IDEAS20 IS THE LARGEST DENTAL CONFERENCE IN IOWA. WE ARE COMBINING THE IDA ANNUAL MEETING AND THE DES MOINES DISTRICT DENTAL SOCIETY SPRING MEETING TO BRING YOU THE BENEFITS OF TWO SHOWS FOR THE PRICE OF ONE! YOU CAN’T AFFORD TO MISS OUT ON IDEAS20!

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ONCE-A-YEAR NETWORKING EXPERIENCE!
IDEAS20 is the premier dental meeting in the state where dental professionals gather to learn, create solutions, socialize, and invest in new dental products and services.
Over 13 hours of exhibiting, including 9 hours of dedicated exhibit time.
NEW THIS YEAR! Premier partnership with Iowa’s largest district dental society to maximize attendance.

CONFERENCE: APRIL 30 – MAY 2
EXHIBITS:
THU| APRIL 30
9:30 AM - 5:30 PM
FRI| May 1
9:00 AM - 2:30 PM
LOCATION:
IOWA EVENTS CENTER
DES MOINES

IDEA.S.IOWADENTAL.ORG
NEW TO THE IOWA DENTAL ASSOCIATION’S ANNUAL SESSION:
A PREMIER PARTNERSHIP WITH THE DES MOINES DISTRICT DENTAL SOCIETY TO MAXIMIZE EXHIBIT ATTENDANCE & ENGAGEMENT!

The Iowa Dental Association is excited to announce details of our annual session, IDEAS20!

IDEAS20 is the single best opportunity to target your products and services to dental professionals in the state of Iowa. As an exclusive opportunity this year, we are partnering with the Des Moines District Dental Society where dentists and dental staff from Iowa’s largest district dental society will attend IDEAS20 for their spring meeting. We encourage exhibitors to capitalize on this unique opportunity to reach an increased number of attendees. IDEAS20 attendees are driven to improve patient care through continuing education and by learning about the latest in products and services in the Exhibit Hall. It’s an opportunity you will not want to miss. We’ll see you in Des Moines!

Like no other dental conference in the state, IDEAS20 will help you:

> Showcase your products and services to top decision-makers from dental practices across the state.
> Meet new clients and prospects while connecting with your current customers.
> Drive traffic to your booth through many additional conference marketing opportunities.
> Maximize time with attendees through strategically timed breaks designed to increase Exhibit Hall flow.
> Build your brand.

Showcase your ideas at IDEAS20—reserve your booth today! VISIT IDEAS.IOWADENTAL.ORG

CONFERENCE:
APRIL 30 – MAY 2

EXHIBITS:
APRIL 30 – MAY 1

LOCATION:
IOWA EVENTS CENTER DES MOINES

IDEAS.IOWADENTAL.ORG
EXHIBITOR BENEFITS

- 4 Complimentary Badges per 10’ x 10’ space purchased
- Pre-conference and post-conference attendee mailing list (upon request)
- Standard company listing on conference website and in onsite guide
- Complimentary drink ticket per badge at the Welcome Happy Hour in the Exhibit Hall
- Carpeted Exhibit Hall Flooring

BE A PART OF THE LARGEST IOWA DENTAL EVENT OF 2020!
JOIN US AS IDA AND THE DES MOINES DISTRICT DENTAL SOCIETY HOST THEIR CONFERENCES TOGETHER.

EXHIBIT COSTS

10’ X 10’ BOOTH: $1,300
INLINE BOOTH: $1,500
CORNER BOOTH: $1,500

SIGN UP EARLY AND SAVE!
After March 13, prices will increase by $250.

EXHIBITOR BENEFITS

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL BENEFITS</th>
<th>DIAMOND ($10,000)</th>
<th>GOLD ($5,000)</th>
<th>SILVER ($1,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Corner Exhibit Booth</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth Placement</td>
<td>Prime</td>
<td>Preferential</td>
<td></td>
</tr>
<tr>
<td>Listing in Preview Program</td>
<td>+ Logo</td>
<td>+ Logo</td>
<td>X</td>
</tr>
<tr>
<td>Listing on Conference Website</td>
<td>+ Logo &amp; Link to Your Website</td>
<td>+ Logo &amp; Link to Your Website</td>
<td>X</td>
</tr>
<tr>
<td>Listing in Onsite Guide</td>
<td>+ Logo</td>
<td>+ Logo</td>
<td>X</td>
</tr>
<tr>
<td>Listing on Conference Signage</td>
<td>+ Logo</td>
<td>+ Logo</td>
<td>X</td>
</tr>
<tr>
<td>Placement of Promotional Materials at Registration</td>
<td></td>
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<td></td>
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<tr>
<td>Exclusive Invitation to IDA Membership Town Hall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to IDPAC Reception (Thursday) and President’s/IDF Reception (Friday)</td>
<td>4 Tickets</td>
<td>2 Tickets</td>
<td>1 Ticket</td>
</tr>
</tbody>
</table>

See insert to view floorplan.
Exhibit booth cost includes 10’ x 10’ draped in fully carpeted area with exhibitor identification sign.
GREAT IDEAS FOR SPONSORSHIP AND ADVERTISING!

DIGITAL/PRINT ADVERTISING

PREVIEW BROCHURE: Advertise in the brochure that is distributed to all IDA members and made available on the conference website. Due date for advertisement artwork is Thursday, January 3, 2020.
- 1/2 page: $650

ONSITE GUIDE: Put your company name, brand and information in the hands of every attendee.
- Full Page:
  - Inside front cover: $1,500
  - Inside back cover: $1,500
  - Back cover: $2,000
  - Elsewhere: $1,000
- Half Page:
  - Elsewhere: $750

CONFERENCE APP: Put your company name at the fingertips of attendees by sponsoring the mobile app.
- Conference app exclusive sponsorship: $5,000

CONFERENCE EMAIL: Increase your visibility among Iowa's dental community by sponsoring a conference marketing email. Sponsor will receive exclusive sponsorship in a designated ad space, and the ad will link to sponsor website.
- $500 per email

BI-WEEKLY E-NEWSLETTER AD: This IDA Today is a bi-weekly e-newsletter highlighting current news and events of interest to Iowa's dental community. The ad sponsors will be able to link their ads to their company website.
- One week: $500 (Discounts are available for multiple weeks)

CONFERENCE BRANDING

NAME BADGES: Prominently display your company name and logo on the back of the name badges.
- $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.
- $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 IDA's Membership Town Hall is included. Company logo will appear on landing page.
- $5,000

TOTE BAGS: Your company logo and the IDEAS20 logo will be prominently displayed on the reusable bags provided to every attendee. Constant visibility and exposure both during and after the conference.
- $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.
- $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, April 30
  - $5,000

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, April 30 or Friday, May 1
  - Lunch: $5,000
  - Break: $3,000

SOCIAL EVENTS

NEW DENTIST SOCIAL (Thursday, April 30)
- Sponsor this reception and get your name and brand in front of Iowa's new dentists: $1,500

PRESIDENT'S & IOWA DENTAL FOUNDATION RECEPTION (Friday, May 1)
- Give your company a presence at the IDF & President's Reception. Sponsor will have signage and will be thanked during the event: $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 IDEAS20 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.
- 30 minutes: $7,500
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 13

INLINE BOOTH: $1,300 X # of booths: ___ = $______

CORNER BOOTH: $1,500 X # of booths: ___ = $______

SPONSORSHIP:

o Sponsorship items: ______________________________________________________

DIGITAL ADVERTISING: Bi-Weekly E-Newsletter: $500 X number of newsletters: ___ = $______

DIGITAL ADVERTISING: Conference Email: $500 X number of emails: ___ = $______

TOTAL COST $______

METHOD OF PAYMENT:

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. Applications will not be considered and space will not be reserved until payment is submitted in full.

Signature: __________________________

RETURN TO: info@iowadental.org or 666 Grand Avenue, Suite 901, Des Moines, IA 50309