Coming Together While We’re Apart

The ADA FDC Virtual Connect Conference October 15–17, a joint meeting of the American Dental Association and Florida Dental Association, is a live and on-demand event created to inspire dental professionals and energize their practices. This gathering will bring thousands of attendees to their connected devices to learn, to network, and to experience what lies ahead for the dental industry.

Our unique digital platform lets attendees interact with the meeting in their own space, in their own time. Our Virtual Exhibit Hall will be available 24/7 and for the rest of 2020, making this a unique opportunity to reach current and potential customers like never before!

**IMPORTANT DATES**

**September 25, 2020**
Sponsorship agreements and payments due

**October 2, 2020**
Exhibit agreements and payments due

**October 15-17**
Exhibit Hall*  

*Staffed Exhibit Hall Hours (all times Central Time)

**Exhibit Hall Hours**
Thursday, October 15 | 4–5:30 p.m.  
Friday, October 16 | Noon–2 p.m., 4–5:30 p.m.  
Saturday, October 17 | Noon–2 p.m., 4–5:30 p.m.

ADA.org/meeting
Exhibit at ADA FDC 2020

Our Exhibitors are companies that offer innovative products and services related to the dental industry. The ADA FDC Virtual Connect Conference is a unique opportunity to meet with thousands of current and potential customers—during the show and for the rest of 2020!

EXHIBIT PACKAGE $2,500

For additional options that include a booth and marketing opportunities, please see the Sponsorship section.

Pre-Conference

- Promotion on ADA.org/meeting, offering a listing of confirmed exhibitors.
- Meeting e-blasts featuring links to confirmed list of exhibitors.

Virtual Conference

- Brand booth sign so you are easily identifiable to all attendees.
- Welcome attendees with an introduction video when they click on your booth (suggested file size no greater than 1 GB).
- Feature sales documents and videos for attendees to access when visiting your booth (up to 25 total slots available).
- A Sales Chat Channel to communicate with attendees who visit your booth, either privately or on a public board.
- Get access to real time data on booth traffic, chat reports, click actions, and attendee behavior at your booth, including contact and email information.

Post-Conference

- Access to your booth dashboard through the December 31, 2020 to pull any new leads, update or change messaging and any coupon offers.

RESERVE YOUR SPACE

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 to industryrelations@ada.org.
Payment Information
An invoice will be sent to you upon approval of your application. The invoice will include payment instructions for check and credit card payments. Upon assignment of space by show management, a booth space confirmation will be sent to you. **All Exhibitors are subject to ADA approval.** Upon acceptance by ADA, this application shall constitute a binding contract between ADA and Exhibitor.

Acceptable payment forms are check, Visa, MasterCard, or American Express. 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 and given their instructions for setting up their virtual booth in the Virtual Exhibit Hall.

CANCELLATION 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 their meeting efforts.

If written notice of cancellation of participation is received prior to October 2, 2020, Exhibitor agrees to pay a cancellation fee equal to $100. If written notice of cancellation or reduction of participation is received on or after October 2, 2020, Exhibitor agrees to pay a cancellation fee equal to 100% of the total fee. 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.
SPONSORSHIPS

Get Your Company’s Name in Front of Thousands

The ADA FDC Virtual Connect Conference’s unique platform and programming will make this the dental event of the year! 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.

This year, the environment is different but the sense of community remains strong. **Sponsorships will offer additional brand and marketing opportunities, increased visibility, and more channels to drive people to your booth and generate leads!**

**SCHEDULE OF EVENTS AVAILABLE FOR SPONSORSHIPS**

<table>
<thead>
<tr>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30–6:15 p.m. Evening Opening Session</td>
<td>7–8 a.m. Morning Wellness Events</td>
<td>7–8 a.m. Morning Wellness Events</td>
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<tr>
<td>6:15–7:30 p.m. Virtual Concert with a special musical guest</td>
<td>9 a.m.–Noon CE Sessions</td>
<td>9 a.m.–Noon CE Sessions</td>
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<td></td>
<td>2–4:30 p.m. Afternoon Workshops</td>
<td>2–4:30 p.m. Afternoon Workshops</td>
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<tr>
<td></td>
<td>5:30–6 p.m. Evening Session</td>
<td>5:30–6 p.m. Evening Closing Session</td>
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<tr>
<td></td>
<td>6:30–7:30 p.m. Community Meet-ups</td>
<td>6:30–7:30 p.m. Live Trivia</td>
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</tbody>
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All times are Central Time

**SAMPLE WELLNESS ENVIRONMENT**

**SAMPLE SPEAKER CHAT ENVIRONMENT**

**SPONSORSHIP OPPORTUNITIES**

**Evening Speaker Sessions, Community Meetups, and Wellness Events**

Integrate your brand into one of these interactive experiences and make an impression on all attendees!

- **Evening Speaker Sessions** featuring ADA Thought Leaders, Professional Powerhouses, and more taking on timely topics (three available).
- **Morning wellness activities** including yoga, mindfulness, boot camp, and a virtual 5K.
- **Evening entertainment and networking events** such as a virtual concert, wine/beer tastings, book club, and a trivia night.
Women in Dentistry Leadership Series – SOLD –
This speaker series is geared toward inspiring women to find their happiness in their careers and in their personal lives. Your company can be a part of their journey toward their aspirations.

EDUCATION SPONSORSHIPS

Live Workshops and Kits
Attendees will engage in live workshops in real-time, with the needed materials sent ahead of the meeting. Put your brand on these physical assets and grab their attention before they even log on.

CE Courses
Unique learning opportunities for attendees will include lectures with dental industry game changers and powerhouses, a simulated mock trial dealing with malpractice and COVID-19, and more. Sponsor one or more of these opportunities, and attendees will associate excellence in continuing education with your brand.

Love it all and cannot make up your mind? The available packages on the next page include everything you need... and more!
SPONSORSHIP PACKAGES

**PLATINUM PLUS**
- Exhibit booth package and Premium booth location.
- One premium signage location in the main lobby.
- Sponsorship of kick-off night of the evening session and concert OR Friday evening session and social events.
- Logo on sponsor wall (top tier).
- Sponsored content in two meeting email blasts.
- Access to registration portal to send branded email pre- and/or post-meeting.

**QUANTITY: 2 | PRICE: $25,000**

**PLATINUM**
- Exhibit booth package and Premium booth location.
- Signage location on CE room main page (1 day).
- Sponsor of one of the Saturday evening events (3 to choose from).
- Sponsor of one CE course.
- Logo on sponsor wall (top tier).
- Sponsored content in one meeting email blast.

**QUANTITY: 3 | PRICE: $15,000**

**PREMIUM**
- Exhibit booth package.
- One of three banner ads on ADA.org/meeting (Annual Meeting website, pre- or post-conference) or one of the two banner ads in the registration confirmation emails (pre-conference) for four weeks.
- Digital coupon book.
- Logo on sponsor wall (second tier).

**QUANTITY: 6 | PRICE: $6,500**

A la carte opportunities
- Digital coupon book featured each day in the Conference Briefcase, $550 each; bundle pricing available.
- Brand emails to all registered attendees, pre- and/or post-meeting, through registration portal; pricing varies.
- CE courses and events, $2,500 each; bundle pricing available.
- **Morning Wellness Activities** – Sponsor one activity or the whole series, showing attendees you care about their well-being; pricing varies.
- **Advertising** via the digital Convention News Daily, conference podcasts, and pre-conference product webinar; pricing varies.

To reserve any of these valuable sponsorship and messaging opportunities or to learn more, please contact ADA Industry Relations: Angela Hobbs at hobbsa@ada.org or 312.440.2662 or Kat Dennis at dennisk@ada.org or 312.440.2657.