



YANKEE®
Dental Congress

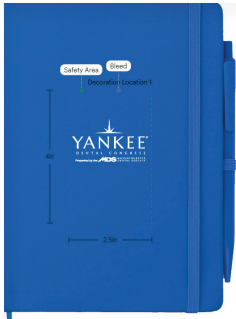
January 30 - February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

Sponsorship Opportunities



ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Lecture Notebooks

Attendees continually request this popular item. Notebooks with sponsor's name & logo will be distributed from the Welcome Center in the North Lobby.

\$1,700 for 600

ATTENDEE FAVORITE

Convention Pens

Your company's pens will be distributed from the Welcome Center in the North Lobby.

\$1,500

(Sponsor must supply 17,000 pens)



Convention Bags

What better way to get your message across than with a give-away that attendees can take home with them when the show is over. Bags will be distributed from the Exhibit Floor and the Welcome Center.

(Sponsor must supply 12,000 bags)

SOLD

ATTENDEE FAVORITE



NEW! Badge Holders

This year we are offering a larger badge and a QR code with attendees itinerary. Place your ad on the back of the 4x5 badge.

\$15,000



Hand Sanitizer

Help attendees keep their hands clean! Provide attendees with small pocket size hand sanitizers with your company's logo. Sanitizers will be displayed at Registration and the exhibit floor welcome center.

\$4,950 for 2,000 bottles



NEW! Badge Flare

Attendees can select ribbons to show their interests or mood for the day. Flair Wall will include your company name and logo.

\$2,950



NEW! Yankee 50th Commemorative T-Shirts

Your companies co-branded t-shirts will be distributed from the exhibit floor information center each morning. Promotion of this sponsorship will be included in the digital buyers guide, Yankee Website, and the Mobile App. Deadline for artwork is November 29, 2024.

500 t-shirts per day \$4,900 (3 days available)



Lanyards

Attendees wear these to hold their badge. Approximately 12,000 lanyards will be distributed.

(Sponsor must supply lanyards)

SOLD



Water Bottles

Hydration is important! Your companies branded water bottles will be distributed from the exhibit floor welcome center each morning (or until supplies last). Promotion of this sponsorship will be included in the digital buyers guide, Yankee Website, and the Mobile App.

Deadline for artwork is November 29, 2024.
\$7,400 for 1,000 bottles

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Coffee Stations

Two locations off the North Lobby!

Your company's logo and message will be on display for attendees to see as they wait in line for coffee. One 37" w x 87" h sign will be displayed at each Northeast and Northwest location.

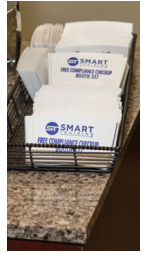
\$3,200

Java Jackets

Let attendees know about your presence by putting your company logo and booth number on hot beverage sleeves available at venues throughout the BCEC.

\$1,750

(Sponsor must supply java jackets)



Floor Graphics

Eye-catching adhesive graphics with your company advertisement can be placed on the floor in various high-traffic locations leading exhibitors to your booth.

Pricing varies, by size.

Tabletop Graphics

What better way to get your message across than advertising on table top graphics in the food courts! These 30" w x 15" h graphics will be applied to table tops in the Exhibits Hall food court areas located on the East & West sides.

10 for \$1,650 30 for \$3,775
20 for \$3,025 50 for \$4,850



Wi-Fi

A custom password will be available to all attendees. This Wi-Fi information will be shared in the program book, digital buyers guide & mobile app, for all Yankee attendees to see.

\$12,500 (for full duration of meeting)



Sam Adams Living Statue Photo Op

Company logo included in all marketing communications (email blasts, social media, direct mail, and displayed on the Yankee Dental Congress website). Sam Adams will have a custom sign with your company's logo.

\$3,500 (One Day Only)



Photo Ops!

Multiple areas available! Last year attendees uploaded over 900 photos to social media sites from photos taken at Yankee. Sponsorship includes company logo on a Yankee photo wall prop. Add a custom hashtag to strengthen your brand.

\$2,800



Hotel Key Cards

Your advertisement will be printed on attendee room keys to reach doctors and dental office staff as they check in for their stay. Additional hotels may be added for an additional fee.

\$4,800 | Westin Waterfront

\$7,500 | Seaport and Omni

\$9,700 | Marriott Copley, Aloft, Element, Renaissance and Residence Inn

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Attendee Lounge

It's a long day on the show floor, attendees need a place to sit and relax. Be the company to brand this space. Space comes with furnishings and a 38" x 96" meter board.

\$6,500 (Contact us for pricing if you wish to add food, beverages and any additional furnishings)



Charging Station

Two locations on the Exhibit Show Floor. Your company logo and message will be promoted as attendees charge their electronic devices. Includes 10 x 10 space, two charging tables with table top graphics, and two stools.

\$8,750

Self Registration Screen Savers

Welcome attendees to Yankee with your logo & custom message. Your company logo as a screensaver on the twelve self registration computers in the North Lobby.

\$2,500



Westin Lobby Digital Wall

Display your companies logo, show specials or advertisements on this dynamic video wall that greets Yankee attendees as they come and go at the Westin hotel. Measurements: 33' x 19'.

All content must be 3840 x 2160 pixels*

\$6,900 per day
\$19,500 for 3 days



Westin Lobby Bar Sponsorship

Every year attendees gather at the end of the day in the lounge space in the Lobby of the Westin Hotel. What better way to advertise your products than with 4 double sided signs. This highly visible space is the key to pushing attendees to learn about your products/services.

\$3,950



Between Escalators on the Exhibit Show Floor

Sponsor the central location of exhibit floor activities. Attendees utilize info counter for all show promotions, including gift card giveaways.

Sponsorships available:

Sponsorship 1: Four 38" w x 96" h meter boards | Four tabletop graphics
\$7,450

Sponsorship 2: Casino Tables: This year attendees will try their luck at Roulette and Blackjack. Prize sponsorships include: Levy Bucks that will provide free lunch to 100 attendees. Sponsorship includes company name on ticket & on-site signage (3 sponsor opportunities available).

\$1,000 (minimum order)

Sponsorship 3: Sponsor the casino money handed out to attendees at the registration and information counter. Your logo and booth number printed on "play money."

\$4,450

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Student Debate/Reception

Invitations are mailed to 2,500 students at Boston University, Harvard University, Tufts University, University of Connecticut, and University of New England with your company logo. E-blasts are sent in November, December, and January and will include your company logo. On-site, the sponsor's logos are listed in the debate program and company representatives may greet students and distribute samples and literature.

\$7,500



North Lobby Registration Kick Panels

Stand apart from other companies and be one of the first brands that attendees spot. Your company's logo included on Registration counter kick panels. Sponsor four kick panels and provide hand outs to be distributed at attendee registration.

\$4,500 for four 72" w x 23" h kick panels



Information Counter Kick Panels

These east and west corridor, and North Lobby Information counters are attendees first stop once they arrive on-site. Sponsor the three 72" w x 23" h kick panels and supply brochures for the counters.

\$4,500



Hydration Station

Located in the North Lobby. Attendees can stop by the North Lobby Welcome Center to pick up their water bottle, then grab water on their way to a course or the show floor at the hydration station. Sponsorship includes: (4) water gallons and a custom 38" w x 87" h stand alone sign. (Open all 3 show days).

\$3,500



Hot Chocolate Bar

Nothing better on a cold day than a cup of hot chocolate! The bar will be located on the East side.

Sponsorship includes the station for 1 hour each morning from 7:00 – 8:00 am (or while supplies last). This sponsorship will be highlighted in the Program book, website, on-site guide and include a meter board. Select which day (Thursday, Friday or Saturday)

\$4,950

ON-SITE ADVERTISING | SIGNAGE



Rescue Saturday

What better way to make your mark of Yankee's 50th anniversary than to partner with "Sweet Paws Rescue" and sponsoring a puppy adoption center! Sponsorship to include: two 38" w x 87" h stand alone signs. Also includes mention in Yankee program book, digital buyers guide, social media and mobile app.

\$3,250



Boston Cream Pies

Individually boxed Boston cream pies available from 2:00pm-3:00pm on Saturday. Sponsorship to include stand alone sign, social media and mobile app alert letting attendees know it's available, with your company's information.

\$5,200



Best of Boston's Chowder

Blast from the past, a Yankee attendee favorite! Boston hotels will be going head to head for the "Yankee's Best Clam Chowder" title. Sponsorship to include signage, and company mention in all printed marketing materials and social media. A custom mobile app with your company logo will let attendees know the time & location.

\$7,250



Exhibit Floor Escalator Banners

Be right in front of attendees as they enter Show Floor from the North Lobby with double sided banners.

\$15,200 for set



Premium Position!



Stair Decals

Show stopper! What better way to showcase your company's brand than with the two staircases running from the North Lobby down to the exhibit hall floor. Graphics are 65" w x 6.75" h and double sided.

\$8,600 for two staircases



ON-SITE ADVERTISING | SIGNAGE



Clinician & Volunteer Lounge Inside/Outside Panels

This is a premier location for your advertising. 450 speakers and 900 Yankee volunteers use this room each day. Your customized message runs over (3) panels of wall and the kickpanel of the entrance counter.

All volunteers/clinicians head to this lounge for meals during the three days. Brochures/samples can be placed on tables.

\$3,850



Exhibit Hall Entrance Signs

Attendees will see these clings numerous times as they enter the Exhibit Show Floor from the two North Lobby entrances. Two 64" w x 91.5" h window clings to highlight your company's show specials.

\$3,200 per set of two



Column Wraps

Highlight your company or product with a personalized graphic on a column in a prime traffic location, these two columns are located on either side of registration in the North Lobby. Dimensions: 75" w x 215" h column wraps.

\$6,000 per set of two



Rest Room Samples, Door Graphics, & Stand Alones

Eight sets of rest rooms are the perfect location for you to give out samples and display graphics on doors. Attendees won't miss your message! Graphics include a 38" x 87" stand alone sign in front of each restroom and door graphics for each stall door.

Pricing varies, call for details

ON-SITE ADVERTISING | SIGNAGE



Stand Alone Signage

A. \$1,100 per set of two | Lecture Corridors

Two 38" w x 87" h free standing double-sided signs with your company advertisement. Attendees will see these signs as they travel to and from courses.

B. \$1,500 per set of two | BCEC Skybridge

Two 38" w x 87" h double sided signs will highlight your company's ad. Attendees will see these signs as they use the skybridge to travel to courses. (limit 4 sponsors).

C. \$2,100 per set of two | Westin Skybridge

Attendees will see these signs as they travel back and forth between the convention center and the Westin Hotel. (limited to two sponsors)

D. \$3,600 per set of two | Center Aisle of Exhibit Floor

Attendees will see these signs as they walk on the main aisle of the Exhibit Floor. (limited to six sponsors)



East and West Corridor Directional Banners

Located on the east and west side of Level 1. These 10' w x 3' h double sided banners are hung along the classroom corridors. The perfect location for your company's advertisement, while attendees head to courses.

(3 banners on the east side of level 1 and 3 banners on the west side of level 1, level 2 is available for an additional fee.)

\$7,200 for 3 banners

\$13,200 for 6 banners



Main Entrance Banner

Banner hangs at the main entrance to the exhibits and can be seen from registration as attendees pick up their badges. 10' w x 30' h double sided.

\$9,550 per banner



BCEC Video Wall

This 60' Video Wall is located in the North Lobby above the main welcome center. Your promotional ad will run for 10 minutes each hour. You can even see the ad from the Seaport Hotel!

\$8,900 (limited to four sponsors)

*Additional costs may be incurred for assistance with creating video.

ON-SITE ADVERTISING | SIGNAGE



Media Tower

Attendees are greeted at the BCEC with a 80' tall media tower, which provides presence with full motion video. Your ad will run 10 minutes each hour. The tower is visible for a half mile in many directions.

\$7,000 per day (limited to two sponsors)

\$15,000 for three days



Window Graphics

One 173" w x 120" h graphic available on the East or West side of Level 1 or 2 of the BCEC. Window graphics are single sided.

\$3,600 for set



North Lobby Directional Banner

Attendees must walk past these locations to get to classrooms and registration. Two double sided 8' w x 5' h directional banners located in front of the coffee stations.

\$6,000 for set



Floor Graphic

All attendees heading to the exhibit hall floor will pass this great sponsorship on the landing at top of escalators. Two available. 16' w x 13' h.

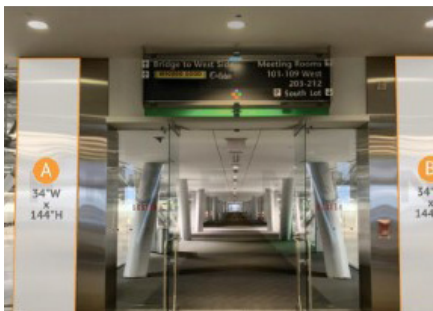
\$6,500 | \$11,000 for both



North Lobby Directional Hanging Sign

Coming in from the Summer Street entrance of the BCEC. These two double sided 94" w x 36" h signs located on the east & west side of the North Lobby will be the first signs attendees will view heading to registration & the Exhibit Show Floor.

\$3,000



Wall Graphic

Attendee's use the BCEC Skybridge to go back and forth to courses or to get to the West side food court. This is a great location for your ad! Two 34" w x 144" h decals located on the East or West side of the building at the entrance to the skybridge.

\$3,600 for East or West

\$6,800 for both

ON-SITE ADVERTISING | SIGNAGE



East/West Meeting Corridor Hanging Sign

Coming from the East or West side of the North Lobby this will be the first directional hanging sign that attendees see. Signs are available on the East or West side of Level 1. Dimensions: 94"x36" double sided hanging sign.

\$2,300 each
\$4,200 for both

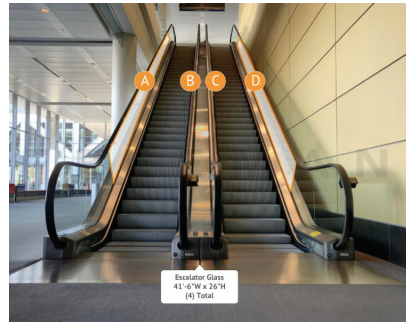


NEW! Level 2 Escalator Banner

Double sided 94" w x 20" h Location: Level 2 North East Side

Coming from the Westin hotel. Attendees will view this banner heading to registration or courses.

\$1,800



NEW! Level 2 Escalator Siderail Graphics

Four sets of escalator graphics 41' w x 26' h. There are four opportunities. Pricing is per set of two.

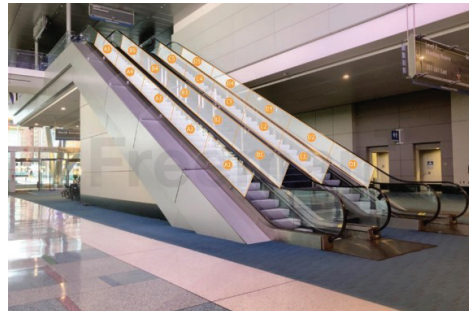
Single Sided \$4,700
Double Sided \$7,000



Escalator Runner Graphics

Your company's message will be highlighted running up and down on two sets of escalators in the North Lobby going up to Level 2. Four 21 w x 109" h decals on either side of escalators.

\$7,750 for set

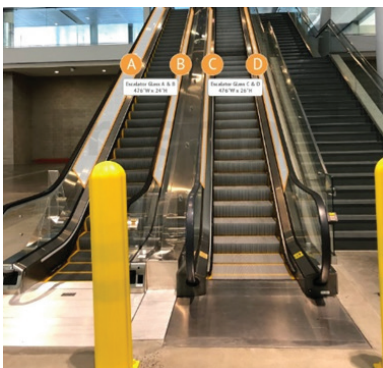


North Lobby Escalator Siderail Graphics

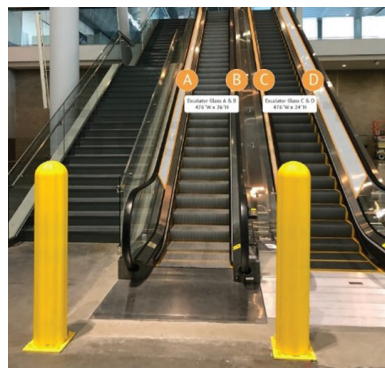
Quantity: Four sets of escalator graphics - 501.25" w x 26" h.

Location: North Lobby escalators. There are four opportunities. Pricing is per set of two.

Single-sided: \$4,700
Double-sided \$7,000



East



West

Exhibits Hall East and West Escalator Graphics

Whether entering the exhibit hall or heading over to classes, exhibitors utilize these main escalators for the entire duration of the Yankee. Available on the northeast or northwest side of Exhibit Hall A from the North Lobby. Four 476" w x 24" h escalator graphics per set of escalators.

\$8,850 each (east or west set)
\$16,000 for both



Directional Escalator Banners

Two 7.5' w x 15' h vertical banners, double sided, hang over the escalators to level two from the North Lobby. Attendees can see these as they are traveling to courses on Level 2.

\$8,500 for set

APPLICATION FOR SPONSORSHIPS AND ADVERTISING

All applications are subject to approval.

The company name as shown on this form will appear in all Yankee Dental Congress publications. Please use appropriate capitalization. Complete a separate contract for each company or division.

Contracts will not be final without deposit or payment.

Company Name _____

Publication Name (if different from above) _____

Address _____ City/State/Zip _____

Telephone _____ Website _____

APPLY ONLINE AT
yankeedental.com

Or Mail Completed Form with Payment to:

**Massachusetts Dental Society
 Yankee Exhibits
 Two Willow Street
 Southborough, MA 01745**

Or Email to:
exhibits@massdental.org

Marketing/Sponsorship Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Sponsorship/Advertising Opportunities

	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
	\$ _____
Total	\$ _____

* Purchase of said sponsorship(s) gives you first right or refusal for Yankee 2025.

Method of Payment

Full Payment is required for all contracts

Amount Due: _____

Check enclosed payable to:
 Massachusetts Dental Society Exhibits Department

Credit card: Mastercard, Visa or AMEX

Card# _____ Exp. Date _____

Card Holder Name: _____

By providing this credit card information, I authorize the Massachusetts Dental Society to charge the above credit card.

Reach out to snadeau@massdental.org or 508.449.6032 to set up a credit card payment over the phone, or to discuss a payment plan. For your security, please do not email credit card information.

SIGNATURE REQUIRED _____

DATE _____



YANKEE[®]
Dental Congress

January 30 - February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

CONTACT INFORMATION

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Managing Director, Business Development
and Yankee Dental Congress
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508.449.6052

- Sponsorship Packages
- Advertising Opportunities
- Scientific Sponsorships
- Multi-Site Summit

Susan Celidonio

Manager, Exhibits & Operations
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508.449.6003

- Booth Assignments
- Meeting Operations/Hanging Signs/
Booth Variance/Early Move-In/Laser Forms
- Yankee Vendors/Contractors

Sheila Giordano

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- Exhibit Booth Sales
- Sponsorship & Advertising Sales
- Classroom Sponsorships

Morgana Wehbe

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- Exhibit Booth Sales
- Sponsorship & Advertising Sales
- Classroom Sponsorships

Contract booth space at yankeedental.com/exhibits