

ADA®

2026 SCIENTIFIC SESSION

INDIANA CONVENTION CENTER
OCT. 8-10 | INDIANAPOLIS

Join Us as a Sponsor at the ADA 2026 Scientific Session

The ADA 2026 Scientific Session is the essential, evidence-based dental meeting designed for dentists. The program focuses on clinical guideline-based continuing education rooted in science and directly applicable in practice.

Here's Why Sponsorship at the ADA 2026 Scientific Session is the Right Move



**DENTIST-FOCUSED,
WELL-QUALIFIED
AUDIENCE**

Practicing dentists seeking current clinical guidelines, research-backed education and immediately applicable insights. Attract professionals actively evaluating solutions.



**INTENTIONAL FOCUS.
GREATER IMPACT.**

A dentist-first program that creates a high-value environment where your sponsorship earns meaningful visibility and delivers stronger impact.



**ENGAGEMENT
THAT DRIVES ROI**

Purpose-driven attendees are open to thoughtful product discussions and solutions, leading to strong engagement and high-quality leads.

Exhibit at ADA 2026 Scientific Session

If you have not secured your space yet, be part of the momentum! **Click here** to learn more and reserve your booth space.

EXHIBIT SPACE PRICING

STANDARD 10 FT. X 10 FT. BOOTH

\$4,800

CORNER 10 FT. X 10 FT. BOOTH ADD-ON

\$800

Booth Inclusions

- Complimentary access to the following on-site events: General Session (Thursday) and Happy Hour (Thursday)
- Six (6) exhibit hall personnel badges
- Access to the pre-show opt-in attendee list (full name, title, organization) two (2) weeks before the event
- Exclusive access to the exhibitor networking lounge, inclusive of three (3) complimentary breakfasts and two (2) receptions (\$1,700 value)
- Our complimentary exhibitor marketing kit to promote your presence



Sponsorship Opportunities

Explore the sponsorship options currently available for the ADA 2026 Scientific Session, with opportunities to maximize your booth investment, stand out from the competition and drive traffic to your booth.



Brand and Product Promotion

ATTENDEE TOTE BAG (1) \$10,800

Put your company front and center on the attendee tote bag and include a sponsor-provided promotional insert.

ATTENDEE LANYARD (1) \$1,850

Showcase your brand in style as the sponsor of our attendee badge lanyards.

ATTENDEE TOTE BAG INSERT (3) \$2,250

Make a great first impression and drive attendees to your booth with a promotional insert.

ON-SITE SIGNAGE (LIMITED) Starting at \$3,000

Make your brand impossible to miss. Our on-site signage opportunities place your message in high-visibility areas throughout the ADA Scientific Session, ensuring that you reach an engaged audience at every turn.

Signage opportunities will be available soon. Ask your Sales Representative for more information.

BRAND EXCLUSIVE EMAIL (UNLIMITED) \$1,750

Two fully branded emails delivered to all registered attendees pre- or post-conference.

SCIENTIFIC SESSION EMAIL SPONSORED CONTENT (LIMITED) \$1,500 each

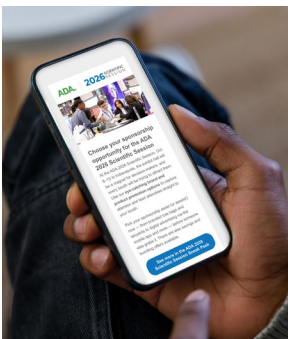
Your content block will appear in an official ADA 2026 Scientific Session email to registered and prospect attendees, available April through September.

HOTEL KEY CARDS Packages starting at \$7,250

Your logo and message on guest key cards used by attendees every day. Choose from select hotels in the room block or all participating hotels.

HOTEL BLOCK ROOM DROPS (2) \$8 per drop/min 500 rooms

Deliver your message or promotional item directly into attendees' hands before they start their day.



LET US HELP YOU MEET YOUR GOALS.

For more information about sponsorship and advertising opportunities, contact your ADA Sales Representative at ADASales@conexiant.com.



MOBILE APP

Engage directly with attendees pre-show, on site, and post-show and drive traffic to your booth.

DAILY EXCLUSIVE PACKAGE (3)

\$5,500

- Two (2) push notifications
- Interstitial page ad
- Rotating banner ad

À LA CARTE OPTIONS (LIMITED)

- Push notifications **\$1,000 each**
- Rotating banner ads and in-line ad on Schedule page **\$1,500 each**

SHOW SPECIAL VIA THE MOBILE APP (UNLIMITED) **\$1,000 per special**

- Bring attendees to your booth with special offers or giveaways. Featured in the mobile app so all attendees can access.

GENERAL SESSION BREAKFAST

\$17,500 exclusive

Sponsor the first meal of the Scientific Session and create a positive brand association.

- Inclusion in pre-show and on-site marketing and on-site signage
- Branded high-boy tabletop clings (up to 10)
- Opportunity to provide branded napkins, cups and giveaways



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Educational Sponsorship Opportunities

CE LECTURES AND WORKSHOPS (LIMITED)

Starting at \$1,500 per course

Support an evidence-based presentation, panel or hands-on workshop that reinforces better clinical outcomes and delivers practical insights dental professionals can apply right away to their practice and patients. Select a topic (or two!) that aligns with your focus, brand or product inspired by these specialty areas.

- Clinical guidelines
- Oral systemic health
- JADA research-driven insights



CHECK OUT
AGENDA BUILDER
TO DISCOVER
COURSE TOPICS.

Bundle and Save!

Bundle pre-conference and on-site opportunities to make the most of your investment.

PRE-CONFERENCE DIGITAL PACKAGE

\$5,650

- Sponsored content ad in ADA 2026 Scientific Session marketing email (2x)
- Brand-exclusive email to registered attendees (2x)
- Ad in all attendee registration confirmations

BOOTH DRIVER PACKAGE

\$6,500

- Hotel room drop; promotional flyer delivered to 500 dentists
- Show Special via the mobile app
- App push notifications (2 per day)

FIRST IMPRESSION PACKAGE

\$7,950

- Tote bag insert
- Mobile app in-line Schedule ad
- \$4,500 on-site signage credit



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