ADA 2017 – America’s Dental Meeting brings together leaders across the nation in dental practice, research, academia and industry to present the highest quality and most innovative and effective continuing education.

It features more than 500 exhibiting companies leading the field in cutting-edge products and services in the exhibit hall.

It also hosts the annual meeting of the House of Delegates, the ADA’s legislative and governing body, which speaks for the dental profession in the U.S.

Who attends?
Attendees of the ADA annual meeting are dentists, dental hygienists, dental assistants, business assistants and lab technicians, among other members of the dental team.

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 on-site guide (information must be received by June 29, 2017)
• 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 April 2017 to all paid exhibitors. It includes various order forms from the show contractor and logistics information.

Visit ADA.org/meeting for more information.

Top 5 Reasons to Exhibit at ADA 2017
1. Be a part of the industry’s premier event. Dental professionals view the ADA annual meeting as the leading source of continuing education and purchasing information in the U.S.

2. Reach an audience with buying power. Thousands of dentists, dental professionals and dental dealers from across the nation and world will attend.

3. Interact with customers face-to-face at your booth — 43% of attendees prefer this method of receiving and sharing information.

4. Generate sales leads and new customers promoting brand awareness of your company. The average dental professional attendee spends $1,000-$2,500 on the exhibit floor.

5. Go head-to-head with your competition. More than 500 leading dental companies will be there.
Sponsorship and Advertising

The ADA offers a wide range of sponsorship, advertising and promotional opportunities to build traffic on the exhibit floor. Increase your company’s visibility and attract your current and prospective customers to your booth at ADA 2017.

Advertising and Sponsorship Opportunities:

- **New Dentist Conference:** Now occurring at the annual meeting, expose your company to this younger demographic
- **Continuing Education:** Support a course or an educational track
- **Tote Bags, Badge Lanyards and more:** Your company logo emblazoned on attendee materials
- **Signage:** Deliver your key message on shuttle buses, in foyer space, on escalator banners and more
- **Mobile App:** Display your company logo on a banner ad or video message
- **Wi-Fi Area:** Help attendees stay connected
- **Hotel Key Cards:** Keep your company information in the hands of attendees during the entire event
- **Receptions or Coffee Breaks:** Be top of mind with your targeted audience
- **ADA publications** such as ADA News, the ADA News Convention Daily, the June issue of The Journal of the American Dental Association, or the on-site guide

The ADA will develop a custom sponsorship and/or advertising package that will help you achieve your ROI goals. Contact one of our S&S Media team listed above to find out more.

To learn more about sponsorships, please contact:

Jim Shavel
jim@ssmediasol.com
215.369.8640

Allen Schwartz
allen@ssmediasol.com
503.784.8919

Bill Kittredge
bill@ssmediasol.com
714.264.7386
Exhibitor Application Procedures

2017 Booth Fees

**Standard** $3,800 per 10 ft. x 10 ft.
**Nonprofit** $2,800 per 10 ft. x 10 ft.

There is an additional charge of $900 for each exposed corner. Conference rooms are $3,800 per 10 ft. x 10 ft. All rates are in U.S. dollars.

How to Reserve Exhibit Space

There are two ways to reserve a booth.

1. **Reserve a booth online**
   On the left side of the screen please select Booth Reservation to access the online application and reserve your booth.

   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.

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 21, 2017. All applications received after April 21, 2017 must include full payment.

The American Dental Association accepts check, Visa, MasterCard or American Express. Selected exhibitors will be notified of their booth location. Non-selected applicants will receive a full payment refund based on the method of payment.

2017 Exhibit Schedule*

**Exhibit Move-in**

- **Monday, October 16**
  - 8 a.m.-5 p.m.
- **Tuesday, October 17**
  - 8 a.m.-5 p.m.
- **Wednesday, October 18**
  - 8 a.m.-4 p.m.

**Exhibition Hours**

- **Thursday, October 19**
  - 9 a.m.-5:30 p.m.
- **Friday, October 20**
  - 9 a.m.-5 p.m.
- **Saturday, October 21**
  - 9 a.m.-3 p.m.

**Exhibit Move-out**

- **Saturday, October 21**
  - 3 p.m.-8 p.m.
- **Sunday, October 22**
  - 8 a.m.-5 p.m.
- **Monday, October 23**
  - 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 ADA 2017, please visit ADA.org/meeting.

Cancellation or Reduction of 2017 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 21, 2017, 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 21, 2017, 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.