

INSPIRING EXCELLENCE

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ACHIEVING EXPERTISE & SUCCESS TOGETHER!

ANNUAL CONFERENCE
and TRADE SHOW

MAY 15 - 17
HERSHEY RESORT • PA



SPONSOR *and* 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! 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 and Family Services

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CONFERENCE PRELIMINARY SCHEDULE

WEDNESDAY • MAY 15

8:00 am – 5:00 pm	Pre-Conference Training Classes (Separate Registration Required)
3:00 pm – 5:30 pm	Exhibitor Setup
3:00 pm – 4:00 pm	Council of Laboratories Meeting
3:00 pm – 4:00 pm	Council of Collection Sites Meeting
4:30 pm – 5:00 pm	New Member Orientation
5:00 pm – 6:00 pm	VIP Reception (Separate Tickets Required)
6:00 pm – 7:30 pm	Conference Opening Reception for All Attendees, Exhibitors & Sponsors ★

THURSDAY • MAY 16

7:00 am – 8:00 am	Continental Breakfast
7:00 am – 8:00 am	Registration
7:00 am – 10:00 am	Exhibitor Setup (Tentative)
8:00 am – 12:00 pm	General Sessions
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

FRIDAY • MAY 17

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	General Sessions
10:30 am – 11:30 am	Breakout Sessions
12:00 pm – 1:00 pm	Hall of Fame Award Luncheon
1:00 pm – 2:00 pm	Members Meeting
2:00 pm – 4:30 pm	Breakout / General Sessions

★ – Sponsorship Opportunity

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CONFERENCE SPONSORSHIP

BENEFITS	DIAMOND SPONSOR	CHAIRMAN'S CIRCLE SPONSOR	PLATINUM PLUS SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Financial Commitment	\$55,000	\$40,000	\$15,000	\$10,000	\$7,500	\$5,000
Number Available			3	4	Unlimited	Unlimited
Exhibitor Booth Package	2	2	2	1	1	1
Conference Attendee Registrations	10	8	6	5	4	3
Hall of Fame Award Luncheon Sponsorship	✓					
Mobile App Sponsorship	✓					
Breakout Session at Conference	✓					
Exhibitor Reception Sponsorship		✓				
Breakfast Sponsorship	✓	✓				
Signage or Floor Decals Leading to Booth	✓	✓				
Full Page Conference Program Ad	✓	✓				
Prominent Placement of Company Logo or Name Throughout Conference	✓	✓	✓	✓	✓	
Speaking Opportunity During Conference	✓	✓	✓	✓	✓	
1 Year NDASA Membership	✓	✓	✓	✓	✓	✓
Company Logo or Name on Attendee Bag	✓	✓	✓	✓	✓	✓
Company Logo on NDASA Conference Website	✓	✓	✓	✓	✓	✓
Company Logo on Conference Communications, Program and Mobile App	✓	✓	✓	✓	✓	✓
Marketing Collateral Attendee Bag Stuffer	✓	✓	✓	✓	✓	✓
Pre and Post Conference Attendee Lists	✓	✓	✓	✓	✓	✓
Discounts on Additional a la Carte/Event Sponsorships	20%	20%	15%	15%	15%	10%
Annual Association Sponsorships	CONTACT NDASA FOR MORE INFORMATION					
Multi-Year Discounts						

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CONFERENCE SPONSORSHIP OPPORTUNITIES

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
- Company description in Conference Program and Mobile App
- Pre and post conference attendee lists
- Additional attendees:
\$350 (Member) • \$475 (Non-Member)

BRONZE SPONSORSHIP: \$2,500

Gain additional marketing exposure beyond the Exhibit Hall. Your Bronze Sponsorship includes:

- Exhibitor Booth Package
- Logo on NDASA Conference website and communications
- Company listed as a sponsor in Conference Program and mobile app
- Company marketing collateral in attendee bags
- 5% discount on a la carte sponsorships

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.

CONFERENCE PROGRAM ADVERTISEMENT

Gain additional marketing exposure by placing an advertisement in our conference program. Ad design specifications and March 15th deadline must be met. Check with NDASA first before selecting this option.

- Full Page Ad: \$450
- Half Page Ad: \$350
- Quarter Page Ad: \$250

BADGE HOLDERS: \$6,000

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! \$10,000. ★

CONFERENCE WIFI: \$6,000

Advertisement as the conference Wi-Fi sponsor. Password customized with your company name or abbreviation.

HOTEL ROOM KEYS: \$6,000

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 1st due to printing deadlines. Check with NDASA first before selecting this option.

WATER BOTTLES: \$6,000

Generate a big splash during and after the conference! Sponsor logo is printed on reusable water bottles included with all attendee tote bags. May not be available after March 1st due to printing deadlines. Check with NDASA first before selecting this option.

REFRESHMENT & SNACK BREAK: \$5,000

Feature your company by sponsoring the refreshment break on Thursday, May 16th. Your company name and logo will be highlighted on signs at the event and in the conference mobile app and program. Sponsor may provide cups, napkins, etc. with their logo to be used.

LUNCH IN EXHIBIT HALL: \$7,000

Set your company apart by sponsoring lunch in the exhibit hall on Thursday, May 16th. Your company name and logo will be highlighted on signs at the event and in the conference mobile app and program. Sponsor may provide cups, napkins, etc. with their logo to be used.

B.Y.O.S.I.

Bring Your Own Sponsorship Idea to NDASA for consideration! Options will vary by hotel venue but could include session sponsorship, special signage, drink or snack breaks, photo-op stations and more!

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.