NDASA
NATIONAL DRUG & ALCOHOL SCREENING ASSOCIATION

STRIKING THE RIGHT NOTE FOR SUCCESS

2027 ANNUAL CONFERENCE & TRADE SHOW

NEW ORLEANS ⚜ APRIL 13-16



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.COM

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



SPONSOR & EXHIBITOR PROSPECTUS

CONFERENCE PRELIMINARY SCHEDULE

APRIL 13 Tuesday

8:00 am - 1:00 pm	Golf Tournament
8:00 am - 5:00 pm	International Symposium*
8:00 am - 5:00 pm	NDASA University Training Classes
11:00 pm - 5:00 pm	Committee & Council Meetings
5:00 pm - 6:00 pm	New Attendee Meet & Greet
6:00 pm - 7:30 pm	Conference Welcome Reception*

APRIL 14 Wednesday

8:00 am - 9:00 am	Welcome and Opening Remarks
9:00 am - 10:00 am	Keynote Speaker *
10:00 am- 12:00 pm	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 & Exhibitor Trade Show*

APRIL 15 Thursday

8:00 am - 9:30am	Breakfast in Exhibit Hall*
9:30 am - 10:30 am	General Sessions
10:45 am - 11:45 am	Breakout Sessions
11:45 pm - 1:00 pm	Hall of Fame Award Luncheon & Members Meeting
1:15 pm - 4:30 pm	General Sessions

APRIL 16 Friday

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	$2,500
Number Available	~~1~~ SOLD OUT	2	3	5	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	✶	✶			
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	✶ 1/3 Page
Company Logo on NDASA Conference Website	✶	✶	✶	✶	✶
Company Logo on Conference Communications, Program and Mobile App	✶	✶	✶	✶	✶
Pre and Post Conference Attendee Lists	✶	✶	✶	✶	✶
Annual Association Sponsorships	CONTACT NDASA FOR MORE INFORMATION				
Multi-Year Discounts					

Sponsors must adhere to the following due date for company information to be included in conference materials (Program, On-site Signs & Mobile App) unless otherwise noted when registering: ***February 1, 2027.***

SPONSOR & EXHIBITOR PROSPECTUS

CONFERENCE SPONSORSHIP OPPORTUNITIES

EXHIBITOR BOOTH PACKAGE
Early Bird Registration: $1,700 • Non-Member: $2,000
Regular Booth: $1,900 • Non-Member: $2,200

- 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 SOLD OUT
Kick off the conference by sponsoring the crowd-favorite welcome reception on Tuesday, April 13. 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: $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. Your company name and logo will be highlighted in the conference mobile app, program and signs at the event.

REFRESHMENT & SNACK BREAK: $2,500
Feature your company by sponsoring the refreshment break on Wednesday, April 14 or Thursday, April 15. 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 deadline must be met. Deadline TBD. Check with NDASA first before selecting this option.

- Full-Page Ad: $450
- Half-Page Ad: $350

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. Your company name and logo will be highlighted in the conference mobile app, program and signs at the event.

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~~ 1 AVAILABLE
Get serious exposure at this fun, highly-attended networking event on Wednesday, April 14! 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. Your company name and logo will be highlighted in the conference mobile app, program and signs at the event.

LUNCH IN EXHIBIT HALL: $4,000
Set your company apart by sponsoring lunch in the exhibit hall on Wednesday, April 14. 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. Sponsor will receive a table next to the headshot booth to staff two company representatives and display collateral.

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, program and during the session. A company representative may introduce the 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.

ATTENDEE BAG STUFFER: $500
Add a promotional item (SWAG) or collateral to our attendee bags. Shipping deadline must be met for inclusion. Weight limits apply.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

BECOME A 2027 CONFERENCE PATRON

Show your commitment to our industry, and help support the success of the 2027 conference. Conference Patrons receive name recognition in our conference program, on signs outside the general session, and in our conference marketing emails.*

Gold Patron $1,000

Includes your company logo, name, phone number and website on signs outside the general session and in the conference program. Your sponsorship will also include the opportunity to introduce one of our breakout session speakers.

Silver Patron $500

Includes your company logo, name and website on signs outside the general session and in the conference program.

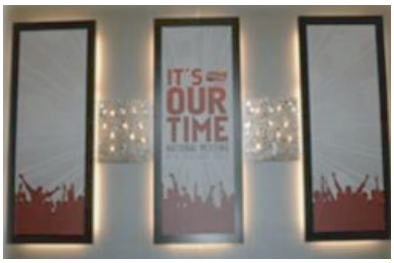
Bronze Patron $250

Includes your company name on a sign outside the general session and in the conference

*Vector (print-ready) logo file must be received by the due date

HOTEL BRANDING OPPORTUNITIES

Elevate your conference presence with premium branding that transforms event spaces into powerful marketing moments. Elevator wraps, escalator clings and fully branded lobby displays are high-visibility sponsorship opportunities to put your logo directly in front of attendees in highly memorable ways. NDASA is also happy to discuss your creative vision! Prices start at $1,000. These sponsorships are subject to due dates and design file requirements. Contact NDASA for more information.







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