



Engage • Educate • Advocate

CONFERENCE: MAY 2-4 EXHIBITS: MAY 2-3

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:

BEFORE MARCH 15

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

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

AFTER MARCH 15

INLINE BOOTH: \$1,550 X # of booths: __ = \$ _____

CORNER BOOTH: \$1,750 X # of booths: __ = \$ _____

SPONSORSHIP:

o Sponsorship items: _____

Total sponsorship due: \$ _____

DIGITAL ADVERTISING: Bi-Weekly E-Newsletter: _____

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

DIGITAL ADVERTISING: Conference Email: _____

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

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 PO Box 31088, Johnston, IA 50131-9428

2019 EXHIBITING & SPONSORSHIP PROSPECTUS

GREAT IDEAS FOR SPONSORSHIP AND ADVERTISING!

4:1 Attendee to Exhibitor Ratio

(compared to key attendee types)



DIGITAL / PRINT ADVERTISING

- > **PREVIEW PROGRAM:** Advertise in the program that is electronically distributed to all IDA members and made available on the conference website. Due date for advertisement artwork is Wednesday, January 2.
 - o ½ page: **\$400**
 - o Full page: **\$650**
- > **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**
 - o Half Page:
 - Elsewhere: **\$750**
- > **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 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**
- > **BI-WEEKLY E-NEWSLETTER:** This bi-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, and sponsors will be able to link their ads to their company website.
 - o One week: **\$500** (Discounts are available for multiple weeks)

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. Exclusive Invitation to Membership Town Hall is included. Company logo will appear on landing page.
 - o **\$5,000**
- > **TOTE BAGS:** Your company logo and the IDEAS19 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 flyer 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 2
 - o **\$5,000**
- > **NEW DENTIST SOCIAL:** Sponsor this reception and get your name and brand in front of Iowa's new dentists.
FRIDAY, MAY 3
 - o **\$1,500**
- > **LUNCH OR BREAK SPONSORSHIP:** The exclusive lunch sponsorship provides the opportunity to promote your company by bringing signage and/or table tents with your company name and logo to display throughout the entire meal area. Break sponsors may also provide cups/napkins with your company logo displayed.
THURSDAY, MAY 2 OR FRIDAY, MAY 3
 - o Lunch: **\$5,000**
 - o Break: **\$3,000**
- > **SOCIAL EVENTS**
 - IOWA DENTAL POLITICAL ACTION COMMITTEE RECEPTION (THURSDAY, MAY 2)**
 - o Join leaders in dentistry at this premier event dedicated to strengthening a pro-dentistry stance in the Iowa legislature: **\$3,000**
 - IOWA DENTAL FOUNDATION RECEPTION/ PRESIDENT'S DINNER (FRIDAY, MAY 3)**
 - o Give your company a presence at the IDF Reception/ President's Dinner. Sponsor will be allowed to make a 5-minute presentation: **\$5,000**
- > **SPEAKER SPONSORSHIP:** Sponsor one of IDA's nationally-known speakers. Contact stacy@iowadental.org for specific speaker opportunities.

OTHER ADVERTISING OPPORTUNITIES

- > **PRODUCT THEATERS:** Product Theaters are a forum for IDEAS19 Exhibitors to interact with attendees in a group setting by allowing for demonstrations and the ability to answer many questions efficiently. Product Theaters provide an opportunity to gather interested attendees at a prime date and time with a premier location in the exhibit hall to discuss and showcase products and services.
 - o 30 minutes: **\$7,500**
- > **GOLF TOURNAMENT:** \$250 hole sponsorship and \$100 prize sponsorship opportunities available for the 14th Annual College of Dentistry Alumni and IDA/Exhibitors Golf Tournament on Wednesday, May 1, 2019, at the Brown Deer Golf Course, 1900 Country Club Drive, Coralville, IA. 11:00AM tee time. Contact Amanda Shoemaker at the College of Dentistry for further information: 319-335-7166 or amanda-shoemaker@uiowa.edu.