

Exhibitor Prospectus

Welcome to SmileCon!

SmileCon®, the ADA's reimagined dental meeting, delivers endless opportunities to connect with dental professionals **in every career stage and specialty**. SmileCon is a dental meeting like no other!

Dental Central, our buzzing exhibit hall, **brings together education, exhibitors, and unexpected fun**. Since its debut in 2021, it has become the destination for immersive learning experiences, our must-see exhibitors, and unexpected delights, such as tooth fairies on stilts, photo ops with cowboys, and, of course, delicious snacks. You'll want to be part of our attendees' experience!

Dental Central hours

EXTENDED HOURS!

You asked, we listened! Peak day hours have been extended to maximize your results.

Dental Central hours

Thursday, Oct. 5	9:30 a.m.–5 p.m.
Friday, Oct. 6	9:30 a.m.–5 p.m.
Saturday, Oct. 7	9:30 a.m.–2:30 p.m.

Important 2023 dates

Feb. 28–Mar. 10

Exhibitor renewals

Mar. 15

General exhibitor sales open

July 14

Final date to reduce or cancel space
Final payment due

Sept. 22

Company description due for online exhibitor listing

Oct. 2–4

Move-in

Oct. 5–7

Dental Central (exhibit hall) open

Oct. 7–9

Move-out

SmileCon.org



Oct. 5–7

Orange County Convention Center

SMILECON is a registered trademark of the American Dental Association.

Why you should exhibit at SmileCon

SmileCon is the meeting of the voice of dentistry—the ADA. Because of this, attendees from all over the country and the world come to connect with some of dentistry’s leading minds and to see cutting-edge products and services in the field. And unlike other dental meetings, SmileCon is an *experience*—an all-engaging event that breaks the mold of staid conferences.

What makes SmileCon different:

- Dental Central, our exhibit hall, offers irresistible—and profitable—connections with dental professionals who are the decision makers in their businesses.
- Transformative learning experiences on the floor, often with standing-room-only audiences.
- Serious fun that draws attendees in every day—if they miss a day, they miss a lot!

“There is a genuine effort to unify education, exhibits, and social events.

No other meeting has taken the leap of faith to achieve what SmileCon has done.”

SmileCon 2022 exhibitor

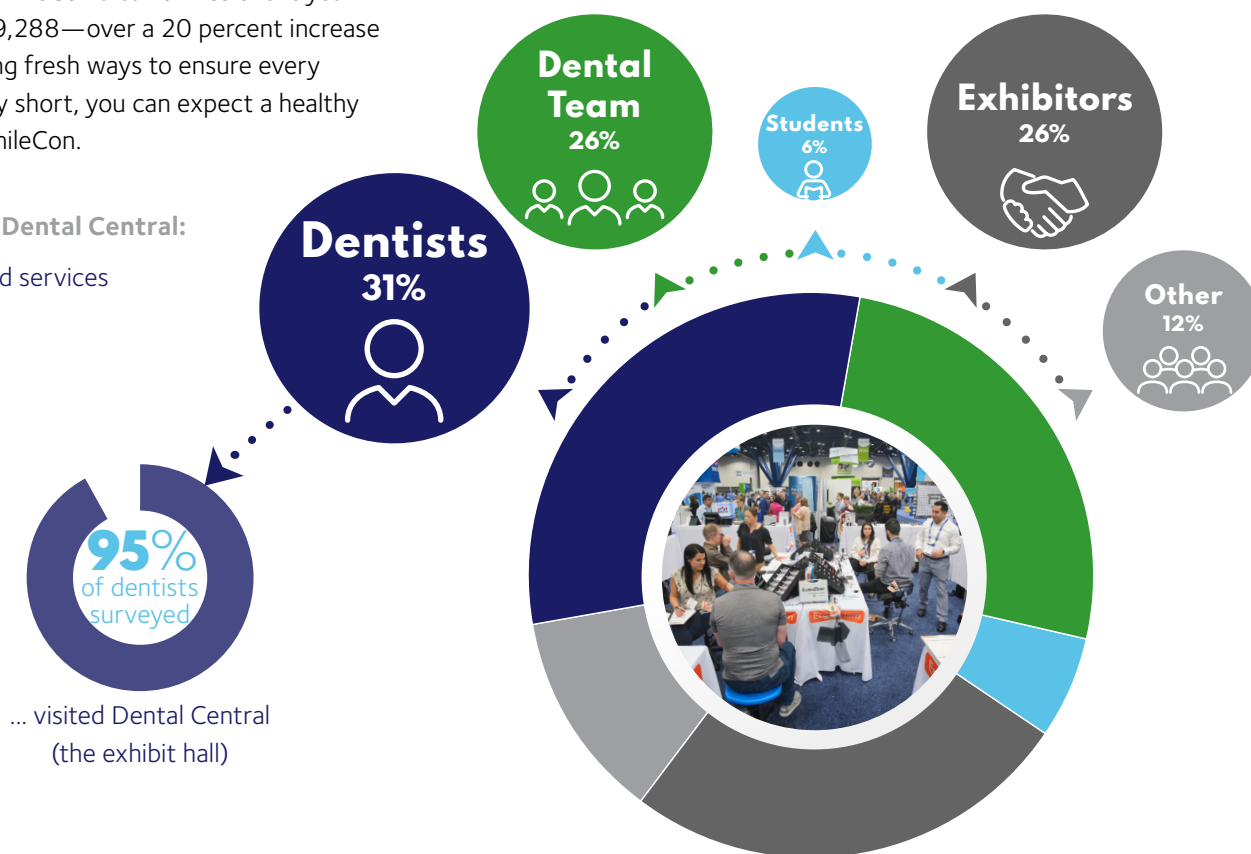
Meet our attendees

How many attendees will be there?

We've heard this question from one or two exhibitors! Dentists, dental hygienists, dental assistants, business assistants, and lab technicians from the U.S. and over 50 countries consider SmileCon a can't-miss event year after year. In 2022, our attendance was 9,288—over a 20 percent increase from the previous year. And we're planning fresh ways to ensure every attendee visits Dental Central. Long story short, you can expect a healthy crowd of highly engaged attendees at SmileCon.

What attendees enjoyed most about Dental Central:

- 1  Learning about new products and services
- 2  Testing new products
- 3  Buying products and services for their practices



Dental Central layout

We've heard you!

Thanks to our exhibitors' feedback, we've improved the floor experience without sacrificing the elements you liked.

- Bringing aisles closer together and eliminating dead space so the **buzz and excitement** of Dental Central builds between booths.
- Four dedicated CE areas are in the back of the hall, so **attendees must walk through the exhibitor aisles** to get to their courses. This is your chance to catch their eyes!
- Doorways from the Opening and Closing Sessions that lead right into Dental Central.
- Surprise and delight elements sprinkled throughout the exhibit hall—**keeping attendees engaged**, so they linger longer.
- Closing Party on Saturday afternoon for **more fun-fueled interaction time with attendees**.

[➔ View floor plan](#)



“My team had an amazing time at SmileCon. Our first experience at this show exceeded expectations.”

Reserve your space

Dental Central is the epicenter of SmileCon, a place attendees want to be not just to browse, but to have **meaningful interactions with exhibitors** and fellow attendees alike. Be a part of the excitement of Dental Central and reserve your spot!

Are you launching a new company or exhibiting at SmileCon for the first time? Streamline your preparations and get ready to connect! Rent one of our Turnkey Kiosks—a modular kiosk 3.25 ft. wide x 1.5 ft. deep x 8 ft. high, with storage underneath. This stand-alone unit comes with a personalized graphic or your company logo. Monitors are available for an additional fee to enhance your presentation.

What is included with each 10 ft. x 10 ft. exhibit space*:

- 10 Dental Central personnel badges
- Company description, logo, and links in the mobile app
- Company description, categories, logo, links, and the ability to upload up to 3 products and one video in the online floor plan listing
- 8 ft. high back drape and 3 ft. high side drape (inline booths)
- Booth identification sign (booths 300 sq. ft. or less)

**No carpeting, furnishings, electrical service, or other amenities are included. Discount pricing for these services will be available from the general contractor, Freeman.*

✓ Freeman's online service manual will be available in June.

What is included with each Turnkey Kiosk**:

- 4 Dental Central personnel badges
- Company description, logo and links in the mobile app
- Company description, categories, logo, and links in the online floor plan listing
- Carpeted flooring
- (1) Stool
- (1) Standard electrical power strip

****Turnkey Kiosk Display Rules:** A Turnkey Kiosk is a rental of the kiosk itself, and not exhibit space. All material, including product and collateral, must be confined to the kiosk unit countertop only (39.25" x 25.5"). Additional furniture (ie. tables), pull-up banners, displays, etc. are NOT permitted.



Who is the Turnkey Kiosk designed for:

This turnkey kiosk opportunity is perfect for companies who have limited budgets and still want to have a presence in Dental Central. All you have to do is show up with your collateral and start making connections!

Perfect for:

- Start-up companies
- First-time SmileCon exhibitors
- Business service providers without product to display (ie. software, staffing firms, financial advisors)

Reserve your space ...

It's easy to reserve exhibit space:

Reserve online. Go to SmileCon.org, visit the Exhibitors & Sponsors page, and click the Reserve A Booth button. Then submit the online form. Please note: You cannot reserve a space until general exhibitor sales open on March 15.

 [View floor plan](#)

 [Reserve online](#)

Exhibit space pricing

Standard 10 ft. x 10 ft. exhibit space:	\$4,500
Corner 10 ft. x 10 ft. exhibit space:	\$5,400
Turnkey Kiosk:	\$3,000 (per unit)
SmileConnect Meeting Rooms 10 ft. x 10 ft.:	\$4,500

All rates are in U.S. dollars.

Check out the

 [Sponsorship Prospectus](#)

for opportunities to maximize
your booth investment.



Let us help you meet your goals!
SmileConSponsorshipSales@ada.org

“Even walking into the exhibit hall on Wednesday to set up the booth, there was clearly a different vibe—a very positive energy. I knew it was going to be a great show before it even began!”

SmileCon 2022 Exhibitor

Payment schedule

To be considered for exhibit space, your application must be accompanied by a 50% deposit of the total booth or Turnkey Kiosk cost. The balance is due on or before **July 14, 2023**.

All applications received after **July 14, 2023** must include full payment.

Acceptable payment forms are check, Visa, MasterCard, American Express, ACH, or wire transfer. Checks should be made payable to the American Dental Association in U.S. funds and drawn on a U.S. bank. If selected, exhibitors will receive a confirmation of their chosen exhibit space. Exhibitors not selected will receive a full payment refund based on the method of payment.

General exhibit sales open Mar. 15, 2023.

Cancellation or reduction of exhibit space

Both the exhibitor and ADA acknowledge that, in the event the exhibitor must 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 exhibit space.

If written notice of cancellation or reduction of exhibit space or kiosk is received prior to **May 26, 2023**, exhibitor agrees to pay a cancellation fee equal to \$1,000 per 10 ft. x 10 ft. exhibit space or individual kiosk. If written notice of cancellation or reduction of exhibit space or kiosk is received between **May 26** and **July 14, 2023**, exhibitor may receive a refund of monies paid, less 50% of the total cost of space canceled. No refunds will be issued for cancellations after **July 14, 2023** and companies are liable for 100% of the total fee of the exhibit 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 exhibit space.

Dental Central schedule

Dental Central Move-In

Monday, Oct. 2	8 a.m.–5 p.m.
Tuesday, Oct. 3	8 a.m.–5 p.m.
Wednesday, Oct. 4	8 a.m.–4 p.m.

Dental Central hours

Thursday, Oct. 5	9:30 a.m.–5 p.m.
Friday, Oct. 6	9:30 a.m.–5 p.m.
Saturday, Oct. 7	9:30 a.m.–2:30 p.m.

Dental Central Move-Out

Saturday, Oct. 7	2:30–6:30 p.m.
Sunday, Oct. 8	8 a.m.–5 p.m.
Monday, Oct. 9	8 a.m.–Noon

**Hours subject to change. All times are Eastern Time (ET).*

Questions?

For exhibit questions, contact
SmileCon@corcexpo.com
 or +1.312.265.9662.