

# Sponsorship Prospectus

OCT. 5-7 | ORANGE COUNTY CONVENTION CENTER



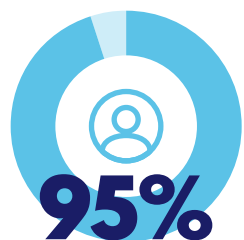
## Amplify Your Brand at SmileCon!

SmileCon® is the meeting of the voice of dentistry—the ADA. Attendees from all over the country and the world come together 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. You'll want to be part of our attendees' experience!

### Why should your company sponsor or advertise at SmileCon?

- Grow your brand at SmileCon by reaching thousands of dental professionals
- Stand out from the competition
- Generate new business and nurture your relationships with current or new customers
- Get more out of your booth investment

### In 2022:



of dentists surveyed visited  
**Dental Central**  
(formerly the exhibit hall)

“... one of the most fun interactive experiences offered at dental tradeshow. I think the ADA did a great job in rebranding as SmileCon.”

—2022 Exhibitor Survey Response

# SmileCon Manifesto



Smiles are inviting, universal, and irresistible. They **spark joy** for all those around them. Dentists and their teams work tirelessly to create them, and you should be **rewarded** with time of your own to smile.

Our reimagined event will do just that. We will **banish boring** and **share smiles** through **electric** events, **dynamic** speakers, **hot-off-the-press** content, and a **community** that's Ahhh-mazing! Every touchpoint at SmileCon will **excite and delight**, all while inspiring you to keep creating new smiles.







# Sponsorship Opportunities

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. And remember, SmileCon is ever evolving, so if you have an idea let us know, and we will explore the possibilities to recreate or reinvent it. We are open to suggestions!

## Enhanced Engagement Packages *new!*

These captivating packages put you front and center with attendees.

	 <b>Exhibitor Spotlight</b> \$45,000	 <b>Top Crown</b> \$27,500	 <b>Major Molar</b> \$17,500	 <b>Lead Gen</b> \$12,500
Registration list (pre- and post-show)	X	X		X
Pre-show email to registrants		X	X	
Post-show email to registrants		X	X	
Exhibitor Spotlight				
Onsite signage credit	\$10,000	\$10,000	\$8,000	
Print and digital coupons	X (2)	X (2)	X (1)	
10% discount towards add-on assets		X	X	X
Pre-show email to 2022 registrants		X		
Geofencing ads (2-mile radius) – ADA News	X			X
Facebook re-targeting ads – ADA News				X
Social boost – ADA News				
Social livestream – ADA News				
Product Spotlight (video shoot) – ADA News	X			



**Let us help you meet your goals!**

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# Sponsorship Opportunities!

## SmileCon Surround Sound

**\$30,000**

### Print

- ADA News Convention Daily – 1 page
- SmileConOnsite Guide – 1 page

### Vendor Showcase

- Pre-show email to 2023 registrants (Aug./Sep.)
- Post-show email to 2023 registrants (Oct./Nov.)

### Web Banners

- SmileCon.org website – Aug.-Nov. 200,000 impressions
- Registration confirmation
- ADA News SmileCon Central (Conference Coverage)
- ADA.org

## Market Research

**\$30,000** (3 available)

- Includes six to twelve ADA members plus a moderator for one hour
- Executive summary provided post-session

## Hands-On Product Experience

**\$30,000** (3 available)

- Showcase one or more products, educating attendees about the capabilities and how they can improve the care dental offices provide
- Stations to set up products and create a hands-on experience workshop (non-CE)

## Sponsored Video Roundtable

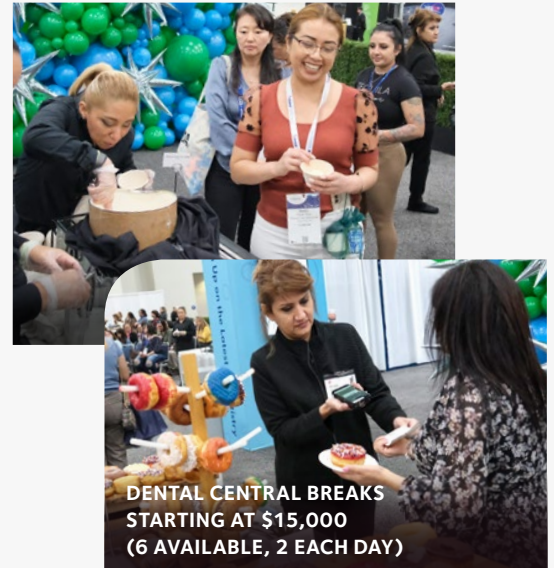
**\$30,000** (3 available)

- Capture one-hour discussion on a current industry topic, the future of dentistry, and/or your product with three to four ADA members, plus a moderator
- Create a three- to four-part mini-series featured on ADANews.com for six months

## Product Spotlight Video Segment

**\$17,500** (unlimited)

- Captured 15-minute interview at your booth with a key opinion leader
- Interview to be featured on ADANews.com and sent via an email to 50,000 ADA members



- Sponsor a break offering attendees a morning pick me up or an afternoon delight
- Recognition on signage as the break's sponsor
- Ability to provide branded napkins and/or cups



Lead attendees right to your booth with customizable directional floor decals.



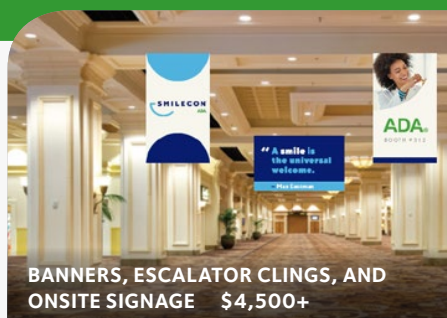
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## Get Noticed by Attendees

Customize your package or choose from our à la carte items. SmileCon has a wealth of options!



Visit [Envision](#)



Your logo and message on back of guest key cards and on attendee lanyards, each needed every day.



YOUR name on every attendee tote bag. Includes a promotional insert provided by sponsor.



Provide your product for all to sample.



Sponsor a Breakfast or Lunch Symposium.



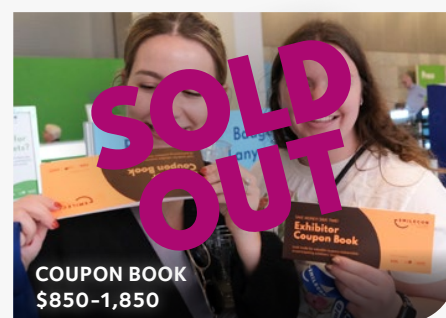
Showcase your product or service from the Industry Hub Stage.



Get your message directly into the hands of attendees of select block hotels.



Show your support for dentists and their teams by sponsoring CE—Presentations, Experiences & Conversations, and Hands-On Activities.



Drive attendees to your booth with special offers or giveaways.



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## Digital and Print Media

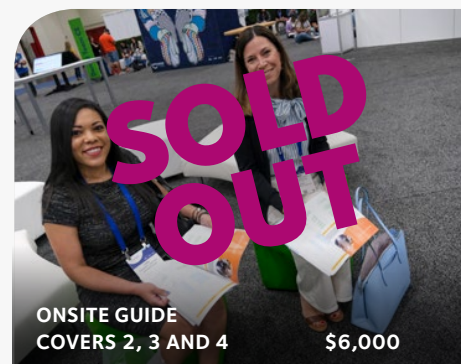
Don't wait for the show—familiarize attendees with your brand before they arrive in Orlando with our expansive digital and print media opportunities. Choose one or more channels to build a package of several touchpoints.



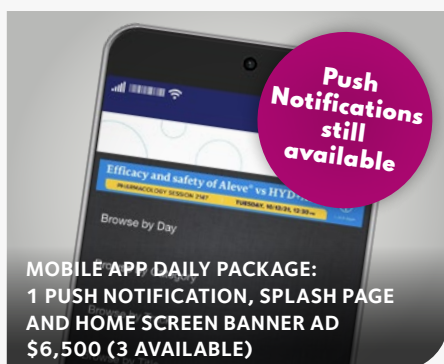
**SMILECON EMAIL SPONSORED CONTENT (NOW-OCT)**  
\$2,250/EMAIL



**ADA NEWS CONVENTION DAILY**  
**PRINT AD AND DIGITAL BANNER AD**  
~~\$6,000~~ \$3,000



**ONSITE GUIDE**  
**COVERS 2, 3 AND 4**  
~~\$6,000~~ \$3,000

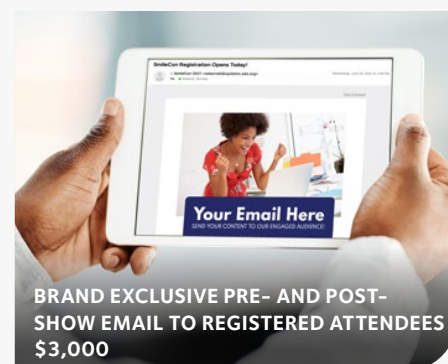


**PUSH NOTIFICATIONS still available**

**MOBILE APP DAILY PACKAGE:**  
1 PUSH NOTIFICATION, SPLASH PAGE  
AND HOME SCREEN BANNER AD  
\$6,500 (3 AVAILABLE)



**ATTENDEE MOTORCOACH SHUTTLE**  
**EXTERIOR MESSAGING SEEN BY 1,000'S**  
~~\$40,000~~ \$20,000



**BRAND EXCLUSIVE PRE- AND POST-SHOW EMAIL TO REGISTERED ATTENDEES**  
\$3,000



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Golden Globe® nominated actor and star of “Crazy Rich Asians” Constance Wu is this year’s keynote speaker at the SmileCon Opening Session. Constance also starred in “Fresh Off the Boat” and was named one of *TIME*’s 100 Most Influential People.

Constance will share her personal journey and speak on wellness, one of the key themes at SmileCon 2023 Orlando.



## Sponsorship Packages

Gain high visibility and deep integration with these opportunities to align your brand with SmileCon.

### Opening Session with Keynote Speaker Constance Wu

**\$50,000** (Only 1 available)

Elevate your brand’s visibility at the flagship event that pays tribute to the dental community!

#### Package benefits include:

- 1-minute walk-in video shown three (3) times prior to the start of the session
- Sponsor logo on stage screen pre-loop and at various times during the session
- Sponsor will introduce the Opening Session keynote speaker
- Sponsorship recognition during opening remarks by the MC
- Opportunity to distribute sponsor’s branded swag at the event
- Sponsorship recognition on all event marketing (pre, onsite and post) and signage at the event and within the mobile app
- Brand dedicated email send (pre- and post-show) to all attendees
- Sponsored content in two (2) SmileCon marketing emails to registered attendees before the meeting
- Up to twenty (20) VIP seats for the event
- Two (2) team members to attend speaker VIP meet n’ greet



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## Sponsorship Packages



### Breakfast Sponsor: Opening Session and Saturday Keynote

**\$25,000** to be exclusive for both  
or **\$15,000** each

- Inclusion in pre-show and onsite marketing
- Signage onsite
- Branded High-boy tabletop clings (up to 10)
- Ability to provide branded napkins and cups



### Grin & Goblin' Fest Bars

**\$15,000** (~~2 available~~) **only one left**

- Sponsor one of the two bars at this Friday night event
- Signage at the bar
- Sponsor-branded drink
- Ability to provide branded cocktail napkins, cups, and/or coasters
- Drive traffic to your booth and generate leads when you receive 400 drink tokens/tickets to be distributed at your booth on Thursday and Friday

### Dental Olympics

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

- Support the second annual ADA dental student competition featuring four dental schools
- Recognition as a supporting sponsor of the competition and students in:
  - Select pre-conference ADA News and New Dentist News articles
  - Emails to all students at participating dental schools
  - Onsite Guide and signage, coverage in the ADA News Convention Daily
- Official t-shirt worn by competing students



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