

Special Care Dentistry Association

Year-Round Sponsorship Opportunities

Special Care
DENTISTRY
ASSOCIATION

About the Special Care Dentistry Association

Who are we?

The Special Care Dentistry Association (SCDA) is a unique international organization of oral health professionals who are dedicated to promoting oral health and well-being for people with complex needs. Our members provide general dentistry services such as cleanings, annual exams, root canals, implants and more, but it is their patient base which makes them truly unique.

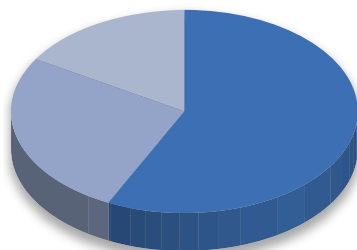
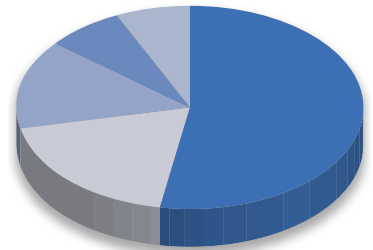
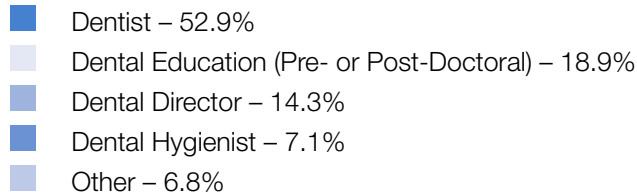
The term “patient with special needs” is used in the oral health field to describe an individual with physical, medical, developmental and/or cognitive conditions that impact their ability to receive dental services and prevent oral disease by maintaining daily oral hygiene.

What can we do for you?

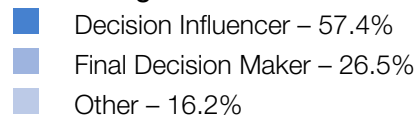
A recognized leader in the dental community, SCDA provides top-notch content and education to its members. Take advantage of the opportunity to reach this unique market of professionals in an intimate setting — from veterans in the profession to dental students and everyone in between.

SCDA By the Numbers

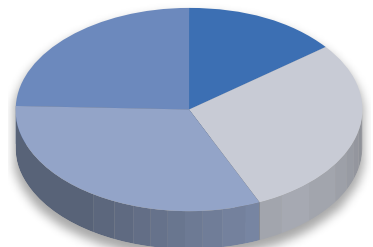
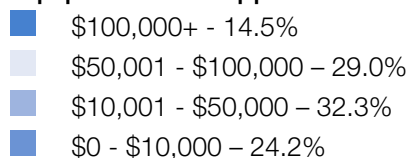
Job Roles



Purchasing Influence



Average Annual Budget for Purchasing Dental Equipment and Supplies



For more information on sponsorship opportunities, please contact Robert O. Patterson, JD at 312-527-6764 or email scda@scdaonline.org

Sponsorship Opportunities

eNewsletter Ad — \$250/month

Advertise in the SCDA monthly eNewsletter, which reaches up to 650 member inboxes. Specs available upon request.

Mailing List Rental* — Pricing Varies

Gain exclusive access to special care practitioners through SCDA's mailing list rental opportunities. Mailing list rentals include self-adhesive labels, and prices are based on a one-time use of the list. Available options include, but are not limited to:

SCDA Annual Meeting Post Registration List – \$200 (300-350 members)

Entire SCDA Membership List – \$500 (900 members)

Disability Care – \$225 (350 members)

Geriatric Care – \$200 (325 members)

Hospital Care – \$300 (400 members)

Special requests or subsets of these lists by state, region, degree or other special sort are a minimum of \$150, plus the set-up fee and label charges if applicable.

**Mailing list rentals require the completion of a separate agreement and contract. Please contact Robert O. Patterson, JD at 312-527-6764 or email scda@scdaonline.org for details.*

Product Marketing Webinar — \$2,000

Give a custom product demonstration directly to dentists interested in special care! SCDA will host your webinar on its GoToWebinar software, provide the support needed to conduct the webinar, and advertise the webinar in relevant membership correspondence. Dates and duration will be established in accordance with current SCDA webinar schedule. (**NOTE:** Product webinars can NOT provide continuing education. If interested in sponsoring an SCDA educational webinar that offers continuing education, please request information on custom opportunities.)

Special Care in Dentistry Journal Ad — Price Upon Request

Special Care in Dentistry is the official journal of SCDA. If interested in advertising opportunities, please contact MaryJo Drown at mdrown@wiley.com.

Website Banner Ad — \$500/month

Advertise company offers and more on the SCDA homepage at www.SCDAonline.org. Specs available upon request.

Website Video Ad — \$300/month

Advertise promotional or informative brand videos to SCDA members at www.SCDAonline.org. Videos must be hosted via YouTube and will be showcased on the SCDA homepage.

For more information on sponsorship opportunities, please contact Robert O. Patterson, JD at 312-527-6764 or email scda@scdaonline.org

Sponsorship Contract

Company Name _____

Primary Contact _____

Address _____ City _____ State _____ ZIP _____

Email _____ Phone _____ Website _____

Sponsorship Selection

Sponsorships are granted on a first-come, first-served basis. I would like to sponsor (check all that apply):

eNewsletter Ad* – \$250 x __ month(s)

Mailing List Rental**

Product Marketing Webinar – \$2,000

Website Banner Ad* – \$500 x __ month(s)

Website Video Ad – \$300 x __ month(s)

**Files must be high resolution .eps, .png or .jpg.*

***Mailing list rentals require the completion of a separate agreement and contract.*

Please contact Steve Rabeor at 312.673.5883 or email srabeor@SCDAonline.org for details.

Payment Information

Total Payment Due = \$ _____

Check Number: _____

Make check payable to SCDA in U.S. funds and mail to the below address.

Include copy of application invoice.

SCDA

2800 W. Higgins Rd. Suite 440

Hoffman Estates, IL 60169

Credit Card **(Please do not provide credit card information in this contract.)**

Upon receipt of this contract, SCDA will email credit card processing information.

Send your completed and signed contract to: Robert O. Patterson, JD at 312-527-6764 or email scda@scdaonline.org.