



Orlando

American Dental Association

ANNUAL SESSION

OCTOBER 9 - 12, 2010



Annual Session Sponsorship & Advertising Opportunities

151st ADA Annual Session and World Marketplace Exhibition

Orange County Convention Center, Orlando Florida

ADA American
Dental
Association®

America's leading
advocate for oral health

World Marketplace Exhibition: Saturday, October 9 - Monday, October 11, 2010

Scientific Sessions: Saturday, October 9 - Tuesday, October 12, 2010

The ADA offers a wide range of sponsorship, advertising and promotional opportunities to build traffic on the exhibit floor. Increase your company's visibility and attract your current and prospective customers to your booth at the 2010 Annual Session.

CALL 312-440-2657 TODAY! Don't see an opportunity that meets your budget or marketing goals? The ADA will work with you to customize your unique ideas into a memorable promotional program.

Audience Profile

Dates	Dentists	Hygienists	Assistants	Students	Exhibitors	Others	Totals
2008 San Antonio	8,437	2,016	4,240	798	7,843	6,011	29,345
2007 San Francisco	13,883	3,569	5,418	1,062	9,200	13,915	47,047
2006 Las Vegas	12,381	3,161	3,919	699	8,481	11,582	40,223
2005 Philadelphia	9,077	2,132	2,030	1,299	7,199	7,935	29,672
2004 Orlando	8,435	2,459	2,947	458	7,635	10,174	32,108
2003 San Francisco	13,793	4,318	6,778	1,194	7,784	13,354	47,958
2002 New Orleans	8,977	2,755	2,929	545	6,400	9,694	31,300

Corporate Sponsorship Recognition: In exchange for corporate sponsorship funding, recognition can acknowledge either that the corporation itself has funded the program or service in question, or that one or more of the corporation's product lines have funded the program or service in question. The ADA reserves the right, in its sole discretion, to decide whether a product or product line is an appropriate candidate for corporate sponsorship funding, and whether the sponsorship may include any identification of a product, service or brand name. The ADA also reserves the right, in its sole discretion, to decide all matters of taste, appropriateness and professional integrity.

Corporate Advertisements: If a corporation asks for recognition beyond acknowledgement that it has funded the program or service in question, that portion of the request will be considered a request to advertise. If the Executive Director determines it is appropriate to consider such advertising, the request shall be assessed in accordance with ADA's usual review process, including being subject to the ADA's Advertising Standards. In addition, all approved advertisements must reflect that they are paid advertisements for the corporation.

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Contact

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Low Cost Traffic Builders that Every Exhibitor Can Use

Use the order forms available in the Exhibitor Services Manual available at ada.org/goto/session to participate in these outstanding opportunities.

ADA Annual Session Web Button

Cost: FREE!

Location: Exhibitor's web site

Place this button on your Web site to promote your participation in the 2010 Annual Session.

For more information contact Cathy Haibach at haibachc@ada.org or 312-440-4696.

The ADA Coupon Book



Deadline: August 13, FIRM (materials close)

Visibility: Sat., October 9 – Mon., October 11

Distribution: 30,000 copies

Cost: \$400 per coupon

Use the form in your Exhibitor Service Manual to participate in the ADA Coupon Book, designed to reach every dental professional attending the Annual Session. Your coupon will be distributed to all dental professionals as they arrive at the World Marketplace Exhibition.

The back page of the Coupon Book is the Super Sweepstakes game piece (see below).

Super Sweepstakes



Deadline: Complete form at ada.org/goto/session or in your Exhibitor Service Manual.

Visibility: Sat., October 9 – Mon., October 11

Distribution: 30,000 game cards (in Coupon Book)

Cost: FREE!

The Super Sweepstakes is the ultimate World Marketplace traffic-building program.

To play, attendees must use the game piece provided on the back page of the Coupon Book.

They collect stickers from four

participating exhibit booths plus the sponsoring company's booth then drop off their completed game card at the Super Sweepstakes booth.

Hourly and daily prizes are awarded, along with a grand prize of up to \$5,000!

Lead Retrieval

Cost: Starting at \$250

Order your lead retrieval system through the 2010 Exhibitor Service Manual—the easiest way to collect qualified leads! Each Annual Session attendee carries an EXPOCARD™ containing their registration data. When attendees swipe this card at your booth, you will easily capture their contact information.

Mailing List – Annual Session attendees

Deadline: September 3, 2010 (order closing date)

Cost: From \$.12 to \$.20 per name

Order your list through the Exhibitor Service Manual. Generate pre- and post-show sales with promotional mailings to Annual Session attendees. Customize your list using the detailed demographic information collected from each attendee. Lists will be available in summer 2010.

In-Booth Food and Beverage Service

Deadline: September 3, 2010

Distribution: Determined by exhibitor

Cost: Determined by exhibitor

Draw attendees to your booth with the offer of food and beverages! From bagels and cream cheese to a carving station, smoothies to cocktails ... the sky's the limit, so be creative. Be sure to participate in the Exhibit Hall Closing Party on Saturday afternoon and be a part of the celebration.

All food and beverage orders must be contracted using the form in the Exhibitor Service Manual and with the official caterer of the Orange County Convention Center.

Hotel Room Door Drop

Deadline: September 3, 2010

For more information and pricing, contact:

Tom Marshall
Convention Communications
Telephone: 513-934-3700
E-mail: tom@doordrop.com

Insert a brochure with your company's sales message or product sample into a bag that will be distributed to thousands of Annual Session attendees' hotel rooms.

Sponsorship Opportunities

Benefits of Annual Session Sponsorship

In addition to all of the benefits a sponsorship brings, sponsors of the ADA Annual Session also receive:

- Your company logo and link in the Annual Session Web site's attendee section (www.ada.org/goto/session)
- Recognition on ADA Broadcast News (ShuttleVision). This is the ADA presentation that is broadcast on shuttle buses to and from all ADA Official Hotels not within walking distance, and also in-room channels where available in ADA Official Hotels.
- Recognition on the ADA Sponsorship Wall of Fame, a visual presentation broadcast during the Annual Session hours of operation
- Acknowledgement in the *Official Guide*, distributed on-site to all Annual Session attendees
- Your company name (and logo where possible) included in pre-show promotions, in on-site publications and on on-site signage as the sponsor of your event and/or item (where applicable)
- "Annual Session Sponsor" ribbons distributed on-site to all exhibitor personnel of the sponsoring company

Distinguished Speaker Series

Sunday Morning, October 10, 2010

Cost: \$300,000

Monday Morning, October 11, 2010

The Distinguished Speaker Series is an attendee favorite, attracting overwhelming attendance and rave reviews. Partner with the ADA to build on the success of this program and achieve maximum exposure at the Annual Session.

The Distinguished Speaker Series is the highlight of the ADA's popular General Sessions, the only time that such a large group of attendees are seated together in the same room. The goal of these events is to strengthen member loyalty, recognize outstanding achievements in the field of dentistry, and congratulate ADA members for their important and valuable work.

There are exceptional opportunities for corporate and branded messages before, during and after each session. Commit to this sponsorship before February of the event year in order to be included in marketing materials such as the Preliminary Program, postcard campaigns, brochures, the Annual Session Web site and more.

Past Distinguished Speakers have included George Bush, Bob Dole and Madeline Albright (2002), Rudy Giuliani and Norman Schwarzkopf (2003); Jim Lovell and John Major (2004), Katie Couric and Colin Powell (2005), Sir Richard Branson and Ted Koppel (2006); and Lance Armstrong and Barbara Walters (2007).

Past Distinguished Speakers:



Bob Dole,
2002



Madeline Albright,
2002



Katie Couric,
2005



Colin Powell,
2005



Lance Armstrong,
2007

Continuing Education

Get involved with these great new avenues to reach people who are hungry for knowledge. Call Rich Schuch at 312.440.2663 to discover how sponsoring ADA continuing education courses can work for you.

Scientific Programs



Deadline: January 31, 2010 (for inclusion in Preliminary Program)
Contracts signed at a later date will be included in the promotions program as opportunities are available.

Visibility: Listed as part of the ADA's education program for up to six months (in Preliminary Program and in online education search function).

Cost: Beginning at \$5,000

Sponsor one or more of the ADA's popular scientific programs and help attendees make an easy connection between the program subject and your product or service. In addition to the benefits specific to each sponsorship, your company will receive:

- Recognition in the *Official Guide*
- Recognition on the attendee section of the Annual Session Web site (www.ada.org/goto/session).
- Company name and logo on the ADA Wall of Fame

For a complete listing of scientific programs available for sponsorship, please contact:

Rich Schuch
Senior Manager, Program Development
Telephone: 312-440-2663
E-mail: schuchr@ada.org

NEW

The LOC

NEW! Debuting at the 2008 ADA Annual Session, the LOC is a unique blend of product training and continuing education where attendees will experience emerging technology in a hands-on environment that will provide them with assistance in their daily diagnosis and treatment planning.

This high-tech environment is the first of its kind in the dental meeting arena and will allow attendees to earn up to 5 hours of continuing education (CE) credit for their attendance in three disciplines, while exposing them to latest technology and products on the market.

This high-tech, cutting-edge center will be divided into four distinct educational disciplines:

- The Laser Operator
- The 3-D Imaging Center
- The CAD CAM Pavilion
- The hands-on Tech Expo

Education in the Round

This new learning format delivers cutting-edge dental education in a high-tech, demonstrative setting that is best matched to the attendee's preferred method of learning.



NEW

ADA365.org



NEW! ADA365.org will allow people to begin their Annual Session educational experience at the time they enroll for a course. Ultimately, the goal is to transform the Annual Session educational experience from a four-day event to a year-long community. On a course-by-course basis, attendees will have the ability to:

- Network with their fellow students
- Participate in online discussion forums and message boards
- Research dental procedures, products, and issues important to their practice
- Create their profile and upload their picture
- Share their stories and experiences
- Access video lectures, additional readings, and other supplemental course materials

Satellite Symposia

Friday, October 8

Location: Orange County Convention Center

Cost: \$15,000

The ADA's Satellite Symposia offer Annual Session exhibitors the opportunity to engage attendees with focused messages about their own cutting-edge research and new products.

Annual Session attendees appreciate the opportunity to learn about advances in dentistry directly from the companies that created them.

In order to make the most of your Satellite Symposium, please be sure to sign your contract before February 12, 2010.

Satellite Symposia are promoted along with the ADA's Continuing Education options, beginning with the *ADA Preliminary Program* which will mail in March, 2010. They will also be listed in the special inserts in *ADA News* and *JADA*; and will also be listed on the ADA's online continuing education search system. Satellite Symposia with contracts signed later than February 12, 2010 will be included in Annual Session materials as is possible, based on the ADA's long promotional lead times.

For more information on all continuing education sponsorships, contact Rich Schuch at schuchr@ada.org, 312.440.2663.

Continuing Education Verification Pavilions



Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Strategic locations throughout the Orange County Convention Center

Cost: \$30,000

Your company's name and logo will appear on the opening screen of each computer terminal, on monitor wraps surrounding each terminal and on pavilion signage.

The sponsor will get additional recognition on ADA.org to reach those attendees who utilize this service after the Annual Session.

Social Events and Lounges

NEW

Exhibit Hall Closing Party

Did you know that exhibitors are now permitted to serve food and drinks—including alcoholic beverages—to attendees during the World Marketplace Exhibition?

Deadline: July 1, 2010

Visibility: Mon., October 11

Cost: Beginning at \$35,000

NEW! Gain visibility among exhibitors by sponsoring this networking event for the 2010 World Marketplace Exhibition. Almost 40% of 2008 survey respondents* reported making a purchase after the close of the Annual Session—choose this sponsorship and be top-of-mind as attendees conclude their exhibit hall business and plan their post-show purchases.

Photo Booth

Deadline: July 1, 2010

Visibility: Sat., October 9 – Mon., October 11

Cost: \$40,000

The Photo Booth carries your company's identity beyond your booth to a strategic location on the exhibit floor, where attendees can have their souvenir photo taken against a gorgeous backdrop featuring a tourist icon. Be a part of the fun and emblazon your logo on the photo itself, or on a keepsake photo frame envelope. Attendees can show their souvenir photo – and your logo – to colleagues and family.

First-Time Attendee Orientation Center

Deadline: July 1, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Registration area, Orange County Convention Center

Attendance: 3,000

Cost: \$35,000

Make a lasting impression by sponsoring this concierge service that welcomes first-time attendees. Featuring a brief overview presentation, light snacks and beverages and a lounge-style networking area, this home-away-from-home for new dentists and first-time attendees helps them navigate the meeting with confidence.

- The outside of this lounge will be branded with your company logo and booth number.
- Display the latest literature on your company or a new product launch on a table provided inside this lounge.

* 2007 ADA Annual Session attendee survey

Internet Zone



Deadline: Aug. 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Orange County Convention Center

Cost: \$30,000

Now more than ever, attendees want to stay connected. As a sponsor, your company's name and logo will be prominently featured on the structure of the Internet Zone and will also appear on the opening screen of each computer terminal, on monitor wraps surrounding each terminal and on pavilion signage.

World Marketplace Wi-Fi Hot Spot

Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Orange County Convention Center

Cost: \$20,000

This Hot Spot is sure to attract all levels of wireless users. The lounge will be identified with an overhead banner and signage at ground level featuring your company name/logo and booth number. The lounge will be set with comfortable, inviting, lounge-style seating.

Sponsorship

Exhibit Hall Coffee Break

Deadline: August 13, 2010

Visibility: Sat., October 9 – Mon., October 11

Location: ADA World Marketplace

Attendance: 5,000

Cost: \$20,000 per day

Cost: \$50,000 for 3 days

Help attendees jump-start their shopping by providing a hot cup of coffee, right on the exhibit floor! Attendees will thank you for it.

ADA Café Sponsorship

Deadline: August 13, 2010

Visibility: Sat., October 9 – Mon., October 11

Location: Orange County Convention Center

Cost: Starting at \$15,000

Your company name and booth number will be prominently displayed at each entrance to the café.

Attendees will be exposed to your brand or company for an extended period of time as they sit and enjoy their morning and mid-day meals or a coffee break in the afternoon.

Expand this opportunity by providing napkins, plates or cups with your company logo that can be distributed at concessions located adjacent to your café.

Official Guide Distribution Kiosks

Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Distribution: 35,000 attendees

Cost: \$30,000

The *Official Guide* distribution kiosks are located in high-traffic areas near convention center and exhibit hall entrances, and are used by most attendees.

President's Gala Dinner Dance

Deadline: January 31, 2010

Visibility: Tuesday, October 12

Cost: \$150,000

This prestigious sponsorship includes dinner and entertainment honoring ADA President Ronald L. Tankersley and Mrs. Tankersley. The evening begins with a reception, followed by dinner and dancing.

Relaxation Station

Deadline: July 1, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Orange County Convention Center

Cost: \$15,000

This opportunity is most appreciated by tired attendees after a hard day walking the show floor. This opportunity is invitation-only, so Annual Session attendees must visit your booth to collect an invitation.

The lounge will be branded with your company/product logo and booth number, and you may display your company literature.

Tote Bags, Lanyards, Pins and Shirts

ADA Tote Bags and More!

Many of the sponsorships below are pending an exclusive negotiation period with sponsors from 2009. If you are interested in one of the sponsorships, please call the ADA Exhibit Office to check the status of the agreement and/or create a custom sponsorship that will meet and exceed your goals!

Tote Bags for Attendees



Deadline: June 1, 2010

Visibility: Sat., October 9 – Tues., October 12

Distribution: 30,000 tote bags

Cost: \$130,000

This handy tote bag is distributed to each registered attendee. Your company's logo appears on one side.

Badge Lanyards

Deadline: June 1, 2010

Visibility: Sat., October 9 – Tues., October 12

Distribution: 35,000 lanyards

Cost: \$40,000

Badge lanyards are mailed in advance to pre-registrants and are also available to on-site registrants.

ADA Commemorative Pin

Visibility: Sat., October 9 – Tues., October 12

Distribution: 20,000 pins

Cost: \$10,000

Distributed to all dental professionals, this pin is a much sought-after keepsake.

ADA Staff Shirts

Deadline: June 1, 2010

Visibility: Sat., October 9 – Tues., October 12

Distribution: 300 shirts

Cost: \$20,000

Emblazon your company's logo on shirts worn by ADA staff during the Annual Session.

International Attendees

Increase your company's exposure to the international dental community by participating in one or more of the following Annual Session sponsorship opportunities.



International Reception

Deadline: July 1, 2010

Date: Sat., October 9

Attendance: 900 – 1,000 people

Location: Orange County Convention Center

Cost: \$30,000

This event is known to be one of the liveliest receptions at the Annual Session! Extend a warm welcome to the international dental community by hosting a reception complete with cocktails, hors d'oeuvres and live music. This is the ideal opportunity to increase your exposure to this targeted audience.

International Hospitality Lounge

Deadline: July 1, 2010

Visibility: Sat., October 9 – Tues., October 12

Attendance: 600 people

Location: Orange County Convention Center

Cost: \$15,000

Become a memorable name with ADA's international audience by sponsoring this quiet, comfortable place where visitors can send and receive messages, network with colleagues and relax. The lounge features computers with Internet access and light refreshments during all days of the Annual Session.

Extend your message by providing mugs, paper napkins, paper plates or other items with your corporate image, or have a company representative on-site to act as a host or hostess to visiting attendees.

Sponsorship

Advertising Opportunities

Make an impact! Thousands of dental professionals attend ADA Annual Session to find out what new products and services are available, to meet with their colleagues, meet with their sales representatives, stay informed on ADA activities, participate in Continuing Education courses, attend the distinguished Speaker Series and much more!

We offer several valuable marketing support incentives for you to promote your product and/or service at Annual Session that will deliver maximum advertising exposure for your marketing program.



ADA NEWS Convention Daily

Increase your booth traffic every day of the exhibition with your ad in the *ADA NEWS Convention Daily*. It reports convention news, highlights of the ADA election, events, and announcements.

Distributed to thousands of attendees at the convention center, the *Daily* is also available at major convention hotels first thing in the morning. Therefore, your ad will wind up in the hands of thousands of attendees ready to buy your products and services even before the show starts!

This is the publication where the news and the show come together. Make the most of your advertising dollars by inviting potential buyers to your booth and reinforcing your marketing brand.

(Contact your ADA Sales Representative for rates and closing dates)

June JADA – Pre-Convention Show Coverage

(free ad in the *Official Guide* to ADA Annual Session)

Planning to make a market impact as an exhibitor? *JADA* offers a special advertising package that gives you two ads for the price of one! When you advertise in the June pre-convention issue of *JADA*, your ad will be repeated **free of charge** in the *Official Guide*, which is distributed to thousands of registrants as they arrive at the convention center.

The *Official Guide* contains listings of all exhibitors and advertisers cross-indexed by product type.

Features Include:

- official program
- exhibitor listings
- special events
- floor plan, and much, much more

Issue: June

Closing Date: April 23

Official Guide Additional Advertising Opportunities

From tab dividers, gatefolds, covers and bookmark advertising opportunities, your ad in the *Official Guide* will maximize and deliver your message and brand. Every day of the show, reach the buyers of your products and/or service. Stand out, send your message and let your ad in the *Guide* work for you. Make potential customers aware of who you are, and let them find you! (Contact your ADA Sales Representative for rates and closing dates)

Advertising Points Program

Put the numbers right in your marketing mix!

If you spend \$20,000 on advertising in *JADA* and/or *ADA NEWS*, you will qualify to participate in the program and get one point toward the ADA Annual Session exhibitor space draw process. You will accumulate an additional point for every \$10,000 you spend within an advertising year.

Each point accumulated may allow exhibitor advancement in the selection placement in order to obtain a better booth location at ADA Annual Session. The more you advertise, the more points you earn.

For more information on this exciting opportunity, please contact your ADA Sales Representative or call 800.621.8099 ext. 2740 or email boydm@ada.org

ADA Sales Representatives

Allen L. Schwartz
Telephone: 503-472-8614
E-mail: allen@ssmediasol.com

Jim Shavel
Telephone: 215-369-8640
E-mail: jim@ssmediasol.com

Advertising

NEW

Preliminary Program Self-Stick Page Flags

Deadline: January 31, 2010 FIRM (materials close)
Visibility: May, 2010 through October, 2010
Distribution: 50,000 copies
Cost: \$30,000

NEW! Stand out in the ADA's Preliminary Program, the primary resource for Annual Session information for more than 30,000 potential attendees!

Put your company's logo on ten self-stick page flags that will be inserted in the front of the publication. Throughout the year, ADA Annual Session attendees will use your page flags to mark the continuing education programs they'd like to attend.

Hotel Key Cards

Deadline: August 13, 2010
Visibility: Sat., October 9 – Tues., October 12
Distribution: 9,000 key cards
Cost: \$15,000

Hotel key cards are seen and used by every attendee at each participating ADA Official Hotel.

Attendee EXPOCARD™

Deadline: June 1, 2010
Visibility: Sat., October 9 – Tues., October 12
Distribution: 35,000 EXPOCARDS
Cost: \$35,000

Put your name in front of ADA Annual Session attendees and exhibitors by displaying your company logo, message and booth number on the attendee EXPOCARD™.

- The EXPOCARD™ is mailed in advance to pre-registrants and available to on-site registrants.
- The EXPOCARD™ contains attendee's registration information and can be used through the entire meeting, which ensures that the attendees are handling this advertising opportunity several times per day.
- Exhibitors in the World Marketplace Exhibition swipe these cards to capture customer contact information.

Shuttle Bus and In-Room Programs

ADA Broadcast News (ShuttleVision)

For pricing and additional information, please contact:

William J. Myers CAE, CMP
 Newsday Communications
 Telephone: 913-327-8933
 Fax: 913-339-6129
 E-mail: myers@shuttlevision.com

Deadline: Aug. 25, 2010
Visibility: Sat., October 9 – Tues., October 12
Distribution: At least 75% of all ADA shuttle buses

Hotel rooms: In major ADA official hotels, on the conference channel

ADA Broadcast News (ShuttleVision) gives your company a unique opportunity to deliver your message to a captive audience of Annual Session attendees.

By purchasing a 30- or 60-second spot, your company will receive unparalleled opportunities for exposure.

- A daily, 15- to 18-minute Annual Session broadcast is televised on monitors placed in shuttle buses.
- The broadcast also airs on the in-room channel in ADA hotel rooms.
- The program is updated daily with topical information, Annual Session highlights and schedule changes.

The ADA reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for advertisement.

Shuttle Bus Signage



Deadline: Aug. 13, 2010
Visibility: Sat., October 9 – Tues., October 12
Distribution: Seen by approx. 20,000 attendees
Cost: Starting at \$3,500 per bus
Discounts available for multi-bus purchases

Rev up your booth traffic by sponsoring a shuttle bus sign!

- Thousands of Annual Session attendees and the local community will see your company logo, message and booth number emblazoned on the side of an ADA shuttle bus.
- Advertisement includes one 2' x 34' full-color banner ad located on the exterior of the bus.

Advertising

Banner Billboards



Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Strategic locations throughout the Orange County Convention Center

Cost: Starting at \$13,000 each

Pricing includes production and installation/dismantle of banner

Banner billboards offer cutting-edge design and “Wow!” appeal in high-traffic areas of the Convention Center. Great locations are available in highly visible locations.

Escalator Runner Banners



Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Strategic locations throughout the Orange County Convention Center

Cost: Starting at \$7,000 per banner

Pricing includes production and installation/dismantle of banner

Your logo, company message, and booth number will be featured on a 1' wide x 75' long banner running between the escalators connecting the floors of the Orange County Convention Center. These highly visible banners are cost effective and provide eye-catching appeal.

ADA World Marketplace Aisle Banners



Deadline: August 13, 2010

Visibility: Sat., October 9 – Mon., October 11

Location: Throughout the World Marketplace Exhibition

Cost: \$45,000

Pricing includes production and installation/dismantle of banner

These attractive aisle banners are prominently displayed in the World Marketplace and feature aisle numbers that attendees use to navigate their travels through the exhibition hall.

Lighted Kiosks



Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Strategic locations throughout the Orange County Convention Center

Cost: Starting at \$7,000 per panel (3 panels)

Pricing includes production and installation/dismantle of banner

These lighted kiosks combine movement with light to catch the eye of every prospective buyer. Purchase one panel, two panels or all three panels.

“You Are Here” Kiosks



Deadline: August 13, 2010

Visibility: Sat., October 9 – Tues., October 12

Location: Strategic locations throughout the Orange County Convention Center

Cost: \$5,000 per kiosk / \$12,000 for three kiosks

Graphic Dimensions: 34 1/8" h x 57 7/8" w/sponsorship panel

Make your company name a familiar one with Annual Session attendees! You Are Here Kiosks provide attendees with a quick reference to the exhibition floor, and will be referred to consistently throughout the exhibition.

Media Opportunities

Exhibitor Press Luncheon

Deadline: September 3, 2010

Limit: 9 participating companies

Date: Sat, October 9, Time TBD

Cost: \$250 (up to three company representatives)

Is your company launching a new product at this year's Annual Session? Present your product to the media in this fast-paced and lively event.

Media representatives will enjoy a continental breakfast as they hear a series of brief, 5- to 7-minute presentations from exhibitors. Exhibitors may also place a media kit or product sample at each media representative's place setting.

ADA Media Headquarters

Location: ADA Media Headquarters, Orange County Convention Center

The ADA Media Headquarters is a meeting point for editors and reporters from dental trade publications and consumer press, and will handle all ADA news releases, photographs and interviews.

Exhibitors must coordinate their media relation activities with the headquarters, and official press badges must be obtained for all reporters and film crews that seek admittance to the ADA Annual Session.

Press Release Distribution

Exhibitors may distribute press kits and product materials in the ADA Media Headquarters. For media opportunities, contact Cathy Haibach at 312-440-4696 or haibachc@ada.org for more information.



ADA American Dental Association®

America's leading advocate for oral health