

Sponsorship Prospectus

OCT. 17-19 | ERNEST N. MORIAL CONVENTION CENTER

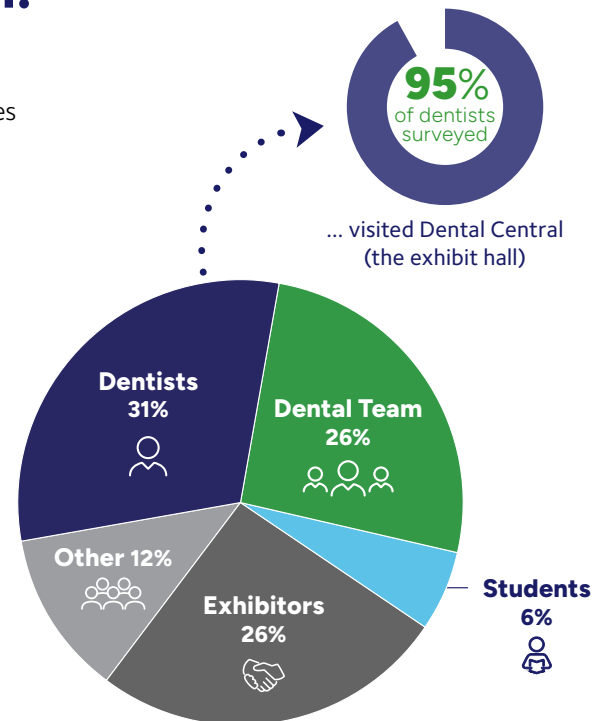


Amplify Your Brand at SmileCon!

SmileCon® is the meeting of the voice of dentistry—the ADA. It is a dental meeting like no other; it's a unique chance for dental professionals in all roles and specialties to grow in their careers, connect with some of dentistry's leading minds, and see cutting-edge products and services in the field. With immersive learning experiences and a healthy emphasis on fun, SmileCon breaks the mold of staid conferences. You'll want to be a part of this transformative event!

Why should your company sponsor or advertise at SmileCon?

- Grow your brand at SmileCon by reaching thousands of dental professionals in every career stage and specialty
- Stand out from the competition
- Generate new business and nurture your relationships with current or new customers
- Maximize your booth investment



What attendees enjoyed most about Dental Central:

- 1 Learning about new products and services
- 2 Testing new products
- 3 Buying products and services for their practices

Sponsorship Opportunities

These sponsorship opportunities are designed with your goals and our attendees in mind. We also understand that no two brands or experiences are the same, so our approach also involves customizable packages with scalable pricing—something for every budget. And remember, SmileCon is ever evolving, so if you have an idea let us know, and we will explore the possibilities to recreate or reinvent it. We are open to suggestions!

Enhanced Engagement Packages *new!*

These captivating packages put you front and center with attendees.

	 Vendor Spotlight \$45,000	 Top Crown \$27,500	 Major Molar \$17,500	 Lead Gen \$12,500
Registration list (pre- and post-show)	X	X		X
Pre-show email to registrants		X	X	
Post-show email to registrants	X	X	X	
Exhibitor Spotlight	X			
Onsite signage credit	\$10,000	\$10,000	\$8,000	
Print and digital coupons	X (2)	X (2)	X (1)	
10% discount towards add-on assets	X	X	X	X
Pre-show email to 2023 registrants		X		
Geofencing ads (2-mile radius) – ADA News	X			X
Facebook re-targeting ads – ADA News				X
Social boost – ADA News	X			
Social livestream – ADA News	X			
Product Spotlight (video shoot) – ADA News	X			



Let us help you navigate to success!

ADASales@conexiant.com

new

Sponsorship Opportunities!

Industry Hub

Showcase your product, educate attendees or share research from the stage of the Industry Hub in Dental Central with one of these opportunities:

Exhibitor Spotlights – \$4,000 (daily limit) **Only 3 left!**

- It's showtime! Spotlight your product, educate attendees or share research from the stage of the Industry Hub in Dental Central for 45 minutes.

Product Spotlight Video Segment

\$17,500 (unlimited)

- Captured 15-minute interview at your booth with a key opinion leader
- Interview to be featured on ADANews.com and sent via an email to 50,000 ADA members

Industry Focus Group

\$18,500 (3 available)

- Includes six to twelve ADA members plus a moderator for one hour
- Room with AV, beverages and snacks
- Executive summary provided post-session



On your marks, get set, goal!

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new
Sponsorship Opportunities!

Directional Floor Decals

\$6,500 (Limited availability)

- Lead attendees right to your booth with 3 customizable directional floor decals.

Attendee Breaks

Friday Smile Snack Sponsor – \$20,000

- Signage as break's sponsor, distribution of a booth driver, ability to provide branded napkins and/or cups

Host a Dental Central Break – \$7,500

- Includes signage at stations plus exhibit booth
**Food and beverage not included.*

SmileCon Surround Sound

\$25,000

Print

- SmileCon *Onsite Guide* – 1 page

Vendor Showcase

- Pre-show email to 2024 registrants (Aug./Sep.)
- Post-show email to 2024 registrants (Oct./Nov.)

Web Banners

- SmileCon.org website – Aug.–Nov. 200,000 impressions
- Registration confirmation
- ADA News SmileCon Central (Conference Coverage)
- ADA.org



Let's make your goals a reality!

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Get Noticed by Attendees

Customize your package or choose from our à la carte items. SmileCon has a wealth of options!



BANNERS, ESCALATOR CLINGS, AND ONSITE SIGNAGE \$4,500+

Check out [Envision](#) to see available opportunities.



**KEY CARDS \$15,000+
LANYARDS \$13,500**

Your logo and message on back of guest key cards and on attendee lanyards, each needed every day.



ATTENDEE TOTE BAGS \$35,000/EXCLUSIVE OR \$15,000 EACH (UP TO 3 SPONSORS)

YOUR name on every attendee tote bag. Includes a promotional insert provided by sponsor.



BATHROOM RINSING STATIONS— 8 SETS/16 BATHROOMS \$25,000

Sponsor mirror clings and your product for all to sample.



BREAKFAST AND LUNCH SYMPOSIUM \$22,500

Host attendees for 2 hours, providing a free breakfast/lunch buffet and topic presentation by your KOLs **Food and beverage not included*



HOTEL ROOM DROPS \$8/DROP

Get your message directly into the hands of attendees of select block hotels.



CE SPONSORSHIP STARTING AT \$3,000

Show your support for dentists and their teams by sponsoring CE—Presentations, Experiences & Conversations, and Hands-On Activities.



COUPON BOOK \$1,000-2,400

Drive attendees to your booth with special offers or giveaways.



ATTENDEE MOTORCOACH SHUTTLE \$40,000

Exterior messaging seen by 1,000's



Turn your goals into success stories!

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Digital and Print Media

Get ahead of the competition. We have expansive digital and print media opportunities that put your company in front of attendees' eyes before they even reach the Big Easy. Choose one or more channels to build a package of several touchpoints.



SMILECON EMAIL SPONSORED CONTENT (APRIL-OCT) \$2,250/EMAIL



ADA NEWS CONVENTION DAILY DIGITAL PACKAGE \$9,500



ONSITE GUIDE COVERS 2 AND 4 \$6,500+



MOBILE APP DAILY PACKAGE: 1 PUSH NOTIFICATION, SPLASH PAGE AND HOME SCREEN BANNER AD \$6,500 (3 AVAILABLE)



BRAND EXCLUSIVE PRE- AND POST-SHOW EMAIL TO REGISTERED ATTENDEES \$2,500



Ready, set, goal-get!

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Sponsorship Packages

Gain high visibility and deep integration with these opportunities to align your brand with SmileCon.

Opening Session with Keynote Speaker Shawn Kanungo

\$50,000 (Only 1 available)

Elevate your brand's visibility at the flagship event that pays tribute to the dental community!

Package benefits include:

- 1-minute walk-in video shown three (3) times prior to the start of the session
- Sponsor logo on stage screen pre-loop and at various times during the session
- Sponsor will introduce the Opening Session keynote speaker
- Sponsorship recognition during opening remarks by the MC
- Opportunity to distribute sponsor's branded swag at the event
- Sponsorship recognition on all event marketing (pre, onsite and post) and signage at the event and within the mobile app
- Brand dedicated email send (pre- and post-show) to all attendees
- Sponsored content in two (2) SmileCon marketing emails to registered attendees before the meeting
- Up to twenty (20) VIP seats for the event
- Two (2) team members to attend speaker VIP meet n' greet

Breakfast Sponsor: Opening Session

\$20,000

- Inclusion in pre-show and onsite marketing
- Signage onsite
- Branded high-boy tabletop clings (up to 10)
- Ability to provide branded napkins and cups, branded promotional giveaways

Innovation strategist and bestselling author Shawn Kanungo is this year's keynote speaker at the SmileCon Opening Session. Shawn has been recognized by *Edify* magazine as one of their "Top 40 Under 40" and was called the "best virtual keynote speaker I've ever seen" by *Forbes*.

Shawn will share the secrets of remaining competitive and relevant in today's crowded market.



**On your marks,
get set, goal!**

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Sponsorship Packages

Bouncin' in the Bayou Fest Starting at \$10,000

Opportunities include:

- Bar sponsorships
 - Signage at bar
 - 300 drink tokens for distribution at your booth
 - Sponsor-branded drink
 - Ability to provide branded cocktail napkins, cups and/or coasters
- Product Activation/Sampling—get your product or branded item in the hands of all attendees at the Fest
- Overall Friday Night Fest sponsor—all the above plus inclusion in Fest marketing, brand-lead gen print and digital advertising and more!

Dental Olympics™ \$25,000 (2 available)

- Support the third annual ADA dental student competition featuring four dental schools
- Recognition as a supporting sponsor of the competition and students in:
 - Select pre-conference *ADA News* and *New Dentist News* articles
 - Emails to all students at participating dental schools
 - *Onsite Guide* and signage, coverage in the *ADA News Convention Daily*
 - Official t-shirt worn by competing students



Show Up Differently

We have opened the door to new and one-of-a-kind opportunities and access for exhibitors. Use your show budget to show up differently, engage differently, and maximize ROI differently. Let us work with you to create and customize your presence at SmileCon. Interested in learning more? Take the first step and let us know.



Let us help you meet your goals!

Contact your ADA Sales Representative at ADASales@conexiant.com



Sponsorship Packages

Dental Central is only the beginning of your networking experience. Join in one or more of our social events and get more facetime with potential and present customers!

New Dentist Reception

\$25,000 (2 available)

After a night full of fun, food and celebration, new dentists and students will be singing your praises when you sponsor this event. Make the connection with your brand while these professionals are in the early stages of their careers.

Package benefits include:

- Inclusion in pre-show and onsite email, digital and any print marketing, PR and onsite signage
- Pre or post brand exclusive email to all registered attendees or new dentists and students
- Branded "Signature Cocktail" and cups
- Opportunity to create brand activations at reception via promotional items, games, and/or experiences

Dental Central Tailgate Bar Sponsor

\$15,500 (3 available)

Celebrate with old-school spirit, delicious snacks, and refreshing drinks, all while catching the action of college football on big screens with SmileCon attendees. Sponsor one of the closing party bars in Dental Central, highlighting your brand and driving attendees to your booth throughout the show.

Package benefits include:

- Signage at bar and opportunity to provide branded cocktail napkins and cups
- Up to 300 drink tokens to distribute at your booth Friday and Saturday leading up to the closing party



**Let's make your
goals our mission!**

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