

4.28 - 4.30.22 

# IDEAS 22

IOWA DENTAL ASSOCIATION

2022 EXHIBITING & SPONSORSHIP PROSPECTUS

**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, **IDEAS22!**

IDEAS22 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 to bring dentists and dental staff from Iowa's largest district dental society to IDEAS22 for their spring meeting. **We encourage exhibitors to capitalize on this unique opportunity to reach an increased number of attendees as we return to an in-person meeting for the first time since 2019.** IDEAS22 attendees are driven to improve patient care through continuing education and learning about the latest in products and services in the Exhibit Hall. It's a reunion you won't want to miss. We'll see you in Des Moines!

Like no other dental conference in the state, **IDEAS22** 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 IDEAS22—reserve your booth today! **VISIT [IDEAS.IOWADENTAL.ORG](https://ideas.iowadental.org)**

CONFERENCE:  
**APRIL 28 - 30**

EXHIBITS:  
**APRIL 28 - 29**

LOCATION:  
IOWA EVENTS CENTER  
DES MOINES

**[IDEAS.IOWADENTAL.ORG](https://ideas.iowadental.org)**

# EXHIBITOR BENEFITS



**4** Complimentary Badges per 10' x 10' space purchased.



Pre-conference and post-conference attendee mailing list.



Standard company listing on conference website and in Onsite Guide.



Carpeted Exhibit Hall flooring.



Complimentary drink ticket per badge at the Welcome Happy Hour in the Exhibit Hall.

**BE A PART OF THE LARGEST IOWA DENTAL EVENT OF 2022! JOIN US AS IDA AND THE DES MOINES DISTRICT DENTAL SOCIETY HOST THEIR CONFERENCES TOGETHER.**



## EXHIBIT COSTS

**10' X 10' BOOTH:**

**INLINE BOOTH: \$1,300 | CORNER BOOTH: \$1,500**

**SIGN UP EARLY AND SAVE!**

After **March 1**, prices will increase by \$250.

See insert to view floorplan.

Exhibit booth cost includes 10' x 10' draped booth in fully carpeted area with exhibitor identification sign.

## SPONSORSHIP LEVEL BENEFITS

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

# GREAT IDEAS FOR SPONSORSHIP AND ADVERTISING!



## DIGITAL/PRINT ADVERTISING

- > **ONSITE GUIDE:** Put your company name, brand, and information in the hands of every attendee.
  - o Full Page:
    - Inside front cover: **\$2,000**
    - 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 1,000 attendees by sponsoring the mobile app. Be prominently featured on the app throughout the conference.
  - o 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.
  - o **\$500 per email**
- > **WEEKLY E-NEWSLETTER:** The *IDA Today* is a 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. Placement is exclusive each week. Discounts available for multiple weeks.
  - o Graphic ad: **\$500 per week**
  - o Sponsored content: **\$500 per week**
- > **BANNER ADS:** Get in front of IDA's 2,600 monthly web visitors with prime banner ad placement across each page of the IDA website. Banner ads are sold year-round as another touchpoint for brand recognition outside of the IDEAS conference.
  - o 30-day rotation: **\$500**
- > **VENDOR SPOTLIGHT:** Be the vendor dentists turn to in your area of expertise with a listing on the IDA Dental Product & Service Vendors webpage, available as a benefit to all IDA members. Spotlight includes company/product description, logo, link to website, and contact information. This opportunity is available year-round to remain fresh in dentists' minds.
  - o Six months: **\$500**

## 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 **\$3,000**
- > **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. Company logo will appear on landing page.
  - o **\$5,000**

**SOLD**

- > **TOTE BAGS:** Your company logo and IDEAS22 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 **\$5,000**
- > **CHARGING STATION:** Attract attendees to your booth - and save the day! - with a branded charging station playing video submitted by sponsor.
  - o 1 station by booth: **\$3,000**
  - o 2 stations (1 by booth and other at Exhibit Hall entrance): **\$5,000**
- > **CE VERIFICATION STATION:** Guarantee foot traffic from every IDEAS attendee with exclusive sponsorship of the CE verification station, which will be placed next to your booth. Be at the center of the action as attendees walk by to scan their badge at the verification station to earn CE credit.
  - o Thursday, April 28: **\$5,000**
  - o Friday, April 29: **\$5,000**
  - o Thursday & Friday: **\$10,000** (earns you a complimentary corner booth!)

## CONFERENCE EVENT SPONSORSHIPS

- > **WELCOME HAPPY HOUR:** Be the exclusive sponsor of the welcome reunion in the exhibit hall as attendees gather for the first time since 2019. Attendees receive two drink tickets each, and drink station will be placed next to your booth to ensure optimal traffic.  
**THURSDAY AFTERNOON, APRIL 28**
  - o **\$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.  
**THURSDAY, APRIL 28 OR FRIDAY, APRIL 29**
  - o Lunch: **\$5,000**
  - o Break: **\$3,000**
- > **NEW DENTISTS SOCIAL:** Make an impression and get your name and brand in front of Iowa's new dentists.  
**THURSDAY, APRIL 28**
  - o **\$1,500**
- > **SPEAKER SPONSORSHIP:** Sponsor one of IDA's nationally-known speakers. Contact [ashley@iowadental.org](mailto:ashley@iowadental.org) for specific speaker opportunities.





**2022 EXHIBITING & SPONSORSHIP PROSPECTUS**

IDEAS22 IS THE LARGEST DENTAL CONFERENCE IN IOWA. BY COMBINING THE IDA ANNUAL SESSION AND THE DES MOINES DISTRICT DENTAL SOCIETY SPRING MEETING, WE BRING YOU THE BENEFITS OF TWO SHOWS FOR THE PRICE OF ONE! YOU CAN'T AFFORD TO MISS OUT ON IDEAS22!

[IDEAS.IOWADENTAL.ORG](http://IDEAS.IOWADENTAL.ORG)



Iowa Dental Association 666  
Grand Avenue, Suite 901 Des  
Moines, IA 50309

**ONCE-A-YEAR  
NETWORKING  
EXPERIENCE!**

IDEAS22 is the largest dental meeting in Iowa where dental professionals gather to learn, create solutions, socialize, and invest in new dental products and services.

**14 hours** of exhibiting, with scheduled breaks to maximize traffic throughout the day.

**NEW THIS YEAR!** Premier partnership with Iowa's largest district dental society to maximize attendance.

**CONFERENCE:  
APRIL 28 - 30**

**EXHIBITS:  
THURSDAY, APRIL 28  
9:00 AM - 5:30 PM  
FRIDAY, APRIL 29  
9:00 AM - 2:45 PM**

**LOCATION:  
IOWA EVENTS CENTER  
DES MOINES**

[IDEAS.IOWADENTAL.ORG](http://IDEAS.IOWADENTAL.ORG)

**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 1**

**INLINE BOOTH:** \$1,300 X # of booths: \_\_\_ = \$ \_\_\_\_\_

**CORNER BOOTH:** \$1,500 X # of booths: \_\_\_ = \$ \_\_\_\_\_

**AFTER MARCH 1**

**INLINE BOOTH:** \$1,550 X # of booths: \_\_\_ = \$ \_\_\_\_\_

**CORNER BOOTH:** \$1,750 X # of booths: \_\_\_ = \$ \_\_\_\_\_

**SPONSORSHIP:**

Sponsorship items: \_\_\_\_\_

Total sponsorship due: \$ \_\_\_\_\_

**DIGITAL ADVERTISING:** Weekly E-Newsletter or Website Banners

\$500 X number of ads: \_\_\_ = \$ \_\_\_\_\_

**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:** \_\_\_\_\_

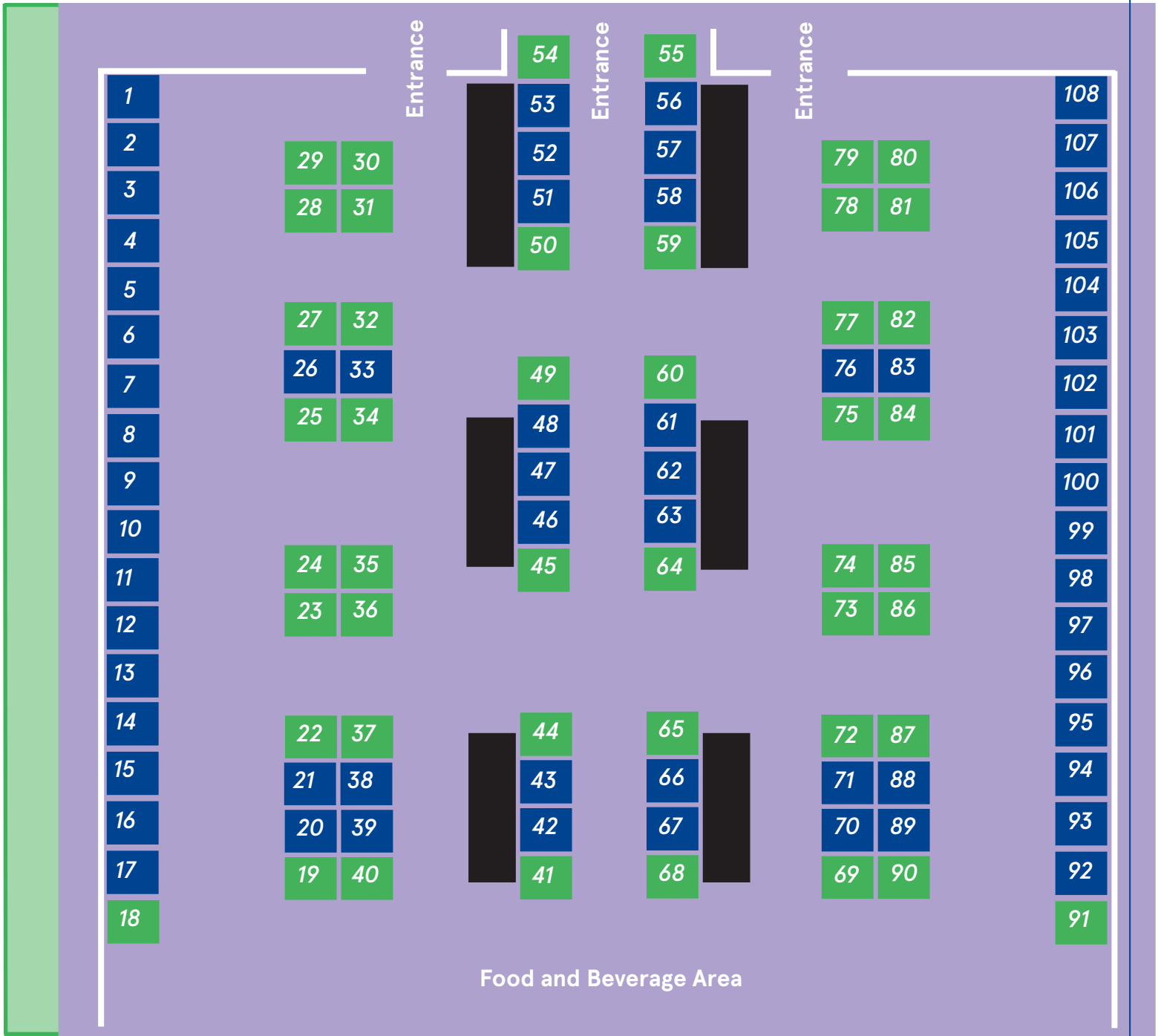
**Billing Address:** \_\_\_\_\_

**Cardholder Signature:** \_\_\_\_\_

By signing below, client agrees to the Rules & Regulations as outlined on the [ideas.iowadental.org](http://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:** Email form to [info@iowadental.org](mailto:info@iowadental.org) and call 515.331.2298 for credit card payments, or mail form with payment information to IDA, 666 Grand Avenue, Suite 901, Des Moines, IA 50309. Please do not send credit card numbers via email.



2022 EXHIBIT HALL FLOOR PLAN

**BOOTH COSTS**

- INLINE BOOTH:**  
\$1,300 (before March 1)  
\$1,550 (after March 1)
- CORNER BOOTH:**  
\$1,500 (before March 1)  
\$1,750 (after March 1)

