

## Sponsorship & Advertising Opportunities

### SDSMA Attendees = Your Customers

Participating in the SDSMA Annual Leadership Conference gives your organization exposure to existing and potential customers. This experience allows you the opportunity to enrich the relationship with your existing customers as well as access potential new customers.

#### ◇ Diamond Sponsor \$5,000

- Sponsor of physician reception and banquet Friday evening
- Logo on event signage
- Digital ad on slideshow displayed on 2 large screens during reception and banquet
- Acknowledgement during announcements and recognition at the reception and banquet
- Full page color ad in event program
- Ad in the July issue of *South Dakota Medicine* (circulation of 2,500 physicians)
- Link and logo on the SDSMA website
- Place marketing materials on table all day Friday

#### ◇ Gold Sponsor \$2,000

- Logo on event signage
- Acknowledgment during announcements and recognition at the reception and banquet
- Half page color ad in event program
- Link and logo on SDSMA website

#### ◇ Additional Sponsorship Opportunity

- Refreshment Breaks Sponsor \$500 – logo on signage and recognition in event program

#### ◇ Platinum Sponsor \$3,500

- Logo on event signage
- Acknowledgement during announcements and recognition at the reception and banquet
- Digital ad on slideshow displayed on 2 large screens during reception and banquet
- Half page color ad in event program
- Link and logo on SDSMA website
- Place marketing materials on table all day Friday

#### ◇ Advertising Opportunities

- Digital ad on slideshow displayed on 2 large screens during reception and banquet: \$450
- Back cover ad in event program: \$450 (1 available, first come first serve)
- Inside front cover ad in event program: \$450 (1 available, first come first serve)
- Full page color ad in event program: \$300
- Half page color ad in event program: \$250
  - Bonus offer – Purchase any print ad and receive a digital ad for \$125.

## Value in Sponsoring & Advertising

- ❖ Diamond Sponsors will have valuable face-to-face interaction with current and prospective customers during the reception and banquet Friday evening
- ❖ Advertisement in *South Dakota Medicine* distributed across the state
- ❖ Visibility displayed on signage throughout the Leadership Conference
- ❖ Recognition in the event program and on the SDSMA website

# Sponsorship & Advertising Registration Form

## 2019 SDSMA Annual Leadership Conference

### Yes! Our organization would like to participate as follows:

<input type="checkbox"/>	Diamond Sponsor	\$5,000	<input type="checkbox"/>	Digital ad during reception & banquet	\$450
<input type="checkbox"/>	Platinum Sponsor	\$3,500	<input type="checkbox"/>	*Back cover ad in program (1 available)	\$450
<input type="checkbox"/>	Gold Sponsor	\$2,000	<input type="checkbox"/>	*Inside front cover ad in program (1 available)	\$450
<input type="checkbox"/>	Refreshment Breaks Sponsor	\$ 500	<input type="checkbox"/>	Full page color ad in program	\$300
			<input type="checkbox"/>	Half page color ad in program	\$250
			<input type="checkbox"/>	Bonus offer – purchase print ad & receive a digital ad for:	\$125

\* Back cover and inside front cover ads are sold on a first come first serve basis – 1 available each. Ad specs are listed below.

### Submission Specs – ads and logos must be sent to [ereiss@sdsma.org](mailto:ereiss@sdsma.org) by the April 12 deadline.

- Digital ad – please submit your slideshow ad on one PowerPoint slide.
- Event program ads – full page and covers – 5 ½ x 8 ½ (with 1/8 bleed & 4 ¾ x 7 ¾ without bleeds)
- Half page horizontal ads – 4 ¾ x 3 ¾
- *South Dakota Medicine* ad – 3 ½ x 2 ¾
- Logo – logos must be sent in PDF, JPG, PNG or TIFF format. Logos pasted into Microsoft Word will not be accepted.

Important: The SDSMA must receive sponsor/advertiser materials along with payment by the April 12 deadline. [Please submit materials to ereiss@sdsma.org.](mailto:ereiss@sdsma.org)

### Registration Information

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

A check is enclosed for our sponsorship and/or advertising. Make checks payable to SDSMA.

Please bill my credit card: VISA  MasterCard  Discover

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

(SDSMA Tax ID Number 46 0213945)

**Send registration and payment to: SDSMA, 2600 W 49th St Ste 200, Sioux Falls, SD 57105**

Fax: 605.274.3274 Email: [ereiss@sdsma.org](mailto:ereiss@sdsma.org)

Cancellation policy: Cancellations submitted in writing prior to May 1 may be eligible for a 50% refund. Due to the printing of materials, no refunds will be given for cancellations after May 1.

The conference is being held at the  
Hilton Garden Inn Downtown Sioux Falls  
201 E. 8th St.