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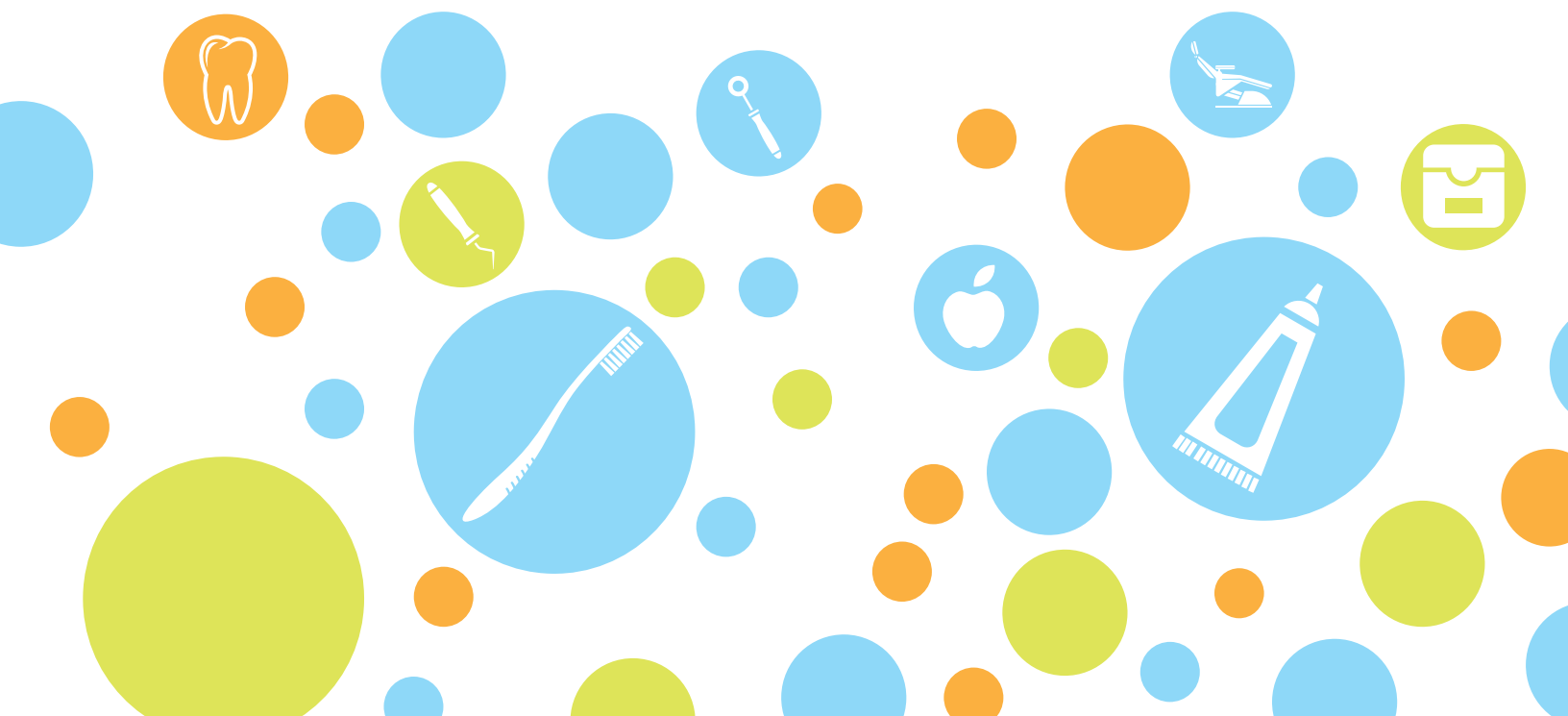
the annual meeting on  
**SPECIAL CARE  
DENTISTRY**

March 10-12, 2017

Westin Charlotte

Charlotte, North Carolina

SCDA: A Dental Home – for Patients *and* Providers



# Your target audience with purchasing power will be here...**will you?**

## What is the Special Care Dentistry Association and who are its members?

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. These dentists provide general dentistry services such as cleanings, annual exams, root canals, implants and more. It is their patient base, however, which makes them 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 draws attendees to the Annual Meeting?

This year’s Annual Meeting is the premier event for anyone working with patients with special needs. Attendees from around the world come to take part in education sessions, networking opportunities and to meet with vendors in the Exhibit Hall to learn about the latest products and services that they can take back to their practice.

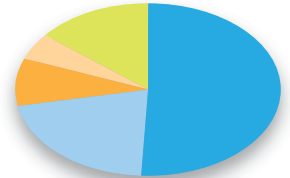
## What draws you to the Annual Meeting?

SCDA is the recognized leader in the community, providing top-notch content and education.

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, connect with SCDA by securing your participation today.

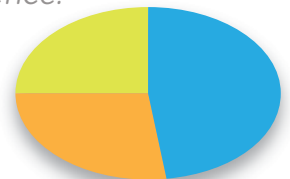
### Annual Meeting Attendees:

Dentist	51%
Dental Education (Pre- or Post-Doctoral)	21%
Dental Hygienist	9%
Office Manager	5%
Other	14%



### Attendees’ Purchasing Influence:

Decision Influencer	48%
Final Decision Maker	27%
Other	25%



### Attendees’ Annual Budget for Purchasing Dental Equipment and Supplies:

\$100,000+	12%
\$50,001 - \$100,000	24%
\$10,001 - \$50,000	41%
\$0 - \$10,000	23%



*If you provide any of these products or services, SCDA attendees are looking for you at the Annual Meeting:*

- CAD/CAM Dentures
- Dental instruments, equipment and supplies, targeting general dentists and specialists
- Dental laboratory services
- Dental-specific imaging software and equipment, such as intra oral imaging, panoramic or cone beam/3-Dimensional
- Educational materials for healthcare providers, students, dental school faculty, as well as patient-focused published works
- Financial services for new practitioners
- Healthcare business software (scheduling and financial software tools)
- Infection control supplies
- Mobile/handheld x-ray devices and equipment focused on mobile dental providers
- Pharmaceuticals

*Recent SCDA exhibitors and sponsors include:*

- Apple Tree Dental
- Aseptico
- Biomet 3i
- BioRESEARCH Associates Inc
- Carestream Dental
- DENTCA, Inc.
- Dentsply
- Dentatus
- Design Specific Ltd.
- GlaxoSmithKline CH
- IQ Solutions
- KaVo Kerr Group
- MyRay/Cefla Dental
- National Institute of Dental and Craniofacial Research (NIDCR)
- Oral Health America
- Philips Oral Healthcare
- Sanofi-Aventis
- Septodont
- Sunstar
- The Restful Jaw
- Tokuyama Dental America, Inc.
- University of Southern California
- Xlear Inc

## Exhibitor Information

### Booth Package

The following are included at no extra charge for exhibitors:

- A standard identification sign indicating company name as listed on the Exhibit & Sponsorship Contract
- One (1) skirted table (6') in a carpeted area with two (2) chairs and a wastebasket
- Perimeter security guard service over night
- Exhibitor listing in the On-site Guide\*
- Two (2) complimentary exhibit hall only badges
- Recognition on signage at the Annual Meeting
- Listing on the Annual Meeting website, including URL link, in 2016-2017
- Complimentary, one-time use of Annual Meeting attendee mailing list (post-show)
- Mobile App Listing

\* Subject to deadline

### Exhibit Rates

Early Bird: Before November 4, 2016 – \$1,600

After November 4, 2016 – \$1,850

### Exhibit Hours *(Subject to Change)*

#### *16 Hours of Exhibit Hall Exposure*

Have a captive audience with 16 hours of exhibit hall exposure.

#### *Thursday, March 9*

3:30 p.m. – 6:00 p.m.

Exhibitor Move In

#### *Friday, March 10*

8:00 a.m. – 3:30 p.m.

(Includes Attendee Breakfast in Exhibit Hall)

6:15 p.m. – 7:30 p.m.

Exhibitor Welcome Reception

#### *Saturday, March 11*

7:30 a.m. – 2:45 p.m.

(Includes Attendee Breakfast and Passport to Prizes drawing in Exhibit Hall)

2:45 p.m. – 4:00 p.m.

Exhibitor Move Out



# Sponsorship Opportunities

## All Annual Meeting sponsors receive:

- Sponsor ribbons for all registered company personnel
- Recognition in the On-site Guide (contract must be received no later than January 13, 2017)
- Recognition on signage at the Annual Meeting
- Logo recognition with URL link on the Annual Meeting website
- Two complimentary uses of pre- and post-show Annual Meeting attendee mailing list in PDF format (list does not include email addresses)
- Recognition in the mobile app

For more information regarding sponsorship opportunities please contact Steve Rabeor at 312.673.5883 or email [srabeor@scaonline.org](mailto:srabeor@scaonline.org).

## As a Gold Sponsor (Spend of \$7,501+):

- |   |  |  |
|---|--|--|
| • Three (3) complimentary full conference registrations | • Recognition as Gold Sponsor in email campaigns leading up to the event | • Two (2) email blasts to entire SCDA membership |
|---|--|--|

## As a Silver Sponsor (Spend of \$5,001-\$7,500):

- |   |  |   |
|---|--|---|
| • Two (2) complimentary full conference registrations | • Recognition as Silver Sponsor in email campaigns leading up to the event | • One (1) email blast to entire SCDA membership |
|---|--|---|

## As a Bronze Sponsor (Spend of \$2,500-\$5,000):

- |  |  |
|--|--|
| • One (1) complimentary full conference registration | • Recognition as Bronze Sponsor in email campaigns leading up to the event |
|--|--|

## Cocktail Sponsorship

Provide everyone at these well-attended events with a drink on you! Tickets will be branded with your company's logo.

- Provide two tickets per attendee: **\$7,500**
- Provide one ticket per attendee: **\$5,000**

## Poster Presentations and Awards - \$8,000

Encourage learning and research and sponsor the Poster Presentations and Awards. The Poster Presentations and Awards allow both international and domestic students and other industry leaders to highlight timely research to attendees. Be on the cutting edge of sponsorship with our digital poster gallery.

- Sponsor logo on certificates given to poster winners
- Sponsor logo on branded poster displays
- Sponsor logo on rotating digital poster screens

## Exhibitor Welcome Reception - \$7,500

Sponsoring this well-attended social event will leave a lasting impression on attendees.

- Introduce your company at the podium during the Exhibitor Welcome Reception
- Distribute promotional items at the Exhibitor Welcome Reception (promotional items produced at sponsor's expense)
- Sponsor logo on cocktail napkins at the Exhibitor Welcome Reception
- Sponsor recognition in On-site Guide

# Sponsorship Opportunities *(Continued)*

## *Trivia Night - \$7,500*

New this year, attendees will have the opportunity to participate in SCDA's Trivia Night while networking with fellow colleagues. Have your name on this new and exciting opportunity.

- Introduce your company at the podium during the Attendee Networking Reception
- Distribute promotional items at the Trivia Night (promotional items produced at sponsors expense)
- Sponsor logo on cocktail napkins at the Trivia Night
- Sponsor recognition in On-site Guide
- Trivia Card Sponsor Logo

## *Sponsor Lunch Program - \$7,500*

SCDA is pleased to offer exhibitors the opportunity to host a Sponsor Lunch Session at the Annual Meeting. As the host of a Sponsor Lunch Program, your company is entitled to present a session dedicated exclusively to your organization and its products. This is your forum for providing more than just a sales pitch. It's your chance to educate attendees on the value, benefit and uses of your products and/or services in a full presentation during lunch. Food and beverage will be provided with your Sponsor Lunch Session.

## *Mobile App (Exclusive) - \$5,000*

Reach attendees with the high-engaging SCDA mobile app. This is an effective way to promote your brand each and every time the app is opened. As an exclusive sponsor, you will receive logo placement in all pre-meeting marketing, dedicated mobile app promotional piece and push notifications.

## *Mobile App Banners - \$500 each*

*(3 opportunities available)*

Attract attendees to your booth with a rotating mobile app banner that links to your company's website. Banner ads must be designed in JPG or PNG format, 300 DPI, at 640x110 pixels.

## *Focus Group - \$4,500 (3 opportunities available)*

SCDA will work with you to convene a group of up to 12 attendees targeting your demographic in order to help your company gauge interest and promote services. SCDA will provide hosts a list of meeting registrants prior to the Annual Meeting, a meeting room in which to hold the 90-minute focus group, and food and beverage.

## *Registration Bags - \$3,000*

Travel with SCDA members and attendees long after the Annual Meeting ends by sponsoring the tote bags. A bag is given to every registered attendee.

- Sponsor logo on front of tote bag
- Distribute one (1) promotional item in the tote bag (item produced at sponsor's cost)

## *Educational Session - \$3,000\**

Education is a prime motivator for members to attend the Annual Meeting. This year, SCDA will present more than 20 educational sessions, and you can be a part of the attendees' experience.

- Introduce your company as the sponsor and welcome the speaker
- Sponsor logo on signage at the session entrance

*\* For more information on topics or speakers, please contact Steve Rabeor at 312.673.5883 or [srabeor@scdaonline.org](mailto:srabeor@scdaonline.org).*

## *Opening Session with Keynote Speaker - \$3,000*

The Opening Session is one of the highest ranked sessions at the Annual Meeting. High attendance provides excellent corporate exposure as well as the opportunity to target attendees interested in your company.

- Introduce your company and the keynote speaker during the Opening General Session
- Sponsor logo on signage at session
- Chair drop or bag insert

## *Registration Lanyards - \$2,500*

Attendees will wear your company logo every day of the Annual Meeting with this unique sponsorship!

- Sponsor logo printed on lanyards

For more information regarding sponsorship opportunities please contact Steve Rabeor at 312.673.5883 or email [srabeor@scdaonline.org](mailto:srabeor@scdaonline.org).

# Sponsorship Opportunities *(Continued)*

## *Student Sponsorship* – \$2,000 *(per student)*

Help support dental students attending the Annual Meeting by sponsoring their trip to Charlotte! This is a great way to get future dentists involved in special care dentistry. Sponsorship will cover airfare, hotel and general registration.

- Opportunity to introduce student during the awards ceremony
- Student will be listed as your company's student scholarship winner
- Sponsor recognition in On-site Guide

## *Beverage Breaks* – \$2,000 *(per break)*

Our attendees are thirsty for knowledge...and beverages sponsored by your company! Give them a mid-afternoon boost and distribute collateral while they relax between sessions.

- Distribute promotional items at the break
- Sponsor logo on signage at the break

## *New Attendee Mentor Program* – \$1,500

Be the first to welcome new attendees to the Annual Meeting. This breakfast session is for those new to the meeting and/or new to treating people with special needs.

- Introduce your company as the sponsor and open the session
- Sponsor logo on signage at the session entrance

## *Annual Meeting Daily Drill eNewsletter* – \$750

*(3 available)*

Promote your company and products at the Annual Meeting by sponsoring a daily email sent to more than 300 anticipated attendees each morning during the meeting. This eNewsletter shares event news, announcements and other helpful information for attendees to help navigate their day. Sponsorship includes a company advertisement in the daily eNewsletter that links to a sponsor-identified URL.

Limited to one (1) advertiser per issue on a first-come, first-served basis. Three (3) issues total (Friday, Saturday, Sunday). Ad size: 468x60 pixels.

## *General Session Chair Drop* – \$750

*(2 opportunities available)*

Distribute a flyer to each attendee at a general session (choose either the Max Bramer Lecture or the Steve Gordon Memorial Lecture). Guaranteed visibility to hundreds of captive audience members!

- One flyer placed on each seat in the general session

## *Website Banner* – \$500

Advertise your company for three months on the Annual Meeting website.

## *Passport to Prizes (NEW!)* – \$350

Your company's name will be listed on the SCDA Passport to Prizes game card, which is included in the registration bag and distributed to every attendee. Attendees must visit each company listed on the game card to receive a stamp in order to enter into the prize drawing. The Passport to Prizes drawing is held on the second to last day of the conference. Promotion includes listing in the Daily Drill emails (sent to every attendee) and Passport to Prizes drawing listed in the SCDA mobile app. Sponsor is responsible for providing the prize.

## *On-site Guide Advertisements*

Highlight your company with a 4-color advertisement in the Annual Meeting On-site Guide. This is the perfect opportunity to spotlight a new product or other new company initiative to attendees. Files must be high resolution (300 DPI) EPS, PDF or JPEG.

Ad Type	Specs	Price
Inside Cover	8.5" x 11" (1/8" bleeds)	\$750
Full Page	8.5" x 11" (1/8" bleeds)	\$500
Half Page	7.75" x 5" (non-bleed)	\$300

**Ad reservation deadline:** December 13, 2016

**Ad materials deadline:** January 13, 2017

For more information regarding sponsorship opportunities please contact Steve Rabeor at 312.673.5883 or email [srabeor@scdaonline.org](mailto:srabeor@scdaonline.org).

# Booth Assignments / Accommodations / Rules & Regulations

## Booth Assignments

Upon receipt of application and payment, space will be assigned on a first-come, first-served basis. Table assignments will be provided two weeks prior to the meeting. SCDA will make every effort to separate competitors.

## Accommodations



Rooms will be available at The Westin Charlotte at a discounted rate of \$179.00 (single/double occupancy, plus tax) per night. Rooms are limited and on a first-come, first-served basis. The hotel reservation cutoff date is February 10, 2017.

## Rules & Regulations

### *Cancellation*

The exhibitor shall give SCDA notice in writing of its intention to cancel or withdraw from the event. For notices received on or before December 10, 2016, the exhibitor shall be obligated and agrees to pay 50 percent of the contract value. In the event the said notice is received after December 10, 2016, the exhibitor shall be obligated and agrees to pay 100 percent of the contract value.

### *Default of Occupancy*

Any exhibitor failing to occupy their exhibit booth (contracted but not cancelled) by 8:00 a.m., March 10, 2017 is obligated to pay the full cost of such space. SCDA has the right to take possession of said space and lease same.

### *Exhibit Personnel*

The two (2) complimentary exhibit hall only badges awarded to exhibitors do not gain access into education sessions. Exhibitors can purchase full-conference badges at a discounted rate of \$500 each.

### *Exhibit Hours*

Exhibitors are required to keep at least one attendant in their booth during show hours. Failure to do so will result in a \$250/day penalty, and exhibitors are subject to removal of their exhibit from the show at their company's expense.

### *Failure to Hold Event*

Should any contingency prevent the holding of the 2017 Annual Meeting, SCDA shall retain only such part of the exhibitor's rental as required for expenses incurred up to the time such contingency shall have occurred. If for any reason the 2017 event shall be cancelled or deferred, the exhibitor waives all claims for damages or recovery of payments made.

### *Fees*

All exhibit and sponsorship fees must be paid in full by January 27, 2017.

### *Liability & Insurance*

Exhibitors shall assume and hold harmless the SCDA and their respective parties from and against, any and all claims, damages, liabilities, costs and expenses relating to exhibitor's acts or omissions while a participant of the 2017 Annual Meeting. Including but not limited to bodily injury or property damage, except to the extent caused by gross negligence or willful misconduct. Exhibitor agrees that if Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the premises leased hereunder, then exhibitor will pay all costs and expenses, including reasonable attorneys' fees, incurred by or imposed upon show management by reason of such litigation.



# Exhibit Contract

## SCDA 29th Annual Meeting on Special Care Dentistry

March 10-12, 2017 | Westin Charlotte | Charlotte, North Carolina

Send your completed and signed contract to: Steve Rabeor, SCDA Sales Coordinator, at [srabeor@scdaonline.org](mailto:srabeor@scdaonline.org) or fax to 312.673.6973.

COMPANY NAME \_\_\_\_\_

PRIMARY CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

WEBSITE \_\_\_\_\_

### Exhibit Fees

- Before November 4, 2016 – \$1,600     After November 4, 2016 – \$1,850

### Annual Meeting Sponsorship Level

- Gold \$7,501+     Silver \$5,001-\$7,500     Bronze \$2,500-\$5,000

### Sponsorship

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

- Poster Presentations and Awards \$8,000
- Exhibitor Welcome Reception \$7,500
- Trivia Night \$7,500
- Cocktail Sponsor (2 Tickets) \$7,500
- Cocktail Sponsor (1 Ticket) \$5,000
- Sponsor Lunch Program \$7,500
- Mobile App (Exclusive) \$5,000
- Mobile App Banners \$500 each (limit 3)
- Focus Group \$4,500 (limit 3)
- Registration Bags \$3,000
- Educational Session \$3,000
- Opening Session with Keynote Speaker \$3,000
- Registration Lanyards \$2,500
- Beverage Breaks \$2,000
- Student Sponsorship \$2,000 (per student)
- New Attendee Mentor Program \$1,500
- Daily Drill eNewsletter \$750 (limit 3)
- General Session Chair Drop \$750 (limit 2)
- Website Banner \$500
- On-site Guide Advertising\*
  - Inside Cover \$750     Full Page \$500     Half Page \$300
- Passport to Prizes \$350

### Payment Information

Exhibit Fee \$ \_\_\_\_\_

Total Sponsorships \$ \_\_\_\_\_

**TOTAL PAYMENT DUE = \$** \_\_\_\_\_

Mail check with copy of application or invoice to:

SCDA  
8258 Solutions Center  
Chicago, IL 60677

- Check Number \_\_\_\_\_  
*Make check payable to SCDA in U.S. funds. Include copy of application or invoice.*
- Credit Card (**Please do not provide credit card informaton in this contract.**)  
*Upon receipt of this contract, SCDA will email credit card processing information.*

\*Files must be high resolution EPS, PDF or JPG and must be sent to SCDA before **January 13, 2017** for inclusion.

