ADA FDC Virtual Connect Conference
Exhibits & Sponsorship FAQs

As exhibitors and sponsors of our meeting, your continued partnership means a lot to us. Even though we are not meeting in person this year, we are excited to invite you to participate in the ADA FDC 2020 Virtual Connect Conference from October 15–17, 2020! We understand how important it is to maintain a relationship with dental professionals, and our virtual platform will allow you to do so from a safe and comfortable space. We invite you to see what we have to offer.

Virtual Environment Examples:

**Lobby Space**

![Lobby Space Image]

**Exhibit Hall**

![Exhibit Hall Image]
FAQs

Exhibits

Q: What does a virtual conference look like?
A: A virtual conference is an online event hosted in a 3-D virtual environment. You will be able to login online to remotely attend 15-plus educational sessions, visit an exhibit hall, and network with fellow attendees. It’s just like an in-person conference, but you attend via your computer or smart device from anywhere!

Q: What does a virtual exhibit booth look like?
A: In the virtual exhibit hall, an exhibiting company will have an interactive 3-D space that allows direct one-on-one connection with attendees that enter their space. The booth can host a welcome video that plays when someone enters the virtual space. Attendees can view and engage with resources provided by your company. Attendees may also chat privately or in a group chat feature to ask questions about your products and services.

Q: What is the cost of a booth?
A: Booth packages start at $2,500

Q: What is included in the booth?
A: Customizable exhibit booth within the environment with the following features:
• Logo/Branding
• Welcome video (can automatically play upon entry into the booth)
• Chat (1:1 private or group/public)
• Email contact form
• Content window signs that can include documents, videos, and links to external webpages
• Call-to-action: Prize giveaway, contact me, newsletter sign-up, demo request, etc.

Q: What kind of reporting is available?
A: There are tons of reporting and analytics available for your choosing:
• Level of attendance for each booth
• Booth visitors’ basic profile information
• What content was viewed in each booth and who viewed it
• Saved conversations with attendees through chats

Q: How can I connect with attendees in a virtual platform?
A: Just as a salesperson would approach an attendee in person, this platform allows you to create a connection using the one-on-one chat capabilities. The salesperson will be notified when a new person enters the booth space, and they can immediately connect with them. If an attendee stops by during off-hours, you will be notified and can connect later through the platform.

Q: Do I have to build the booth on my own?
A: No. The platform uses booth templates, so you will select your color scheme and upload a company logo to the template booth. No design experience needed! You will also be able to upload your own PDFs and videos to the resources section of your booth. We will have an exhibitor training session in early October to walk you through the steps.
Q: What can attendees do in the booth?
A: Attendees can view product videos, access documents, and white papers. All resources can be added to their “briefcase” to save for another day. Attendees can live chat with a booth representative privately or in a group setting.

Q: How long can attendees access the booth?
A: The virtual conference is live from October 15–17, 2020. Attendees can return to the booth to review materials or ask questions through December 31, 2020.

Q: Do sales representatives need to be online for the entire duration of the conference?
A: No, sales representatives are only required to be online during the unopposed exhibit hall hours. However, you are welcome to actively stay online on your own accord. If an attendee reaches out while you’re away from your booth, the system will notify you via email so you may follow up later.

Sponsorships

Q: What sponsorship and branding opportunities are available to me?
A: You’ll see a lot of similar opportunities from an in-person conference including sponsorship of CE lectures, keynote sessions and social gatherings, along with messaging and digital banner ads similar to convention center branding. The sponsorship prospectus will be ready to share by mid-August. To find out more about these opportunities, please reach out to Kat Dennis and Angela Hobbs at dennisk@ada.org and hobbsa@ada.org.

Q: Are we able to capture metrics through the digital opportunities?
A: Yes, the virtual platform provides sponsors a multitude of reporting capabilities.

Q: Does my current sponsorship translate to the virtual conference?
A: It does not, but ADA staff will work with you to move your sponsorship to the digital platform if a similar opportunity is available. Staff have been in touch with all that had a confirmed sponsorship for the face-to-face meeting and will be reaching back out once the sponsorship prospectus is ready to share to discuss the new virtual conference. If you have not directly heard from ADA, please reach out to Kat Dennis and Angela Hobbs at dennisk@ada.org and hobbsa@ada.org.

Q: Do you have to be an exhibitor to be a sponsor?
A: The short answer is yes; however, there will be packages that include a booth, and we are willing to work with you to create the best program for you and your brand.

Q: Is there a deadline to make a decision on sponsorship opportunities?
A: Yes, Friday, September 25