Welcome to Our Show!

The ADA FDC Annual Meeting is a joint meeting of the American Dental Association and Florida Dental Association, bringing the best of each show in one location. Leaders in dental practice, research, academia and industry will gather to present the highest quality and most innovative continuing education in tandem with an outstanding Exhibit Hall experience.

**IMPORTANT DATES**

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<td>June 30, 2020</td>
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<td>October 12-14</td>
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**Exhibit Hall Hours**

- Thursday, October 15 – 9 a.m. to 5:30 p.m.
- Friday, October 16 – 9 a.m. to 5:30 p.m.
- Saturday, October 17 – 9 a.m. to 2 p.m.

ADA.org/meeting
Get to Know Our Attendees

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 ADA FDI 2019 attendee post-show survey.

Registration Figures for ADA FDI 2019

- **31,009 TOTAL REGISTRATION**
  - **10,685 DENTISTS**
  - **8,873 DENTAL TEAM**
  - **761 STUDENTS**
  - **5,667 OTHER**
  - **5,023 EXHIBITORS**

- **92%** of attendees **VISITED** the Exhibit Hall
- **56%** of attendees **MADE PURCHASES** based on information gathered at the ADA FDI 2019 Exhibit Hall

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

Attendees’ Top 3 Reasons to Visit the Exhibit Hall

1. “I consider my time with exhibitors **PART OF MY EDUCATIONAL EXPERIENCE** at the ADA Annual Meeting”
2. “I like to **SEE ALL OF THE PRODUCTS** and compare competitors”
3. “While I may not purchase on-site, I **MAKE PURCHASE DECISIONS** based on my experiences at the ADA Annual Meeting”
Exhibit at ADA FDC 2020

Our exhibitors are companies that offer innovative products and services related to the dental industry. ADA FDC 2020 is a unique opportunity to meet face-to-face with thousands of current and potential customers from across the country and the world.

VIEW THE FLOOR PLAN HERE

Exhibit Packages Include:

- Exhibit space
- A company listing in the Onsite Guide (information must be received by June 30, 2020)
- A company description, product information and a web link in the mobile app
- 50-word company description and company logo included with online floor plan listing
- 10 exhibit personnel badges per 100 square feet of exhibit space
- Booth amenities: 8’ back drape, 3’ side drapes and booth identification sign
- Exhibitor Kit — available in April 2020 to all paid exhibitors. It includes various order forms from the show contractor and logistics information.

Fees

Exhibit Space Rate: $4,500 per 10 ft. x 10 ft.
Nonprofit: $3,300 per 10 ft. x 10 ft.

For all booths, there is an additional charge of $900 for each exposed corner. Conference rooms are $4,500 per 10 ft. x 10 ft. All rates are in U.S. dollars. See the floor plan linked from the Exhibitors page at ADA.org/meeting for exhibit space availability.

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.

Reserve Your Space

There are two easy ways to book your booth:

1. Reserve online. Go to ADA.org/meeting, visit the Exhibitors & Sponsors page, and click the Reserve Exhibit Space button. Then submit the online form.

OR

2. Complete the PDF application linked from the Reserve Your Exhibit Space web page. Complete and return the Application and Contract for Exhibit Space via email, fax.
Payment Information and Schedule

To be considered for exhibit space, your application for commercial exhibit space must be accompanied by a $1,000 deposit per 10 ft. x 10 ft. booth. The balance is due on April 17, 2020.

All applications received after April 17, 2020 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 be notified of their booth location. Non-selected applicants will receive a full payment refund based on the method of payment.

Cancellation or Reduction of 2020 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 booth space.

If written notice of cancellation or reduction of booth space is received prior to April 17, 2020, exhibitor agrees to pay a cancellation fee equal to $1,000 per 10 ft. x 10 ft. booth space. If written notice of cancellation or reduction of booth space is received on or after April 17, 2020, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for booth 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 booth space.

EXHIBIT SCHEDULE*

**Exhibit Move-In**
Monday, October 12
8 a.m.–5 p.m.
Tuesday, October 13
8 a.m.–5 p.m.
Wednesday, October 14
8 a.m.–4 p.m.

**Exhibit Hall Hours**
Thursday, October 15
9 a.m.–5:30 p.m.
Friday, October 16
9 a.m.–5:30 p.m.
Saturday, October 17
9 a.m.–2 p.m.

**Exhibit Move-Out**
Saturday, October 17
2–6 p.m.
Sunday, October 18
8 a.m.–4:30 p.m.
Monday, October 19
8 a.m.–Noon

*Hours subject to change.

QUESTIONS?

For questions, contact Rhonda King at rhonda@corcexpo.com or +1.312.617.2919.

For current information on exhibiting at or sponsoring the ADA FDC Annual Meeting, please visit ADA.org/meeting.
Get Your Company’s Name in Front of Thousands

The ADA FDC 2020 Annual Meeting is one of the largest and most prestigious events in the dental industry. Thousands of dental professionals attend the meeting to find out what new products and services are available, mix and mingle with colleagues, participate in continuing education courses and much more. We offer several valuable sponsorship and advertising opportunities for you to promote your company that will deliver maximum exposure and drive traffic to your booth.

**Opportunities Include:**
- Banners and signage
- Live CE on the exhibit floor
- Mobile app content
- Sponsored email content
- Printed materials
- Courses and speakers
- Events, lounges and receptions

**Signs and Promotional Items**

**Banners and Signage**

Make an immediate and memorable impression on attendees. Multiple opportunities are available at the Convention Center and via the Motor Coach fleet.

**Escalator Graphics and Runners**

Place your message on the glass dividers and runners along one of the escalators.

To reserve any of these valuable opportunities or to learn more, please contact Angela Hobbs, ADA Industry Relations, at hobbsa@ada.org or 312.440.2662.

Oppunities, Continued

To reserve any of these valuable opportunities or to learn more, please contact Angela Hobbs, ADA Industry Relations, at hobbsa@ada.org or 312.440.2662.

Hotel Room Key Cards
Accompany attendees nearly everywhere they go by putting your company’s logo and/or message on the back of guest hotel key cards.

Mobile App
Gain exposure via banner ads, push notifications, enhanced exhibitor listings, or by sponsoring the splash page. Space is limited and this asset sells out fast.

Tote Bags
Get your brand on the official meeting tote bags and your message will be carried everywhere.

Lanyards
Put your logo on a lanyard and be with attendees everywhere they go, every day, all day long.
Sponsor Unforgettable Experiences
Let attendees connect your brand with the latest dental trends and technologies.

Industry Lunch Symposium
Hosting a symposium where you choose the topic and presenters is the best way for you to share your scientific message. Only two opportunities per day (Thursday–Saturday) are available; each session can hold up to 300 seats and you can invite conference attendees during the lunch break. This package includes room rental and audio/visual elements, as well as appropriate marketing to attendees. This format does not offer CE to attendees, but there are alternate symposium options where CE can be provided.

Exhibitor Spotlight
Exhibitors, this is your chance to demonstrate your products or technology, hold a mini training session or workshop or have a forum for your CEO to speak! The Exhibitor Spotlight stage inside the Exhibit Hall is the perfect place to share with attendees what is new and exciting in the dental industry. This format does not offer CE to attendees.

ADA Dental Sleep Medicine Conference
The symposium on this popular topic covers the ADA Policy Statement on the role of dentistry in the treatment of sleep-related breathing disorders. You can sponsor the entire event and put your brand on the gathering area outside of the course room.

New Dentist Conference
The New Dentist Conference is a customized experience curated just for new dentists. There are several opportunities to show your support and associate your company with the new dentists and their “conference within a conference.”

Keynote Session Kick-off —
One big event. Thousands of attendees. Your brand.
Align your brand with this event and see your name in all pre-meeting, onsite and post-meeting marketing, and messaging materials including ADA News, JADA, emails, social media, videos, printed materials, and signage. Integrate your brand through an interactive experience for attendees — your idea or we will help you create. Your brand and message will be top of mind with all attendees!

Let us create the best package for you!

To reserve any of these valuable opportunities or to learn more, please contact Angela Hobbs, ADA Industry Relations, at hobbsa@ada.org or 312.440.2662.
Education Sponsorships

CE Sessions in the Exhibit Hall
With live education in the exhibit hall, your company can put its name on the future! ADA FDC 2020 will have four CE learning spaces on the floor:

- ADA Practice Excellence Theater
- Digital Future of Dentistry
- Digital Workflow Experience

ADA Dental Coding Certificate – Assessment-based CDT Program — NEW!
ADA is extending its successful CDT Coding product line into in-depth training materials through a program resulting in a proficiency-based certificate. This course and the resources will be geared to the dental team and offer a sponsor a chance to align with a topic used by all in the industry.

Immersive Live Patient Learning Experience — NEW!
Be the first to sponsor this new and innovative experience where attendees will participate in a unique educational offering which allows them to dive deep into a topic. This immersive education will comprise of three parts — one part lecture, one part live patient demonstration and one part hands-on.

Education Tracks
Thousands of dentists and dental team staff members attend hundreds of courses and workshops to collect CE credits. Have your company sponsor a specific topic, which can include a couple of courses or an entire track. Below are just some of the topic tracks available:

- Dental Administration Track
- Dental Assisting Track
- Dental Hygiene Track
- Diagnosis and Treatment Planning Track
- Elder Care/Geriatric Track
- Endodontics Track
- Implant Dentistry Track
- Oral-Systemic Health Track
- Oropharyngeal Cancer Track
- Pediatrics Track
- Periodontics Track
- Restorative Track
- Team Building Track

To reserve any of these valuable opportunities or to learn more, please contact Angela Hobbs, ADA Industry Relations, at hobbsa@ada.org or 312.440.2662.
Print and Digital Advertising

**Coupon Book**
Promote your products/services with a coupon at ADA FDA 2020 to attract and drive attendees to your booth. Your coupon will be printed in a booklet to be distributed onsite.

**ADA News Convention Daily**
Increase your booth traffic every day of the exhibition with your ad in the ADA News Convention Daily. It reports convention news, highlights of the ADA election, events and announcements. Distributed to thousands of attendees at the convention center, the ADA News Convention Daily is also door-dropped at official convention hotels first thing in the morning. Your ad will wind up in the hands of thousands of attendees ready to buy your products and services even before the show opens each day! This is the publication where the news and the show come together.

Closing Date: August 17, 2020

**June JADA Pre-Convention**
(Includes a free ad in the Onsite Guide)
The Journal of the American Dental Association (JADA) offers a special advertising package that gives you two ads for the price of one! When you advertise, your ad will be repeated free of charge in one of these programs, your choice:

- Preliminary Program mailed to 30,000 prospective attendees in April 2020, before Registration opens.
- Onsite Guide, distributed to approximately 12,000 registrants as they arrive at the convention center.

Closing Date: April 16, 2020

**Preliminary Program and Onsite Guide**
Guides feature:
- Course listings
- Registration and event info
- Maps, shuttle schedules and other need-to-know info (Onsite Guide only)
- Exhibitor listings (Onsite Guide only)

For details about a la carte advertising in the Preliminary Program, email allen@ssmediasol.com to request rates.

**Digital Advertising**
Promote your brand and products with banner ads on ADA.org/meeting or the entire ADA.org site! Flexible ad options are available to capture visitors’ attention and with a link to your site.

**Advertising Points Program**
For every dollar you spend on advertising in ADA publications and on ADA.org, you will get one point toward the ADA Annual Meeting exhibitor space draw process.

Each point accumulated may help your company obtain a better booth location at the next ADA Annual Meeting. The more you advertise, the more points you will earn!

For more information on this exciting opportunity, please contact Allen Schwartz at 503.784.8919 or allen@ssmediasol.com.

DIGITAL ADVERTISING CONTACT
S&S Media
Allen Schwartz
allen@ssmediasol.com
503.784.8919

For details about a la carte advertising in the Preliminary Program, email allen@ssmediasol.com to request rates.