

2023 CONFERENCE / MAY 23-25 / BELLEVUE, WA

# REACHING NEW HEIGHTS



## SPONSOR & EXHIBITOR PROSPECTUS

### ABOUT THE NDASA CONFERENCE

The NDASA Annual Conference & Trade Show is the largest, most exciting and relevant event of the year in the drug and alcohol testing industry! Anyone involved in their community or organization's drug and alcohol testing program should attend this event; this includes workplace safety, social services, law enforcement, drug prevention, substance abuse professionals and treatment sectors. Each conference session and training course is specifically designed to provide the highest quality of content to cultivate participant expertise. Join us, as old colleagues and new meet together to learn, grow, network and increase the ability to serve the communities in which we live and work.

### NDASA MISSION STATEMENT

"To advocate for safe and drug-free workplaces and communities through legislative advocacy, education, training and excellence in drug and alcohol screening services."

### NDASA MEMBERS

Third Party Administrators (TPA) | Collectors/Alcohol Testing Technicians | Collection Sites/Clinics | Designated Employer Representatives (DER) | Employers/Safety Managers/HR Representatives | Medical Review Officers (MRO) | Software & Technology Providers | Laboratories | Device Manufacturers | Substance Abuse Professionals (SAP/EAP) | Government/Law Enforcement | Probation/Court/Child & Family Services

**NDASA.COM**

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## NDASA CONFERENCE SCHEDULE

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### TUESDAY MAY 23

- 8:00 am – 5:00 am** Pre-Conference Training Classes (separate registration required)
- 12:00 pm – 5:00 pm** Exhibitor Setup (tentative)
- 4:00 pm – 5:00 pm** Council of Laboratories Meeting
- 5:00 pm – 6:00 pm** New Member Orientation
- 6:00 pm – 7:30 pm** Conference Opening Reception for All Attendees, Exhibitors & Sponsors ★

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### WEDNESDAY MAY 24

- 7:00 am – 10:00 am** Exhibitor Setup (tentative)
- 7:00 am – 8:00 am** Continental Breakfast ★
- 7:30 am – 1:00 pm** Registration
- 8:00 am – 12:00 pm** Conference General Sessions
- 8:45 am – 9:45 am** Keynote Speaker: Former Surgeon General Dr. Jerome Adams
- 11:30 am – 12:00 pm** Lunch for Exhibitors
- 12:00 pm – 2:00 pm** Lunch in Exhibit Hall / Trade Show Opens ★
- 2:15 pm – 4:30 pm** Breakout Sessions
- 5:00 pm – 7:00 pm** Evening Reception in Exhibit Hall ★

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### THURSDAY MAY 25

- 8:00 am – 9:30 am** Continental Breakfast in Exhibit Hall ★
- 9:30 am – 12:00 pm** Exhibitor Breakdown (tentative)
- 9:30 am – 10:30 am** Conference General Sessions
- 10:45 am – 11:45 am** Breakout Sessions
- 12:00 pm – 12:45 pm** Hall of Fame Award Luncheon ★
- 12:45 pm – 1:30 pm** Members Meeting
- 1:30 pm – 4:15 pm** Conference General Sessions

★ = Sponsorship Opportunity

# SPONSOR & EXHIBITOR PROSPECTUS

## NDASA CONFERENCE SPONSORSHIP

Benefits	Chairman's Circle Sponsor	Platinum Plus Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Financial Commitment	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
Number Available	 SOLD OUT	3	4	Unlimited	Unlimited	Unlimited
Exhibitor Reception Sponsorship Signage/Drink Tickets	✓					
Exhibitor Booth Package	2	2	1	1	1	1
Conference Attendee Registrations	8	6	5	4	3	2
Remarks During Opening Session, Luncheon, or Events	✓	✓	✓	✓		
Prominent Placement of Company Logo or Name Throughout Conference	✓	✓	✓	✓		
1 Year NDASA Membership	✓	✓	✓	✓	✓	
Company Logo or Name* on Attendee Bag	✓	✓	✓	✓	✓	
Company Logo or Name* on NDASA Conference Website	✓	✓	✓	✓	✓	✓
Company Logo or Name* on Conference Communications, Program & Mobile App	✓	✓	✓	✓	✓	✓
Company Marketing Collateral Attendee Bag Stuffer	✓	✓	✓	✓	✓	✓
Pre and Post Conference Attendee List	✓	✓	✓	✓	✓	✓
Discounts on Additional a la Carte/Event Sponsorships	20%	15%	15%	15%	10%	5%

\* = with Tiered Placement

# SPONSOR & EXHIBITOR PROSPECTUS

## NDASA CONFERENCE SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities include recognition on the NDASA conference website and email communications, in the conference program and in the conference mobile app.

### Exhibitor Booth Package

**Early Bird Registration: \$1,550 | Non-Member: \$1,850**  
**Regular Booth: \$1,750 | Non-Member: \$2,050**

- 10ft x 8ft booth with 6ft table and 2 chairs
- Conference registration for 2 attendees
- Additional attendees \$350 (Member) | \$475 (Non-Member)
- Company description in Conference Program and Mobile App
- Pre and post conference attendee lists

### Conference Program Advertisement


Gain additional marketing exposure by placing an advertisement in our conference program. Ad design specifications and deadline must be met. May not be available after March 15<sup>th</sup> due to printing deadlines. Check with NDASA first before selecting this option.

**Full Page Ad: \$450**

**Half Page Ad: \$350**

**Quarter Page Ad: \$250**

### Opening Reception: \$20,000

 Kick off the conference by sponsoring the crowd-favorite opening reception. Your company name and logo will be highlighted on signs at the reception and on drink tickets. Sponsor may provide any cups, napkins, etc. with their logo to be used. Includes 2 booths and 7 conference attendee registrations. Can be co-sponsored.

### Hotel Room Keys: \$3,500

*Open doors and make an impact!*  
Sponsor logo or graphic in color will be used on attendee hotel room keys to be used during the conference. May not be available after March 15<sup>th</sup> due to printing deadlines. Check with NDASA first before selecting this option.

### Badge Holders: \$3,500

*Announce your company in style!*  
Your sponsor logo will be printed on conference badge holders for all attendees to wear.  
★ **Sponsor for 2 years and save! \$6,000.**

### Water Bottles: \$3,500

*Generate a big splash during and after the conference!*  
Sponsor logo is printed on reusable water bottles included with all attendee tote bags.

### Breakfast: \$4,000

Rise and shine with your company name and logo on signage as the breakfast sponsor outside the General Session on Wednesday, May 24<sup>th</sup> or in the exhibit hall on Thursday, May 25<sup>th</sup>. Sponsor may provide cups, napkins, etc. with their logo to be used.

### Hall of Fame Award Luncheon: \$4,000

Set your company apart by sponsoring this event honoring one of our industry's leaders on Thursday, May 25<sup>th</sup>. Your company name and logo will be highlighted on signs at the event. Sponsor may provide cups, napkins, etc. with their logo to be used.

### Lunch in Exhibit Hall: \$4,000


Set your company apart by sponsoring lunch in the exhibit hall on Wednesday, May 24<sup>th</sup>. Your company name and logo will be highlighted on signs at the event. Sponsor may provide cups, napkins, etc. with their logo to be used.

### Mobile App: \$3,000

#### **LIVE! Advertising Starts Now**

Sponsor this key resource for conference attendees leading up to and during the conference. The NDASA mobile app is live now, so your advertisement starts from the time of sign up!

### Conference WiFi: \$3,500

 Advertisement as the conference wifi sponsor. Password customized with your company name or abbreviation.

### Conference Patron: \$1,000

Support the conference and gain valuable exposure for your company. Sponsorship includes the option to include collateral material in the attendee bags.