In 2020, the American Dental Association and the Dental Trade Alliance, on behalf of the American National Standards Institute, will have the honor of co-hosting the annual International Organization for Standardization Technical Committee 106 for Dentistry (ISO/TC 106) meeting to be held August 23-28 in the San Diego, California area. More than 350 delegates comprised of dental product manufacturers, dentists, researchers, educators, government/regulatory agencies, and professional dental associations from over 30 member countries attend this important yearly meeting. Over 65 working groups will meet during the week on the development of international standards for dental products.

As we are all aware, this important meeting and its functions are critical to the dental trade and the US delegation will be held up as a model of leadership to its other member countries. As a valued member of the US TAG and the dental industry, your financial support is crucial for the US TAG fulfilling its obligation as the hosting country.

As you can imagine, it is very costly to hold an event that we can all be proud of and every dollar counts.

There are several sponsorship levels to choose from:

**GOLD – $15,000**  
All benefits in Silver and Bronze levels plus:
- Verbal company recognition at Official Banquet and TC 106 Plenary Session
- Special acknowledgment in ADA News

**SILVER – $10,000**  
All benefits in Bronze level plus:
- Opportunity to insert product samples, literature, and/or promotional items with company logo into attendee gift bags (at company expense)
- Verbal recognition at opening cocktail reception

**BRONZE – $5,000**  
- Exposure to international delegates
- Recognition in meeting program and website (prominent logo for Gold, small logo for Silver, company name listed for Bronze)
- On-site signage in common areas (prominent logo for Gold, small logo for Silver, company name listed for Bronze)
- Sponsor listing in new quarterly ADA Standards Newsletter that will be sent to over 500 standards volunteers (prominent logo for Gold, small logo for Silver, company name listed for Bronze). Early commitment offers ongoing quarterly recognition.
- “Sponsor” ribbon to adhere to bottom of badge (Gold, Silver, Bronze)

Please contact Ms. Marilyn Ward, at wardm@ada.org or 312.440.2506 for payment arrangements or general questions about the conference.