

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

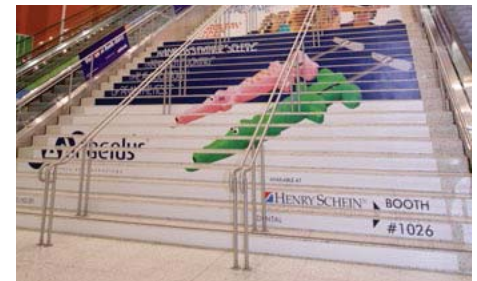
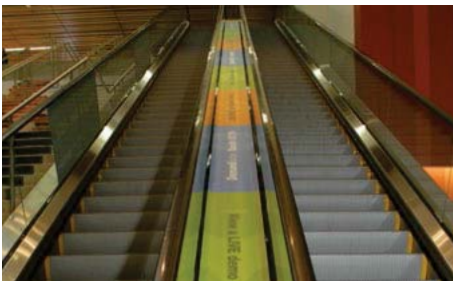
We also welcome innovative ideas and are willing to brainstorm with you about your "what if" concept. Let's think out of the box together!





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 stand out 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 SOLD

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 SOLD

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".



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
- Pediatric Dentistry
- Wellness Zone
- Oral Medicine
- Dental Hygiene Track
- Cariology
- Dental Assisting Track
- Restorative Dentistry



**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

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

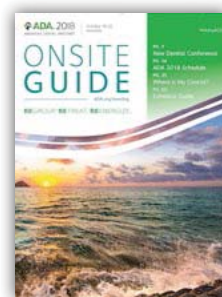
(Includes a **free** ad in the *Onsite Guide*)

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