

A night-time photograph of the Philadelphia skyline, featuring illuminated skyscrapers and a waterfront promenade with a railing. A large, stylized red '2022' is superimposed over the top half of the image.

2022

M A S O • N E S O
P H I L A D E L P H I A

September 22-24, 2022
Philadelphia Marriott Downtown

PARTNERSHIP PROSPECTUS

MASO-NESO 2022

Philadelphia Downtown Marriott
September 22-24, 2022

Partnership Prospectus

Reach orthodontic professionals from the entire Northeast and mid-Atlantic regions of U.S. and Canada!

MASO AND NESO ARE BETTER TOGETHER!

Through a variety of custom sponsorship opportunities, we will strive to create partnerships with our corporate partners that provide exposure, access and value, bringing valuable goods and services to more than 1500 members from both organizations!

The 2022 Joint Annual Meeting will be held in Philadelphia, Pennsylvania's "City of Brotherly Love" for 2022 Joint Annual Meeting. We can't think of a better place to celebrate both organizations' rich history than the home of the iconic Robert Indiana "Love" sculpture, the Liberty Bell, Independence Hall where the Declaration of Independence and Constitution were signed, and the home of Benjamin Franklin, a Founding Father and inventor scientist, and diplomat.

- ▶ 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 receptions and breaks will be in the exhibit area.

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Ben Franklin Bridge

Philadelphia Marriott Downtown - EQRoy / Shutterstock.com

Meeting Data

NESO HISTORICAL MEETING DATA

YEAR	LOCATION	TOTAL ATTENDEES
2019	Boston, MA	1068
2018	Mohegan Sun, CT	1016
2017	Boston, MA	1121
2016	New York, NY	1181
2015	Providence, RI	942
2014	Hartford, CT	1206

MASO HISTORICAL MEETING DATA

YEAR	LOCATION	TOTAL ATTENDEES
2019	Fort Lauderdale	458
2018	Toronto	488
2017	Bermuda	346
2016	Phoenix, AZ	372
2015	Wilmington, DE	418



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.



Middle Atlantic Society of Orthodontists

The Middle-Atlantic Society of Orthodontists (MASO) is a not-for-profit organization, recognized as a constituent of the American Association of Orthodontists (AAO). MASO is comprised of orthodontists who practice in the states of Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Puerto Rico, Unites States and Virgin Islands.

Industry Liaison

Kristin Dunn
Executive Director (NESO)

kdunn@neso.org /

neso.org/2022-partnership-opportunities/



Love Park - f11photo / Shutterstock.com



Historic Independence Hall

Please review the opportunities provided and let us know how we can provide the best experience for your company in 2022!



Platinum Level

\$15,000

Industry Speaker Sessions (30 minutes)

SOLD /

Reserve the main stage for a speaker or presentation of your choice to present at one of four (exclusive) industry sessions scheduled throughout the program schedule for maximum attendance. Session times are assigned on a first-come first-served basis. Speaker honorarium and travel are covered by sponsor.

BENEFITS

- ▶ Complimentary table space
- ▶ (8) Complimentary table representatives
- ▶ Priority for booth selection
- ▶ Logo on meeting website with link to company website
- ▶ Company logo in on-site guide
- ▶ Logo on signage at Annual Meeting
- ▶ Pre-registration list of attendees
- ▶ Acknowledgment at Friday Reception
- ▶ Recognition by MASO-NESO officer at your sponsored event
- ▶ Event-specific signage at Annual Meeting
- ▶ E-blast to all members
- ▶ Full-page (digital) ad in Preliminary Program (if confirmed by deadline)
- ▶ Banner on NESO electronic advertising
- ▶ Conference bag insert
- ▶ Acknowledgment on all Social Media outlets: Facebook, Instagram,

Twitter

Digital Workflow Showcase

SOLD /

Up to nine tech select sponsors in exclusive showcase space in exhibit hall for interactive demonstrations.

Breakfast

2 AVAILABLE /

Breakfast with opening sessions on Friday and Saturday, which is a keynote speaker selected by MASO-NESO. There is an opportunity for sponsor to speak for 10 minutes at start and branded signage in session room.

2022 Ben Franklin 5k

SOLD /

Sponsorship includes company branding on t-shirts, banner signage, and all promotional materials and communications around the run.

Resident Lounge

SOLD /

Networking space for residents and students will be open the duration of the meeting. Sponsor may schedule brief demonstrations or meet & greet (max 30min) over one of the breaks. MASO-NESO will provide sodas and light snacks on days of the meeting.

BENEFITS

- ▶ Complimentary table space
- ▶ (6) Complimentary table representatives
- ▶ Priority for booth selection
- ▶ Logo on meeting website with link to company website
- ▶ Logo on signage at Annual Meeting
- ▶ Pre-registration list of attendees
- ▶ Acknowledgment at Friday Reception
- ▶ Recognition by MASO-NESO officer at your sponsored event
- ▶ Event-specific signage at Annual Meeting
- ▶ E-blast to all members
- ▶ Banner on NESO electronic advertising
- ▶ Conference bag insert
- ▶ Acknowledgment on all Social Media outlets: Facebook, Instagram, Twitter
- ▶ Article in the NESO newsletter

Raffle

4 AVAILABLE /

Drawings will occur at the company table by a MASO-NESO Board Member at one of four coffee breaks. MASO-NESO will provide the raffle drum and the branded entry tickets. There will be a branded email blast inviting registrants to participate with link to company website.

Photo Booth

SOLD /

Sponsorship includes company logo on all photos taken as keepsakes for all event participants, logo on all printed materials, website, social media mentions, and signage at photo booth. MASO-NESO will provide all props, unlimited photos for guests and will be in operation during meeting hours. Includes an email blast recognizing sponsoring company.

“20-twenty-tooth”

1 AVAILABLE /

(“20-twenty-tooth”) tooth costume mascot. Costume will be branded with company logo, appearing in all photos. Will stand by company tabletop, walk around the exhibit hall, play around with attendees, direct them in the hallways, make appearances in session as directed.

Meeting App

SOLD /

Sponsorship includes company logo displayed across the top of the landing page and throughout the app. Company will also have two (2) sponsored push notifications sent to attendees during the event. Signage promoting the app will also feature company logo for additional branding.

BENEFITS

- ▶ Complimentary table space
- ▶ (4) Complimentary table representatives
- ▶ Priority for booth selection
- ▶ Logo on meeting website with link to company website
- ▶ Logo on signage at Annual Meeting
- ▶ Pre-registration list of attendees
- ▶ E-blast to all members
- ▶ Acknowledgment on all Social Media outlets: Facebook, Instagram,

Twitter

WiFi

1 AVAILABLE /

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, company will create their own personalized password for attendees to use to access the internet. Signage promoting the WiFi will also feature company logo for additional exposure.

Webinar

UNLIMITED /

Company to host a webinar open to all MASO-NESO members. The webinar content may focus on company services or other relevant educational content sponsored by your organization. Presentation content subject to review and approval by MASO-NESO. Sponsorship includes two e-blasts leading up to scheduled webinar.

Conference Tote

1 AVAILABLE /

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

Registration Area

SOLD /

The Registration Desk is where all attendees are welcomed once they arrive at conference. Sponsoring the registration area will prominently display signage with custom graphic, company logo, products, or other information.

CONTINUED



Elfreth's Alley

Dilworth Park

Charging Station

1 AVAILABLE /

Offers terrific exposure in high-traffic areas of the meeting. The station will contain charging units, which correspond to most mobile phones. Company receives advertisement around the station.

Lanyard

SOLD /

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

Key Cards

SOLD /

Remind meeting attendees that Company is exhibiting in the 2021 MASO-NESO Meeting, every time they enter their hotel room! Include logo and/or branded message on the front of the key card for every meeting attendee staying at the Philadelphia Downtown Marriott.

eNewsletter

1 AVAILABLE /

Reach more than 1.800 prospective customers four times per year. Sponsorship includes electronic banner recognition with an embedded link to company's website, quarterly thought leadership articles.

BENEFITS

- ▶ Priority for booth selection
- ▶ Logo on meeting website with link to company website
- ▶ Logo on signage at Annual Meeting
- ▶ Pre-registration list of attendees



Philadelphia Museum of Art – MontenegroStock / Shutterstock.com

Schuylkill River

Ala Carte Level

\$750 - \$2,800

Crazy Socks	\$2,000
Tooth Stress Reliever	\$1,500
Hot/Cold Gel Pack	\$1,500
eBlast	\$1,000
Website Banner	\$1,000
Tote Bag Inserts	\$750
Big Screen Advertisement	\$750
Signage	\$750

If your company or organization is interested in forging a relationship around an initiative not contained within this document, contact Kristin Dunn at: kdunn@neso.org

CHOOSE FROM SOME EXCITING ITEMS TO PROMOTE YOUR COMPANY



CRAZY SOCKS



TOOTH STRESS RELIEVER



HOLT/COLD GEL PACK



Booth Space Selection

Priority will be given in the following preference:

1. Sponsorship level
2. Date of request

Exhibitor Privileges

Exhibitors may access the:

- ▶ Exhibition area
- ▶ Receptions
- ▶ Coffee Breaks
- ▶ Lunch will be provided to exhibitors on Saturday

(All lunches and coffee breaks will be served in the Exhibition Area.)

All participants in NESO Annual Meeting will receive the following:

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

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 the date of request.



Boothouse Row

Race Street Pier and the Benjamin Franklin Bridge

Deadlines & Payment

Meeting and Sponsor Deadlines

- ▶ Advertisement for Preliminary Program **May 30**
- ▶ Company Logo **May 30**
- ▶ Company Description **May 30**
- ▶ Symposium Titles/Speakers **June 15**
- ▶ Early Fee Deadline **July 29**
- ▶ Pre-registration Deadline **September 16**

Payment

Payment is due at the time of application unless other arrangements have been made. Fees will be invoiced for online payment or by check.



Industry Liaison

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Exhibition

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Philadelphia City Hall



The Liberty Bell