask your specific questions to the entire NESO member body. The survey will be electronically distributed to our membership.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Supporter may propose 3-5 non-commercial questions to be provided to the NESO membership in a survey.
- ▲ The results will be provided exclusively to the supporter.
- ▲ Questions will be reviewed by NESO leadership and are subject to approval prior to the dissemination of the survey.

Price \$5,000

Technology Initiative

NESO MEMBERSHIP E-BLASTS

The opportunity to send a customized message to the entire NESO membership via email.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ NESO will review all content before E-Blast is distributed
- ▲ NESO Staff will distribute the E-Blast to the NESO membership

Price \$5,000

Technology Initiative

NESO ELECTRONIC NEWSLETTER

Be the exclusive supporter of this publication and reach more than 1600 prospective customers four times per year. Select issue support is also available.

ADDITIONAL RECOGNITION

- ▲ Acknowledgement in newsletter
- ▲ Half page in each issue to provide information on the company and its products and services

PARAMETERS

- ▲ Subject to availability
- ▲ Design and layout support provided by NESO

Price \$5,000



Leadership Development Initiative

NESO RESIDENT FELLOWSHIP

The Resident Fellowship sponsorship will connect sponsors and resident before and after the annual meeting. The monetary value of the sponsorship will be used to support resident travel related expenses to attend NESO’s annual meeting

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Funds are awarded based on demonstrated need determined by a NESO selection committee.

Price	\$5,000
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Leadership Development Initiative

NESO COMPONENT GRANT PROGRAM

This sponsorship program will place you directly in contact with NESO’s component (State) Organizations. The Grant supports doctor education in their area. Components could apply annually for grants up to \$1,000 to supplement their resources to mount quality programs.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Grants are awarded based upon demonstrated need and member benefit as determined by a NESO selection committee.

Price	\$5,000
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Annual Meeting Offerings Initiative

MEETING INTERNET SERVICE

Keep Annual Meeting attendees connected through the course of the meeting with conference Internet service.

ADDITIONAL RECOGNITION

- ▲ Logo and recognition on splash page

PARAMETERS

- ▲ Subject to availability

Price	\$10,000
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Annual Meeting Offerings Initiative

CHARGING STATION

A charging station offers terrific exposure in high-traffic areas of the meeting. The station will contain charging units which correspond to most mobile phones. Your company receives advertisement above the station.

ADDITIONAL RECOGNITION

- ▲ Advertisement at each station

PARAMETERS

- ▲ Subject to availability

Price	\$5,000
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Annual Meeting Offerings Initiative

BANNER ON ELECTRONIC ADVERTISING

This is an opportunity to have your company logo and short advertising message placed on a banner on the NESO website throughout the year.

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability
- ▲ Duration/Timeframe

Price	\$2,500
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Annual Meeting Offerings Initiative

**2016 ANNUAL MEETING EXHIBIT HALL
BIG SCREEN ADVERTISEMENT**

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

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability
- ▲ Only one advertisement may be submitted

Price	\$500
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Annual Meeting Offerings Initiative

2016 ANNUAL MEETING BRAND AWARENESS

Sponsor one of these amazing opportunities to be seen through NESO's Annual Meeting and afterwards!

ADDITIONAL RECOGNITION

- ▲ Acknowledged on NESO website
- ▲ Acknowledged at the NESO Annual Meeting

PARAMETERS

- ▲ Subject to availability

Price	
Conference Bags	\$6,000
Lanyards	\$5,000
iPad Giveaway	AWARDED
Coffee Break Sponsor (3)	\$5,000
Afternoon Break Sponsor (2)	\$5,000
Notepad with Pen	\$2,500
Door Drops	\$2,000
Conference Bag Object Insert	\$1,000
Conference Bag Flyer Insert	\$1,000

NESO is innovative and flexible with our sponsorship program. If your company or organization is interested in forging a relationship with NESO around an initiative not contained within this document, contact Lyndee Nielson at 254.744.3138.



Sponsorship Partnership and Initiatives Contract

2016 NESO ANNUAL MEETING | OCTOBER 6-9, 2016

New York Marriott Marquis

Mail contract with payment to:

Northeastern Society of Orthodontists
Attention: Darrin Crittington
401 N. Lindbergh Blvd.
St. Louis, MO 63141

Or fax to: 314-997-1745 | Email: dcrittington@aaortho.org



Please Mark Selection(s) Below

NESO PARTNERSHIPS *(see pages 9-10 for details)*

<input type="checkbox"/>	Premier Sponsorship Level	\$40,000
<input type="checkbox"/>	Platinum Sponsorship Level	\$25,000
<input type="checkbox"/>	Gold Sponsorship Level	\$15,000
<input type="checkbox"/>	Silver Sponsorship Level	\$10,000
<input type="checkbox"/>	Bronze Sponsorship Level	\$5,000

PARTNER LEVEL

<input type="checkbox"/>	Lanyards	\$5,000
<input checked="" type="checkbox"/>	iPad Giveaway (awarded)	\$5,000
<input type="checkbox"/>	Conference Bags	\$5,000
<input type="checkbox"/>	Coffee Break (3 available)	\$5,000
<input type="checkbox"/>	Afternoon Break (2 available)	\$5,000
<input type="checkbox"/>	Notepad with Pen	\$2,500
<input type="checkbox"/>	Door Drops	\$2,000
<input type="checkbox"/>	Conference Bag Object Insert	\$1,000
<input type="checkbox"/>	Conference Bag Flyer Insert	\$1,000

SPONSORSHIP INITIATIVES *(see pages 11-14 for details)*

Education Initiatives

<input type="checkbox"/>	Annual Meeting Symposium	\$15,000
<input type="checkbox"/>	Free-Standing Symposium	\$15,000
<input type="checkbox"/>	Annual Meeting Showcase	\$10,000
<input type="checkbox"/>	NESO Connected Webinar	\$10,000

Research Initiatives

<input type="checkbox"/>	Corporate Focus Group – Annual Meeting Offering	\$12,000
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<input type="checkbox"/>	Corporate Survey	\$5,000
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Technology Initiatives

<input type="checkbox"/>	NESO Membership E-Blasts	\$5,000
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<input type="checkbox"/>	NESO Electronic Newsletter	\$5,000
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Leadership Development Initiatives

<input type="checkbox"/>	NESO Resident Fellowship	\$5,000
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<input type="checkbox"/>	NESO Component Grant Program	\$5,000
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Annual Meeting Offerings Initiatives

<input type="checkbox"/>	Meeting Internet Service	\$10,000
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<input type="checkbox"/>	Charging Station	\$5,000
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<input type="checkbox"/>	Banner on Electronic Advertising	\$2,500
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<input type="checkbox"/>	2016 Annual Meeting Exhibit Hall Big Screen Advertisement	\$500
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2016 ANNUAL MEETING BRAND AWARENESS

<input type="checkbox"/>	Conference Bags	\$6,000
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<input type="checkbox"/>	Lanyards	\$5,000
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<input checked="" type="checkbox"/>	iPad Giveaway (awarded)	\$5,000
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<input type="checkbox"/>	Coffee Break (3 available)	\$5,000
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<input type="checkbox"/>	Afternoon Break (2 available)	\$5,000
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<input type="checkbox"/>	Notepad with Pen	\$2,500
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<input type="checkbox"/>	Door Drops	\$2,000
--------------------------	------------	---------

<input type="checkbox"/>	Conference Bag Object Insert	\$1,000
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<input type="checkbox"/>	Conference Bag Flyer Insert	\$1,000
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Sponsorship Partnership and Initiatives Contract continued

Please Print

Company Name

Contact Person

Address

City/State/Zip

Phone

Fax

Email

Website

Contact Email and Phone *(if different than program listing)*

SPONSORSHIP FEES

A check is enclosed in the amount of \$ _____ *(payable to NESO in U.S. dollars only)*

Please charge my credit card in the amount of \$ _____

Visa Mastercard American Express *(no other credit cards accepted)*

Credit Card #

V Code

Expiration Date

Name on Card

Signature of Cardholder

SPONSORSHIP CONTRACT TERMS

I agree to pay the costs set forth above upon receipt of invoice. Cancellation of sponsorship will not be accepted after space reservation deadline. You agree to indemnify and hold the NESO harmless from all damages, including attorneys' fees arising from any breach of this Agreement by the advertiser

Advertiser Representative

Date

NESO Representative

Date



Advertising Opportunities

Reach out to orthodontists and orthodontic staff that will attend the 2016 NESO Annual Meeting. Advertise in the 2016 Annual Meeting *On-Site Guide*. Complete the advertising contract to reserve your ad space.

CIRCULATION AND AUDIENCE

The Annual Meeting draws orthodontists and orthodontic staff from the United States and Canada. The *On-Site Guide* will be distributed to all registered doctors and orthodontic staff (about 1,400) attending the 2016 NESO Annual Meeting.

CLOSINGS

- ▲ At time of space reservation deadline, submit ad copy for approval.
- ▲ A review committee reviews all advertisements. Once ads are approved, advertisers may submit final materials.
- ▲ No cancellations will be accepted after the space reservation deadline.
- ▲ Dates subject to change.

ADVERTISING DEADLINES

SPACE RESERVATION DEADLINE

June 30, 2016

MATERIALS DEADLINE

June 30, 2016

MECHANICAL SPECIFICATIONS

- ▲ Cover/Full Page Ads* Size 8-1/2" x 11"
- ▲ 1/2 Page Horizontal Size 7-1/2" x 4-1/4"
- ▲ 1/2 Page Vertical Size 3-1/2" x 8-3/4"

**1/8" bleed and crop marks must be included on all full page ads.*

SUBMISSION OF DIGITAL FILES

- ▲ Please submit digital files only.
- ▲ Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- ▲ Press-ready pdf files are preferred.
- ▲ If file is not a pdf, include all printer and screen fonts and all supporting graphics.
- ▲ Acceptable program files: Illustrator, Photoshop and InDesign.
- ▲ Do not use Microsoft Word or PowerPoint to create ads.
- ▲ Ads created using PC platform programs are not accepted.

ADVERTISING RATES

INSIDE FRONT COVER

- ▲ Full Page Rate \$2,500

INSIDE BACK COVER

- ▲ Full Page Rate \$2,500

OUTSIDE BACK COVER

- ▲ Full Page Rate \$2,700

RANDOM PLACEMENT INSIDE

- ▲ Full Page Rate \$1,700
- ▲ Half Page Rate \$1,200

Publisher guarantees no position unless contracted at a premium rate.

All ads are 4-color.



Advertising Policy

The following information applies to the NESO Annual Meeting On-Site Program & Exhibit Guide sponsorship opportunities.

You must be an Annual Meeting exhibitor to advertise in any Annual Meeting publication or to participate in a sponsorship. Advertised products must conform to NESO's official Guidelines for Acceptance of Advertising. NESO reserves the right to reject advertisements that do not conform to these guidelines. Copy for new advertisements must be submitted for review prior to the materials closing deadline. The advertising guidelines are listed within this publication. Space must be contracted in advance of published closing dates. Payment is due 30 days from the date of invoice. First-time advertisers must prepay until credit is established.

NESO welcomes advertising in its publications as an important means of keeping the orthodontist informed of new and better products and services for the practice of orthodontics. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information. These standards apply to all Annual Meeting publications, and inserts for the Annual Meeting conference bags.

NESO GUIDELINES FOR ACCEPTANCE OF ADVERTISING

The publication of an advertisement is not to be construed as an endorsement or approval by NESO or any of its subsidiaries, councils, committees or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in a NESO publication will not be referred to in collateral advertising.

NESO reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication or the NESO Annual Meeting conference bags, regardless of whether it complies with these standards.

GENERAL REQUIREMENTS

- ▲ All advertisements submitted for display in a NESO publication are subject to review by the NESO leadership or its designees.
- ▲ All advertisements should be relevant to, and effective and useful in, the practice of orthodontics. Products or services that are of interest to orthodontists or the dental profession may be considered for acceptance.
- ▲ Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The Association reserves the right to request additional information as needed.

- ▲ Advertisements will not be accepted if they conflict with or appear to violate NESO policy, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. NESO reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing.
- ▲ By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations, such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include "full disclosure" when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in NESO publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
- ▲ Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness may be required.
- ▲ The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.
- ▲ Comparative advertising claims for competing products and services must be substantiated adequately (See Criteria for Substantiation of Comparative Claims). Unwarranted disparagements or unfair comparisons of a competitor's products or services will not be allowed.
- ▲ Alcoholic beverages and tobacco products are not eligible for advertising.
- ▲ Books and electronic media are eligible for advertising, but a sample may be required in advance for review.
- ▲ A NESO publication will accept advertisements from an accredited university or college-affiliated dental education course, either on a graduate level or on a continuing education level, or by a national certifying board or specialty society recognized by the ADA. Advertisements for commercially (non-academic, for-profit) sponsored courses or for courses and educational materials directed to the income of an orthodontist or the commercial aspects of orthodontic practice are prohibited, except as may be specifically approved by NESO; and the advertisement must clearly state the course sponsor and credit hours if applicable.
- ▲ The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.



- ▲ Advertising that simulates editorial content must be clearly identified as advertising. The word “advertisement” must be displayed prominently.
- ▲ Guarantees may be used in advertisements provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.
- ▲ Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent.
- ▲ If evidentiary support for a claim required by these Guidelines is not available (i.e., as to the *AJO-DO*), the advertiser must choose from among one of the following three options:
 1. Maintain the advertiser’s wording, and place an asterisk after the claim or statement that will refer the reader to at least two published, peer-reviewed research articles that will be placed at the bottom of the advertisement.
 2. Maintain the advertiser’s wording and, if no peer-reviewed references are available, place an asterisk after the claim or statement that will refer the reader to the following statement that will be placed at the bottom of the advertisement: *Not yet verified by peer-reviewed research.
 3. Change the wording of the advertisement to eliminate the unfounded claim or statement. (In some cases only specific phrases, adjectives or quantifiers may need to be deleted, as opposed to entire statements.)
- ▲ When the deliberations between the AAO and an advertiser in the *AJO-DO* warrant, the editor-in-chief of the *AJO-DO* will make contact with the advertiser.

CRITERIA FOR SUBSTANTIATION OF COMPARATIVE CLAIMS

The following Criteria for Substantiation of Comparative Claims provide guidance to advertisers on what constitutes “adequate substantiation.” The ultimate test is whether the claim, when viewed in the context of the advertisement as a whole, is false or materially misleading. Comparative advertisements may include the use of a competitor’s name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

- ▲ Comparative claims relating to clinical safety or efficacy should be supported by results from at least one well designed clinical study that directly compares the products. These studies should have been published in a peer-reviewed journal. Additional studies may be required.
- ▲ Comparative claims that include references to products and appliances being superior, the first or only in a specific market or product category, or claims concerning shorter

treatment time, less discomfort, better treatment results, more biological or more stable must be substantiated. Such claims should be supported by results from at least two well-designed clinical studies that directly compare the products. These studies should have been published in peer-reviewed journals.

ADDITIONAL STUDIES MAY BE REQUIRED

- ▲ Clinical studies should follow accepted principles of good study design (e.g., independent, blinded if appropriate, adequately powered, well-controlled [should normally include a negative control, if ethical, to validate the study], randomized, prospective, etc), and study subjects should be representative of the population for whom the product is intended.
- ▲ Indices used to measure various clinical outcomes (e.g., gingival indices, plaque indices, radiographic indices, ABO Objective Grading System, etc.) should be reliable and reproducible, and should have been published in a peer-reviewed journal.
- ▲ All available studies comparing the products or formulations in question should be submitted on request.
- ▲ If other comparative studies give conflicting results, advertising claims will not be accepted unless they reflect these results.
- ▲ Results should be both statistically analyzed and shown to be clinically meaningful.
- ▲ Studies should analyze and compare the change in the measured parameter for the test product vs. the change in that parameter for the compared product.

REVIEW PROCEDURES

All advertisements must be submitted to the Advertising Manager. The advertisements will then be reviewed by NESO staff, including the General Counsel, before submission to the Advertising Review Committee. If an advertisement appears to meet the guidelines, but is questioned by a member of the advertising review committee or related staff on the basis that the advertisement does not meet NESO’s standards for professional appearance or has questionable interest to orthodontists or the dental profession, the advertising review committee will confer and render a decision by conference and vote.

If the advertising review committee is unable to agree on the acceptance of an advertisement, then a decision to accept or reject an advertisement may be deferred to the Executive Committee of the Board of Directors of NESO for further review at its next regularly scheduled meeting. A decision by the advertising review committee is final, or, if referred by the advertising review committee to the Board of Directors Executive Committee, a decision by the Board of Directors Executive Committee is final.



Advertising Contract

2016 NESO ANNUAL MEETING | OCTOBER 6-9, 2016

New York Marriott Marquis

Mail contract with payment to:

Northeastern Society of Orthodontists
 Attention: Darrin Crittington
 401 N. Lindbergh Blvd.
 St. Louis, MO 63141

Or fax to: 314-997-1745 | Email: dcrittington@aaortho.org

ON-SITE GUIDE (see page 16 for details)

Please Mark Selection(s) Below

<input type="checkbox"/> INSIDE FRONT COVER	Full Page	Rate	\$2,500
<input type="checkbox"/> INSIDE BACK COVER	Full Page	Rate	\$2,500
<input type="checkbox"/> OUTSIDE BACK COVER	Full Page	Rate	\$2,700
<input type="checkbox"/> RANDOM PLACEMENT INSIDE	Full Page	Rate	\$1,700
<input type="checkbox"/> RANDOM PLACEMENT INSIDE	Half Page	Rate	\$1,200

Please Print

Company Name

Contact Person

Address

City/State/Zip

Phone

Fax

Email

Website

Contact Email and Phone (if different than program listing)

ADVERTISING FEES

A check is enclosed in the amount of \$ _____ (payable to NESO in U.S. dollars only)

Please charge my credit card in the amount of \$ _____

Visa Mastercard American Express (no other credit cards accepted)

Credit Card #

V Code

Expiration Date

Name on Card

Signature of Cardholder

ADVERTISING CONTRACT TERMS

I agree to pay the costs set forth above upon receipt of invoice. First-time advertisers must prepay until credit is established. I have read the NESO Guidelines for Acceptance of Advertising, and represent that the advertising to be placed complies with the Guidelines. Cancellation of advertising will not be accepted after space reservation deadline. Contract will be short rated to the actual rate earned on the basis of the NESO rates in effect at the time of this Contract, provided that advertising rates are subject to change without notice. (See advertising packet for additional contract terms.) You agree to indemnify and hold the Northeastern Society of Orthodontists harmless from all damages, including attorneys fees arising from any breach of this Agreement by you.

Advertiser Representative

Date

NESO Representative

Date



JOIN US IN BOSTON, MASSACHUSETTS

November 9-12, 2017

- ▲ Marriott Copley Place Hotel
Boston, Massachusetts

JOIN US IN BOSTON, MASSACHUSETTS

September 27-29, 2019

- ▲ Seaport Boston Hotel
Boston, Massachusetts

JOIN US IN NEW YORK, NEW YORK

November 2-4, 2018

- ▲ Marriott Marquis
New York, New York

JOIN US IN MONTREAL, QUEBEC

November 5-8, 2020

- ▲ Hotel Bonaventure Montreal
Montreal, Quebec, Canada