



2017 Sponsorship & Advertising Guide

ABOUT LCDS

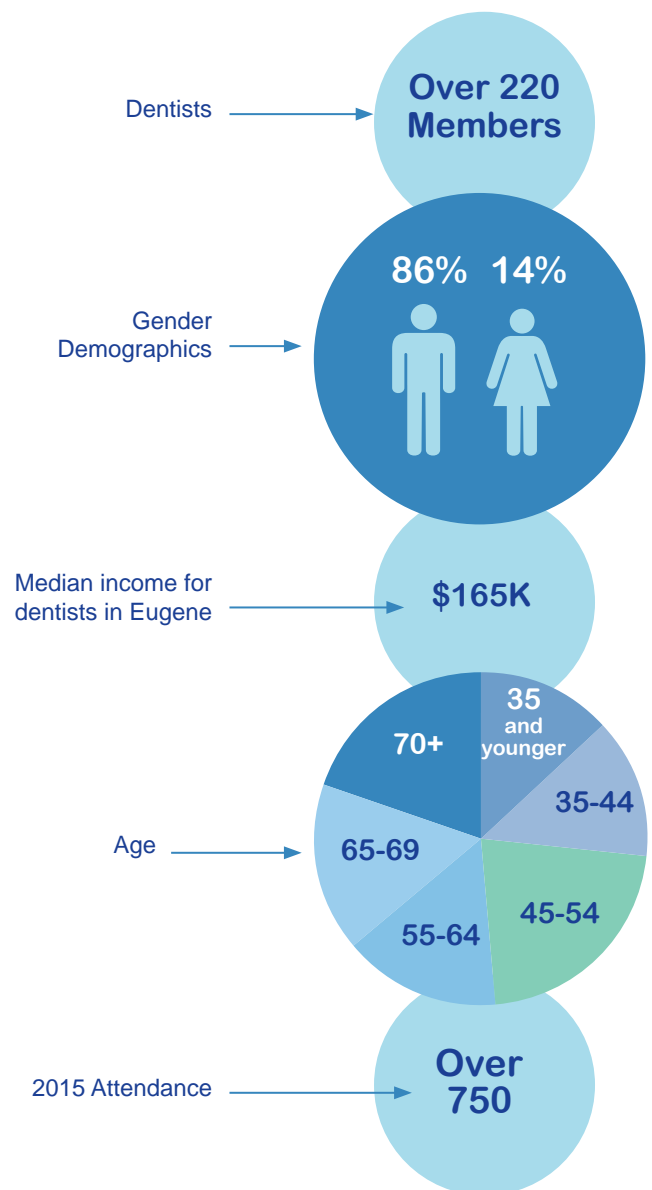
Who we are

- Founded in 1913, The Lane County Dental Society (LCDS) has more than 220 member dentists.
- LCDS is part of a tri-partite organization. Our members also belong to the American Dental Association and the Oregon Dental Association.

What we do

- LCDS presents continuing dental education programs for member dentists and non-members including dental assistants, hygienists and office staff.
- Our programs cover clinical topics including General Dentistry, Orthodontics & Dentofacial Orthopedics, Oral & Maxillofacial Surgery/ Pathology, Endodontics, Pediatric Dentistry, Prosthodontics, and Periodontics as well as topics related to financial & practice management and leadership skills.
- Our members also participate in community dental health activities and membership social events.

MEMBERSHIP PROFILES



SPONSORSHIPS

Why we offer sponsorships

- A key goal of LCDS is to provide the highest quality dental programming. LCDS presents nationally recognized speakers to audiences ranging from 50 to 200 dentists and dental staff.
- Our members are looking for products and services that can keep up with the ever-demanding needs of their patients and their businesses.
- Our goal is to build relationships with companies that are able to fill those needs as well as support us in providing excellent programming for the dental community.

Why you should be interested in sponsorship

Sponsorship is a wise investment if your marketing goal is to reach the dentists and dental community of Lane County.

By the numbers

- There are more than 220 member dentists in Lane County. 86% men, 14% women.
- LCDS produces 6 or more educational programs per year.
- Last year over 750 dentists and auxiliary staff attended LCDS programs.
- LCDS distributes a bi-monthly newsletter and annual Member Directory to over 300 subscribers.
- The LCDS website at lanedentalsociety.org attracts over 1000 new visitors per month.

What's included

- Sponsor recognition and networking opportunities at LCDS programs.
- Sponsor recognition and advertising in the LCDS Newsletter & Member Directory.
- Sponsor recognition, advertising and a direct link to your website from the LCDS website.

Why advertise?

- Whether you want to reach high-level decision makers, dynamic young dentists jump-starting their careers, valued dental hygienists or practice team members, LCDS communications are your keys to success.
- Targeted – Reach over 220 dentists and dental hygienists, as well as other dental professionals and students.
- Flexible - Multi-platform advertising available to suit your needs including print, web and electronic.
- Affordable - A wide variety of advertising opportunities throughout the year.
- Exclusive – Number of advertisers and sponsors are limited.

EVENT SPONSORSHIPS

Platinum Sponsorship

As a Platinum Sponsor, you will receive the following:

- Exclusive presenting sponsor for one of the 2017 Continuing Education Programs which includes the following benefits:
 - » Logo displayed on video screen prior to program
 - » Opportunity to give a 3-5 minute presentation to group prior to program
 - » Opportunity to have interactive display table outside of event room
 - » Opportunity to distribute brochure or sample for each attendee at program registration
- Recognition as a Platinum Sponsor at all of the Continuing Education Programs
- Logo included on all Continuing Education Program materials
- Recognition by host at beginning of all events
- Logo on sponsor thank you slide
- Complimentary tickets to ALL Continuing Education Programs and LCDS Social Events
- Full page color ad in 2017 Member Directory
- Full page b/w ad in 2017 Newsletters – 6 issues
- Logo and link on lanedentalsociety.org Sponsor Page
- As a Platinum Sponsor, you are offered the first right of refusal to be the Presenting Sponsor of one of the LCDS Social Events (at an additional cost, benefits listed separately)

Investment: \$10,000

Gold Sponsorship

As a Gold Sponsor, you will receive the following:

- Logo included on all Continuing Education Program materials
- Recognition by host at beginning of all events
- Logo on sponsor thank you slide
- Two (2) complimentary tickets to all Continuing Education Programs
- Opportunity to provide informational materials to be displayed at all Education Programs
- Full page b/w ad in 2017 Member Directory
- Half page b/w ad in 2017 Newsletters – 6 issues
- Logo and link on lanedentalsociety.org Sponsor Page

Investment: \$6,000

Silver Sponsorship

As a Silver Sponsor, you will receive the following:

- Recognition by host at beginning of all events
- Logo on sponsor thank you slide
- Two (2) complimentary tickets to one (1) CE program
- Opportunity to provide informational materials to be displayed at all Education Programs
- Half page b/w ad in 2017 Member Directory
- Quarter page b/w ad in 2017 Newsletters – 6 issues
- Logo and link on lanedentalsociety.org Sponsor Page

Investment: \$3,000

SOCIAL EVENT SPONSORSHIP

- Exclusive sponsor for one (1) of the two member Social Events*
**First opportunity given to Platinum Sponsors*
- Exclusive Sponsorship listed in in newsletter, website and email event advertising
- Logo displayed on 2' x 3' banner at Social Event
- Opportunity to provide informational and promotional material at event to members
- Complimentary tickets to the Social Event

Investment: \$1,500



A LA CARTE 2017 ADVERTISING RATES

Member Directory Advertisement *Single edition; June publication*

Full page b/w	4.5" x 7.5"	\$475
Half page b/w	4.5" x 3.5"	\$375
Quarter page b/w	4.5" x 2.25"	\$350

Newsletter Advertisement *Single issue published bi-monthly*

Full page b/w	7.875" x 10.375"	\$300
Half page b/w	7.875" x 5"	\$250
Quarter page b/w	3.875" x 5"	\$200

LCDS ADVERTISING POLICY

- The Lane County Dental Society welcomes advertising in its publications and on its website and exhibiting in conjunction with its educational programs, all of which are an important means of keeping members informed of new and better products and services for the practice of dentistry and furthering the association's goals of promoting the art and science of dentistry and improving the health of the public.
- The appearance of advertising in any LCDS publication or on its website and exhibits for any product or service is not a guarantee or endorsement by the Society of a product or service or the claims made by a producer or manufacturer.
- The LCDS reserves the right to accept or reject any advertising.
- Subject to the foregoing, the following standards, as interpreted by the Society, shall apply to advertising:
- Products, services and messages should be germane, effective and useful to the practice of dentistry or of special interest to dentists, their staff or families.
- The word "advertisement" may be required on any advertisement that is designed in a manner that causes confusion between the advertisement and editorial content.
- All advertising materials and statements shall be truthful, factual and consistent with all requirements of law. Any advertising that violates the dental professions' Code of Ethics or the Oregon Dental Practice Act will not be accepted.
- Products being advertised must be in accordance with applicable government laws and regulations, such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising.
- The Society reserves the right to require complete scientific technical supporting data concerning safety, operation, usefulness, performance and testing and to reject advertising for any product, service or technique that has been the subject of unfavorable or cautionary report by the ADA or any of its agents.

FOR ADDITIONAL INFORMATION CONTACT:

Mark Portman

office@lanedentalsociety.org

541 686-1175



ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.



Lane County District Dental Society has been designated an approved PACE Program Provider by the Academy of General Dentistry. This program provider's formal CdE programs are accepted by the AGD for membership maintenance, Fellowship, and Mastership credits. The current term of AGD approval extends from 1/15/2014 to 1/14/2017.