





Engagement & Sponsorship Opportunities Sneak Peek

Thank you for participating in SmileCon™ 2022 and helping us create a great experience for our attendees. We wanted to give you a sneak peek of some opportunities available for exhibitors at SmileCon 2023 in Orlando, Oct. 5–7 at the Orange County Convention Center, to get your wheels turning as you plan for next year.

Onsite Engagement

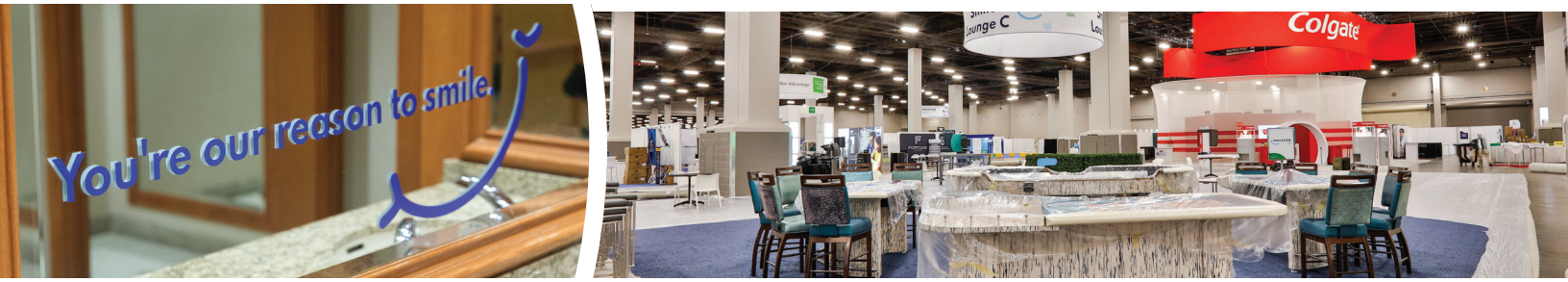
Be front and center with attendees via the following packages or create your own adventure with our a la carte items!

	 Top Crown \$20,000	 Major Molar \$14,500	 Exhibitor Spotlight \$8,000	 Lead Gen \$6,500
Pre-conference registration list	X			X
Exclusive pre-conference email to all registered attendees	X	X	X	X
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%

A la carte items

Hotel Room Drops – Get your message directly into the hands of attendees	\$8 per drop	Coupon Book – Drive attendees to your booth with special offers or giveaways	\$850–\$1,850
Key Cards – Logo and message on back of guest key cards, the first and last thing they see every day	\$12,500+	Bathroom Rinsing Stations – Provide your product for all to sample	\$20,000
Attendee Tote Bag + Insert – Thousands will see your brand and read your message multiple times a day	\$50,000	CE Sessions	\$2,200+
Attendee Lanyard – Add your logo and be with attendees everywhere they go	\$12,500	Exhibitor Spotlight – Showcase your product from a Smile Stage	\$3,500
		Breakfast or Lunch Symposium – Sponsor one (or more) of the only two Breakfast or three Lunch Symposiums available	\$28,000

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Digital and Print Media

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

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| • SmileCon Marketing Emails – Sponsored content section | \$2,250 |
| • ADA News Convention Daily Emails – Banner or native ads | \$15,500-\$17,000 |
| • Attendee Registration Confirmations – Banner ads | \$1,000 |
| • Brand Exclusive Email via Maritz Portal – Registered attendees | \$1,250-\$2,000 |
| • SmileCon Website – Leaderboard banner ad | \$2,200 |
| • Preview Guide – Full page ad | \$7,500 |
| • Onsite Guide – Full Page ROB or Cover 3 & 4 | \$5,500-\$7,500 |
| • Attendee Motorcoach Shuttle – Exterior messaging seen by thousands | \$40,000 |
| • Mobile App – Splash pages, home screen banner ad, push notifications | \$1,000-\$9,500 |

High Visibility Sponsorship Packages

High visibility, deep integration, memorable opportunities to align your brand with SmileCon!

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|---|-----------|
| • Opening Session with Keynote – One big event. Thousands of attendees. Your Brand. | \$55,000 |
| • Closing Session with Keynote – Details coming soon | \$25,000 |
| • First Impression – Tote bags, insert, mobile app splash page, onsite signage, brand exclusive email | \$65,000 |
| • Universal Orlando Night – Details coming soon | \$5,000+ |
| • Friday Night Party – Details coming soon | \$10,000+ |
| • New Dentist Reception/Events – Details coming soon | \$20,000 |
| • Dental Olympics – Show your support for teams from dental schools | \$45,000 |

Let us help you meet your goals and start working with you on your plans for SmileCon 2023!

SmileConSponsorshipSales@ada.org