Exhibitor and Sponsorship Prospectus

Hawaii Convention Center

Learn more at ADA.org/meeting.
ADA 2018 – America’s Dental Meeting brings together leaders across the nation in dental practice, research, academia and industry to present the highest quality and most innovative and effective continuing education. It features more than 450 exhibiting companies leading the field in cutting-edge products and services in the exhibit hall. It also hosts the annual meeting of the House of Delegates, the ADA’s legislative and governing body, which speaks for the dental profession in the U.S.

Who attends?
Attendees of the ADA annual meeting are dentists, dental hygienists, dental assistants, business assistants and lab technicians, among other members of the dental team.

Who should exhibit?
Companies that offer innovative products and services related to the dental industry.

What is included in my booth package?
- Exhibit space
- Company listed in on-site guide (information must be received by June 29, 2018)
- Company description, product information and a hyperlink in the mobile app
- 50-word company description and company logo included with online floor plan listing
- 10 exhibit personnel badges per 100 square feet of exhibit space
- Booth amenities:
  - 8’ back drape and 3’ side drapes
  - Booth identification sign
- Exhibitor Kit — available in April 2018 to all paid exhibitors. It includes various order forms from the show contractor and logistics information.

Visit ADA.org/meeting for more information.

Top 5 Reasons to Exhibit at ADA 2018
1. Be a part of the industry’s premier event. Dental professionals view the ADA annual meeting as the leading source of continuing education and purchasing information in the U.S.
2. Reach an audience with buying power. Thousands of dentists, dental professionals and dental dealers from across the nation and world will attend.
3. Interact with customers face-to-face at your booth — 43% of attendees prefer this method of receiving and sharing information.
4. Generate sales leads and new customers promoting brand awareness of your company. The average dental professional attendee spends $1,000-$2,500 on the exhibit floor.
5. Go head-to-head with your competition. More than 450 leading dental companies will be there.
Exhibitor Application Procedures

2018 Booth Fees

Standard $3,800 per 10 ft. x 10 ft.
Nonprofit $2,800 per 10 ft. x 10 ft.

There is an additional charge of $900 for each exposed corner. Conference rooms are $3,800 per 10 ft. x 10 ft. All rates are in U.S. dollars.

How to Reserve Exhibit Space

There are two ways to reserve a booth.

1. Reserve a booth online
   At the bottom of the screen select Reserve A Booth to access the online application and make your selection.

2. Complete and return the Application and Contract for Exhibit Space via email, fax or U.S. Mail, with payment in the form of credit card or check payable to the American Dental Association.

New exhibitors are required to provide a URL with detailed information about their product or service. If a website is not available, please contact the ADA exhibit office to discuss options to review products or services. All new applicants are subject to approval by the ADA.

Payment Schedule

Deposit: To be considered for exhibit space, all applications for commercial exhibit space must be accompanied by a $1,000 deposit per 10 ft. x 10 ft. booth (payable to the American Dental Association in U.S. funds and drawn on a U.S. bank). The balance is due on April 20, 2018. All applications received after April 20, 2018 must include full payment.

The American Dental Association accepts checks, Visa, MasterCard or American Express. Selected exhibitors will be notified of their booth location. Non-selected applicants will receive a full payment refund based on the method of payment.

2018 Exhibit Schedule*

Exhibit Move-in

Monday, October 15
8 a.m.–4:30 p.m.

Tuesday, October 16
8 a.m.–4:30 p.m.

Wednesday, October 17
8 a.m.–3:30 p.m.

Exhibition Hours

Thursday, October 18
7 a.m.–3 p.m.

Friday, October 19
7 a.m.–3 p.m.

Saturday, October 20
7 a.m.–1 p.m.

Exhibit Move-out

Saturday, October 20
1 p.m.–6 p.m.

Sunday, October 21
8 a.m.–4:30 p.m.

Monday, October 22
8 a.m.–Noon

*Hours subject to change

Questions

If you have questions about or need assistance with the application process, please contact the ADA exhibit office:

Exhibit Manager
Rhonda King
312.265.9656
rhonda@corcexpo.com

For more information about exhibiting or sponsoring ADA 2018, please visit ADA.org/meeting.

Cancellation or Reduction of 2018 Exhibit Space

Both the exhibitor and ADA acknowledge that, in the event the exhibitor has to cancel, ADA will sustain substantial monetary losses that cannot precisely be determined. Due to the difficulty of determining and detailing these losses, the exhibitor agrees to pay the following as liquidated damages (and not a penalty) if they cancel or downsize their booth space.

If written notice of cancellation or reduction of booth space is received prior to April 20, 2018, exhibitor agrees to pay a cancellation fee equal to $1,000 per 10 ft. x 10 ft. booth space. If written notice of cancellation or reduction of booth space is received on or after April 20, 2018, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for booth space. These cancellation fee terms will apply regardless of the execution date of the application. If the ADA does not receive any notice of cancellation in writing, the exhibitor will be liable for 100% of the total fee for booth space.
Sponsorship and Advertising

The American Dental Association is excited to host its annual meeting in Hawaii October 18-22, 2018. ADA 2018 – America’s Dental Meeting brings together several thousand dentists, dental office staff members, students, new professionals and international practitioners. It hosts hundreds of continuing education courses, an exhibit hall accommodating more than 450 leading companies, the ADA’s annual House of Delegates session, special events, and a distinguished speaker series (speakers have included former U.S. presidents, Nobel Prize winners, and internationally-renowned business leaders).

Maximize Your Impact by Promoting Your Brand

Annual meeting sponsorship and advertising opportunities provide vehicles for companies to reach and connect with thousands of meeting attendees, your demographic. Gain a competitive advantage with our various benefits through a single sponsorship or by bundling several promotions to ensure multiple touch points. You are sure to set your brand apart and drive traffic to your booth.

Valuable sponsor benefits include:

- Banners and Signage
- Mobile App and Digital Communication
- Printed Materials
- Courses and Speakers
- Events, Lounges and Receptions

We also welcome innovative ideas and are willing to brainstorm with you about your "what if" concept. Let's think out of the box together!
Banners and Signage
Promote your brand as conference attendees enter the convention center and select meeting Hotels. Be that first impression they will remember. Multiple opportunities available.

Escalator and Staircase Signage and Runners
Add your message to the glass dividers and runners along the only escalator taking attendees to the program level. Or stand-out on the program level by owning the staircase with your brand messaging.

Window and Glass Clings
Capture the attention of attendees immediately as they enter or exit the Convention Center. Include your brand, booth number and/or a traffic driving messaging.

Rotating Kiosk and Light Boxes
Catch the eye of all attendees with this stand out signage.

Tote Bags
Sponsor the meeting tote bags with your brand and/or messaging on one side and be seen by thousands as attendees carry their bag each day of the conference.

Lanyards
Badges need something to hang from for all attendees to wear their conference identification. Add your brand logo and it will go everywhere they go, every day, all day long.

Registration Badges
Be the one that secures the back of each attendee badge for your exclusive brand message. This is limited to one sponsor/advertiser.

Hotel Room Key Cards
Include your company’s logo and/or message on the back of guest hotel key cards. Sponsor can determine number of hotels.

Mobile App
Provides attendees with all they need to know about the meeting, class schedules and the exhibit hall. The app is checked thousands of times per day. Get exposure via banner ads, push notifications, enhanced exhibitor listing or by sponsoring the splash page. Space is limited and this asset sells out fast.
"Some Enchanted Evening" – A Welcome Celebration

Be the exclusive* sponsor of the kick-off session and welcome party featuring entertainment with Tony Award winner performers, dinner under the stars at the Waikiki Shell and ADA award* presentations. Be prominently aligned with this premiere event through inclusion in all pre, onsite and post marketing and messaging materials including ADA News, JADA, emails, social media, videos, printed materials and signage. Your brand and message will be top of mind with all attendees!

*The Gold Medal Award (one of three presented during the event) is sponsored by another party and will be handed out to the recipients during the event.

Education Sponsorships

- Education Track – Thousands of dentists and dental team staff members attend hundreds of courses and workshops to collect CE credits. Align with a course based on presenter or a topic track which includes all courses within the track.
- New and Emerging Speaker Stage
- Wellness Zone
- Technology Experience

New Dentist Conference

A customized experience just for new dentists. Featuring a new dentist CE track, keynote speaker series, reception and a tote bag just for the new dentists. There are several opportunities to show your support and align your brand with the new dentists and their "conference within a conference".

Let Us Create the Best Package for You

To reserve any of these valuable opportunities or to learn more, please contact:

**S&S Media Solutions**
Jim Shavel
jim@ssmediasol.com
215.369.8640

Allen Schwartz
allen@ssmediasol.com
503.784.8919

**ADA Industry Relations**
Angela Hobbs
hobbsa@ada.org
312.440.2662
Integrated Marketing Opportunities

The ADA annual meeting is one of the largest and most prestigious exhibitions in the dental industry. Thousands of dental professionals attend the annual meeting to find out what new products and services are available, to meet with their colleagues, meet with their sales reps, stay informed on ADA activities, participate in Continuing Education courses, attend the Distinguished Speaker Series and much more! We offer several valuable marketing opportunities for you to promote your product that will deliver maximum advertising exposure for your marketing campaign.

ADA News Convention Daily
Increase your booth traffic every day of the exhibition with your ad in the ADA News Convention Daily. It reports convention news, highlights of the ADA election, events and announcements. Distributed to thousands of attendees at the convention center, the ADA News Convention Daily is also available at major convention hotels first thing in the morning. Therefore, your ad will wind up in the hands of thousands of attendees ready to buy your products and services even before the show opens each day! This is the publication where the news and the show come together.

Closing Date: August 27, 2018

Advertising Points Program
Put the numbers right in your marketing mix!
Every dollar you spend on advertising in ADA publications and ADA.org, you will qualify to participate in the program and get one point toward the ADA annual meeting exhibitor space draw process.
Each point accumulated may allow exhibitor advancement in the selection placement in order to obtain a better booth location at ADA annual meeting. The more you advertise, the more points you earn.

For more information on these exciting media opportunities, please contact your ADA Sales Representative or email boydm@ada.org.

June JADA Pre-Convention Show Coverage
(Includes a free ad in the Onsite Guide)
Planning to make a market impact as an exhibitor? JADA offers a special advertising package that gives you two ads for the price of one! When you advertise in the June pre-convention issue of JADA, your ad will be repeated free of charge in the Onsite Guide, which is distributed to thousands of registrants as they arrive at the convention center.
The Onsite Guide contains listings of all exhibitors and advertisers cross-indexed by product type.
Closing Date: April 26, 2018

Onsite Guide Additional Advertising Opportunities
Maximize your marketing message with the Onsite Guide’s tab divider, gatefold and cover advertising opportunities. For all four days of the show, entice potential customers to your company’s booth and excite interest in your product/service while increasing sales and brand exposure!
Closing Date: April 27, 2018