

# IDEAS 19

IOWA DENTAL ASSOCIATION

Engage • Educate • Advocate

2019 EXHIBITING & SPONSORSHIP PROSPECTUS

## IDEAS19 IS THE PREMIER EVENT TO REACH IOWA'S DENTAL PROFESSIONALS!



The Iowa Dental Association is thrilled to welcome you to our annual session, **IDEAS19!**

IDEAS19 is the foremost dental meeting in the state of Iowa! Exhibiting at this event places your company in front of more than 1,000 dental professionals and offers unique opportunities for attendees to experience your company's products and services. IDEAS19 is focused on providing exceptional continuing education opportunities, partnering our dental attendees with our exhibiting vendors and developing long-lasting relationships that allow Iowa's dental professionals to remain on the cutting edge. If your focus is oral health, IDEAS19 is the can't-miss event for your calendar.

Like no other event in the state, **IDEAS19** will help you:

- > Directly reach your target audience
- > Showcase your latest products and services to Iowa's dental community
- > Meet new prospects
- > Fortify customer relationships
- > Build your brand

Showcase your ideas at IDEAS19—reserve your booth today! [VISIT IDEAS.IOWADENTAL.ORG](http://VISIT IDEAS.IOWADENTAL.ORG)

CONFERENCE:  
**MAY 2-4**

EXHIBITS:  
**MAY 2-3**

LOCATION:  
CORALVILLE MARRIOTT HOTEL &  
CONFERENCE CENTER • IOWA

[IDEAS.IOWADENTAL.ORG](http://IDEAS.IOWADENTAL.ORG)

- Reach an audience with buying power and interact with customers face to face
- Generate sales leads and new customers by promoting brand awareness of your company
- Network with dental leaders from across the state

## EXHIBITOR BENEFITS

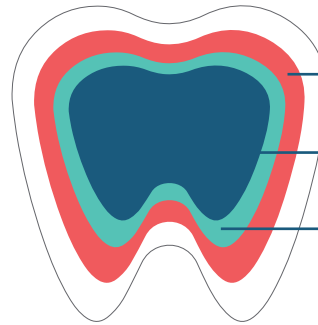


**4** Complimentary Badges per 10' x 10' space purchased



Standard company listing on conference website and in onsite guide

**OVER 1700  
ATTENDEES\***



**600** | DENTAL ASSISTANTS\*

**400** | DENTAL HYGIENISTS\*

**450** | DENTISTS\*

\*3 year average attendance



Pre-conference and post-conference attendee mailing list (upon request)



Option to include a coupon in the onsite program (Free but space is limited. Due by March 21)

## EXHIBIT COSTS

**10' X 10' BOOTH:**

**INLINE BOOTH: \$1,300 | CORNER BOOTH: \$1,500**

**SIGN UP EARLY AND SAVE!**

After **March 15**, prices will increase by \$250.

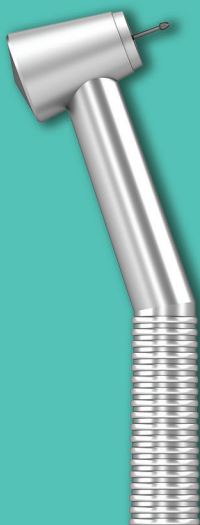


**See insert to view floorplan.**

Exhibit booth cost includes 10' x 10' draped area with exhibitor identification sign.

## SPONSORSHIP LEVEL BENEFITS

	Diamond (\$10,000)	Gold (\$5,000)	SILVER (\$1,500)
Complimentary Corner Exhibit Booth	X		
Exhibit Booth Placement	Prime	Preferential	
Listing in Preview Program	+ Logo	+ Logo	X
Listing on Conference Website	+ Logo & Link to Your Website	+ Logo & Link to Your Website	X
Listing in Onsite Guide	+ Logo	+ Logo	X
Listing on Conference Signage	+ Logo	+ Logo	X
Placement of Promotional Materials at Registration	X	X	
Exclusive Invitation to Membership Town Hall	2 Invitations		
Invitation to IDPAC Reception and President's Dinner	4 Tickets	2 Tickets	1 Ticket



## GREAT IDEAS FOR SPONSORSHIP AND ADVERTISING!

# 4:1 Attendee to Exhibitor Ratio

(compared to key attendee types)



### DIGITAL / PRINT ADVERTISING

- > **PREVIEW PROGRAM:** Advertise in the program that is electronically distributed to all IDA members and made available on the conference website. Due date for advertisement artwork is Wednesday, January 2.
  - o ½ page: **\$400**
  - o Full page: **\$650**
- > **ONSITE GUIDE:** Put your company name, brand and information in the hands of every attendee.
  - o Full Page:
    - Inside front or inside back cover: **\$1,500**
    - Back cover: **\$2,000**
    - Elsewhere: **\$1,000**
  - o Half Page:
    - Elsewhere: **\$750**
- > **CONFERENCE APP:** Put your company name at the fingertips of over 1,700 attendees by sponsoring the mobile app. Sponsorship includes the opportunity to be prominently featured on the app throughout the conference.
  - o Conference app exclusive sponsorship: **\$5,000**
- > **CONFERENCE EMAIL:** Increase your visibility among all IDA members by sponsoring a conference marketing email. Sponsor will receive exclusive sponsorship in a designated ad space, and the ad will link to sponsor website.
  - o **\$500 per email**
- > **BI-WEEKLY E-NEWSLETTER:** This bi-weekly communication will be distributed electronically to all IDA members. Content will include legislative and research updates, as well as a variety of timely information relevant to Iowa dentists. This is an exclusive sponsorship, and sponsors will be able to link their ads to their company website.
  - o One week: **\$500** (Discounts are available for multiple weeks)

### CONFERENCE BRANDING

- > **NAME BADGES:** Prominently and exclusively display your company name and logo on the back of the name badges.
  - o **\$3,000**
- > **LANYARDS:** Exclusively display your company's name and logo throughout the conference. Attendees and speakers use lanyards for their name badges, which they are required to wear to all conference lectures and events.
  - o **\$5,000**
- > **CONFERENCE WIFI:** Help attendees stay connected by providing them with internet access throughout the conference. IDA will create an internet password that will reflect your company name or product. Exclusive Invitation to Membership Town Hall is included. Company logo will appear on landing page.
  - o **\$5,000**
- > **TOTE BAGS:** Your company logo and the IDEAS19 logo will be prominently displayed on the reusable bags provided to every attendee. Gain instant visibility and exposure both during and after the conference.
  - o **\$3,000**

- > **LITERATURE / SAMPLE TABLE:** Increase your marketing exposure by providing a flyer or product sample to be displayed on a designated table located near registration and accessible to attendees for the duration of the conference.
  - o **\$1,000**

### CONFERENCE EVENT SPONSORSHIPS

- > **WELCOME HAPPY HOUR:** Be the exclusive sponsor of the welcome reception in the exhibit hall. Drink station will be placed next to your booth to ensure optimal traffic.  
**THURSDAY EVENING, MAY 2**
  - o **\$5,000**
- > **NEW DENTIST SOCIAL:** Sponsor this reception and get your name and brand in front of Iowa's new dentists.  
**FRIDAY, MAY 3**
  - o **\$1,500**
- > **LUNCH OR BREAK SPONSORSHIP:** The exclusive lunch sponsorship provides the opportunity to promote your company by bringing signage and/or table tents with your company name and logo to display throughout the entire meal area. Break sponsors may also provide cups/napkins with your company logo displayed.  
**THURSDAY, MAY 2 OR FRIDAY, MAY 3**
  - o Lunch: **\$5,000**
  - o Break: **\$3,000**
- > **SOCIAL EVENTS**
  - IOWA DENTAL POLITICAL ACTION COMMITTEE RECEPTION (THURSDAY, MAY 2)**
    - o Join leaders in dentistry at this premier event dedicated to strengthening a pro-dentistry stance in the Iowa legislature: **\$3,000**
  - IOWA DENTAL FOUNDATION RECEPTION/ PRESIDENT'S DINNER (FRIDAY, MAY 3)**
    - o Give your company a presence at the IDF Reception/ President's Dinner. Sponsor will be allowed to make a 5-minute presentation: **\$5,000**
- > **SPEAKER SPONSORSHIP:** Sponsor one of IDA's nationally-known speakers. Contact [stacy@iowadental.org](mailto:stacy@iowadental.org) for specific speaker opportunities.

### OTHER ADVERTISING OPPORTUNITIES

- > **PRODUCT THEATERS:** Product Theaters are a forum for IDEAS19 Exhibitors to interact with attendees in a group setting by allowing for demonstrations and the ability to answer many questions efficiently. Product Theaters provide an opportunity to gather interested attendees at a prime date and time with a premier location in the exhibit hall to discuss and showcase products and services.
  - o 30 minutes: **\$7,500**
- > **GOLF TOURNAMENT:** \$250 hole sponsorship and \$100 prize sponsorship opportunities available for the 14th Annual College of Dentistry Alumni and IDA/Exhibitors Golf Tournament on Wednesday, May 1, 2019, at the Brown Deer Golf Course, 1900 Country Club Drive, Coralville, IA. 11:00AM tee time. Contact Amanda Shoemaker at the College of Dentistry for further information: 319-335-7166 or [amanda-shoemaker@uiowa.edu](mailto:amanda-shoemaker@uiowa.edu).