

Oct. 17–19
New Orleans Ernest N. Morial
Convention Center

Exhibitor Prospectus

Welcome to SmileCon!

SmileCon® is more than the ADA's annual meeting; it is a **reimagined experience that evolves each year** to meet the needs of our attendees and exhibitors.

Dental Central, our buzzing exhibit hall, is the epitome of everything SmileCon represents—immersive learning experiences, future-forward tech, and a fun, spirited atmosphere that celebrates everything good in dentistry. The buzz of Dental Central keeps attendees coming back for more every show day, and **you'll want to be part of it!**

Dental Central hours

EXTENDED HOURS!

You asked, we listened! Peak day hours have been extended to maximize your results.

Dental Central hours

Thursday, Oct. 17	9:30 a.m.–5 p.m.
Friday, Oct. 18	9:30 a.m.–5 p.m.
Saturday, Oct. 19	9:30 a.m.–2:30 p.m.

Important dates

Oct. 5–Nov. 3, 2023

Exhibitor renewals

Nov. 15, 2023

General exhibitor sales opened

May 17, 2024

Final date to reduce or cancel space
Final payment due

Sept. 22, 2024

Company description due for online
exhibitor listing

Oct. 14–16, 2024

Move-in

Oct. 17–19, 2024

Dental Central (exhibit hall) open

Oct. 19–21, 2024

Move-out

#ADASmileCon
[SmileCon.org](https://www.smilecon.org)

Why you should exhibit at SmileCon

The American Dental Association is the voice of dentistry—today and in the future, supporting and leading the profession as it grows and expands into countless possibilities. And SmileCon is the **premier event for future-forward-thinking exhibitors** to show off—and sell!—their cutting-edge products and services to like-minded dental professionals.

What makes SmileCon different:

- Dental Central, our exhibit hall, offers irresistible—and profitable—connections with dental professionals who are the decision makers in their businesses.
- SmileCon is always evolving and growing to make sure attendees and exhibitors have the best, most rewarding experiences.
- Serious fun that draws attendees in every day into Dental Central and to your booths!



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!
ADAsales@conexiant.com

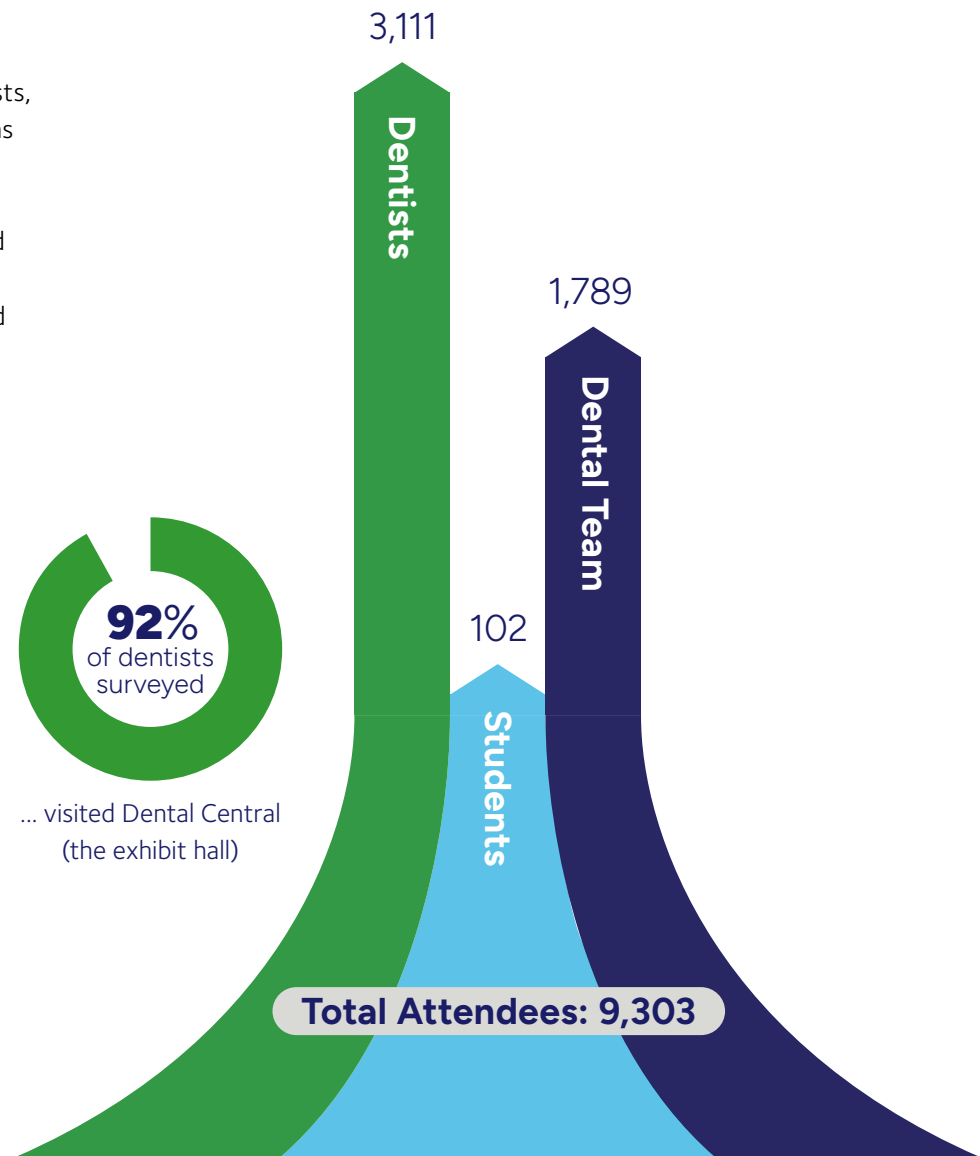
Meet our attendees

How many attendees will be there?

We've heard this question from exhibitors, and it's no wonder why! Dentists, dental hygienists, dental assistants, business assistants, and lab technicians from across the U.S. and more than 50 countries are declaring SmileCon as the ultimate can't-miss event, year after year. In 2023, we welcomed over 9,300 attendees. And guess what? We're cooking up some fresh and innovative ways to make sure every single attendee visits Dental Central. Expect a vibrant, high-energy crowd of attendees who are fully immersed in the SmileCon excitement!

What attendees enjoyed most about Dental Central:

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



Forge connections at SmileCon social events!

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!

Changemakers Celebration, Friday, Oct. 18

- Celebrate this year's winners of our distinguished ADA awards alongside SmileCon attendees.*

Bouncin' in the Bayou Fest, Friday, Oct. 18

- We're bringing the music and good vibes of New Orleans to you at this Friday night party. Be part of the party that attracts more than 4,000 attendees.*

Tailgate, Saturday, Oct. 19

- Everyone is welcome to attend the Tailgate! There will be college football on big TV screens, along with snacks, drinks and games. Wrap up your SmileCon® exhibit hall experience with one last connection point with attendees.

**Attendance available for an additional fee*



Dental Central layout

We've heard you!

Thanks to our exhibitors' feedback, we've improved the floor experience without sacrificing the elements you liked.

- Bringing aisles closer together and eliminating dead space so the **buzz and excitement** of Dental Central builds between booths.
- Dedicated CE areas are in the back of the hall, so **attendees must walk through the exhibitor aisles** to get to their courses. This is your chance to catch their eyes!
- Surprise and delight elements sprinkled throughout the exhibit hall—**keeping attendees engaged**, so they linger longer.
- Social events and refreshments to draw attendees to the floor.

[View floor plan](#)



“SmileCon exceeded our expectations. We plan to exhibit again next year.”

SmileCon 2023 exhibitor

Reserve your space

Dental Central is the epicenter of SmileCon, a place attendees want to be not just to browse, but to have **meaningful interactions with exhibitors** and fellow attendees alike. Be a part of the excitement of Dental Central and reserve your spot!

Are you launching a new company or exhibiting at SmileCon for the first time? Streamline your preparations and get ready to connect! Rent one of our Turnkey Kiosks—a modular kiosk 3.25 ft. wide x 1.5 ft. deep x 8 ft. high, with storage underneath. This stand-alone unit comes with a personalized graphic or your company logo. Monitors are available for an additional fee to enhance your presentation.

What is included with each 10 ft. x 10 ft. exhibit space*:

- 10 Dental Central personnel badges
- Company description, logo, and links in the mobile app
- Company description, categories, logo, links, and the ability to upload up to 3 products and one video in the online floor plan listing
- 8 ft. high back drape and 3 ft. high side drape (inline booths)
- Booth identification sign (booths 300 sq. ft. or less)

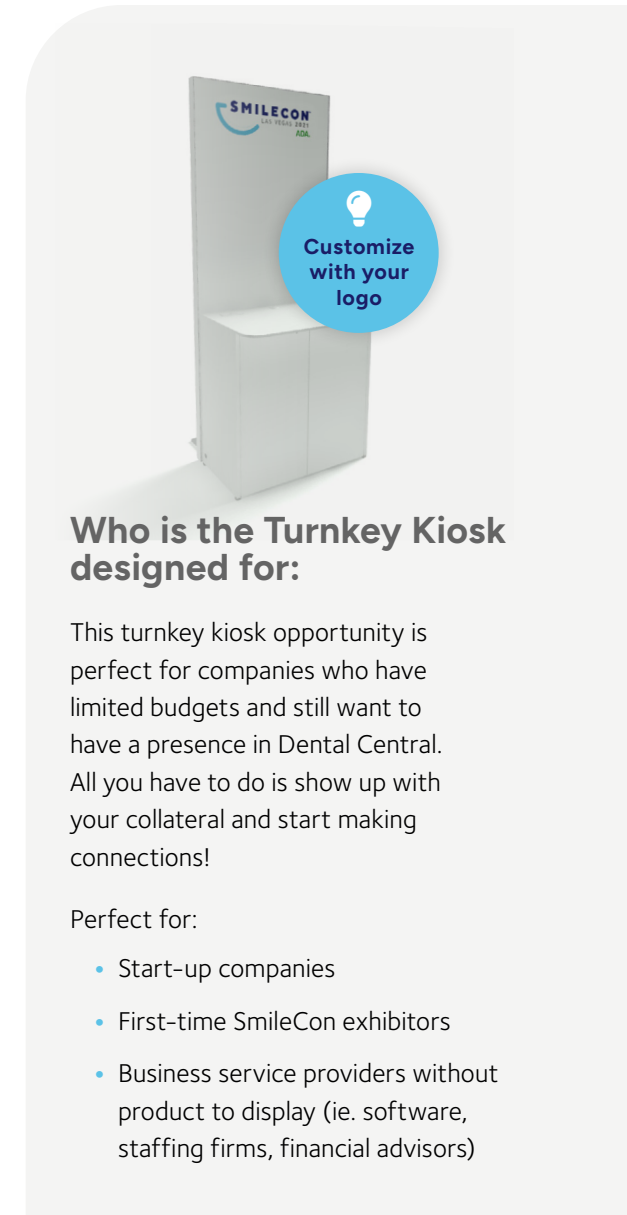
**No carpeting, furnishings, electrical service, or other amenities are included. Discount pricing for these services will be available from the general contractor, Freeman. Floor covering is required.*

✔ Freeman’s online service manual will be available in June.

What is included with each Turnkey Kiosk**:

- 4 Dental Central personnel badges
- Company description, logo and links in the mobile app
- Company description, categories, logo, and links in the online floor plan listing
- Carpeted flooring
- (1) Stool
- (1) Standard electrical power strip

****Turnkey Kiosk Display Rules:** A Turnkey Kiosk is a rental of the kiosk itself, and not exhibit space. All material, including product and collateral, must be confined to the kiosk unit countertop only (39.25" x 25.5"). Additional furniture (ie. tables), pull-up banners, displays, etc. are NOT permitted.



Who is the Turnkey Kiosk designed for:

This turnkey kiosk opportunity is perfect for companies who have limited budgets and still want to have a presence in Dental Central. All you have to do is show up with your collateral and start making connections!

Perfect for:

- Start-up companies
- First-time SmileCon exhibitors
- Business service providers without product to display (ie. software, staffing firms, financial advisors)

Reserve your space ...

It's easy to reserve exhibit space:

Reserve online. Go to SmileCon.org, visit the Exhibitors & Sponsors page, and click the Reserve A Booth button. Then submit the online form.

[View floor plan](#)

[Reserve online](#)

Exhibit space pricing

Standard 10 ft. x 10 ft. exhibit space	\$4,700
Corner 10 ft. x 10 ft. exhibit space	\$5,600
Turnkey Kiosk	\$3,000 (per unit)
SmileConnect Meeting Rooms 10 ft. x 10 ft.	\$4,700

All rates are in U.S. dollars.

Check out the

[Sponsorship Prospectus](#)

for opportunities to maximize
your booth investment.



Let us help you meet your goals!
ADAsales@conexiant.com



“We love SmileCon! ... Can't wait to return next year.”

SmileCon 2023 Exhibitor

Payment schedule

To be considered for exhibit space, your application must be accompanied by a 50% deposit of the total booth or Turnkey Kiosk cost. The balance is due on or before **May 17, 2024**.

All applications received after **May 17, 2024** must include full payment.

Acceptable payment forms are check, Visa, MasterCard, American Express, ACH, or wire transfer. Checks should be made payable to the American Dental Association in U.S. funds and drawn on a U.S. bank. If selected, exhibitors will receive a confirmation of their chosen exhibit space. Exhibitors not selected will receive a full payment refund based on the method of payment.

General exhibit sales opened Nov. 15, 2023.

Cancellation or reduction of exhibit space

Both the exhibitor and ADA acknowledge that, in the event the exhibitor must 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 exhibit space.

If written notice of cancellation or reduction of exhibit space or kiosk is received prior to **March 29, 2024**, exhibitor agrees to pay a cancellation fee equal to \$1,000 per 10 ft. x 10 ft. exhibit space or individual kiosk. If written notice of cancellation or reduction of exhibit space or kiosk is received between **March 29** and **May 17, 2024**, exhibitor may receive a refund of monies paid, less 50% of the total cost of space canceled. No refunds will be issued for cancellations after **May 17, 2024** and companies are liable for 100% of the total fee of the exhibit 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 exhibit space.

Dental Central schedule

Dental Central Move-In

Monday, Oct. 14	8 a.m.–5 p.m.
Tuesday, Oct. 15	8 a.m.–5 p.m.
Wednesday, Oct. 16	8 a.m.–4 p.m.

Dental Central hours

Thursday, Oct. 17	9:30 a.m.–5 p.m.
Friday, Oct. 18	9:30 a.m.–5 p.m.
Saturday, Oct. 19	9:30 a.m.–2:30 p.m.

Dental Central Move-Out

Saturday, Oct. 19	2:30–6:30 p.m.
Sunday, Oct. 20	8 a.m.–5 p.m.
Monday, Oct. 21	8 a.m.–Noon

**Hours subject to change. All times are Central Time (CT).*

Questions?

For exhibit questions, contact SmileCon@corcexpo.com or +1.312.265.9662.