



5.3-5.18



2018 EXHIBITING & SPONSORSHIP PROSPECTUS

**LOOKING FOR NEW IDEAS
TO REACH IOWA'S DENTAL PROS?
WELL ... YOU'RE IN LUCK!**

IDEAS.IOWADENTAL.ORG

INTRODUCING >

IDEAS18

IOWA DENTAL ASSOCIATION

Get Together. Learn Together. Practice Better.

A NEW APPROACH TO THE IOWA DENTAL ASSOCIATION'S ANNUAL SESSION!



The IDA is excited to announce that we've completely revamped our flagship annual session and are reintroducing it as **Iowa Dental Association IDEAS18!**

Dentists, hygienists, assistants, technicians, staff members and students from around the Hawkeye State know that our annual event is the leading dental event in Iowa. Attendees experience top-notch speakers and find the latest solutions in dentistry for delivering a high standard of patient care. And, nothing beats our annual session for fostering and maintaining a tightknit community of Iowan dental pros; the kind of community where tips, know-how, product/service recommendations and more are shared. Simply put, it's where your target audience goes to find new ideas!

Like no other event in the state, **IDEAS18** will help you:

- > Experience enhanced networking time with attendees—a major result of our new approach!
- > Meet new prospects
- > Build your brand
- > Fortify customer relationships
- > Display your latest products and services to Iowa's dental community

Showcase your ideas at IDEAS18—reserve your booth today! **VISIT IDEAS.IOWADENTAL.ORG**

CONFERENCE:
MAY 3-5

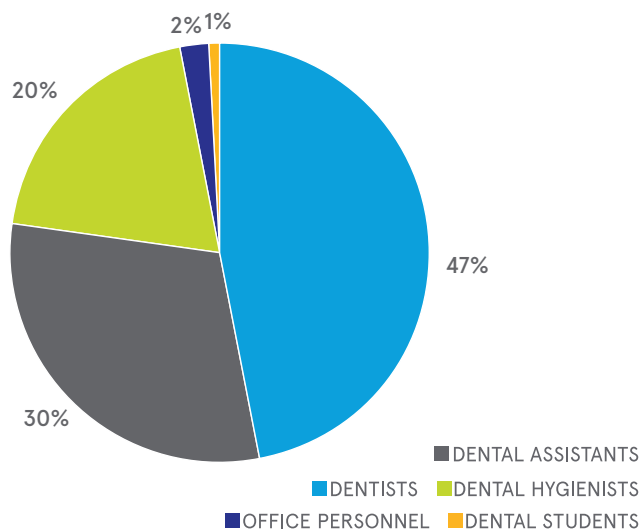
EXHIBITS:
MAY 3-4

LOCATION:
CORALVILLE MARRIOTT HOTEL &
CONFERENCE CENTER • IOWA

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EXHIBIT AT IDEAS18!

- > More than 83% of Iowa's dentists belong to the Iowa Dental Association
- > The IDA Annual Session has an average attendance of 2,200 dentists, hygienists, assistants, technicians, staff members, students and other attendees (2015 - 2017)
- > More than 500 of Iowa's dentists attend the IDA Annual Session



BENEFITS OF EXHIBITING

NEW THIS YEAR:

- > Dedicated lunches and breaks served in exhibit hall
- > Attendee welcome reception located in exhibit hall
- > Company listing on conference website
- > Points-based booth assignment system – the more you support IDA, the better your booth location
- > Option to purchase electronic lead retrieval

EXHIBIT COSTS:

10' X 10' BOOTH:
 INLINE BOOTH: \$1,300 | CORNER BOOTH: \$1,500
 See insert to view floorplan.

ADDITIONAL BENEFITS:

- > Over 16 hours of exhibiting, including 8 hours of dedicated exhibit hall time—attendees will have nothing else on the schedule during these hours
- > Pre-conference and post-conference attendee mailing list (upon request)
- > Company listing in onsite guide

SPONSORSHIP LEVELS

| | SILVER (\$2,500) | Gold (\$5,000) | Diamond (\$10,000) |
|---|------------------|-------------------------------|-----------------------------------|
| Listing in Preview Program | X | + Logo | + Logo |
| Listing on Conference Website | X | + Logo & Link to Your Website | + Logo & Link to Your Website |
| Listing in Onsite Guide | X | + Logo | + Logo |
| Listing on Conference Signage | X | + Logo | + Logo |
| Placement of Promotional Materials at Registration | | X | X |
| Invitation to and Recognition at President's Dinner | 1 Ticket | 2 Tickets | 2 Tickets + 5 Minute Presentation |
| Complimentary Exhibit Booth | | | X |
| Invitation to IDPAC / IDF Reception | 1 Ticket | 2 Tickets | 4 Tickets |
| Exhibit Booth Placement | Preferential | Preferential | Prime |



GREAT IDEAS FOR SPONSORSHIP AND ADVERTISING!

DIGITAL / PRINT ADVERTISING

- > **PREVIEW PROGRAM:** Advertise in the program that is electronically distributed to all IDA members and made available on the conference website.
 - o ½ page: **\$400**
 - o Full page: **\$650**
- > **CONFERENCE EMAIL:** Increase your visibility among all IDA members by sponsoring a conference marketing email. Sponsor will receive exclusive sponsorship in a designated ad space and the ad will link to sponsor website.
 - o **\$500 per email**
- > **ONSITE GUIDE:** Put your company name, brand, and information in the hands of every attendee.
 - o Full Page:
 - Inside front or inside back cover: **\$1,500**
 - Back cover: **\$2,000**
 - Elsewhere: **\$1,000**
- > **CONFERENCE APP:** Put your company name at the fingertips of over 1,700 attendees by sponsoring the mobile app. Sponsorship includes the opportunity to be prominently featured on the app throughout the conference.
 - o Conference app exclusive sponsorship: **\$5,000**

CONFERENCE BRANDING

- > **NAME BADGES:** Prominently and exclusively display your company name and logo on the back of the name badges.
 - o **\$3,000**
- > **LANYARDS:** Exclusively display your company's name and logo throughout the conference. Attendees and speakers use lanyards for their name badges, which they are required to wear to all conference lectures and events.
 - o **\$5,000**
- > **CONFERENCE WIFI:** Help attendees stay connected by providing them with internet access throughout the conference. IDA will create an internet password that will reflect your company name or product.
 - o **\$5,000**
- > **TOTE BAGS:** Your company logo and the IDEAS18 logo will be prominently displayed on the reusable bags provided to every attendee. Gain instant visibility and exposure both during and after the conference.
 - o **\$3,000**

- > **LITERATURE / SAMPLE TABLE:** Increase your marketing exposure by providing a flier or product sample to be displayed on a designated table located near registration and accessible to attendees for the duration of the conference.
 - o **\$1,000**

CONFERENCE EVENT SPONSORSHIPS

- > **WELCOME HAPPY HOUR:** Be the exclusive sponsor of the welcome reception in the exhibit hall. Drink station will be placed next to your booth to ensure optimal traffic.
THURSDAY EVENING, MAY 3
 - o **\$5,000**
- > **NEW DENTISTS RECEPTION:** Sponsor this reception and get your name and brand in front of Iowa's new dentists.
THURSDAY EVENING, MAY 3
 - o **\$1,500**
- > **LUNCH SPONSORSHIP:** This exclusive sponsorship includes your company name and logo displayed on lunch vouchers distributed to all attendees.
THURSDAY, MAY 3 OR FRIDAY, MAY 4
 - o **\$8,000**
- > **IOWA DENTAL POLITICAL ACTION COMMITTEE & IOWA DENTAL FOUNDATION RECEPTION:**
FRIDAY EVENING, MAY 4
 - o Join leaders in dentistry at this premier event and gain more valuable networking time with your customers: **\$3,000**
- > **PRESIDENT'S DINNER:**
FRIDAY EVENING, MAY 4
 - o Keynote Speaker Sponsorship: **\$5,000**
 - o Host a Table: Sponsor will receive 10 tickets to the President's Dinner, which can be shared with attendees. **\$1,500 per table**
- > **SPEAKER SPONSORSHIP:** Sponsor one of IDA's nationally-known speakers. Contact info@iowadental.org for specific speaker opportunities.

DIGITAL ADVERTISING OPPORTUNITIES

- > **WEEKLY E-NEWS BRIEF:** This weekly communication will be distributed electronically to all IDA members. Content will include legislative and research updates, as well as a variety of timely information relevant to Iowa dentists. This is an exclusive sponsorship each week, and sponsors will be able to link their ads to their company website.
 - o One week: **\$500** (Discounts are available for multiple weeks)