



POWERED BY

PURPOSE

2026 ANNUAL CONFERENCE & TRADE SHOW

ORANGE COUNTY, CA APRIL 26 - 30

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

NDASA.COM

SPONSOR & EXHIBITOR PROSPECTUS

CONFERENCE PRELIMINARY SCHEDULE

APRIL 26 Sunday

8:00 AM - 5:00 PM International Symposium ★

APRIL 27 Monday

8:00 AM - 1:00 PM Golf Tournament
8:00 AM - 2:00 PM NDASA University Training Classes
12:00 PM - 5:00 PM Exhibitor Move-In
1:00 PM - 4:00 PM Committee & Council Meetings
4:00 PM - 5:00 PM New Member / New to the Industry Orientation
5:00 PM - 6:00 PM "Urine for a Laugh" Sober Comedy Event & NDASA Foundation Fundraiser
6:00 PM - 7:30 PM Conference Welcome Reception for All Attendees, Exhibitors & Sponsors ★

APRIL 28 Tuesday

8:00 AM - 9:00 AM Welcome and Opening Remarks
9:00 AM - 10:00 AM Keynote Speaker ★
10:00 AM - 12:00 AM General Sessions
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 ★

APRIL 29 Wednesday

8:00 AM - 9:30 AM Breakfast in Exhibit Hall ★
9:30 AM - 12:00 PM Exhibitor Breakdown
9:30 AM - 10:45 AM General Sessions
11:00 AM - 11:50 AM Breakout Sessions
12:00 PM - 1:30 PM Hall of Fame Award Luncheon & Members Meeting
1:30 PM - 4:30 PM General Sessions

APRIL 30 Thursday

8:00 AM - 5:00 PM NDASA University Training Classes

★ = *Sponsorship Opportunity*

SPONSOR & EXHIBITOR PROSPECTUS

CONFERENCE SPONSORSHIP

BENEFITS	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Financial Commitment	\$30,000 	\$20,000	\$10,000	\$5,000	\$2500
Number Available	1	2/1	3/1	5/3	unlimited
Exhibitor Booth Package	2	2	1	1	1
Conference Attendee Registrations Total includes Booth Package	10	8	5	3	2
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	★	★			
Speaking Opportunity During Conference	★	★	★		
Prominent Placement of Company Logo or Name Throughout Conference	★	★	★	★	
Company Logo or Name on Attendee Bag	★	★	★	★	
1 Year NDASA Membership	★	★	★	★	
Marketing Collateral Attendee Bag Stuffer	★	★	★	★	
Conference Program Ad	★ Full Page	★ Full Page	★ Half Page	★ Half Page	★ 1/4 Page
Company Logo on NDASA Conference Website	★	★	★	★	★
Company Logo on Conference Communications, Program and Mobile App	★	★	★	★	★
Pre and Post Conference Attendee Lists	★	★	★	★	★
Discounts on Additional a la Carte/Event Sponsorships	20%	15%	15%	10%	5%
Annual Association Sponsorships	CONTACT NDASA FOR MORE INFORMATION				
Multi-Year Discounts					

SPONSOR & EXHIBITOR PROSPECTUS

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:
\$399 (Member) | \$499 (Non-Member)

WELCOME RECEPTION: \$15,000

Kick off the conference by sponsoring the crowd-favorite welcome reception on Monday, April 27. 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.

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!

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. *

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

REFRESHMENT & SNACK BREAK: \$2,500

Feature your company by sponsoring the refreshment break on Tuesday, April 28 or Wednesday, April 29. 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.

CONFERENCE PROGRAM ADVERTISEMENT

Gain additional marketing exposure by placing an advertisement in our conference program. Ad design specifications and March 5 deadline must be met. Check with NDASA first before selecting this option.

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

CONFERENCE WiFi: \$6,000

Advertise as the conference Wi-Fi sponsor. When you sponsor the conference's wireless network, your company name is the password everyone will have to know to gain online access.

REGISTRATION SPONSOR: \$5,000

Make a great first impression where every attendee is sure to visit. Your company name and logo will be highlighted in the conference mobile app and program, and sponsor logo will be featured on the registration kiosks. Sponsor will receive a table next to the registration area to staff two company representatives and display collateral, with the opportunity to also volunteer additional staff for the registration desk.

EXHIBITOR RECEPTION: \$10,000 - 2 AVAILABLE

Get serious exposure at this fun, highly-attended networking event on Tuesday evening, April 28! Your company name and logo will be highlighted on the conference website and communications, in the mobile app and program, on signs at the reception and on drink tickets. Sponsor may provide any cups, napkins, etc. with their logo to be used. Includes 1 booth and 3 conference attendee registrations.

WATER BOTTLES: \$6,000

Make 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 5 due to printing deadlines. Check with NDASA first before selecting this option.

LUNCH IN EXHIBIT HALL: \$4,000

Set your company apart by sponsoring lunch in the exhibit hall on Wednesday, April 29. 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.

PROFESSIONAL HEADSHOT BOOTH: \$4,000

Put your best face forward by sponsoring our professional headshot booth. Your company name and logo will be highlighted on signs at the event and in the conference mobile app and program.

SESSION SPONSOR: \$1,000

Shine bright during one of our stellar conference breakout sessions. Your company name and logo will be highlighted in the conference mobile app and program, during the session and a company representative may introduce the session speaker.

OPENING KEYNOTE SPEAKER: \$5,000 - 2 AVAILABLE

Boost your brand's visibility and drive impact from Day 1 by sponsoring our Keynote Speaker. This highly visible session is one of the best attended of the conference. Your company name and logo will be highlighted on the conference website and communications, in the mobile app and program, and during the session.

HYDRATION STATIONS: \$2,500

Gain visibility and quench thirst by sponsoring water stations around the conference venue. Your company name and logo will be highlighted in the conference mobile app and program, on signage and custom drink cups at each bubbler. Reservations are due before March 5.

ATTENDEE BAG STUFFER: \$500

Add a promotional item (SWAG) or collateral to our attendee bags. Shipping deadline must be met for inclusion.