

MIDWESTERN SOCIETY OF ORTHODONTISTS



2025 ANNUAL SESSION

Radisson Blu Mall of America, Minneapolis

We're excited to invite you to the vibrant city of Minneapolis this September 12–13 for the MSO 2025 Annual Session

Two Dynamic Days of Education, Innovation, and Connection

The MSO Annual Session consistently delivers an exceptional lineup of industry leaders, cutting-edge technologies, and the latest advancements in practice and business management.

This event is about more than just learning; it's about creating meaningful connections within the orthodontic community. By participating, you'll have the opportunity to engage with MSO members, forge valuable relationships, and contribute to the future of our profession.

With orthodontists, residents, and their teams from across our eight-state Midwest region, Manitoba, and beyond attending, this event is the ideal platform for networking, team-building, and collaboration. Join us as a Sponsor and/or Exhibitor and become a vital part of this thriving community.

As a regional constituent of the AAO, the MSO is committed to upholding the highest standards of orthodontic excellence. Your support helps us continue this mission while shaping the future of orthodontics together.

Don't miss this chance to connect, inspire, and grow — see you in Minneapolis this fall!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$15,000 ONE AVAILABLE

EXCLUSIVE NETWORKING OPPORTUNITY

Invitation for two people from sponsoring company to the MSO Leader Dinner on Thursday, September 11th, the night before the start of the conference, allowing exclusive engagement with leaders from the nine MSO components and with AAO leaders in attendance.

EXCLUSIVE SPONSORSHIP

Solo sponsor recognition of one conference event (Choose one à la carte event. Based on availability at time of sign-up.) See page 2 for more information.

COMPLIMENTARY REGISTRATIONS

Two additional complimentary event registrations, totaling four complimentary registrations (including the two from exhibit table registrations).

ATTENDEE INFORMATION

Complete list of all conference attendees. (name and email)

EXHIBITOR TABLE

Priority location for Presenting Sponsor in the exhibitor area. Includes all benefits of exhibitor.

BRAND VISIBILITY

Logo/Name on conference lanyard.

Logo on conference program cover as Presenting Sponsor.

One complimentary advertisement in the MSO newsletter prior to conference (month of your choice) along with recognition as Presenting Sponsor.

Verbal recognition of sponsorship at the conference.

Logo recognition on the MSO website landing page for the Annual Session as Presenting Sponsor, with a live link to the company website.

Logo recognition on all on-site signage.

Logo recognition on newsletter e-blasts listing sponsors and exhibitors.

Name recognition on Exhibitors signage.

Two social media mentions of sponsorship leading up to the conference.

SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSOR - \$10,000 TWO AVAILABLE

EXCLUSIVE SPONSORSHIP

Solo sponsor recognition of one conference event (Choose one à la carte event. Based on availability at time of sign-up.) See below for more information.

COMPLIMENTARY REGISTRATIONS

Two additional complimentary event registrations, totaling four complimentary registrations (including the two from exhibit table registrations).

ATTENDEE INFORMATION

Complete list of all conference attendees. (name and email)

EXHIBITOR BENEFITS

Priority location for Conference Sponsor in the exhibitor area. Includes all benefits of exhibitor.

BRAND VISIBILITY

Logo on conference program cover as Conference Sponsor.

One complimentary advertisement in the MSO newsletter prior to conference (month of your choice) along with recognition as Conference Sponsor.

Verbal recognition of sponsorship at the conference.

Logo recognition on the MSO website landing page for the Annual Session as Presenting Sponsor, with a live link to the company website.

Logo recognition on all on-site signage.

Logo recognition on newsletter e-blasts listing sponsors and exhibitors.

Name recognition on Exhibitors signage.

Two social media sponsorship mentions leading up to the conference.

LEARNING TRACK SPONSOR - \$7,500 CLINICAL TRACK (2) OR PROFESSIONAL DEVELOPMENT TRACK (1)

CHOOSE ONE DAY OF LEARNING

Day One Clinical Track (September 12)

► Topics include TMJ & Airway Management, TMD treatment, non-surgical skeletal expansion in adults and more.

Day One Professional Development Track (September 12)

► How to thrive in a practice conflict resolution in your practice and more.

Day Two Clinical Track (September 13)

► Topics include 3D printed attachments, 3D facial scans and more.

COMPLIMENTARY REGISTRATIONS

Two additional complimentary event registrations, totaling four complimentary registrations (including the two from exhibit table registrations).

ATTENDEE INFORMATION

Complete list of all conference attendees. (name and email)

BRAND VISIBILITY

Verbal recognition of sponsorship in specific Learning Track.

Logo recognition on the MSO website landing page for the Annual Session as Learning Track Sponsor.

Logo recognition on all on-site signage as Learning Track Sponsor.

Logo recognition on newsletter e-blasts listing sponsors and exhibitors.

Name recognition on Exhibitors signage.

One social media mention of sponsorship leading up to the conference.

EXHIBITOR TABLE

Priority location for Learning Track Sponsor in the exhibitor area. Includes all benefits of exhibitor.

À LA CARTE SPONSOR

À la Carte sponsorships are based on availability at time of sign-up and do not include Exhibitor tables with exception of Photo Booth Sponsor. Logo on event specific signage.

WOMEN ORTHODONTISTS RECEPTION - \$2,000 1 AVAILABLE

Support and celebrate the women orthodontists of the MSO with this unique opportunity. Reception held Thursday evening September 11th. Includes logo on drink tickets.

MSO ANNUAL SESSION OPENING RECEPTION - \$3,000 1 AVAILABLE

Have your name associated with the MSO Annual Session Opening Reception held in the Exhibit Hall at the end of Day 1 as attendees enjoy food, reconnect with colleagues and visit with our exhibitors. Includes logo on drink tickets.

NEW THIS YEAR!

TEAM PHOTO BOOTH SPONSOR - \$5,000 1 AVAILABLE

Sponsor the MSO Photo Booth and connect with practices as they capture memorable photos for the office. This sponsorship includes an exhibitor table. Your table will be strategically placed at the exhibit area entrance to welcome all attendees.

DAY 1 HOSPITALITY SPONSOR - SEPTEMBER 12 - \$3,000 1 AVAILABLE

Show your support of the MSO by sponsoring all the food and beverages during Day 1 of the conference.

- Includes breakfast, lunch and all session breaks (Opening Reception excluded)
- Includes logo on all signage at food stations throughout the entire day.

DAY 2 HOSPITALITY SPONSOR - SEPTEMBER 13 - \$3,000 1 AVAILABLE

Show your support of the MSO by sponsoring all the food and beverages during Day 2 of the conference.

- Includes breakfast, lunch and all session breaks
- Includes logo on all signage at food stations throughout the entire day.

Contact Gwen Berlekamp, CAE, MSO Executive Director at Gwen@AssnOffices.com to learn more.

	EXCLUSIVE PRESENTING SPONSOR	CONFERENCE SPONSOR	LEARNING TRACK SPONSOR	EXHIBITOR	EVENT SPONSOR
	\$15,000 <small>ONE AVAILABLE</small>	\$10,000 <small>TWO AVAILABLE</small>	\$7,500 <small>THREE AVAILABLE</small>	\$3,000 <small>THREE AVAILABLE</small>	VARIES <small>(SEE BELOW)</small>
Invitation to MSO Leader Dinner the night before the conference begins	2 People				
Logo on conference lanyard	✓				
Logo on conference program cover	✓	✓			
One complimentary ad in the MSO newsletter reaching 1500 doctors and residents in a nine-state region	Run 1x during month of your choice prior to conference	Run 1x during month of your choice prior to conference			
Solo sponsor of one à la carte event of your choice (See below)	✓	✓			✓
Verbal recognition of sponsorship at conference	✓	✓	✓		
Choose one day of learning: Clinical Track (2 available) Professional Development Track (1 available)			✓		
Recognition on MSO website	Logo w/ Live Link to Sponsors Home Page	Logo w/ Live Link to Sponsors Home Page	LOGO	NAME ONLY	LOGO
Recognition on sponsor on-site signage	LOGO	LOGO	LOGO		LOGO
Recognition on exhibitors signage	LOGO	LOGO	LOGO	NAME	NAME
Social media recognition leading up to conference	2X	2X	1X		
Complimentary event registrations	4 TOTAL <small>INCLUDES 2 EXHIBITOR REGISTRATIONS</small>	4 TOTAL <small>INCLUDES 2 EXHIBITOR REGISTRATIONS</small>	4 TOTAL <small>INCLUDES 2 EXHIBITOR REGISTRATIONS</small>	2	2
Exhibit space	PRIORITY PLACEMENT	PRIORITY PLACEMENT	PRIORITY PLACEMENT	✓	
List of attendees (name and email)	✓	✓	✓	✓	✓

À LA CARTE SPONSOR

Does not include Exhibitor tables with exception of Photo Booth Sponsor. Logo on event specific signage. Based on availability at time of sign-up.

Team Photo Booth Sponsor

\$6,000
ONE AVAILABLE

MSO Annual Session Opening Reception

\$4,000
ONE AVAILABLE

Day 1 Hospitality Sponsor: September 12

\$3,000
ONE AVAILABLE

Day 2 Hospitality Sponsor: September 13

\$3,000
ONE AVAILABLE

Women Orthodontists Reception

\$2,000
ONE AVAILABLE

EXHIBITOR OPPORTUNITIES

EXHIBITOR ONLY - \$3,000 PER TABLE TOP

EXHIBIT SPACE

One 6' table and 2 chairs.

Complimentary electrical and internet from the hotel. Any additional electrical needs are billed to exhibitor separately.

BRAND VISIBILITY

Name recognition on Exhibitors signage.

Name recognition on newsletter e-blasts listing sponsors and exhibitors.

Premium placement in Exhibit Hall for Presenting, Conference and Learning Track Sponsors.

ATTENDEE INFORMATION

Complete list of all conference attendees. (name and email)

EXHIBITOR BENEFITS

Up to two free exhibitor badges for company personnel per table.

Complimentary continental breakfast, lunch, beverage breaks, drink tickets for Annual Session Opening Reception. All food and beverage offerings will be held in exhibits area.

INSURANCE REQUIREMENTS

A Certificate of Insurance must be provided to the MSO office no later than August 15, 2025.

All exhibitors must provide certificates to be admitted.

Certificates are to name the MSO 2025 Annual Session as additional insured with policy date through September 13, 2025.

Coverage should include comprehensive general liability of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence.

Workmen's Compensation should be for full compliance employees for any work done on the exhibitor's behalf.

PAYMENT

Payment for booth must be made at time of sign-up. Booth space is limited.

SIGN-UP

<https://aom.formstack.com/forms/mso2025annualexhibit>

Contact Gwen@AssnOffices.com to learn more.

SCHEDULE-AT-A-GLANCE

THURSDAY, SEPTEMBER 11

6 - 8 PM Registration

6 - 8 PM Exhibit Set-up

7:30 - 9:30 PM Women Orthodontists Reception

DAY 1

FRIDAY, SEPTEMBER 12

6:30 - 7:30 AM Exhibit Set-up

6:30 AM - 6 PM Registration

7:30 AM - 6 PM Exhibits Open

8:30 AM - 4:45 PM Lectures

4:45 - 6 PM Opening Reception

DAY 2

SATURDAY, SEPTEMBER 13

7 AM - 4 PM Registration

7:30 AM - 2 PM Exhibits Open

9 AM - 5 PM Lectures

AFTER 2 PM Exhibitor move-out



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American
Association of
Orthodontists®