



HILTON ANATOLE DALLAS • AUGUST 25-26, 2023

2023 EXHIBITOR SPONSORSHIP/ADVERTISING OPPORTUNITIES



ADVERTISING/SPONSORSHIP

EVENT/AREA SPONSORSHIP

SPEAKER VIP LOUNGE

Both Days \$5,000 | One Day \$3000

Sponsor the VIP lounge for our most important event attendees — speakers, VIP dentists and scouts — where breakfast and lunch are provided daily. Signage with your logo and company name is provided at the door and on table tents. You are welcome to provide logo'd cocktail napkins as well. Access for two representatives is included.

SCAVENGER HUNT

\$2000

The Conference app used by attendees will provide a digital scavenger hunt...and a QRC code sign at your booth can be a focal point for them in winning a \$250 prize! App blasts during both days will encourage them to participate.

SOIREE DRINK TICKETS

\$15/ticket - 50 minimum

An Appreciation Soiree on Friday offers appetizers and cash bar in the Exhibit Hall. Draw attendees to your booth by providing drink tickets to them! We'll provide your company name and booth number as drink ticket sponsor on signage at the Exhibit Hall entrance as well as on an attendee handout.



PRINTED SPONSORSHIP/ADVERTISING



TOTE BAGS

\$6,000

Your company logo can travel with thousands of attendees at the Conference and beyond! The fee includes bag production.



ON-SITE MAP AD

Back Cover \$3,000

Inside Ad \$1,500

The SWDC On-Site Map contains key guidance for Conference attendees, including venue map, Exhibit Hall map, course schedules and more. Maps are distributed at the SWDC Welcome Center and on-site registration area. All advertisements are in color. Ad space is limited to three inside ads and one back cover.

BADGES

\$2,500

Badges with your company logo are provided to all registered attendees.

LANYARDS

Cost determined by your design

Lanyards with your company logo are provided to all registered attendees. You produce the lanyards once the design is approved by the SWDC.

KEY CARDS AND KEY CARD PACKETS

\$1,500

Hotel guests see your company logo every time they use their hotel key card. You produce the key cards and key card packets, design subject to SWDC approval. SWDC logo required on back of key card packet.

BAG INSERTS

\$1000

Have your direct marketing piece arrive three weeks before the SWDC to be placed in attendee tote bags prior to bag distribution. This is a great way to highlight new products, announce a special and invite attendees to your booth. Attendees will have a vested interest in looking in their bags as they may be the winner of a \$100 gift certificate!

NOTEPADS

\$750

Notepads with your logo are placed in the tote bags and distributed at the Welcome Center. You produce the item once the design is approved by the SWDC.

DIGITAL SPONSORSHIP/ADVERTISING

ON-LINE REGISTRATION BROCHURE

Full Page \$1,250 • Half Page \$850

The SWDC Registration Brochure contains important pre-Conference information, including course information, exhibitor listings, schedules, hotel information and more. The Registration Brochure is available to all who visit the SWDC website, and is essential to Conference planning and choosing courses. All advertisements are in color.

MOBILE APP BANNER

\$2,500

Your company has the solo banner ad on the opening screen of the SWDC mobile app for the entire Conference. The ad links directly to your website.

REGISTRATION CONFIRMATION

\$2,500

This exclusive sponsorship highlights your company's name and booth number in an advertisement on the confirmation email that goes to all attendees as they register for the SWDC.



EMAIL BLASTS

\$1,250/email

SWDC sends emails to the dental professionals in our extensive marketing database. Your single email banner ad will include a link to your company's website, and will be the only advertisement in an email blast to over 100,000 contacts.

APP BLASTS/SHOW SPECIAL PROMOTION

\$500/per listing

We will send a 160-character text for your company via the event app, plus your show special post will be listed on the event app. Limited number of listings available.

SPONSORED SOCIAL MEDIA POST

\$250/per listing

Use our social media channels (Facebook, Instagram, Twitter and LinkedIn) to share your message. You provide artwork, copy and link, to be published on the day/time you choose. Submissions are subject to review and must comply with our social media policies. Limited to one per day.



2023 SOUTHWEST DENTAL CONFERENCE

SPONSORSHIP & ADVERTISING CONTRACT

PLEASE CONTACT US TO VERIFY AVAILABILITY BEFORE SUBMITTING FORM. NOTE THAT ALL SPONSORSHIP AND ADVERTISING OPPORTUNITIES ARE AVAILABLE ONLY TO EXHIBITING COMPANIES.

Sponsorship(s): _____

Advertising: _____

Company Name: _____

SWDC Booth Number: _____

Contact Name: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

PAYMENT METHOD

Check # _____ MasterCard Visa American Express

Card # _____ Exp. Date: _____ CVV: _____

Amount \$ _____

Your signature below indicates your approval for charges to your credit card account.

PRINT NAME: _____

SIGNATURE: _____ DATE: _____

RETURN CONTRACT TO:

SOUTHWEST DENTAL CONFERENCE
Attn: Lori Dees, Exhibits Manager
13633 Omega Road | Dallas, TX 75244
lori@dcds.org | 972-386-5741 ext. 228

No agency discounts or commissions. Advertising rates are net. This letter serves as the advertising agreement/contract. Any agency signing for a client will be held responsible for the fulfillment of this contract. Sponsorship and ad purchase is subject to current exhibitor status. Submission of advertising materials must be print ready, electronic files only (acceptable formats include: EPS, high resolution .jpg, .pdf, .tiff, Adobe Illustrator or InDesign files).