

Exhibitor Prospectus

Welcome to 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 U.S. and 50+ other countries. SmileCon 2022 will be a dental meeting to the power of 3—we are combining SmileCon with the Greater Houston Dental Society’s Star of the South and Texas Dental Association Annual Meeting. The TDA meeting will not be held in 2022 and the GHDS Star of the South meeting will not be held in 2023.

Dental Central—formerly known as the Exhibit Hall—is the hub of activity at SmileCon, both for socializing and for business. Now with three meetings in one, you will have more attendees on the floor, meaning more potential customers for you. Dental Central will continue to be the place for quality networking and more opportunities for attendees to “do” rather than just “watch.”

Dental Central hours

OPENS THURSDAY!

Thursday, Oct. 13	9:30 a.m.–3:30 p.m.
Friday, Oct. 14	9:30 a.m.–3:30 p.m.
Saturday, Oct. 15	9:30 a.m.–3:30 p.m.

Important dates

Feb. 8–17, 2022
Exhibitor renewals

Feb. 28, 2022
General exhibitor sales open

July 15, 2022
Final date to reduce or cancel space
Final payment due

Sept. 30, 2022
Company description due
for online exhibitor listing

Oct. 10–12
Move-In

Oct. 13–15
Dental Central open

Oct. 15–17
Move-out

SMILECON™ IS PRESENTED BY



SmileCon.org

SMILECON is a trademark of the American Dental Association.

Why you should exhibit 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 different:

- More than just an exhibit space, Dental Central is created to spark connections between exhibitors and attendees alike
- Amenities such as lounges and cafes sprinkled around the hall to build traffic
- Multipurpose “Smile Stages” around Dental Central will serve as launchpads for CE content, industry updates, and dental trends in a small-group environment
- Explore different ways to exhibit with our Turnkey Kiosks!

“By combining digital and live experiences, we were able to build stronger relationships with customers and better engage with attendees at SmileCon.”

SmileCon 2021 exhibitor



Meet our attendees

ADA Meeting Attendance

How many attendees will be there? We've heard this question from one or two exhibitors! As travelers' confidence returns, we do expect much higher attendance than the past two pandemic years. And we're planning fresh ways to ensure every attendee visits Dental Central. To sum it up, you can expect **a healthy crowd of highly engaged attendees at SmileCon.**

	2018 Honolulu	2019 San Francisco	2020 Virtual only	2021 Las Vegas*
Total	16,868	31,009	5,231	7,421
Dentist	6,442	10,685	3,355	2,482
Dental Team	5,009	8,873	597	1,684
Student	209	761	126	107
Exhibitor	1,880	5,020	548	1,946
Other	3,328	5,670	605	1,202

*Registration was impacted due to pandemic restrictions, and attendees' hesitancy to travel and close their practices.

Attendees preferred:

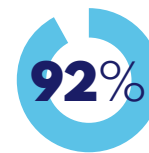


Face-to-face conversations with exhibitors to gather information on products and services



One-on-one demonstrations by exhibitors for information about products and services

Dentists, dental hygienists, dental assistants, business assistants, and lab technicians from the U.S. and over 50 countries consider the meeting a can't-miss event year after year. Below are response data from the SmileCon 2021 attendee post-show survey.



of attendees **visited** Dental Central



of attendees **made a practice-related purchase** in Dental Central



of those purchases were **over \$1,000**

Attendees' Top 3 Reasons to Visit the Exhibit Hall

- "I enjoyed it because **I was able to meet with vendors** and have informative conversations"
- "Many opportunities to **interact beyond just the lecture.** Enjoyed that very much!"
- "I liked how **so much was happening in the exhibit room.** Seemed to bring traffic to the floor."



Dental Central layout

What's unique about our floor plan and layout

Dental Central is the hub of all SmileCon activity!
Features include:

- Exhibitors with new technology, product demonstrations, and must-have dental products are the highlights of Dental Central
- Exhibitors can choose to rent either an exhibit space (10x10 and larger) or a Turnkey Kiosk
- Lounges and Smile Stages, where attendees can socialize, connect, and learn—strategically placed to keep attendees engaged and avoid “browser’s fatigue”

[➔ View floor plan](#)



Reserve your space

SmileCon isn't your every day dental meeting, and Dental Central is not your everyday exhibit hall. Dental Central is the epicenter of SmileCon, a place where attendees want to be. Features such as Smile Lounges and Smile Zones encourage attendees not only to browse, but also to have meaningful interactions with exhibitors and fellow attendees alike.

Are you launching a new company or exhibiting at SmileCon for the first time? Skip the hassle of putting together an elaborate display and instead 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 in the exhibitor listing (information must be received by Sept. 30, 2022)
- Company description, product information, and a hyperlink in the mobile app
- 50-word company description and logo included with the online floor plan listing
- 8 ft. high back drape and 3 ft. high side drape with booth identification sign

**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 May 2022.

What is included with each Turnkey Kiosk**:

- 4 Dental Central personnel badges
- Company description in the exhibitor listing (information must be received by Sept. 30, 2022)
- Company description, product information, and a hyperlink in the mobile app
- 50-word company description and logo included with the online floor plan listing
- Carpeted flooring
- (1) Stool
- (1) Standard electrical power strip

***Internet is not included in your Kiosk, but may be ordered through Freeman's online service manual.*



Exhibit space pricing

Standard 10 ft. x 10 ft. exhibit space:
\$4,500

Corner 10 ft. x 10 ft. exhibit space:
\$5,400

SmileConnect Meeting Rooms
10 ft. x 10 ft.: \$4,500

Turnkey Kiosk:
\$2,500 (per unit)

All rates are in U.S. dollars.

➔ Reserve online

➔ View floor plan

➔ Download PDF

There are two easy ways to reserve exhibit space:

1. **Reserve online.** Go to SmileCon.org, visit the Exhibitors & Sponsors page, and click the Reserve Exhibit Space button.

-OR-

2. **Complete the PDF application.** Complete and return the Application and Contract for Exhibit Space via email. You will receive an invoice within 24 hours of receipt. If you are a new exhibitor, you will need to provide a URL with detailed information about your product or service. If a website is not available, please contact the ADA exhibit office to discuss options to review products or services. All new applicants are subject to approval by the ADA.



“This show was successful for us!”

SmileCon 2021 exhibitor

Payment schedule

To be considered for exhibit space, your application must be accompanied by a \$1,000 deposit per 10 ft. x 10 ft. booth or Turnkey Kiosk. The balance is due on or before **July 15, 2022**.

All applications received after **July 15, 2022** 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. Selected exhibitors will receive a confirmation of their chosen exhibit space. Non-selected exhibitors will receive a full payment refund based on the method of payment.

**General exhibit sales is open!
Reserve today.**

Cancellation or reduction of exhibit space

Both the exhibitor and ADA acknowledge that, in the event the exhibitor has to 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 cancellation of a kiosk is received prior to **July 15, 2022**, 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 on or after **July 15, 2022**, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for 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. 10	8 a.m.–5 p.m.
Tuesday, Oct. 11	8 a.m.–5 p.m.
Wednesday, Oct. 12	8 a.m.–4 p.m.

Dental Central Hours

Thursday, Oct. 13	9:30 a.m.–3:30 p.m.
Friday, Oct. 14	9:30 a.m.–3:30 p.m.
Saturday, Oct. 15	9:30 a.m.–3:30 p.m.

Dental Central Move-Out

Saturday, Oct. 15	3:30 p.m.–5 p.m.
Sunday, Oct. 16	8 a.m.–5 p.m.
Monday, Oct. 17	8 a.m.–Noon

**Hours subject to change. All times are Central Time (CT).*

Questions?

For questions, contact
SmileCon@corcexpo.com
or 1.312.617.2919.

Hope to see you in Houston!