IDEAS 27
IOWA DENTAL ASSOCIATION

EXHIBITOR PROSPECTUS



THE 2027 IDA ANNUAL SESSION

Exhibit Hall

April 29 - 30

Optional: May 1

Conference

April 29 - May 1

Location

Hyatt Regency
Coralville

ideas.iowadental.org

IDEAS27

As the largest dental conference in Iowa, IDEAS27 allows you 14.5 hours to connect and build relationships with dental professionals from across the state.

- Collect high-quality sales leads
- Build brand awareness
- Cultivate customer relationships
- Highlight new products and services



CORALVILLE ATTENDANCE

In 2024, we welcomed nearly 900 attendees to IDEAS.

At IDEAS27, we are pleased to partner with the following organizations, bringing you even more dentists to interact with:

- University District Dental Society
- Southwest District Dental Society



BACK BY POPULAR DEMAND

Extended exhibit hall hours:

- Thursday, April 29: 9:30 AM - 4:30 PM
- Friday, April 30: 7:30 AM - 3:00 PM **(Early Bird Hours!)**
- Optional - Saturday, May 1: 7:30 AM - 1:00 PM **(See page 6 for more details)**

Attendee Scavenger Hunt Game

- Will include all booths!

PRICING



ALL BOOTHS INCLUDE:

- 10'x10' draped booth
- Exhibitor identification sign
- Four exhibitor badges
- Standard company listing on conference website and in digital guide
- Pre-conference and post-conference attendee physical address mailing list
- **Note:** table and chairs are not included in booth cost and must be purchased separately, either through our convenience bundle below, or directly through R+D.
- This venue is not carpeted.



BOOTH PRICING

PLAYER	**$1,000**
HIGH ROLLER	**$1,500**
V.I.P.	**$1,750**

Note: Late Fee of $250 will be added to above pricing for booth reservations received after March 19.

CONVENIENCE BUNDLES

(AVAILABLE THROUGH MARCH 19)

Save time & money

Bundle Option #1

+495 to booth price (Savings of $100+)

Bundle Add-On Includes:

- One Draped 8 ft x 30 in wide x 30 in tall with **black** linen
- Two Natural Wood **padded** chairs
- One Wastebasket with liner
- Standard 120V electricity
- Lead Retrieval Services, 3 licenses
- Two additional exhibitor badges, for a total of six

Bundle Option #2

+795 (Savings of $130+)

The Exhibit Hall in Coralville is not carpeted. For our vendors who would like the comfort of a carpeted booth, our 2nd bundle option includes carpet and padding.

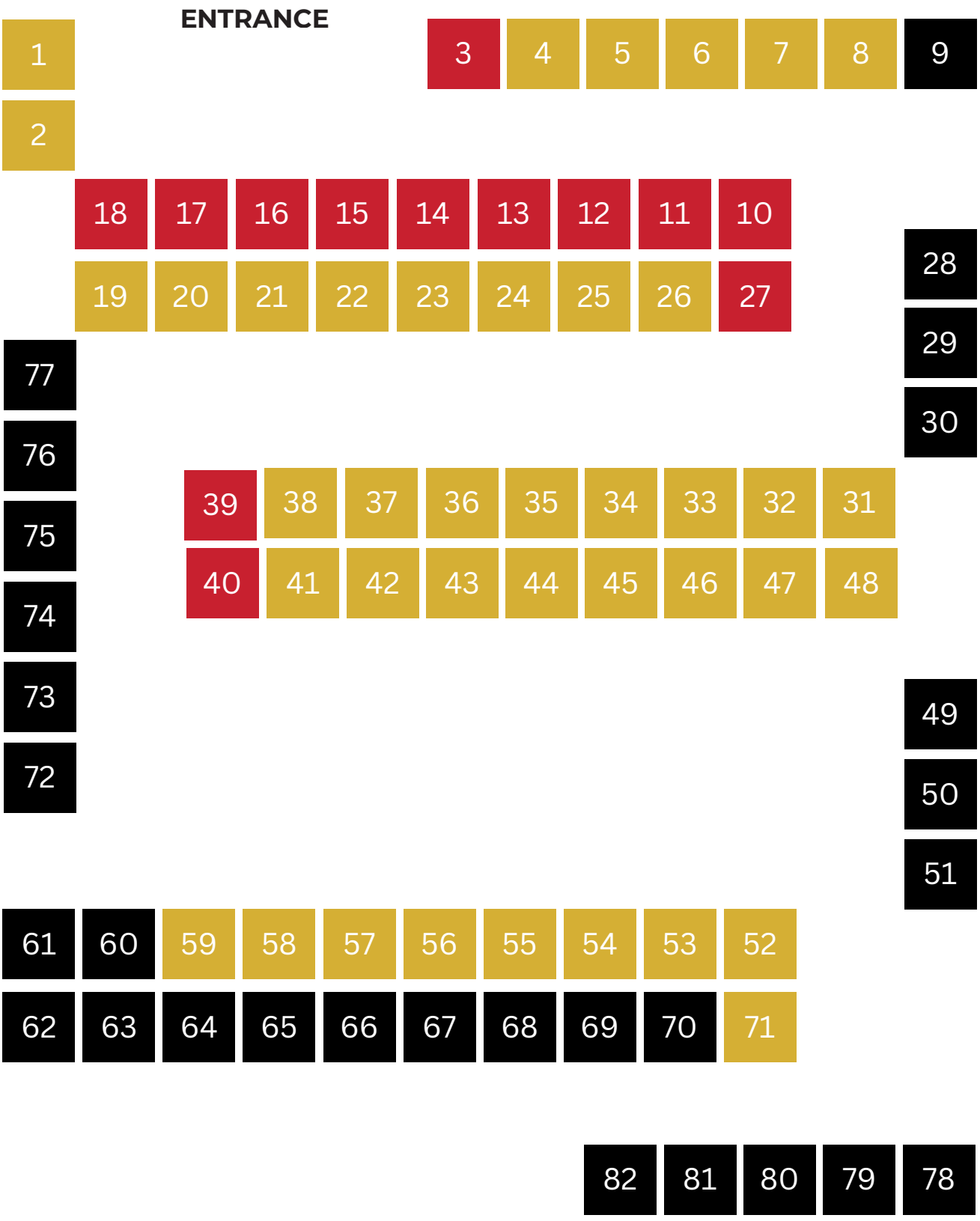
Bundle Add-On Includes Eveything in Option #1 plus:

- 10'x10' Booth Carpeting – **Black**
- 10'x10' padding

To view the exhibit and sponsorship application, scan the QR code or visit ideas.iowadental.org

2027 EXHIBIT HALL FLOOR PLAN

PLAYER	$1,000
HIGH ROLLER	$1,500
V.I.P.	$1,750



SATURDAY, MAY 1
TABLETOP EXHIBIT ADD-ON



- Although the large exhibit hall will close on Friday afternoon, plan to stick around and reserve a smaller tabletop exhibit for Saturday. This is your chance to mingle and get some additional time with Saturday course attendees, including dental students and early career dentists! In 2026, there were 757 attendees on Saturday morning.

- **Exhibit Hours: 7:30 AM - 1:00 PM**
  - The last break ends at 11:30 AM and classes are done by 12:30 PM.

TABLETOP PRICING

DOUBLE DOWN	**$600**

TABLETOPS INCLUDE:

- One black skirted 6' table
- 2 chairs
- 1 wastebasket
- Additional time with all Saturday attendees!







SPONSORSHIP LEVELS & BENEFITS

Sponsors at a higher level get more perks to increase their visibility with attendees.

	Diamond	Gold	Silver
Total Investment (Includes Booth Cost & Sponsorship)	$10,000	$6,500	$3,000
Sponsorship Highlight on IDA Social Media	X	X	
Opportunity to Include Samples/Marketing Materials/Coupons in Attendee Bag	X ($500 Value)	X ($500 Value)	
President's Dinner	4 Tickets ($300 Value)	2 Tickets ($150 Value)	1 Ticket ($75 Value)
Sponsor Recognition in Pre-Show Marketing	Large Logo	Small Logo	Company Name
Listing on Conference Signage	Large Logo	Small Logo	Company Name
Banner Ad on IDA Website	3 Months ($1,500 Value)	2 Months ($1,000 Value)	1 Month ($500 Value)
Vendor Spotlight Listing on IDA Website	12 Months ($1,000 Value)	6 Months ($500 Value)	3 Months ($250 Value)
Company Listing on IDEAS Website and Digital Guide	Large Logo	Small Logo	Company Name
Pre-Conference and Post-Conference Attendee Physical Address Mailing List	X	X	X



SPONSORSHIP AND ADVERTISING OPPORTUNITIES



MARKETING OPPORTUNITIES



- DIGITAL CARICATURE ARTIST SPONSOR: Sponsor a digital caricature artist, who will set up near your booth. Your logo will be included on the caricature the attendees take home. Sponsorship is for four hours.
  - $1,500
- PHOTO BOOTH SPONSOR: Attendees will enjoy taking pictures with their colleagues as they browse the exhibit hall. Sponsorship is for six hours.
  - $1,500
- MARKETING MATERIALS: Include samples, marketing materials, coupons, or other conference swag in attendees' tote bags.
  - $500

DIGITAL ADVERTISING



- DIGITAL PRE-CONFERENCE PROMOTIONAL EMAIL: Share content about your product or services in an IDEAS27 marketing email that goes out to nearly 4,000 dental professionals in the months leading up to the conference. One exclusive advertisement per email with a re-direct link to the advertiser's website.
  - $500 per email
- DIGITAL CONFERENCE EMAIL: Increase your visibility among attendees by sponsoring a conference email, sent to all registered attendees the day before and during the conference. A total of four exclusive email advertising opportunities available.
  - $500 per email
- IDEAS WEBSITE: Attendees will visit the IDEAS website multiple times before and during the conference. Place an ad on the website for a one month duration.
  - $1000 for a 30 day duration
- EXCLUSIVE SPONSOR SPOTLIGHT: An individual shoutout on Instagram and Facebook featuring your booth.
  - $500

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

CONFERENCE BRANDING







- NAME BADGES: Prominently and exclusively display your company name and logo on the back of the name badges worn by every attendee, exhibitor, speaker, and guest.
  - $2,500
- LANYARDS: Exclusively display your company's logo throughout the conference. Attendees, speakers, exhibitors, and guests are required to wear their name badge to all conference sessions and events.
  - $2,500
- TOTE BAGS: Your company and the IDEAS27 logo will be prominently displayed on the reusable bags given to every attendee. Gain instant exposure during and after the conference.
  - $5,000
- FLOOR CLINGS: Standout from the competition throughout the conference floor. These are placed at the IDA's discretion.
  - $500 for a set of 5 for the duration of the exhibit hall

CONFERENCE EVENT SPONSORSHIPS







- COFFEE SPONSOR: Each coffee break will be sponsored by one exclusive sponsor. Attendees will see your logo/signage at the coffee stations.
  - $1,000 per break
- DAILY LUNCH SPONSOR: Lunch will be sponsored each day by one exclusive sponsor. Attendees will see your logo/signage at the lunch stations.
  - $2,500 per day
- WELCOME HAPPY HOUR: Sponsors to this popular event will be invited to network with and get their brand in front of all attendees at the Welcome Happy Hour, open to all registered attendees. Sponsor will be listed on all marketing materials leading up to the event. **Thursday, April 29.**
  - $2,000
- PRESIDENT'S DINNER SPONSOR: As a sponsor to this exclusive member event, your company may attend the President's Dinner and Award Ceremony and stay to mingle with our member dentists after dinner. Sponsor will be listed on all marketing materials leading up to the event. **Friday, April 30** at the Hyatt Regency.
  - $2,500
- FRIDAY NIGHT PARTY SPONSOR: After the member-only dinner, the party will open up to all registered attendees. Sponsor the evening's entertainment and be recognized in all marketing materials leading up to the event! **Friday, April 30**.
  - $2,500
- STUDENT AND EARLY CAREER DENTIST MEET-AND-GREET LUNCH: Connect with dental students and early career dentists while gaining recognition among attendees! **Saturday, May 1**.
  - $1,500

To reserve sponsorships, scan the QR code