



# 2026 HOUSE OF DELEGATES STRATEGIC VISIBILITY PROGRAM

New York State  
Dental Association



## REACH MORE | SPEND LESS | BE REMEMBERED

NYSDA's annual House of Delegates Meeting will bring 200+ decision-making dentists to the renowned Borgata Hotel & Casino in Atlantic City June 5-6, 2026.

The highly anticipated meeting of the House of Delegates, the governing body of our 11,000 member dentists, merges the important work of the Association's governance and policymaking with an array of social events making the experience memorable for members and guests.

## BEYOND THE BOARDROOM

**You don't have to be present to connect with the voices that influence our membership. Our NYSDA ConnX partners will gain premium exposure through our clinical magazine *The New York State Dental Journal* and digital channels, reaching all 11,000 members across New York State.**

This approach delivers broader visibility, longer shelf life and measurable value, while eliminating the costs and logistics associated with travel and staffing an event.

### PACKAGE ELEMENTS:

- 01 Print Magazine Exposure (Core Benefit)**  
Display ad, varies by tier, in June/July issue of NYSDJ; delivered to 11K members' mailboxes and inboxes in July.
- 02 Digital Enhancements (included or discounted)**  
Recognition on NYSDA website and event app, linked logo with company description, optional banner ad in one or more eNewsletters.
- 03 Value-Adds (included or discounted)**  
Social media acknowledgements, logo placement in on-site signage, exposure on social channels.



# DELIVERING RESULTS & ROI:

Reach our entire membership

Save on time, travel and staffing

Longer-lasting visibility

Clear, predictable ROI

Sponsoring the House of Delegates is no longer about being in one room for one day—it's about connecting with 11,000 dental professionals in a meaningful, efficient and cost-effective way.

01

Reach 11K member dentists in their mailbox and inbox, not just in the meeting rooms. NYSDJ “Sponsor Spotlight” is ideal for brand awareness, product education and thought leadership.

02

No airfare, hotels, shipping or booth setup. High-impact exposure with minimal resources required.

03

NYSDJ is read, saved and shared. Digital placements extend exposure beyond a single day. Benefit from repeated impressions over weeks and months.

04

Guaranteed circulation and distribution while fostering legitimacy by positioning your brand alongside respected professional content. Defined placements and timelines.

## “SPONSOR SPOTLIGHT”

Signature Feature in NYS Dental Journal



NYSDJ, an exclusive member benefit, is our flagship publication featuring clinical and scientific articles from researchers around the globe. Our 2026 HOD sponsors are offered embedded visibility in our peer-reviewed journal and will be featured prominently in our June/July issue, mailing to 11K members in July.

Also available in a digital version, NYSDJ resides on our website and on the ADA's digital library ADA Commons, reaching readers across the country and across the globe. Digital NYSDJ includes live links to sponsors' websites.

# Sponsorship Investment Tiers

## Tier 1: Supporting Partner \$1,750

Designed for organizations with limited budgets or new sponsors

- Half-page display ad in Sponsor Spotlight feature of J/J NYSDJ (\$1,150 value)
- Logo listing in onsite signage at 2026 HOD Meeting
- Logo and link on NYSDA website and meeting event app

**Key Benefit:** Affordable entry point with full-membership exposure

## Tier 2: Featured Partner \$3,000

Balanced visibility and value

- Full-page display ad in Sponsor Spotlight feature of J/J NYSDJ (\$2,100 value)
- Enhanced logo placement in onsite signage
- Website and event app feature with expanded description
- Inclusion in member eNewsletter (timing TBD) (\$1,000 value)
- Discounted rate on additional digital advertising (40% discount)

**Key Benefit:** Increased prominence and repeated exposure

## Tier 3: Premier Partner \$4,500

Maximum visibility and leadership positioning

- Full-page ad in Sponsor Spotlight feature of J/J NYSDJ (\$2,100 value)
- Optional sponsored article or thought-leadership content (\$2,750 value)
- Top-tier logo placement across print and digital channels
- Inclusion in two member eNewsletters (\$2,000 value)
- 60-day website banner ad campaign; average 9K visits/month (\$1,800 value)
- Recognition as a key supporter of the House of Delegates

**Key Benefit:** Category leadership and strongest brand recall

## Premium Add-Ons (all Tier 3 components + onsite tabling/promo distribution)

- Dinner Gala Sponsor: ~~\$7,000~~ **SOLD**
- Cocktail Party Sponsor: \$5,500
- Giftbag/Registration Sponsor: \$5,500
- Lanyard Sponsor: \$4,000

**DEADLINE:** March 4, 2026





**Don't see what you want here?**

We have flexibility to create a sponsorship package that best aligns with your marketing goals.

**Reach out to discuss!**

**Contact Jeanne Deguire:**

 518-689-2771

 [www.nysdental.org](http://www.nysdental.org)

 [jdeguire@nysdental.org](mailto:jdeguire@nysdental.org)

**THANKYOU!**