



105th NDA NATIONAL DENTAL ASSOCIATION 2018
CONVENTION
*“Remember the Past, Embrace the Present,
Enhance the Future”*

ORLANDO

F L O R I D A

July 11 – 15

Rosen Centre Hotel



Product & Resource Center
EXHIBITOR PROSPECTUS

Sponsorship & Advertising Opportunities



JOIN US IN ORLANDO, FL

Dear Potential Exhibitor:

On behalf of the National Dental Association (NDA) leadership, we invite you to exhibit in our Product & Resource Center (PRC) during the NDA's 105th Annual Convention at the Rosen Centre Hotel, July 11 – 15, 2018.

The National Dental Association, Product and Resource Center (PRC) provides an exclusive opportunity for exhibitors to engage with oral health professionals. Our audience will include: dentists, dental students, hygienists, dental assistants, corporate partners, sponsors, speakers, dental schools, dental related exhibitors and family members. We anticipate between 1500 –1700 attendees to join us in Orlando, Florida.

Survey data collected from our 2017 exhibitor participants revealed a steady flow during peak times, members and attendees made purchases, attendees and members were engaged in meaningful conversation and exhibitors left with hot and warm leads to follow-up on for weeks after the convention. We will continue to incorporate exhibitor recommendations and help you navigate the membership to build quality relationships. We value our exhibitors and your ideas. Therefore, in an effort to build additional traffic, keep attendees on the tradeshow floor, and increase exhibitor R.O.I., we are implementing the following for 2018:

- Inline booths will remain \$1500
- Scientific Sessions held in the PRC
- PRC opening at 8:00AM on Friday to allow more time for exhibitor/attendee interaction
- Encourage Exhibitor Specials from 8:00am – 9:00am to increase morning traffic
- Start Continuing Education (CE) Session at 9:00am
- **NEW...Services, Technology and Products CE Session in the PRC!**
- Increased Cyber Café and Networking Area
- Lunch and Snack Stations in the Exhibit Hall
- Passport CE Bingo to engage exhibitors and attendees

Enclosed you will find the 2018 Exhibitor Prospectus containing the Exhibit Application/ Agreement, floor plan, sponsorship opportunities, raffle, advertising opportunities and Terms and Conditions. Our booths and sponsorships are assigned on a first come, first served basis. All booths require a \$1,000 deposit and signed agreement to secure booth space. Sponsorship, Raffle and Advertising Opportunities are also available for exhibitors. These different opportunities build leads for future business, strengthen your brand awareness, demonstrate new products and services, increase your diversity market, provide additional exposure, build new business relationships, increase R.O.I., and much more.

Join us in Orlando, Florida, July 11 - 15, 2018 at the Rosen Centre Hotel as an exhibitor in our Product & Resource Center and/or sponsor to take advantage of the many opportunities to strengthen your brand. We look forward to a wonderful 2018 Annual Convention in the Sunshine State of Florida.

If you have any additional questions, please contact Ms. Shelaine Stone at 240-241-4448.

Sincerely,

LaVette Henderson, CMP, CVEP, HMCC
NDA Deputy Executive Director



HOW TO APPLY

- 1 Complete the enclosed agreement indicating your booth location preference (1 through 5).
- 2 SIGN AND RETURN THE AGREEMENT TO:

NATIONAL DENTAL ASSOCIATION
6411 IVY LANE, SUITE 703
GREENBELT, MD 20770
ATTN: CONVENTION EXHIBITS
- 3 BE SURE TO VISIT OUR WEBSITE
WWW.NDAONLINE.COM
FOR REGULAR CONVENTION
UPDATES

NEW NDA Exhibitor Forum

Catch the Wave...Products, Services and Technology Every Practice Can Use

Friday 9:00am – 11:00am in the PRC

Course Description: Our industry is moving faster than ever before and products, technology and innovative services are leading the way. The dental industry continues to align itself with the momentum. To make sure you are able to bring your patients along during this exciting time you need to see and source the latest the industry has to offer. For approximately 10 minutes, each company will present a product, technology advancement or service and related research in an informative, obligation-free way.

First Come, First Served for a nominal additional fee of \$500.00



GENERAL INFORMATION

METHOD OF EXHIBIT BOOTH ASSIGNMENT

Exhibit booths will be assigned according to the exhibitors preference in the order in which the exhibitors agreements are received with the required deposit in the NDA office.

If a company's first choice has been previously assigned, it receives its second choice, provided the second choice has not been previously assigned, etc. If all four choices have been previously assigned, the allocation is made on the fifth option indicated, any available corner booth (until they are all claimed), or the closest inside vacancy nearest the first choice, second choice, third choice or fourth choice.

BOOTH PRICE

8' x 10' \$1,500 Inline Booths
\$2,000 for Premium Corners

Exhibitor fee includes package as described under "Arrangements of Exhibits", and the opportunity to provide one (1) marketing piece in the convention tote; however, it does not include exhibitor booth furnishings, tables, chairs, electrical equipment, mantling, dismantling or storage

NEW NDA Exhibitor Forum Catch the Wave .. Products, Services and Technology Every Practice Can use

Friday, July 13, 2018, 9:00AM - 11:00AM

Each exhibitor is offered the opportunity to present a product, service, technological advancement and related research to an audience of attendees in the NDA Product & Resource Center Product Theater.

Each 10 minutes segment is assigned on a first come, first served basis and is priced at the nominal fee of \$500.00

DECORATING CONTRACTOR

Convention & Show Services, Inc. (CSS)
1250 John A. Papalas Drive
Lincoln Park, MI 48146
313.386.5555; Fax 313.386.2048

An Exhibitor Service Kit containing information on drayage, electrical services, furniture rental, labor, other services, and a complete list of charges may be obtained from the CSS website (www.convshow.com) beginning Friday, May 4, 2018. If you require

information prior this date, you may contact Dennis Miriani at 313.386.5555.

CSS will have an office located in the NDA Exhibit Hall beginning on Thursday, July 12, 2018, where exhibitors may verify pre-orders and place floor orders. The on-site office will be available during exhibit hall set-up and move-out.

SHIPPING & STORAGE

Shipping, storage, and labor to unpack, erect, dismantle, and repack the booth will be handled by Convention & Show Services, Inc. All freight must be prepaid. Do not ship freight addressed to the Rosen Centre Hotel.

All freight must be addressed to Convention & Show Services, Inc. whether it is shipped in advance to their warehouse (up to 30 days before show date), or directly to the show site (to arrive no earlier than Thursday, July 12, 2018).

ELECTRICAL POWER & OTHER UTILITIES

Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Kit from CSS beginning Friday, May 4, 2018. Visit www.convshow.com to download information.

ARRANGEMENT OF EXHIBITS

Booths will be decorated with a 8' high background drape, a 33" high siderail drape, and will also include a standard 7"x44" two-line identification sign. All booth structures that will be placed against the 8' high back wall must not exceed the 8' high drapeline. Exhibits that do not conform to these specifications or by design, operation, or otherwise, are found objectionable in the opinion of the NDA are prohibited. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or to the NDA. The NDA reserves the right, in the best interest of the technical exhibits, to relocate selected space in the areas other than that selected by the exhibitor.

BOOTH PERSONNEL REGISTRATION

Upon receipt of a signed agreement, the NDA will send hotel reservation information about the Rosen Centre Hotel.

Beginning Thursday, July 12, 2018, at 12:00 noon, exhibitors may pick up their registration packets, including a registration badge, at the NDA Exhibitors' Registration Desk.

For security purposes, no one will be admitted to the Exhibit Hall without a registration badge.

INSTALLATION & DISMANTLING OF EXHIBITS

The decorating contractor will begin installation and arrangement of exhibits on Thursday, July 12th. Exhibitors will be permitted access to the hall at 1:00 p.m. Exhibitors are encouraged to finalize minor booth preparations, display samples, etc., by 5:00 p.m. on Thursday, July 12th to avoid overtime charges. In the event that any exhibitor fails to complete pre-show installation and arrangements for the removal of boxes and crates by 6:00 a.m. on Friday, July 13th, the NDA reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and materials pertaining there to from the space allotted to such exhibitor and cancel the contract. All exhibits must be operational by 9:00 a.m. on Friday, July 13th. No installation work will be permitted on Friday, July 13th, without special authorization from the NDA.

Dismantling, removing, and/or packing of exhibits cannot begin earlier than Sunday, July 15th if assistance from decorator (Convention & Show Services) is needed. The decorator will not be available to retrieve your crates, boxes, canisters, labels etc. until Sunday, July 15th.

EXHIBIT HALL HOURS

JULY 13-14
FRIDAY 8:00am - 5:00pm
SATURDAY 11:00am - 5:00pm

REGISTRATION HOURS

JULY 12-13
THURSDAY 7:00am - 5:00pm
FRIDAY 7:00am - 5:00pm

TERMS AND CONDITIONS

1. SUBLETTING OF SPACE: The exhibitor agrees that the display will be confined to the area of space reserved. Subletting or showing products other than those manufactured or represented by the exhibitor, is strictly prohibited.

2. ARRANGEMENT OF EXHIBITS: The exhibitor agrees to arrange the exhibit so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the NDA as to what constitutes an obstruction or interference shall be final.

3. INSTALLATION & REMOVAL OF EXHIBITS: In the event that any exhibitor fails to complete pre-show installation and arrangements for the removal of boxes and crates by 6:00 a.m. on July 13th, the NDA reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and material pertaining there to from the space allotted to such exhibitor and cancel the contract. In such an event, the NDA shall retain the amount paid by such exhibitor as space rental and for liquidated damages covering expenses paid by the NDA and the loss of rental from other exhibitors.

4. CARE OF SPACE: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Rosen Centre or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by the NDA. The exhibitor shall be liable to the Rosen Centre and/or the NDA for any damage resulting to such exhibition hall and/or such property placed therein by the NDA which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents, servants or employees. The exhibitor shall defend and save NDA from all claims arising from the aforesaid commissions or omissions of the exhibitor, his agents, servants or employees. All materials used by exhibitors must conform to all local codes. (X-Ray equipment must be dead.)

5. INSURANCE: The NDA assumes no responsibility for the safety of the property of exhibitors or the personal property of their officers, agents, servants or employees. Any exhibitor wishing to ensure his or goods against injury, theft, damage by fire, accident or other cause, must do so at his own expense. Reliable security will be provided at night to guard the exhibits located inside the Exhibit Hall beginning Thursday, July 12th and continuing through each night until midnight. For one and one-half hours after the Exhibit Hall is closed to the public, exhibitor representatives, with proper credentials, will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, hotel cleanup personnel will be permitted inside the Exhibit Hall. At all other times, specifically between 7:00 p.m. and 7:30 a.m., through the nights of July 12-14, the watchmen will permit no individual to enter or leave the Exhibit Hall except by authority of the NDA.

Exhibitor assumes responsibility and hereby agrees to protect, indemnify, defend, and save harmless the NDA and the Rosen Centre, its affiliates and subsidiary companies and their respective partners, directors, officers, employees, and agents ("the Indemnities") against all claims, losses, and damages to persons or property, governmental charges or fines, and reasonable attorney's fees to the extent caused by Exhibitor's negligent installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the negligence of the Indemnities.

Exhibitor's obligations to any entity under this Section are contingent upon NDA and the Rosen Centre, respectively, (a) promptly notifying Exhibitor in writing of the claim; (b) Exhibitor having sole control of the defense and settlement; and (c) such entity seeking indemnification reasonably cooperating in providing information and assistance.

The Exhibitor assumes all responsibility for any loss, theft, or damage to exhibitor's displays, equipment, and other property while on the premises, and hereby waives any claim or demand it may have against the Rosen Centre or its affiliates arising from such loss, theft, or damage.

In addition, Exhibitor acknowledges that the NDA and the Rosen Centre and any of the other Indemnities do not maintain insurance covering Exhibitor's property. It is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

6. CONDUCT & RESTRICTIONS: The NDA reserves the right to restrict any exhibit which, because of noise, odor or other objectionable features, interferes with the orderly procedure of the exhibition. The NDA also reserves the right to prohibit any display or procedure that in its judgement runs counter to the general character of the exhibition.

- Therapeutic products or products of a therapeutic nature that do not meet the ethical standards of the dental profession will not be accepted for display.
- Display of prices is permitted on counter tops only and shall not be misleading.
- Distribution of samples is welcome.
- The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition. Exhibitors must conduct their business from the confines of the booths they have rented and/or lounge areas.
- Exhibitors may not assume the role of host at the Conference. Potential customers or personal friends may be invited on condition that such invited persons comply with the regulations applicable to all other registrants at the Conference. Revenue lost from the violation of this rule will be recovered from the transgressing exhibitor who will accept the decision of the NDA in the event of a dispute between the "invitee" and the exhibitor.
- Exhibitors may not host any function in conjunction with the Conference without the written consent of the NDA, which shall not be unreasonably withheld.
- The rights reserved in this section apply as well to the conduct of agents and employees of the exhibitors and any property used by such exhibitors in the installation and operation of exhibits.
- The decision of the NDA as to what acts constitute a breach of the above conditions shall be final. Any exhibitor shall be subject to eviction, without refund, if he/she is judged to be in violation of the aforementioned conditions.

7. LIABILITY: The NDA shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Rosen Centre or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy; strikes or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of the Rosen Centre. The NDA will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors pro rata on the amount of rental paid by each exhibitor as follows: total rentals paid by all exhibitors less expenses incurred by the Association in constructing and installing the exhibits, shall be refunded to exhibitors in the amount of their rental payments prorated by the number of days the exhibition fails to proceed as scheduled.

8. CANCELLATION OF EXHIBIT SPACE: Request for cancellation of exhibit space must be presented to the NDA in writing by April 20, 2018. If written cancellation notice is received by December 30, 2017, exhibitor agrees to pay a cancellation fee of \$500. After December 30, each exhibitor agrees to pay for the full space rental unless all space is sold, at which time a cancellation fee of \$1,000 will apply.

9. PAYMENT: In the event that any remaining balance of the full remittance for the booth(s) engaged by the exhibitor has not been received by the NDA on or prior to April 20, 2018, the NDA reserves the right to cancel this contract without liability. In such an event, the Association shall retain the amount paid by such exhibitor as a forfeited deposit.

10. INTERPRETATIONS OF THE ABOVE RULES & REGULATIONS: The above stated conditions are considered a part of the contract. The NDA reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions made by the NDA are final.

PRODUCT & RESOURCE CENTER

105th NDA Annual Convention
Rosen Centre

July 11 – 15, 2018

PRC EXHIBITOR INFORMATION

Exhibit Installation and Set-up

THURSDAY, JULY 12 11:00am - 4:00pm

Exhibitor Orientation

FRIDAY, JULY 13 7:30 am - 7:55 am

Exhibit Dates & Hours

Friday, July 13 8:00 am - 5:00 pm

Saturday, July 14 11:00 am - 5:00 pm

Exhibit Dismantling and Move-out

SUNDAY, JULY 15 7:00am to 11:00am

PRC EVENTS

Friday, July 13 & Saturday, July 14

Lunch Snacks

12:00 pm - 12:30 pm

Exhibitor & Member Happy Hour

4:00 pm - 5:00 pm

Exhibit Prize Drawing

4:45 pm

PRC CE OPPORTUNITY

Attendees can earn up to 2 hours of CE by participating in the NDA PRC Passport. Engaging exhibitors in meaningful conversations is integral to learning about new services, products and technologies available in dentistry. We ask exhibitors who are interested in the NDA PRC Passport to **provide question(s) about your product/service to use as a conversation starter by June 15, 2018 to the NDA national office.** These questions are placed on the PRC Passport "bingo" card. Passports will be included in conference tote bags. Attendees who participate will approach the exhibitor, ask the question, hence starting a meaningful and informative conversation with the exhibitor. Once the conversation has concluded the exhibitor provides the attendee with a "passport stamp." They can gain 1.0 hour of C.E. for every 10 exhibitors with a maximum of 2 hours, and be eligible for raffle prizes. **That's a WIN-WIN situation!**

NETWORKING OPPORTUNITY VENTS

Non-ticketed Events

Thursday, July 12

Opening Session - 5:30 pm

Get Acquainted Reception - 7:30 pm

Ticketed Events

Dr. Alison P. Riddle-Fletcher

Women Dentists' Awards Luncheon

President's Gala

Civil Rights Luncheon

Exhibitor Amazing Specials

Friday, July 13, 8:00am – 9:00am

Saturday, July 14, 11:00am – 12:00pm

New

NDA Exhibitor Forum

Catch the Wave...Products, Services and
Technology Every Practice Can Use

Friday 9:00am – 11:00am in the PRC

First Come, First Served for a nominal additional fee of \$500.00

Sign Up today

Visit our website at www.ndaonline.org or call 240-241-4448
for ticket pricing details

PRC AGREEMENT

105th NDA Annual Convention

Rosen Centre Hotel – Orlando, FL

July 11 – 15, 2018

Attention: Convention Exhibits

National Dental Association

6411 Ivy Lane, Suite 703

Greenbelt, MD 20770

Tel. 240.241.4448 • Fax 240.297.9181

EXHIBIT DATES: July 13 – 14

We would like to reserve exhibit space during the National Dental Association's 105th annual convention.

BOOTH FEE: \$1,500 inline booth; \$2,000 for premium booth

Number of booths required: _____

Additional \$500 to participate in the NDA Exhibitor CE Forum

Our preferred location on the official floor plan which we submitted to the NDA follows (list by booth numbers):

First Choice _____

Third Choice _____

Second Choice _____

Fourth Choice _____

Fifth Choice (Check One)

Inside booth closest to above choices

Any corner location, if available

We understand that in the interest of the success of this exhibition and of each individual exhibitor and visitor, the exhibition as a whole and all displays will be categorized, and assignments made in consecutive order of Agreements received. Whenever possible, each exhibitor's requirements and requests for booth space will be made in accordance with the preferences indicated by each exhibitor, but the NDA does not guarantee any particular space. Conglomerate companies will be limited to one listing in the convention program for each booth rented.

(List name exactly as it should appear in the program and in any promotional material. Please type or print only).

COMPANY NAME _____

Division of (if applicable) _____ SIC Code _____

Contact Name _____ Title _____

Mailing Address _____

City / State / Zip _____

Telephone () _____ Fax () _____

Email Address _____

Description of Service or Product _____

Do not place next to the following competitors (if possible): _____

We agree to pay the sum of _____ dollars as rental for the space allotted to us, \$ _____ of which is enclosed. **(A minimum deposit of \$1,000.00 per booth is required at this time.)** We also understand that the complete rental fee must be received by the NDA by April 20, 2018, to ensure a listing in the official convention program. (Make checks or money orders payable to the National Dental Association). There are no exceptions to the amount of the minimum deposit required that must accompany this agreement.

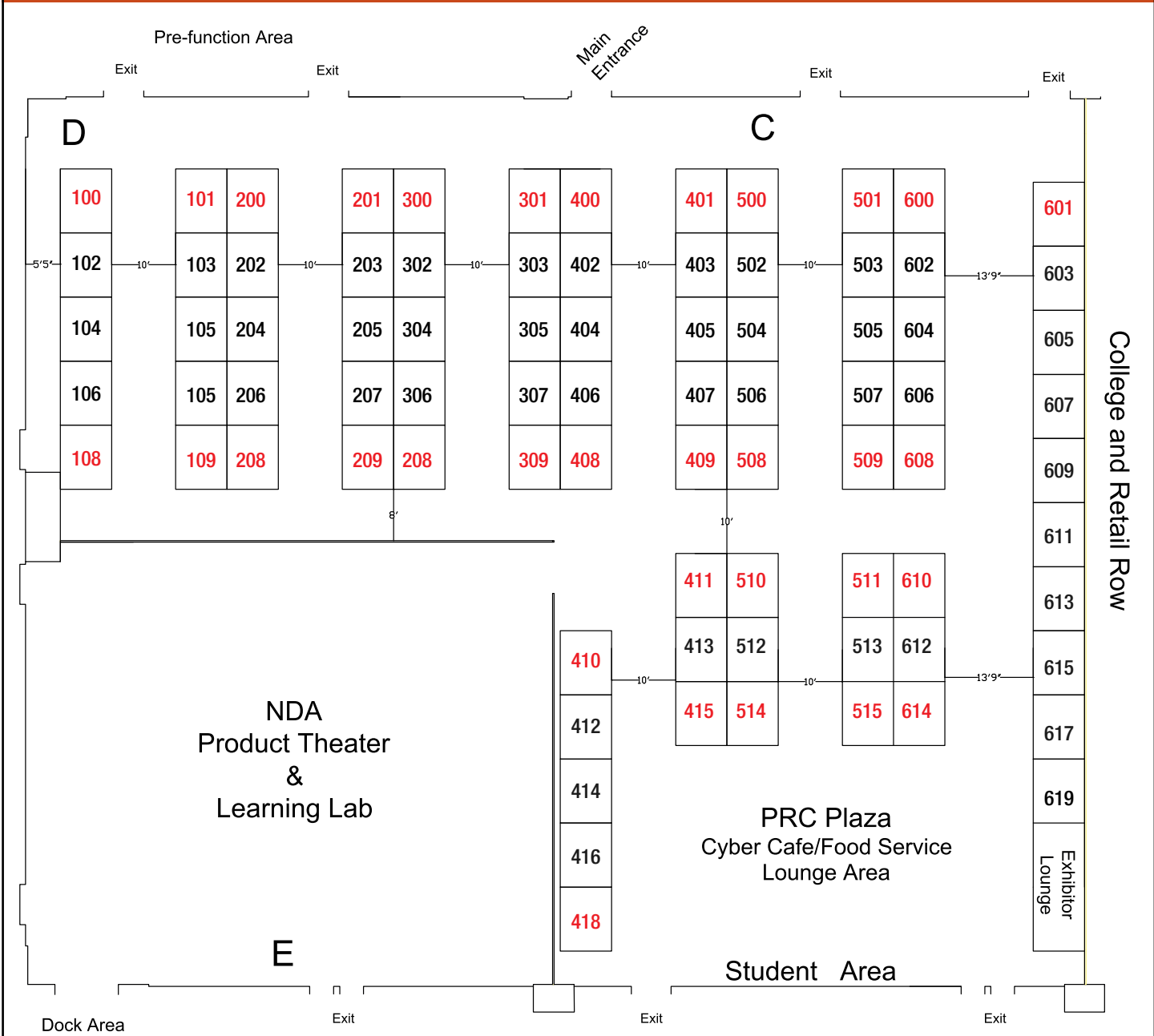
PAYMENT ENCLOSED: Check Money Order Purchase Order # _____ TOTAL \$ _____

CREDIT CARD: Amex Discover Visa MasterCard - Card Number _____ Exp. Date _____

Name as it appears on Card _____ Security Code _____

Signature _____

EXHIBIT FLOOR PLAN



PRC Sponsorship & Agreement

CORPORATE SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL (\$100,000+) includes:

- ◆ Convention co-sponsor acknowledgement
- ◆ Sponsor Recognition Award
- ◆ Corporate Banner
- ◆ 1 Table – President's Gala
- ◆ 1 Table – Civil Rights Luncheon
- ◆ 1 Table – Women Dentists Awards Luncheon
- ◆ 5 Invitations – VIP Reception
- ◆ Corporate Signage On-Site
- ◆ CEO remarks at Opening Session
- ◆ Logo on Convention Materials
- ◆ Photo Opportunities with NDA Leadership
- ◆ Corporate Name in Press Releases
- ◆ Corporate Exhibit Space at the NDA Convention (up to 3 booths)
- ◆ 4 Complimentary Convention Registrations
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book (Inside Back or Front cover)

GOLD LEVEL (\$75,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Sponsorship recognition at 2 Scientific Sessions with Corporate Signage
- ◆ Prominent Sponsor Recognition
- ◆ 1 Table – President's Gala
- ◆ 4 Tickets – Civil Rights Luncheon
- ◆ 4 Tickets – Women Dentists Awards Luncheon
- ◆ 4 Invitations – VIP Reception
- ◆ 2 Corporate Exhibit Booth in Product and Resource Center
- ◆ Corporate Signage On-Site
- ◆ Corporate Name in Press Releases
- ◆ Speaking Opportunity for a Corporate Representative at a major convention event
- ◆ 2 Complimentary Convention Registrations
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

SILVER LEVEL (\$50,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Sponsorship recognition at 1 Scientific Session with Corporate Signage
- ◆ 1 Table at President Gala
- ◆ 2 Tickets – Women Dentists Awards Luncheon
- ◆ 2 Invitations – VIP Reception
- ◆ 1 Exhibit Booth
- ◆ Corporate Signage On-Site
- ◆ Corporate Name in Press Releases
- ◆ Complimentary Convention Registration
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

BRONZE LEVEL (\$25,000) includes:

- ◆ Recognition at Opening Session
- ◆ Co-Sponsor of One Scientific Session or Event with Corporate Signage
- ◆ 5 Tickets – President's Gala
- ◆ 2 Invitations – VIP Reception
- ◆ 2 Tickets – Women Dentists Awards Luncheon
- ◆ Corporate Name in Press Releases
- ◆ 1 Corporate Exhibit Space at the NDA Convention
- ◆ 1 Complimentary Convention Registration
- ◆ 1 Half Page Color Ad in Convention Souvenir Program Book

COPPER LEVEL (\$20,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Co-Sponsor Signage Opportunity at 1 Scientific Session
- ◆ 5 Tickets – President's Gala
- ◆ 2 Invitations – VIP Reception
- ◆ 2 Tickets – Women Dentists Awards Luncheon
- ◆ Corporate Name in Press Releases
- ◆ 1 Corporate Exhibit Space at the NDA Convention
- ◆ 1 Complimentary Convention Registration
- ◆ 1 Full Page B/W Ad in Convention Souvenir Program Book

ASSOCIATE LEVEL (\$15,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Co-Sponsor of Event or Session with Corporate Signage
- ◆ 1 Invitation – VIP Reception
- ◆ 2 Tickets – President's Gala
- ◆ 1 Ticket Women Dentist Awards Luncheon
- ◆ 1-Half-Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Press Releases

AFFILIATE LEVEL (\$10,000) includes:

- ◆ Recognition at the Opening Session
- ◆ 2 Tickets – President's Gala
- ◆ Quarter Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Press Release
- ◆ Corporate Name in Souvenir Program

FRIEND LEVEL (\$5,000) includes:

- ◆ Recognition at the Opening Session
- ◆ 2 Tickets – President's Gala
- ◆ Quarter Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Souvenir Program

PRC Sponsorship & Agreement

PRODUCT & RESOURCE CENTER SPONSOR

- ◆ NDA Lunch Break – Friday & Saturday
 - \$15,000 each
- ◆ Cyber Café & Lounge - \$15,000
- ◆ Relaxation Station - \$7,500
- ◆ NDA Happy Hour
 - \$6,000 each day (2 co-sponsor opportunities @\$3000 each)

SPECIAL EVENTS SPONSOR

- ◆ President's Gala - \$50,000 (up to 2 co-sponsor opportunities)
- ◆ Get Acquainted Reception - \$30,000 (up to 2 co-sponsor opportunities @\$15,000 each)
- ◆ Opening Session - \$20,000
- ◆ Civil Rights Luncheon - \$15,000
- ◆ WHS Community Outreach Sponsor - \$20,000 (up to 4 co-sponsor opportunities of \$5,000 each)
- ◆ Dr. Allison P. Riddle-Fletcher Women Dentists' Awards Luncheon - \$10,000
- ◆ VIP Reception - \$8,000
- ◆ Past Presidents Breakfast - \$5,000

AUXILIARY SPECIAL EVENTS

- ◆ Children Program Sponsor - \$25,000
- ◆ SNDA Luncheon - \$10,000
- ◆ NDHA Breakfast and Luncheon - \$15,000
- ◆ NDAA Breakfast and Luncheon - \$15,000
- ◆ ANDA Breakfast - \$5,000

EVENT PROMOTION SPONSOR

- ◆ Conference Bags - \$15,000
- ◆ Mobile App - \$8,000
- ◆ Lanyards / Badge Holders - \$5,000 each
- ◆ Bag Inserts - \$1,000 sponsor to supply materials

EDUCATION SPONSOR

- ◆ President's Symposium - \$20,000
- ◆ New Dentists Forum - \$15,000
- ◆ Minority Faculty, Administrators & Practitioners Symposium & Research Forum - \$15,000
- ◆ Eddie G. Smith Leadership Institute - \$10,000
- ◆ Women's Health Symposium - \$10,000
- ◆ Continuing Education Session Sponsor - \$7,500 each
- ◆ CPR Sponsor - \$2,500

ROOM SPONSOR

- ◆ Luncheon Room Sponsor \$15,000
- ◆ Session Room Sponsor \$10,000

PAYMENT INFORMATION

Please indicate each category of sponsorship amount \$ _____

- Platinum Gold Silver Bronze Copper Associate Affiliate Friend

Please indicate your choice of Sponsored Events:

Contact Name _____

Company Name _____

Phone No. _____ Email Address _____

- Check Money Order Purchase Order # _____

CREDIT CARD — Amex Discover Visa MasterCard

Card Number _____ Exp. Date _____ CVV Code _____

Print name as it appears on Card _____

Signature _____ Date _____

ADVERTISING CONTRACT

105th NDA Annual Convention
SOUVENIR CONVENTION PROGRAM
Rosen Centre Hotel – Orlando, FL
July 11 – 15, 2018

ATTENTION: Convention Advertisement

National Dental Association
 6411 Ivy Lane, Suite 703
 Greenbelt, MD 20770
 Tel. 240.241.4448 • Fax 240.297.9181

	2 Color	4 Color Process	Black/White	Amount
Back cover	-----	\$4,500	-----	\$ -----
Inside back cover	\$3,200	\$3,700	-----	\$ _____
Inside front cover	\$3,200	\$3,700	-----	\$ _____
Center page	\$3,000	\$3,500	\$2,500	\$ _____
Full center fold	\$4,800	\$5,300	\$4,400	\$ _____
Full page	\$1,900	\$2,300	\$1,400	\$ _____
1/2 page - horizontal	\$1,700	\$2,000	\$1,000	\$ _____
1/4 page - vertical	\$1,400	\$1,700	\$ 800	\$ _____
			TOTAL	\$ _____

CONTRACT AND COPY REGULATIONS

All advertisements must be submitted according to the following specifications. Electronic files are preferred in the following formats: tiff, eps, jpg or pdf files that are press optimized, 2/C, cmyk or grayscale (no RGB files), minimum 300 dpi with embedded fonts. Final publication trim size is 8.5"x11". Full Page Ad with bleeds: 8.75"x11.25"; Live Area 7.5"x10". Full Page Ad w/o bleeds: 7.5"x10". Half Page with bleeds: 8.75"x5", Live Area 7.5"x4". Half Page w/o bleeds: 7.5"x5.125". Quarter Page Ad w/o bleeds only: 3.875"x5.125". The publisher reserves the right to reject any advertising which is not in keeping with the publication standards. The advertiser agrees to assume liability for all content (including text, representations, and illustrations) of advertisement printed. Deadline for submission is May 4, 2018.

ADVERTISING SPACE RESERVATION FORM

Name of Advertiser: _____

Address _____ City _____ State _____ Zip _____

Telephone (_____) _____ Fax (_____) _____

Email Address _____

Contact Person: _____ Title _____

PAYMENT ENCLOSED: Check Money Order Purchase Order # _____

CREDIT CARD — Amex Discover Visa MasterCard

Card Number _____ Exp. Date _____ CVV Code _____

Print name as it appears on Card _____

Signature _____ Date _____

*Check, money order, and/or purchase order must accompany the reservation form and camera-ready film or electronic file.
 Make check or money order payable to: National Dental Association. Email electronic files to CGRADDY@NDAONLINE.ORG*

RAFFLES & PRIZES IN THE PRODUCT & RESOURCE CENTER

Looking for ways to drive traffic to your booth? How about participating in the NDA Silent Auction or Product Passport?

NDA Silent Auction

Consider donating products or services to the NDA Silent Auction. Silent Auction prize offerings will be advertised to attendees electronically and in the convention program, and will be on display in a dedicated area of the Product & Resource Center. Silent Auction participants will receive special signage at their vendor booth. In addition to products and services donated by NDA vendors, a collection of prizes (cruises, vacations, activities and adventure experiences) will be available for bidding. All Silent Auction winners will be announced at the Sunday evening Presidents Gala.

Product Passport

This is Exhibitor Bingo with a twist. Vendors may either donate a prize (valued at \$300 or more) or register as a Bingo Sponsor for \$300. Each attendee will be provided a passport booklet in their convention bags – Each Bingo Sponsor will provide a question for the passport booklet. All questions must be answered by visiting the Passport Sponsor booths. The only way to get the answer is to engage the vendors in conversation, which provides a great opportunity for you to showcase your products and services to the participants. Completed passports will be turned in at the NDA Booth, checked for correct answers, and included in the Drawing Drum. Each Passport Sponsor will be provided the opportunity to draw the winners of the prizes from the Drawing Drum, and have a photo opportunity that will be broadcast via Twitter and Facebook. All prize drawings will begin Saturday at 5:00pm – and you must be present to win.

To participate, contact Cynthia Graddy before Friday, May 4, 2018 at the NDA national office: 240.241.4448 x102 or cgraddy@ndaonline.org.

JULY 13 & 14, 2018

Friday • 8:00 am - 5:00 pm

Saturday • 11:00 am - 5:00 pm



Please fax or mail this form to NDA to participate in the Silent Auction or Product Passport by May 4, 2018.

I am interested in: Donating Prize to Raffle Donating to Product Passport

Company Name _____

Contact Name _____

Email _____ Telephone _____

Item(s) Donated _____

Description _____

Expiration Date (if any) _____

VALUE(S) \$ _____

Passport Sponsor (\$400)

PAYMENT ENCLOSED: Check Money Order TOTAL \$ _____

Amex Discover Visa MasterCard - Card Number _____ Exp. Date _____

Name as it appears on Card _____ CVV Code _____

Signature _____ Date _____

	NATIONAL DENTAL ASSOCIATION	6411 Ivy Lane, Suite 703 Greenbelt, MD 20770 Tel. 240-241-4448 Fax 240.297.9181
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ADDRESS SERVICE REQUESTED

Exhibitor Amazing Specials

Thursday, July 12

Friday, July 13, 8:00am – 9:00am

Saturday, July 14 11:00am – 12:00pm

NEW NDA Exhibitor Forum

Catch the Wave...Products, Services
and Technology Every Practice Can Use

Friday 9:00am – 11:00am in the PRC

*First Come, First Served for a nominal
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*“Remember the Past, Embrace the Present,
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