ADA FDI World Dental Congress brings together leaders across the world in dental practice, research, academia and industry to present the highest quality and most innovative and effective continuing education.

For 2019, a joint meeting of the ADA and FDI World Dental Federation with support from the California Dental Association and the San Francisco Dental Society will feature more than 450 exhibiting companies leading the field in cutting edge products and services.

Who attends?
Attendees are dentists, dental hygienists, dental assistants, business assistants and lab technicians, among other members of the dental team from the U.S. and over 50 countries around the world.

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 Onsite Guide (information must be received by May 17, 2019)
- 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 March 2019 to all paid exhibitors. It includes various order forms from the show contractor and logistics information.

Visit ADA.org/meeting for more information.
Exhibitor Application Procedures

2019 Exhibit Space Fees

Exhibit Space Rate: $5,500 per 10 ft. x 10 ft.
Nonprofit $3,300 per 10 ft. x 10 ft.

Conference rooms are $4,500 per 10 ft. x 10 ft.
There is an additional charge of $900 for each exposed corner.
All rates are in U.S. dollars.

See Floor Plan for Exhibit Space Availability

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.
Once you have completed the online application, an email will be sent to confirm your reservation.

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.

For questions, contact Rhonda King at rhonda@corcexpo.com or +1.312.265.9656.

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 19, 2019. All applications received after April 19, 2019 must include full payment.

Acceptable payment forms are: check, Visa, MasterCard, American Express, ACH or wire transfer. Selected exhibitors will be notified of their booth location. Non–selected applicants will receive a full payment refund based on the method of payment.

2019 Exhibit Schedule*

Exhibit Move-in
Monday, September 2
8 a.m.-4:30 p.m.
Tuesday, September 3
8 a.m.-5 p.m.
Wednesday, September 4
8 a.m.-4 p.m.

Exhibition Hours
Thursday, September 5
9 a.m.-4:30 p.m.
Friday, September 6
9 a.m.-5 p.m.
Saturday, September 7
9 a.m.-4 p.m.

Exhibit Move-out
Saturday, September 7
4-8 p.m.
Sunday, September 8
8 a.m.-4:30 p.m.
Monday, September 9
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 the 2019 ADA FDI World Dental Congress, please visit ADA.org/meeting.

Cancellation or Reduction of 2019 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 19, 2019, 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 19, 2019, 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, World Dental Federation, California Dental Association and San Francisco Dental society are collaborating in 2019 to host the ADA FDI World Dental Congress in San Francisco September 4-8, 2019. ADA FDI World Dental Congress 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 an opening general session (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
• CE Live on the Exhibit Floor
• 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. Be that first impression they will remember. Multiple opportunities available.

Escalator and Staircase Graphics and Runners
Add your message to the glass dividers and runners along one of the escalators. Or standout by owning one of the many staircases with your brand or product messaging.

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.

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.
Industry Lunch Symposium
The best way to share your scientific message. A commercially-led symposium where you choose the topic and presenters. Two opportunities per day (Thursday–Saturday) will be available to organize a session for up to 300 seats and invite conference attendees during the lunch break. Package will include room rental, AV and marketing to attendees. This format does not offer CE to attendees, but there are alternate symposium options where CE can be provided.

Digital Future of Dentistry
One of the most popular CE Live areas on the floor at ADA 2018! Become a sponsor of the entire area and/or feature your “Digital Future” for Dentistry. Area will include free CE sessions for attendees with expert speakers on technology and dentistry and a hands on area featuring equipment and technology for dentists and dental practices.

ADA Sleep Symposium
Education over two days on the ADA Policy Statement on the role of dentistry in the treatment of sleep-related breathing disorders. Opportunities to align your brand with this popular subject include sponsoring the entire symposium and branding the gathering area outside of the course room.
Two Events. Thousands of Attendees. Your Brand.

Be prominently aligned with either – or both – of these premiere events through inclusion in all pre-meeting, onsite and post-meeting marketing and messaging materials including ADA News, JADA, emails, social media, videos, printed materials and signage. Integrate your brand through an interactive experience for attendees – your idea or we will help you create. Your brand and message will be top of mind with all attendees!

Opening Ceremony and General Session

Thousands of attendees will gather Thursday to take part in the traditional opening ceremony of the congress which also includes a guest speaker, sure to be the talk of the conference.

San Francisco Night

Get involved in the welcome reception on Friday evening showcasing the city – San Francisco – through food, décor and live entertainment. Attendees will experience “A Taste of San Francisco” creating a memorable evening.
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:

ADA Industry Relations
Angela Hobbs
hobbsa@ada.org
312.440.2662

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 specific topic which can include a couple of courses or the entire track. Below are just some of the topic tracks available:

- New and Emerging Speaker Series
- Wellness Zone
- Dental Hygiene Track
- Dental Assisting Track
- Pediatric Dentistry
- Oral Medicine
- Cariology
- Restorative Dentistry
Integrated Marketing Opportunities

The ADA FDI World Dental Congress is one of the largest and most prestigious exhibitions in the dental industry. Thousands of dental professionals attend the congress 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:** July 22, 2019

**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 this exciting opportunity, please contact your ADA Sales Representative, call 800.621.8099 ext. 2740 or email boydm@ada.org.

**May 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 May 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:** May 28, 2019

**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 generate interest in your product/service while increasing sales and brand exposure!

**Closing Date:** July 22, 2019