Amplify Your Brand at SmileCon!

SmileCon™ is the ADA’s annual meeting, reimagined for the future. From dentists to dental hygienists and business assistants to lab techs, SmileCon brings together dental professionals from around the United States and 50+ other countries.

Why Sponsor at SmileCon?
SmileCon is the only event that tells the full story of the profession today and in the future. Our colleagues and contacts from across the U.S. will be there for exclusive advocacy, research, and policy updates from the premier voice in dentistry—the ADA.

What makes SmileCon 2022 different:

- We are building on the excitement from the first SmileCon and making it even bigger and better!
- SmileCon will be a joint meeting with the Texas Dental Association (TDA) Meeting and the Greater Houston Dental Society Star of the South Meeting—more impact with your dollars and more exposure to potential customers. The TDA Meeting will not be held in 2022 and the GHDS Star of the South Meeting will not be held in 2023.
- In 2021, 92% of dentists surveyed visited Dental Central (formerly the exhibit hall), and 53% made a purchase. Of those, two-thirds spent over $1,000 in Dental Central.
- Multipurpose Smile Stages around Dental Central will serve as launch pads for CE content, industry updates, and dental trends in a small-group environment—ideal to connect you with attendees.
Sponsorship Opportunities

Put your brand in front of thousands of dental professionals! 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.

**Engagement Packages**

Be front and center with attendees, from first-touch emails to the fun-filled Dental Quest to the electrifying Closing Session! Our engagement packages will help you reinforce your brand’s approach to business with innovative and playful opportunities that make attendees smile.

Let’s work together and create an experience that leaves your brand imprinted on the hearts and minds of SmileCon attendees!

<table>
<thead>
<tr>
<th></th>
<th>Top Crown</th>
<th>Major Molar</th>
<th>Exhibitor Spotlight</th>
<th>Lead Gen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$14,500</td>
<td>$8,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>Pre-conference registration list</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Exclusive pre-conference email to all registered attendees</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Exclusive post-conference email to all registered attendees</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Spotlight with Surprise &amp; Delight for attendees</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Onsite signage credit</td>
<td>$10,000</td>
<td>$8,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offer in coupon book–printed and digital via app</td>
<td>X (2)</td>
<td></td>
<td></td>
<td>X (2)</td>
</tr>
<tr>
<td>Sponsor level recognition on mobile app</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dental Quest Hunt/Challenge</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>5 or 10% discount towards add-on assets</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Sponsorship Packages: High Visibility, Deep Integration, Memorable Opportunities to Align Your Brand With SmileCon

**Opening or Closing General Session**

$100,000 (Only 2 available)

Support one or both of these marquee events that will celebrate the dental community!

- Branded emails to all attendees and recognition in a robust marketing campaign
- Participation in the event including stage time and an experiential activity for attendees
- $20,000 in onsite signage credit and a 10% discount toward any add-on assets
- And more! Inquire for a full list of benefits and details

**First Impression**

$75,000 (Only 1 available)

Make the first and most memorable impression with attendees as the First Impression Sponsor.

- Attendee tote bag with branded swag
- Mobile app splash page
- Brand exclusive pre-conference email to all attendees
- $10,000 in onsite signage credit and a 10% discount towards any add-on assets
Dental Central Experiential
$50,000–$75,000 (only 3 available)
Wow attendees and create a connection with your brand via an experience in Dental Central.
- One of the three Smile Lounges for one day
- Exercise your creativity and collaborate with us! Let’s create a surprise-and-delight experiential activity on the floor where attendees can enjoy themselves and further engage with you and your brand

Friday Night Street Festival
$50,000 (Only 4 available)
Make a splash at the Friday Night Street Festival outside the convention center.
- Your own branded area/lounge to entertain and mingle with attendees
- Sponsorship recognition on all party marketing and signage (pre, onsite, and post)

New Dentist Street Festival Lounge
$35,000 (only 2 available)
Create a lasting impression with new dentists during the Friday Night Festival.
- Branded lounge in area at the Friday Night Street Festival, exclusively for New Dentists featuring karaoke, photos opps, food and beverage
- Sponsorship recognition on all marketing and signage of said area (pre, onsite and post)
- Promotional message of choice will be printed on all New Dentist badges

D4+ After Party Chill-Out
$18,500 (only 2 available)
The after party all will be talking about the next day, catered to D4s and new dentists
- Party area branded with sponsor logo and messaging, ability to hand out branded swag, provide games and interactive experiences.
- Sponsorship recognition in all marketing of said area (pre, onsite and post)
Get Noticed by Attendees

Choose your own adventure and create your package from our a la carte items. Whether a single opportunity or a bundle, SmileCon has a wealth of options!

**COUPON BOOK**
$850+

**CE SPONSORSHIP—SERIES, WORKSHOPS, PRESENTATIONS**
$2,000+

**ROOM DROPS**
$4,500+

**KEY CARDS**

**LANYARDS**
$10,000

**BATHROOM/RINSING STATIONS—4 SETS**
$20,000

**ATTENDEE MOTORCOACH/SHUTTLE ADVERTISING**
$10,000+

**EXHIBITOR SPOTLIGHT**
$2,500–$3,500

**BANNERS, ONSITE SIGNAGE**

**BANNERS, ONSITE SIGNAGE**

**COUPON BOOK**
$850+

Visit **Envision**

*Contact Angela Hobbs at hobbsa@ada.org for more information.*
Digital and Print Media

Don’t wait for the show, get your brand out there with our spectrum of digital media opportunities.

*Contact Harborside at adasales@hbside.com for more information.

Let Us Help You Meet Your Goals!
Angela Hobbs, Manager, Industry Relations
hobbs@ada.org | 312.440.2662