



Get Together. Learn Together. Practice Better.

CONFERENCE: MAY 3-5 EXHIBITS: MAY 3-4

LOCATION: CORALVILLE MARRIOTT HOTEL & CONFERENCE CENTER • IOWA

EXHIBIT & SPONSORSHIP APPLICATION

The company name will appear in all IDA marketing pieces as shown below:

Company Name: _____

Address: _____

City _____ State _____ ZIP _____

Customer Service Phone: _____

Customer Service Email: _____

Website: _____

Product/Service: Laboratory Dental Supplies Drugs Toothbrushes Insurance Instruments Equipment

Other _____

Primary Contact Name: _____

Title: _____ Email: _____ Phone: _____

If available, these are our booth preferences, realizing that IDA may not be able to accommodate selections:

1: _____ 2: _____ 3: _____

If possible, please do not place our booth next to the following companies: _____

BOOTH RESERVATION:

INLINE BOOTH: \$1,300 X Number of booths: _____ = \$ _____

CORNER BOOTH: \$1,500 X Number of booths: _____ = \$ _____

SPONSORSHIP:

Sponsorship items: _____

Total sponsorship due: \$ _____

DIGITAL ADVERTISING: Weekly E-News Brief:

\$500 X number of briefs: _____ = \$ _____

METHOD OF PAYMENT:

TOTAL COST \$ _____

Check: (made payable to IDA) _____

Credit Card: MasterCard Visa AMEX

Card Number: _____ Exp. Date: _____ CVV: _____

Cardholder Name: _____

Billing Address: _____

Cardholder Signature: _____

By signing below, client agrees to the terms and conditions as outlined on the ideas.iowadental.org website. Upon request, client agrees to provide proof of insurance 60 days prior to the conference. Space will not be reserved until payment is submitted in full.

Signature: _____

RETURN

TO: info@iowadental.org or IDA, 8797 NW 54th Avenue, Suite 100, Johnston, IA 50131-9478



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)