



SmileCon® 2025

# Sponsorship Prospectus

Oct. 23 – 25, 2025

Walter E. Washington Convention Center  
Washington, D.C.



#ADASmileCon

SmileCon.org

**SMILECON®**  
WASHINGTON, D.C. 2025  
ADA®



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### About the American Dental Association

The not-for-profit ADA is the nation’s largest dental association, representing 159,000 dentist members. The premier source of oral health information, the ADA has advocated for the public’s health and promoted the art and science of dentistry since 1859. The ADA’s state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive.

### SmileCon

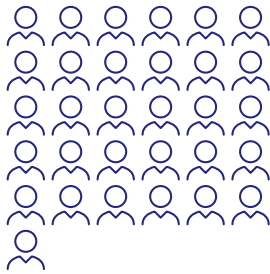
SmileCon® is the premier annual meeting of the ADA, bringing together thousands of dental professionals. Unlike any other dental meeting, SmileCon offers an exceptional opportunity for dental professionals to advance their careers, engage with the brightest minds in the field and explore the latest innovations in dental products and services. With immersive learning experiences and a dynamic, engaging atmosphere, SmileCon redefines the traditional conference experience. This is an event you won’t want to miss — be part of the transformation!



# Meet our attendees

We get it — our sponsors are curious, and for good reason! Dentists, hygienists, assistants, business pros, and lab techs are shouting from the rooftops that SmileCon is the event they can't miss. We're dialing up the energy with fresh, innovative ways to draw every attendee to Dental Central. Get ready for a lively, buzzing crowd that's fully immersed in the SmileCon experience!

## DENTISTS (32%)



## DENTAL TEAM (26%)



## OTHER (12%)



## STUDENTS (6%)

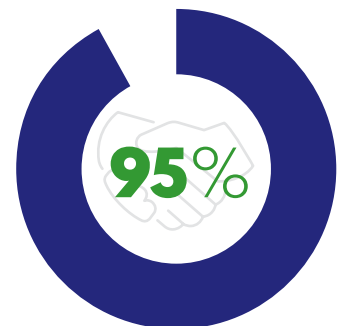


## EXHIBITORS (26%)



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



... of dentists surveyed visited Dental Central (the exhibit hall)





## Join us as a sponsor or advertiser at SmileCon

Take your brand to the next level at SmileCon, where thousands of dental professionals in every stage of their careers gather to celebrate all things dentistry! Here's why sponsoring SmileCon is the smart move:



**Shine Brighter Than the Rest:** Make your brand the star of the show and stand out in a sea of competitors. At SmileCon, your brand won't just be seen — it will be remembered.



**Boost Business and Build Connections:** Whether you're looking to attract new business or strengthen ties with your current customers, SmileCon is the perfect place to generate leads and nurture those valuable relationships.



**Get the Most Out of Your Booth:** Your investment in SmileCon goes far beyond the booth space. With our high-energy vibe and strategic attendee engagement, we'll help you maximize your presence and make every interaction count.

**So, why sponsor SmileCon? Because it's not just an event — it's an experience that puts your brand front and center in the world of dentistry!**

### Leading brands, lasting impressions

Year after year, top brands in the dental industry choose SmileCon to showcase their innovations and connect with dental professionals worldwide. Join the ranks of our past sponsors who've made a lasting impact on SmileCon attendees!





## Dental Central

Dental Central is designed to spotlight your brand and maximize your visibility! We have created a buzz-filled atmosphere where excitement flows seamlessly. With refreshments, strategic placement of dedicated experience areas and activities drawing in the crowds, Dental Central is the ultimate stage for your brand to shine!

**Click here** to view the floor plan.

### Interested in exhibiting at SmileCon?

**Click here** to learn more and reserve your booth space

### Exhibit space pricing

Standard 10 ft. x 10 ft. booth	\$4,800
Corner 10 ft. x 10 ft. booth	\$5,600

### Booth Inclusions

- Six (6) Dental Central personnel badges
- Company description, logo, and links in the mobile app
- **NEW!** Access to the pre-show opt-in attendee list\*
- 8 ft. high back drape and 3 ft. high side drape (inline booths)
- Booth identification sign (booths of 300 sq. ft. or less)
- Exclusive access to the SmileCon Exhibitor Networking Lounge\*

*\*See full details in the exhibitor prospectus*

## Sponsorship opportunities

Maximize your booth investment and connect with thousands of dental professionals through SmileCon sponsorships! Increase brand visibility, stand out from the competition, and drive traffic to your booth with our customizable sponsorship options. Don't miss this chance to make a lasting impact!

### Sponsor opportunities include:

- Banners and signage
- Mobile app and digital communication
- Courses and speakers
- Events, lounges and receptions

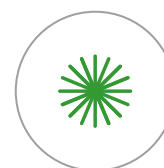
### Dental Central Exhibits Schedule

Thursday, Oct. 23 9:30 a.m.–5 p.m.

Friday, Oct. 24 9:30 a.m.–5 p.m.

Saturday, Oct. 25 9:30 a.m.–2:30 p.m.

We're excited to explore your creative ideas and brainstorm your "what if" concepts! Let's break the mold and think outside the box together!





## Events at SmileCon

The party starts with **you** at SmileCon! Impress attendees and make them remember your brand name by securing a sponsorship opportunity at one of these fun-packed events.

### **Opening Session**                      \$35,000

Boost your brand's presence at the premier event honoring the dental community. The Opening Session brings together member dentists, ADA leadership, musical entertainment and moments of surprise and delight. It's a must-attend for all who come to SmileCon, and **this sponsorship puts your company at the center of the SmileCon kick-off excitement!**

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
- Sponsorship recognition during opening remarks by the emcee
- 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 ADA Events 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

### **Breakfast Sponsor: Opening Session**                      \$20,000

Sponsor the first meal of SmileCon and lock in positive associations for your brand!

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





## Friday Night Fest

Friday night is a time for all **SmileCon attendees** to let their hair down and enjoy their dental community while in a fun atmosphere with live music, interactive activities alongside themed food and beverages. Be part of the fun and stand out by integrating your brand into the festivities.

### Bar Sponsorship \$16,500

Opportunity to exclusively sponsor one of the two bars at the Friday night party.

- Signage at the bar and a sponsor-branded drink
- Drive traffic to your booth and generate leads with 200 drink tokens/tickets to be distributed at your booth on Thursday and Friday
- Ability to provide branded cocktail napkins, cups, and/or coasters

### Product Activation/Sampling \$8,000

Get your product on branded items in the hands of all Fest attendees.

### Overall Friday Night Fest Sponsor \$25,000

Get all the above plus inclusion in Fest marketing, brand-lead gen print and digital advertising and more.

### New Dentist Lounge 2 co-sponsors at \$20,000 each

The New Dentist lounge — a night of fun, food and networking — provides a unique opportunity for sponsors to connect with the future leaders of dentistry — new dentists and dental students. Hook customers early in their careers for a longtime partnership.

Sponsorship benefits include:

- Area within the Friday Night Fest will be open to new and early career dentists and students
- Table(s) for set up for branded promotional giveaways
- Sponsor logo/company name featured in the onsite guide, listing in agenda builder and onsite signage at the event
- Logo as sponsor on onsite signage at the event
- Sponsor may provide branded cocktail napkins, drink coasters and/or cups
- Up to six (6) fest passes for staff to gain access as sponsor of the lounge
- Scan report of attendees who visit the lounge post SmileCon



# Brand and product promotion

## Exhibitor Spotlights

\$4,000

It's showtime! Spotlight your product, educate attendees or share research from the stage of the Industry Hub in Dental Central for 45 minutes.



## Breakfast and Lunch Symposiums

\$22,500

Host attendees for 2 hours, providing a free breakfast/ lunch and topic presentation by your KOLs.

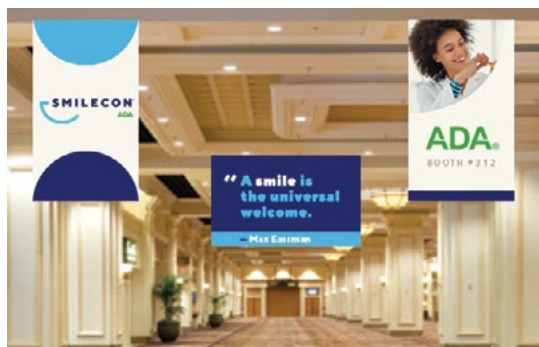
- Seating for up to 150
- All A/V included
- Featured in Onsite Guide, Tote bag insert and in agenda builder
- Room signage
- Brand exclusive email
- Food and beverage not included

## Onsite Signage

\$4,500+

From eye-catching banners to impactful wall clings, our onsite signage options ensure that your brand stands out and reaches a captivated audience.

Check out **Envision** to see available opportunities.



## Product Spotlight Video Segment

\$17,500

15-minute video interview at your booth with your key opinion leader.

- Strategic scripting assistance available
- Interview to be featured on ADANews.com and sent via an email to ADA members





**Key Cards**

**\$12,500+**

Your logo and message on guest key cards needed by attendees every day. Choose from select hotels in the room block or all of them!

**Lanyards**

**\$10,500**

Hang your brand in style as the sponsor of our badge lanyards! As the exclusive sponsor, you're not just hanging around – you're making sure everyone remembers your name long after SmileCon wraps up.



**Attendee Tote Bags**

**\$26,000/exclusive or \$14,000/per sponsor (2 max)**

Put your company name front and center on the tote bag registered attendees receive at SmileCon. Sponsors may provide a promotional insert.

**Hotel Room Drops**

**\$8/drop**

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



# Advertising packages

Unlock endless possibilities with our advertising packages, tailored to fit your unique goals! These packages offer flexible options to showcase your brand and maximize your reach at SmileCon.

## Digital Assets and Packages



### Mobile App

Engage directly with SmileCon attendees on the go and drive traffic to your booth with a touch of tech-savvy flair.

### Daily Exclusive Package

\$6,500 (max 3)

- 2 rich media push notifications
- Interstitial page ad
- Main page rotating banner ad

### A La Carte options

Push notifications

- \$1,000 each – basic
- \$1,500 each – rich

Rotating Banner ads on Main, Schedule and Exhibitor pages

- \$2,500 each

### SmileCon Email Sponsored Content

\$2,250

Your content block will appear in an official SmileCon 2025 email to registered and prospect attendees.

Emails sent June – October

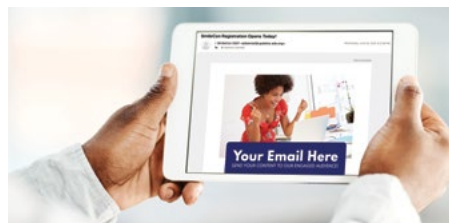


### ADA SmileCon Coverage

\$9,500/per sponsor (2 max)

Reach dental professionals eager for the latest event highlights and align your brand with the leading source of news from SmileCon. Onsite coverage of SmileCon by the ADA News team.

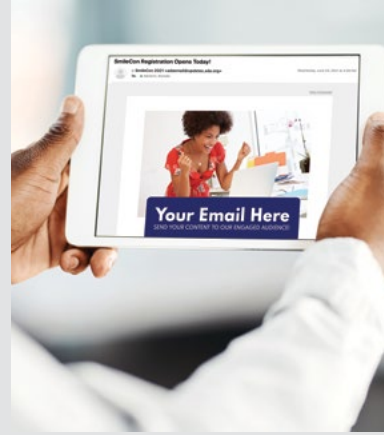
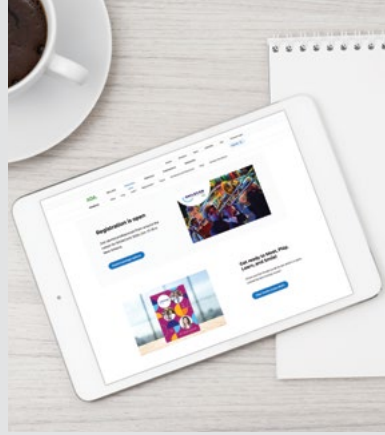
- 50% SOV with one of two banner ads in 4 e-newsletters
- Includes 3 Dailies during the conference and 1 wrap-up one week post conference
- Site re-targeting for any users that click-thru
- 50% SOV SmileCon Conference Page & Articles on ADA News (Oct. 15-Nov. 30)
- One week paid social media campaign during the conference



### Brand Exclusive Email Pre- and Post Show

\$2,500 per email

Design 100% with your brand and messaging sent on your behalf via the Maritz Global Events registration portal to all registered attendees pre- or post- conference.



**SmileCon Surround Sound Package**    \$20,000 per sponsor (2 max)

Get the most desirable print and digital ad placements, reinforce your messages and build trust and credibility with this unique opportunity.

**Print**

- ADA News – Full page ad

**Digital**

- Web banners on SmileCon.org website, registration confirmation, ADA.org and the SmileCon Coverage Package

**Vendor Showcase**

- Pre-show email to 2024 registrants (Aug.)
- Pre-show email to 2024 registrants (Sep.)
- Post-show email to 2025 registrants (Oct./Nov.)



**Show Specials**

Bring attendees to your booth with special offers or giveaways. Featured in the mobile app so all attendees can access.

- \$1,000 for one coupon
- \$1,700 for two coupons – 15% savings
- \$2,250 for three coupons – 25% savings

# Engagement Packages

Elevate your presence at SmileCon with our comprehensive Engagement Packages, designed to maximize your impact before, during and after the event. From early engagement with pre-show exposure to dynamic on-site visibility and effective post-show follow-up, each package offers tailored opportunities to connect with attendees and keep your brand at the forefront of their minds. Explore our packages to find the perfect fit for driving awareness, fostering connections and achieving your goals.

## **Pre-Show Package** \$9,500

Build excitement and connect with SmileCon attendees before the event begins. By reaching registrants early, you can position your brand at the forefront of their minds, ensuring increased visibility and engagement when the show opens.

Package Includes:

- Pre-show registration mailing list
- Brand-exclusive pre-show email to registrants
- Brand-exclusive pre-show email to 2024 registrants
- Social media boosted post

## **Onsite Package** \$17,500

Immerse your brand in the heart of SmileCon and keep your presence front and center as attendees navigate the event.

Package includes:

- Exhibitor Spotlight
- Pre- and post-show registration mailing list
- Brand-exclusive pre-show email to registrants promoting Exhibitor Spotlight
- Social media boosted post (during the conference)
- Geo-fencing ads

## **Post-Show Package** \$9,500

Extend your reach beyond SmileCon with tailored follow-up opportunities and ensure your brand remains visible and impactful even after the meeting.

Package includes:

- Post-show registration mailing list
- Brand-exclusive post-show email to registrants
- Social media boosted post
- Facebook retargeting ads (60 days post-show)



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

For more information on sponsorship and advertising opportunities, contact your ADA Sales Representative at [ADASales@conexiant.com](mailto:ADASales@conexiant.com)



*Conexiant is the exclusive sales agent for ADA sponsorship and advertising*