



## 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 Dental 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**.

SMILECON™ IS PRESENTED BY



# 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!

	 <b>Top Crown</b> \$20,000	 <b>Major Molar</b> \$14,500	 <b>Exhibitor Spotlight</b> \$8,000	 <b>Lead Gen</b> \$6,500
Pre-conference registration list	X			X
Brand exclusive pre-conference email to all registered attendees	X	X	X	X
Brand exclusive post-conference email to all registered attendees	X	X		
Exhibitor Spotlight with Surprise & Delight for attendees			X	
Onsite signage credit	\$10,000	\$8,000		
Offer in coupon book—printed and digital via app	X (2)	X		X (2)
Sponsor level recognition on mobile app	X	X		X
Dental Quest Hunt/Challenge				X
5 or 10% discount towards add-on assets	X 10%	X 10%	X 5%	X 5%



## Sponsorship Packages: High Visibility, Deep Integration, Memorable Opportunities to Align Your Brand With SmileCon



### Opening Session

**\$100,000** (Only 1 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



Photo: ADA 2017

## Friday Night Street Fest

**\$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)



Photo: ADA 2017

## New Dentist Lounge @ Friday Night Street Fest

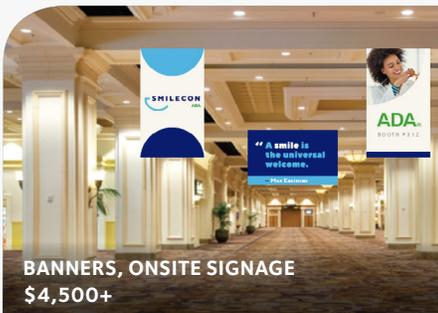
**\$20,000** (only 2 available)

Create a lasting impression with new dentists during the Friday Night Festival.

- Party area at the Friday Night Street Fest exclusively for New Dentists featuring fun, games, photo opps, food and beverage and more
- Be one of only two sponsor hosts, receiving branded area with sponsor logo and messaging, option to hand out branded swag, offer games and interactive experiences.
- 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

## Be Front and Center with Attendees

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



**BANNERS, ONSITE SIGNAGE**  
\$4,500+



**KEY CARDS\***



**LANYARDS**  
\$10,000

Visit [Envision](#)



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



**ATTENDEE MOTORCOACH/SHUTTLE**  
ADVERTISING PACKAGE \$25,000



**EXHIBITOR SPOTLIGHT (LIMITED**  
AVAILABILITY) \$2,500–\$3,500



**ROOM DROPS\***



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



**COUPON BOOK**  
\$850+

\*Contact Angela Hobbs at [hobbsa@ada.org](mailto:hobbsa@ada.org) for more information.

## Digital and Print Media

Don't wait for the show, get your brand out there with our expansive digital media opportunities.



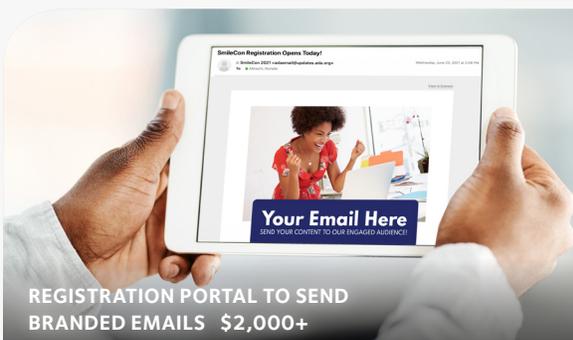
SMILECON EMAIL AD/SPONSORED CONTENT, WEBSITE BANNERS

Contact Harborside at [adasales@hbside.com](mailto:adasales@hbside.com) for more information



FULL-PAGE DISPLAY ADS IN PREVIEW GUIDE, ONSITE GUIDE \$7,500+

Contact Harborside at [adasales@hbside.com](mailto:adasales@hbside.com) for more information

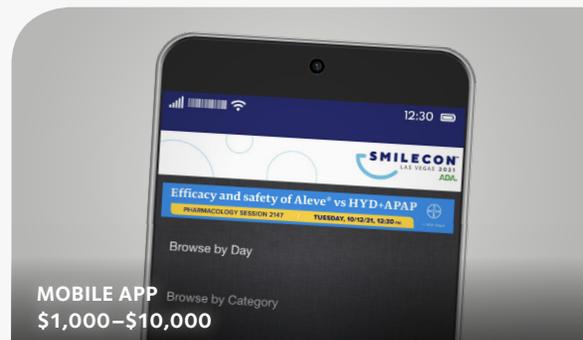


REGISTRATION PORTAL TO SEND BRANDED EMAILS \$2,000+

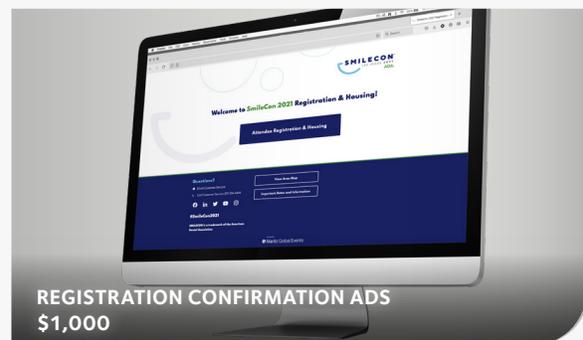


ADA NEWS CONVENTION DAILY EMAIL AD NATIVE/BANNERS

Contact Harborside at [adasales@hbside.com](mailto:adasales@hbside.com) for more information



MOBILE APP Browse by Day Browse by Category \$1,000-\$10,000



REGISTRATION CONFIRMATION ADS \$1,000

## Let us Help You Meet Your Goals!

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