



National Dental Association

103rd Annual Convention Product & Resource Center

EXHIBITOR PROSPECTUS

& Sponsorship and Advertising Opportunities

“NDA: Informed,
Engaged and
Focused on
Our Future”



JULY 22-26, 2016

**ATLANTA MARRIOTT MARQUIS
ATLANTA, GEORGIA**



National Dental Association

103rd Annual Convention

Dear Potential Exhibitor:

On behalf of the National Dental Association (NDA) leadership, we invite you to exhibit in our Product & Resource Center (PRC) during the NDA's 103rd Annual Convention at the Atlanta Marriott Marquis, July 22 – 26, 2016.

Atlanta has always proven to be one of our highest attended conventions. We anticipate between 1600 – 1800 attendees. We have oral health professionals attending from the following categories: dentists, dental students, hygienist, dental assistants, corporate partners and sponsors, speakers, dental schools, dental related exhibitors and family members.

During our 2015 meeting, we surveyed our exhibitors and many reported their R.O.I. was good during the convention. We also received calls after the convention to thank us for incorporating the exhibitor orientation session to help them navigate the membership and build quality relationships. The survey also revealed additional traffic flow options for us to consider. We value our exhibitors and YES we are putting your ideas into play during the 2016 convention. Therefore, in an effort to build additional traffic, keep attendees on the tradeshow floor and increase exhibitor R.O.I. we have made the following changes:

- Lower Booth Prices for inline booths
- Scientific Sessions in the Exhibit Hall
- Large Cyber Café Area
- Separate Networking Lounge
- Breakfast Event in the Exhibit Hall
- Half Day Exhibits on Sunday
- Passport Bingo to include a question for members to ask participating exhibitors
- Lunch stations in Exhibit Hall



Enclosed you will find the 2016 Exhibitor Prospectus containing the Exhibit Application/Agreement; floor plan; sponsorship and advertising opportunities; and Terms and Conditions. Our booths and sponsorships are assigned on a first come, first serve basis. You will note that all booths require a \$1,000 deposit and signed agreement to secure booth space. Sponsorship and Advertising Opportunities are also available for exhibitors. These different opportunities build leads for future business, strengthen your brand awareness, demonstrate new products and services, increase your diversity market, provide additional exposure, build new business relationships, increase R.O.I., and many more.

We hope you will join us in Atlanta, July 22- 26, 2016 at the Atlanta Marriott Marquis. We look forward to 2016 Annual Convention being a record-breaking experience for you and the NDA. You may now make your hotel room reservation online at <https://resweb.passkey.com/go/NDA2016> or by calling Toll Free: 866-469-5475 and asking for the NDA Room Block. The NDA convention rate is \$155.

We hope you consider exhibiting in our Product & Resource Center and taken advantage of some of the many opportunities to strengthen your brand. If you have any additional questions, please contact Mr. William Woods at 678-483-6679 or Ms. Shelaine Stone at 240-241-4448.

Sincerely,

LaVette Henderson, CMP, CVEP, HMCC
Deputy Executive Director

ATLANTA • GEORGIA • 2016

HOW TO APPLY

1. Complete the attached agreement indicating your booth location preference (1 through 5).
2. Sign and return the agreement to:

National Dental Association
6411 Ivy Lane, Suite 703
Greenbelt, MD 20770
ATTN: Convention Exhibits

GENERAL INFORMATION

METHOD OF EXHIBIT BOOTH ASSIGNMENT

Exhibit booths will be assigned according to the exhibitors preference in the order in which the exhibitors agreements are received with the required deposit in the NDA office.

If a company's first choice has been previously assigned, it receives its second choice, provided the second choice has not been previously assigned, etc. If all four choices have been previously assigned, the allocation is made on the fifth option indicated, any available corner booth (until they are all claimed), or the closest inside vacancy nearest the first choice, second choice, third choice or fourth choice.

BOOTH PRICE

8' x 10' - \$1,500 Inline Booths
\$2,000 for Premium Corners

Exhibitor fee includes package as described under "Arrangements of Exhibits", and the opportunity to provide one (1) marketing piece in the convention tote; however, it does not include exhibitor booth furnishings, tables, chairs, electrical equipment, mantling, dismantling or storage

DECORATING CONTRACTOR

Convention & Show Services, Inc. (CSS)
1250 John A. Papalas Drive
Lincoln Park, MI 48146
313.386.5555; Fax 313.386.2048

An Exhibitor Service Kit containing information on drayage, electrical services, furniture rental, labor, other services, and a complete list of charges may be obtained from the CSS website (www.convshow.com) beginning **Friday, May 6, 2016**. If you require information prior this date, you may contact Dennis Miriani at 313.386.5555. CSS will have an office located in the NDA Exhibit Hall beginning at 1:00 p.m. on **Friday, July 22, 2016**, where exhibitors may verify pre-orders and place floor orders. The on-site office will be available during exhibit hall set-up and move-out.

SHIPPING & STORAGE

Shipping, storage, and labor to unpack, erect, dismantle, and repack the booth will be handled by Convention & Show Services, Inc. All freight must be prepaid. **Do not ship freight addressed to the Atlanta Marriott Marquis.**

All freight must be addressed to Convention & Show Services, Inc. whether it is shipped in advance to their warehouse (up to 30 days before show date), or directly to the show site (to arrive no earlier than **Friday, July 22, 2016**).

ELECTRICAL POWER & OTHER UTILITIES

Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Kit from CSS beginning **Friday, May 6, 2016**. Visit www.convshow.com to download information.

ARRANGEMENT OF EXHIBITS

Booths will be decorated with a 8' high background drape, a 33" high siderail drape, and will also include a standard 7"x44" two-line identification sign. All booth structures that will be placed against the 8' high back wall must not exceed the 8' high drapeline. Exhibits that do not conform to these specifications or by design, operation, or otherwise, are found objectionable in the opinion of the NDA are prohibited. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or to the NDA. The NDA reserves the right, in the best interest of the technical exhibits, to relocate selected space in the areas other than that selected by the exhibitor.

BOOTH PERSONNEL REGISTRATION

Upon receipt of a signed agreement, the NDA will send hotel reservation information about the Atlanta Marriott Marquis.

Beginning **Friday, July 22, 2016**, at 12:00 noon, exhibitors may pick up their registration packets, including a registration badge, at the Exhibitors' Registration Desk. **For security purposes, no one will be admitted to the Exhibit Hall without a registration badge.**

INSTALLATION & DISMANTLING OF EXHIBITS

The decorating contractor will begin installation and arrangement of exhibits at 8:00 a.m. on **Friday, July 22nd**. Exhibitors will be permitted access to the hall at 1:00 p.m. Exhibitors are encouraged to finalize minor booth preparations, display samples, etc., by 5:00 p.m. on **Friday, July 22nd** to avoid overtime charges. In the event that any exhibitor fails to complete pre-show installation and arrangements for the removal of boxes and crates by 9:00 p.m. on **July 22nd**, the NDA reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and materials pertaining there to from the space allotted to such exhibitor and cancel the contract. All exhibits must be operational by 9:00 p.m. on **Friday, July 22nd**. No installation work will be permitted on **Saturday, July 23rd**, without special authorization from the NDA.

Dismantling, removing, and/or packing of exhibits cannot begin earlier than 7:00 a.m. on **Monday, July 25th** if assistance from decorator (Convention & Show Services) is needed. The decorator will not be available to retrieve your crates, boxes, canisters, labels etc. until **Monday, July 25** at 7:00 a.m.



EXHIBIT HALL HOURS

JULY
23 & 24

SATURDAY
11:00am - 5:30pm

SUNDAY
8:30am - 1:30pm

REGISTRATION HOURS

JULY
22 & 23

FRIDAY
7:00am - 7:00pm

SATURDAY
7:00am - 5:00pm

TERMS AND CONDITIONS

1. SUBLETTING OF SPACE: The exhibitor agrees that the display will be confined to the area of space reserved. Subletting or showing products other than those manufactured or represented by the exhibitor, is strictly prohibited.

2. ARRANGEMENT OF EXHIBITS: The exhibitor agrees to arrange the exhibit so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the NDA as to what constitutes an obstruction or interference shall be final.

3. INSTALLATION & REMOVAL OF EXHIBITS: In the event that any exhibitor fails to complete pre-show installation and arrangements for the removal of boxes and crates by 9:00 p.m. on **July 22nd**, the NDA reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and material pertaining there to from the space allotted to such exhibitor and cancel the contract. In such an event, the NDA shall retain the amount paid by such exhibitor as space rental and for liquidated damages covering expenses paid by the NDA and the loss of rental from other exhibitors.

4. CARE OF SPACE: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Atlanta Marriott Marquis or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by the NDA. The exhibitor shall be liable to the Atlanta Marriott Marquis and/or the NDA for any damage resulting to such exhibition hall and/or such property placed therein by the NDA which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents, servants or employees. The exhibitor shall defend and save NDA from all claims arising from the aforesaid commissions or omissions of the exhibitor, his agents, servants or employees. All materials used by exhibitors must conform to all local codes. **(X-Ray equipment must be dead.)**

5. INSURANCE: The NDA assumes no responsibility for the safety of the property of exhibitors or the personal property of their officers, agents, servants or employees. Any exhibitor wishing to ensure his or goods against injury, theft, damage by fire, accident or other cause, must do so at his own expense. Reliable security will be provided at night to guard the exhibits located inside the Exhibit Hall commencing on **Friday, July 22nd** and continuing through each night until midnight. For one and one-half hours after the Exhibit Hall is closed to the public, exhibitor representatives, with proper credentials, will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, hotel cleanup personnel will be permitted inside the Exhibit Hall. At all other times, specifically between 7:00 p.m. and 7:30 a.m., through the nights of **July 22-24**, the watchmen will permit no individual to enter or leave the Exhibit Hall except by authority of the NDA.

Exhibitor assumes responsibility and hereby agrees to protect, indemnify, defend, and save harmless the NDA and the Atlanta Marriott Marquis, its affiliates and subsidiary companies and their respective partners, directors, officers, employees, and agents ("the Indemnities") against all claims, losses, and damages to persons or property, governmental charges or fines, and reasonable attorney's fees to the extent caused by Exhibitor's negligent installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the negligence of the Indemnities.

Exhibitor's obligations to any entity under this Section are contingent upon NDA and the Atlanta Marriott Marquis, respectively, (a) promptly notifying Exhibitor in writing of the claim; (b) Exhibitor having sole control of the defense and settlement; and (c) such entity seeking indemnification reasonably cooperating in providing information and assistance.

The Exhibitor assumes all responsibility for any loss, theft, or damage to exhibitor's displays, equipment, and other property while on the premises, and hereby waives any claim or demand it may have against the Atlanta Marriott Marquis or its affiliates arising from such loss, theft, or damage.

In addition, Exhibitor acknowledges that the NDA and the Atlanta Marriott Marquis and any of the other Indemnities do not maintain insurance cov-

ering Exhibitor's property. It is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

6. CONDUCT & RESTRICTIONS: *The NDA reserves the right to restrict any exhibit which, because of noise, odor or other objectionable features, interferes with the orderly procedure of the exhibition. The NDA also reserves the right to prohibit any display or procedure that in its judgement runs counter to the general character of the exhibition.*

- Therapeutic products or products of a therapeutic nature that do not meet the ethical standards of the dental profession will not be accepted for display.
- Display of prices is permitted on counter tops only and shall not be misleading.
- Distribution of samples is welcome.
- The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition. Exhibitors must conduct their business from the confines of the booths they have rented and/or lounge areas.
- Exhibitors may not assume the role of host at the Conference. Potential customers or personal friends may be invited on condition that such invited persons comply with the regulations applicable to all other registrants at the Conference. Revenue lost from the violation of this rule will be recovered from the transgressing exhibitor who will accept the decision of the NDA in the event of a dispute between the "invitee" and the exhibitor.
- Exhibitors may not host any function in conjunction with the Conference without the written consent of the NDA, which shall not be unreasonably withheld.
- The rights reserved in this section apply as well to the conduct of agents and employees of the exhibitors and any property used by such exhibitors in the installation and operation of exhibits.
- The decision of the NDA as to what acts constitute a breach of the above conditions shall be final. Any exhibitor shall be subject to eviction, without refund, if he/she is judged to be in violation of the aforementioned conditions.

7. LIABILITY: The NDA shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Atlanta Marriott Marquis or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy; strikes or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of the Atlanta Marriott Marquis. The NDA will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors pro rata on the amount of rental paid by each exhibitor as follows: total rentals paid by all exhibitors less expenses incurred by the Association in constructing and installing the exhibits, shall be refunded to exhibitors in the amount of their rental payments prorated by the number of days the exhibition fails to proceed as scheduled.

8. CANCELLATION OF EXHIBIT SPACE: Request for cancellation of exhibit space must be presented to the NDA in writing by **April 24, 2016**. If written cancellation notice is received by December 31, 2015, exhibitor agrees to pay a cancellation fee of \$500. After December 31, each exhibitor agrees to pay for the full space rental unless all space is sold, at which time a cancellation fee of \$1,000 will apply.

9. PAYMENT: In the event that any remaining balance of the full remittance for the booth(s) engaged by the exhibitor has not been received by the NDA on or prior to **April 24, 2016**, the NDA reserves the right to cancel this contract without liability. In such an event, the Association shall retain the amount paid by such exhibitor as a forfeited deposit.

10. INTERPRETATIONS OF THE ABOVE RULES & REGULATIONS: The above stated conditions are considered a part of the contract. The NDA reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions made by the NDA are final.

PRODUCT & RESOURCE CENTER



NATIONAL DENTAL ASSOCIATION

103rd Annual Convention

JULY 22-26, 2016

Atlanta Marriott Marquis
265 Peachtree Center Ave NE,
Atlanta, GA 30303
(404) 521-0000 • AtlantaMarquis.com



PRC EVENTS

Exhibitor Orientation

FRIDAY, JULY 22
4:30 pm - 5:00 pm

Exhibitors & Members Happy Hour

SATURDAY, JULY 23
4:30 pm - 5:30 pm

Lunch Snack

SATURDAY & SUNDAY, JULY 23 & 24
12:00 pm - 1:00 pm

Members & Exhibitors Breakfast

SUNDAY, JULY 24
8:30 am - 9:30 am

Exhibit Installation and Set-up

FRIDAY, JULY 22 1:00 pm - 5:00 pm

Exhibit Dates & Hours

SATURDAY, JULY 23 11:00 am - 5:30 pm
SUNDAY, JULY 24 8:30 am - 1:30 pm

PRC CE Opportunity

SUNDAY, JULY 24 9:30 am - 12:00 pm

Exhibitor Prize Drawing

SUNDAY, JULY 24 12:30 pm

Exhibit Dismantling and Move-out

SUNDAY, JULY 24 1:30 pm - 5:00 pm



NETWORKING OPPORTUNITY EVENTS

Non-ticketed Events

Opening Session
Get Acquainted Reception

Ticketed Events

Dr. Alison P. Riddle-Fletcher
Women Dentists' Awards Luncheon
President's Gala
Golf Tournament
Civil Rights Luncheon
Grand Finale

Visit our website at
www.ndaonline.org or call 240-241-4448
for ticket pricing details

PRC AGREEMENT

NATIONAL DENTAL ASSOCIATION'S 103rd ANNUAL CONVENTION

Atlanta Marriott Marquis, Atlanta, Georgia

JULY 22-26 2016

Attention: Convention Exhibits

National Dental Association

6411 Ivy Lane, Suite 703

Greenbelt, MD 20770

Tel. 240.241.4448 • Fax 240.297.9181

EXHIBIT DATES: JULY 23-24

We would like to reserve exhibit space during the National Dental Association's 103rd annual convention.

BOOTH FEE: \$1,500 inline booth; \$2,000 for premium booth Number of booths required: _____

Our preferred location on the official floor plan which we submitted to the NDA follows (list by booth numbers):

First Choice _____ Third Choice _____

Second Choice _____ Fourth Choice _____

Fifth Choice (Check One)

☐ Inside booth closest to above choices ☐ Any corner location, if available

We understand that in the interest of the success of this exhibition and of each individual exhibitor and visitor, the exhibition as a whole and all displays will be categorized, and assignments made in consecutive order of Agreements received. Whenever possible, each exhibitor's requirements and requests for booth space will be made in accordance with the preferences indicated by each exhibitor, but the NDA does not guarantee any particular space. Conglomerate companies will be limited to one listing in the convention program for each booth rented.

(List name exactly as it should appear in the program and in any promotional material. Please type or print only).

COMPANY NAME _____

Division of (if applicable) _____ **SIC Code** _____

Contact Name _____ Title _____

Mailing Address _____

City / State / Zip _____

Telephone () _____ Fax () _____

Email Address _____

Description of Service or Product _____

Do not place next to the following competitors (if possible): _____

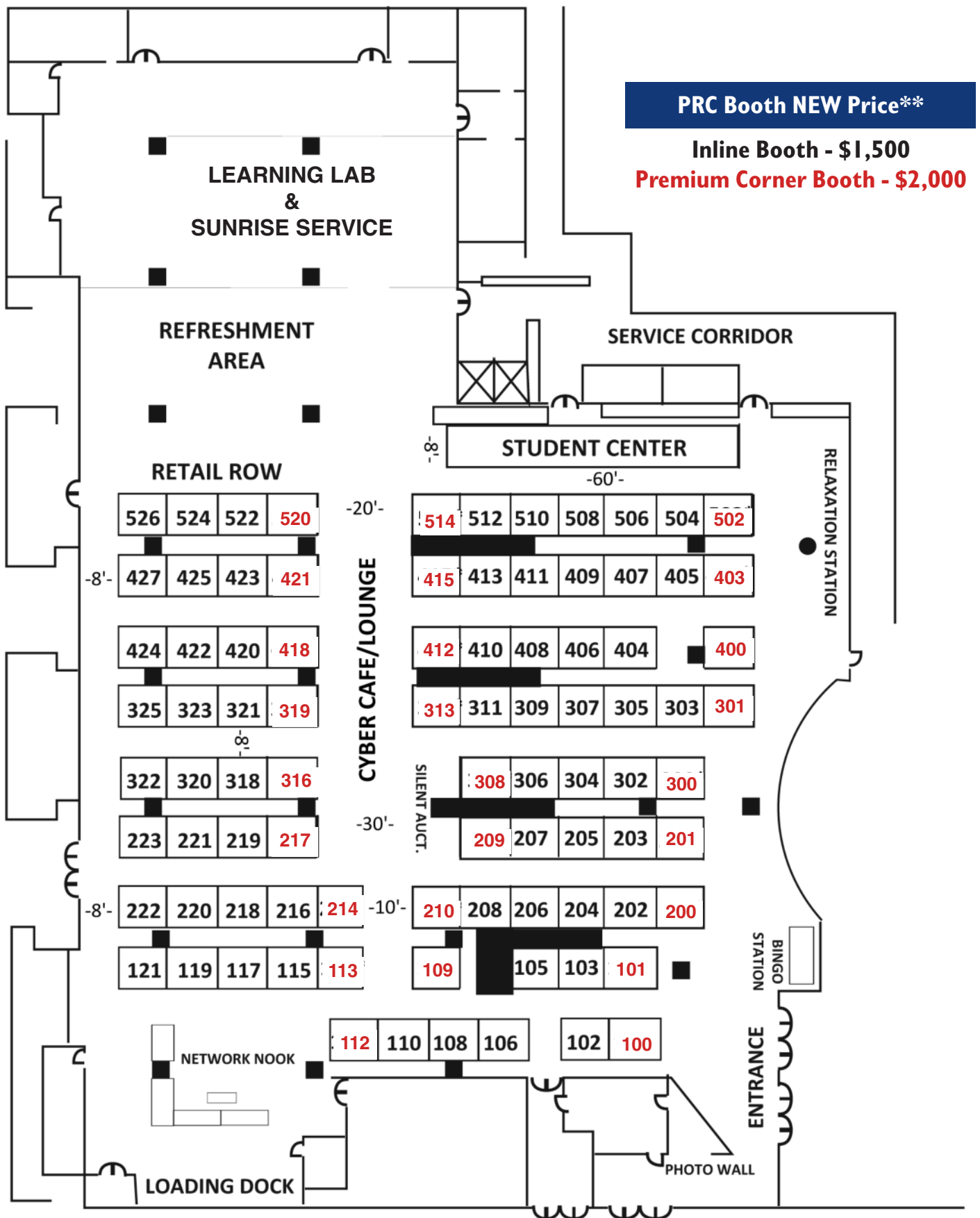
We agree to pay the sum of _____ dollars as rental for the space allotted to us, \$_____ of which is enclosed. : **(A minimum deposit of \$1,000.00 per booth is required at this time.)** We also understand that the complete rental fee must be received by the NDA by **April 24, 2016**, to ensure a listing in the official convention program. (Make checks or money orders payable to the National Dental Association). There are no exceptions to the amount of the minimum deposit required that must accompany this agreement.

PAYMENT ENCLOSED: ☐ Check ☐ Money Order ☐ Purchase Order # _____ TOTAL \$ _____

CREDIT CARD: ☐ Amex ☐ Discover ☐ Visa ☐ MasterCard - Card Number _____ Exp. Date _____

Name as it appears on Card _____ Security Code _____

Signature _____



** Exhibitor Fee does not include booth furnishings, tables, chairs, electrical equipment, mantling, dismantling or storage.

Exhibitors are strongly encouraged to attend the convention networking events, as these events provide the perfect opportunity to initiate and build relationships with NDA members and supporters.

Product & Resource Center Sponsor

- ◆ NDA Breakfast Break – Sunday only
 - (2 co-sponsor opportunities @\$5,000 each)
- ◆ NDA Lunch Break – Saturday and Sunday
 - \$15,000 each
- ◆ NDA Happy Hour – Saturday only
 - \$5,000 (2 co-sponsor opportunities @\$2,500 each)
- ◆ Cyber Café & Lounge - \$15,000
- ◆ Network Nook - \$5,000
- ◆ Relaxation Station - \$7,500

Special Events Sponsor**Thursday**

- ◆ SNDA/NDA Leadership Reception - \$20,000

Friday

- ◆ VIP Reception - \$7,500
- ◆ WHS Community Outreach Sponsor - \$10,000
(up to 4 co-sponsor opportunities of \$2,500 each)
- ◆ Opening Session - \$20,000
- ◆ Get Acquainted Reception - \$30,000
(up to 2 co-sponsor opportunities @\$15,000 each)

Saturday

- ◆ Past Presidents Breakfast - \$5,000
- ◆ Dr. Allison P. Riddle-Fletcher Women Dentists' Awards Luncheon - \$10,000

Sunday

- ◆ President's Gala - \$50,000
(up to 2 co-sponsor opportunities of \$25,000 each)

Monday

- ◆ Civil Rights Luncheon - \$15,000
- ◆ Grand Finale - \$20,000
- ◆ Golf Tournament
 - Event Sponsor - \$15,000
 - Nutrition Sponsor - \$5,000 (breakfast and lunch)
 - Bar Cart Sponsor - \$5,000 (non-alcoholic)
 - Hole Sponsor - \$500
 - Prize Sponsor - \$2,500
 - Transportation Sponsor - \$1,500

Auxiliary Special Events

- ◆ Children Program Sponsor - \$25,000
- ◆ SNDA Luncheon - \$10,000
- ◆ NDHA Luncheon - \$5,000
- ◆ NDAA Luncheon - \$5,000

Event Promotion Sponsor

- ◆ Conference Bags - \$15,000
- ◆ Mobile App - \$7,500
- ◆ Lanyards / Badge Holders - \$5,000 each
- ◆ Bag Inserts - \$1,000 sponsor to supply materials

Education Sponsor

- ◆ Eddie G. Smith Leadership Institute - \$10,000
- ◆ Minority Faculty, Administrators & Practitioners Symposium & Research Forum - \$15,000
- ◆ Women's Health Symposium - \$10,000
- ◆ President's Symposium - \$20,000
- ◆ Continuing Education Session Sponsor - \$7,500
- ◆ New Dentists Forum - \$15,000
- ◆ CPR Sponsor - \$2,500

CORPORATE SPONSORSHIP OPPORTUNITIES**PLATINUM LEVEL (\$100,000+) includes:**

- ◆ Convention co-sponsor acknowledgement
- ◆ Sponsor Recognition Award
- ◆ Corporate Banner
- ◆ 1 Table – President's Gala
- ◆ 1 Table – Grand Finale
- ◆ 1 Table – Civil Rights Luncheon
- ◆ 1 Table – Women Dentists Awards Luncheon
- ◆ 5 Invitations – VIP Reception
- ◆ 4 Invitations – NDA Golf Tournament
- ◆ Corporate Signage On-Site
- ◆ CEO name and recognized during Opening Session
- ◆ Logo on Convention Materials
- ◆ Photo Opportunities with NDA Leadership
- ◆ Corporate Name in Press Releases
- ◆ Corporate Exhibit Space at the NDA Convention up to 3 booths
- ◆ 4 Complimentary Convention Registrations
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

GOLD LEVEL (\$75,000) includes:

- ◆ Sponsorship recognition at 2 Scientific Sessions with Corporate Signage
- ◆ Prominent Sponsor Recognition
- ◆ 1 Table – President's Gala
- ◆ 4 Tickets – Grand Finale
- ◆ 4 Tickets – Civil Rights Luncheon
- ◆ 4 Tickets – Women Dentists Awards Luncheon
- ◆ 4 Invitations – VIP Reception
- ◆ 4 Invitations – Golf Tournament
- ◆ 1 Corporate Exhibit Booth in Product and Resource Center
- ◆ Corporate Signage On-Site
- ◆ Corporate Name in Press Releases
- ◆ Speaking Opportunity for a Corporate Representative at a Major Convention Event
- ◆ 2 Complimentary Convention Registrations
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

SILVER LEVEL (\$50,000) includes:

- ◆ Sponsorship recognition at 1 Scientific Session with Corporate Signage
- ◆ 1 Table at President Gala
- ◆ 4 Tickets – Golf Tournament
- ◆ 2 Tickets – Grand Finale
- ◆ 2 Tickets – Women Dentists Awards Luncheon
- ◆ 2 Invitations – VIP Reception
- ◆ 1 Exhibit Booth
- ◆ Corporate Signage On-Site
- ◆ Corporate Name in Press Releases
- ◆ Complimentary Convention Registration
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

BRONZE LEVEL (\$25,000) includes:

- ◆ Recognition at Opening Session
- ◆ Co-Sponsor of One Scientific Session or Event with Corporate Signage
- ◆ 5 Tickets – President's Gala
- ◆ 4 Invitation – Golf Tournament
- ◆ 2 Invitation – VIP Reception
- ◆ 2 Ticket – Women Dentists Awards Luncheon
- ◆ 2 Tickets – Grand Finale
- ◆ Corporate Name in Press Releases
- ◆ 1 Corporate Exhibit Space at the NDA Convention
- ◆ 1 Complimentary Convention Registration
- ◆ 1 Half Page Color Ad in Convention Souvenir Program Book

COPPER LEVEL (\$20,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Co-Sponsor Signage Opportunity at 1 Scientific Session
- ◆ 5 Tickets – President's Gala

- ◆ 4 Invitation – Golf Tournament
- ◆ 2 Invitation – VIP Reception
- ◆ 2 Ticket – Women Dentists Awards Luncheon
- ◆ 2 Tickets – Grand Finale
- ◆ Corporate Name in Press Releases
- ◆ 1 Corporate Exhibit Space at the NDA Convention
- ◆ 1 Complimentary Convention Registration
- ◆ 1 Full Page B/W Ad in Convention Souvenir Program Book

ASSOCIATE LEVEL (\$15,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Co-Sponsor of Event or Session with Corporate Signage
- ◆ 1 Invitation – VIP Reception
- ◆ 2 Tickets – President's Gala
- ◆ 2 Tickets – Grand Finale
- ◆ 1 Ticket Women Dentist Awards Luncheon
- ◆ 1-Half-Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Press Releases

AFFILIATE LEVEL (\$10,000) includes:

- ◆ Recognition at the Opening Session
- ◆ 2 Tickets – President's Gala
- ◆ Quarter Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Press Release
- ◆ Corporate Name in Souvenir Program

FRIEND LEVEL (\$5,000) includes:

- ◆ Recognition at the Opening Session
- ◆ 2 Tickets – President's Gala
- ◆ Quarter Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Souvenir Program

PAYMENT

Please indicate each category of sponsorship amount \$ _____

☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Copper ☐ Associate ☐ Affiliate ☐ Friend

Please indicate your choice of Sponsored Events:

Contact Name _____

Company Name _____

Phone No. _____ Email Address _____

☐ Check ☐ Money Order ☐ Purchase Order # _____

CREDIT CARD — ☐ Amex ☐ Discover ☐ Visa ☐ MasterCard

Card Number _____ Exp. Date _____ Security Code _____

Print name as it appears on Card _____

Signature _____ Date _____

CONTRACT FOR ADVERTISEMENT

National Dental Association's 103rd Annual Convention
SOUVENIR CONVENTION PROGRAM
Atlanta Marriott Marquis, Atlanta, Georgia
JULY 22-26, 2016

ATTENTION: Convention Advertisement

National Dental Association
6411 Ivy Lane, Suite 703
Greenbelt, MD 20770
Tel. 240.241.4448 • Fax 240.297.9181

	2 Color	4 Color Process	Black/White	Amount
Back cover	-----	\$4,500	-----	\$ _____
Inside back cover	\$3,200	\$3,700	-----	\$ _____
Inside front cover	\$3,200	\$3,700	-----	\$ _____
Center page	\$3,000	\$3,500	\$2,500	\$ _____
Full center fold	\$4,800	\$5,300	\$4,400	\$ _____
Full page	\$1,900	\$2,300	\$1,400	\$ _____
1/2 page - horizontal	\$1,700	\$2,000	\$1,000	\$ _____
1/4 page - vertical	\$1,400	\$1,700	\$ 800	\$ _____
			TOTAL	\$ _____

CONTRACT AND COPY REGULATIONS

All advertisements must be submitted according to the following specifications. Electronic files are preferred in the following formats: tiff, eps, jpg or pdf files that are press optimized, 2/C, cmyk or grayscale (no RGB files), minimum **300 dpi** with embedded fonts. Final publication trim size is 8.5"x11". **Full Page Ad with bleeds:** 8.75"x11.25", Live Area 7.5"x10". **Full Page Ad w/o bleeds:** 7.5"x10". **Half Page with bleeds:** 8.75"x5", Live Area 7.5"x4". **Half Page w/o bleeds:** 7.5"x5.125". **Quarter Page Ad w/o bleeds only:** 3.875"x5.125". The publisher reserves the right to reject any advertising which is not in keeping with the publication standards. The advertiser agrees to assume liability for all content (including text, representations, and illustrations) of advertisement printed. **Deadline for submission is May 8, 2016.**

ADVERTISING SPACE RESERVATION FORM

Name of Advertiser: _____

Address _____ City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Email Address _____

Contact Person: _____ Title _____

PAYMENT ENCLOSED: ☐ Check ☐ Money Order ☐ Purchase Order # _____ TOTAL \$ _____

☐ Amex ☐ Discover ☐ Visa ☐ MasterCard - Card Number _____ Exp. Date _____

Name as it appears on Card _____ Security Code _____

Signature _____

Check, money order, and/or purchase order must accompany the reservation form and camera-ready film or electronic file.
Make check or money order payable to: National Dental Association. Email electronic files to lhenderson@ndaonline.org

NDA RAFFLES & PRIZES IN THE PRODUCT & RESOURCE CENTER

Looking for ways to drive traffic to your booth? How about participating in the NDA Silent Auction or Product Passport?

NDA Silent Auction

Consider donating products or services to the NDA Silent Auction. Silent Auction prize offerings will be advertised to attendees electronically and in the convention program, and will be on display in a dedicated area of the Product & Resource Center. Silent Auction participants will receive special signage at their vendor booth. In addition to products and services donated by NDA vendors, a collection of prizes (cruises, vacations, activities and adventure experiences) will be available for bidding. All Silent Auction winners will be announced at the Sunday evening Presidents Gala.

Product Passport

This is Exhibitor Bingo with a twist. Vendors may either donate a prize (valued at \$300 or more) or register as a Bingo Sponsor for \$300. Each attendee will be provided a passport booklet in their convention bags – Each Bingo Sponsor will provide a question for the passport booklet. All questions must be answered by visiting the Passport Sponsor booths. The only way to get the answer is to engage the vendors in conversation, which provides a great opportunity for you to showcase your products and services to the participants. Completed passports will be turned in at the NDA Booth, checked for correct answers, and included in the Drawing Drum. Each Passport Sponsor will be provided the opportunity to draw the winners of the prizes from the Drawing Drum, and have a photo opportunity that will be broadcast via Twitter and Facebook. All prize drawings will begin Sunday at 12:30pm – and you must be present to win.

To participate, contact Cynthia Graddy before Friday, May 6, 2016 at the NDA national office: 240.241.4448 x102 or cgraddy@ndaonline.org.

JULY 23 & 24, 2016

SATURDAY • 11:00 am - 5:30 pm

SUNDAY • 8:30 am - 1:30 pm



Please fax or mail this form to NDA to participate in the Silent Auction or Product Passport by May 6, 2016.

I am interested in: ☐ donating to the Raffle ☐ donating to the Silent Auction ☐ participating in Product Passport.

Company Name _____

Contact Name _____

Email _____ Telephone _____

Item(s) Donated _____

Description _____

Expiration Date (if any) _____

VALUE(S) \$ _____

☐ Passport Sponsor (\$300)

PAYMENT ENCLOSED: ☐ Check ☐ Money Order TOTAL \$ _____

☐ Amex ☐ Discover ☐ Visa ☐ MasterCard - Card Number _____ Exp. Date _____

Name as it appears on Card _____ Security Code _____

Signature _____ Date _____



National Dental Association
6411 Ivy Lane, Suite 703
Greenbelt, MD 20770
Tel. 240-241-4448 • Fax 240.297.9181



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ADDRESS SERVICE REQUESTED



WHY EXHIBIT AT THE NDA CONVENTION?

R.O.I.

NDA

Lower Booth Prices	Increase bottom line
Scientific Sessions on Floor	Increase traffic before and after sessions
More Networking Areas on Floor	Opportunity to build leads
Meal Events on Floor	Strengthen brand through increased visibility
Passport/CE Questions	Increase traffic conversation

VENDOR

We look forward to seeing you in Atlanta!