

# ELEVATING DENTISTRY:

EXCELLENCE, EXPERTISE, AND EVOLUTION



2025 SOUTHWEST DENTAL CONFERENCE  
HILTON ANATOLE DALLAS • AUGUST 22-23, 2025

EXHIBITOR SPONSORSHIP/ADVERTISING OPPORTUNITIES





## ADVERTISING/SPONSORSHIP

### PRINTED SPONSORSHIP/ADVERTISING

#### CONFERENCE PENS

\$2500

Promote your brand during the Conference and beyond through branded pens. Pens are placed in attendee bags, at Registration and various locations throughout the Conference. It doesn't stop here, as any remaining pens are distributed in the following year at DCDS events.



#### TOTE BAGS

\$6,000

Be the talk of the Conference! Your company logo will be prominently displayed on bags carried by thousands of attendees throughout the Conference. After the Conference, your brand remains in front of dentists, as we distribute remaining totes throughout the year at DCDS events. Price includes bag production..



## ON-SITE ATTENDEE GUIDE ADS

Back Cover ~~\$1500~~  
Inside Ad \$500

Capture the attention of attendees with an ad in the SWDC On-Site Guide. This guide is distributed to all attendees at the Welcome Center and registration area and contains essential information like the venue's map, the Exhibit Hall layouts and course schedules. Ads are in full color (8.5" tall x 3.67" wide) and are limited to only three inside ads and one back cover, so secure your space today!

## BADGES

\$2,500

Make a lasting impression with your logo on every attendee's badge. Each registered participant will wear your brand throughout the event, ensuring constant visibility and recognition. It's the perfect way to stay top of mind as they network, attend sessions, and visit exhibitors.



## LANYARDS

Cost determined by your design

Take advantage of this premiere sponsorship opportunity. You will literally have your brand in front of every Conference attendee. Lanyards featuring your logo are worn by all registered attendees. Once your custom design is approved, your lanyards will be produced and distributed to ensure maximum exposure throughout the Conference. Don't miss the opportunity to put your brand front and center!

## KEY CARDS AND KEY CARD PACKETS

\$1,500

Turn every hotel key swipe into a branding opportunity! Strategically display your logo on hotel key cards and key card packets used by guests. Your design will be seen each time they enter their room. You produce the key cards and key card packets, with design subject to SWDC approval. SWDC logo required on back of key card.



## BAG INSERTS

\$1000

Have your direct marketing piece in the bag of every Conference attendee. 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! Inserts must shipped directly to Freeman's warehouse or the Anatole Hotel by the specified deadline to be placed in attendee tote bags prior to bag distribution.

## NOTEPADS

\$750

Get your brand into the hands of every attendee with branded notepads! Note pads with your logo are distributed in tote bags and at the Welcome Center; these notepads are perfect for note-taking during sessions and workshops—ensuring your brand is always present. You produce the item after the design is approved by the SWDC. After the Conference remaining notepads are distributed at DCDS events throughout the year.

# DIGITAL SPONSORSHIP/ADVERTISING

## ON-LINE REGISTRATION BROCHURE

Full Page \$1,250 • Half Page \$850

The SWDC Registration Brochure is an essential pre-Conference resource, packed with key details like course information, exhibitor listings, schedules, hotel information, and more. Available to all visitors on the SWDC website, it's the first place attendees turn when planning their experience. Make a bold statement with a full- or half-page color ad to ensure that your brand stays top-of-mind as attendees leverage this brochure to plan their Conference experience.



## MOBILE APP BANNER

\$2,000

Get exclusive visibility on the opening screen of the SWDC mobile app with a solo banner ad for the entire Conference. Your ad will link directly to your website, granting every attendee has instant access to your brand upon opening the app. This is prime digital real estate for maximum exposure during the event.

## APP BLASTS/SHOW SPECIAL PROMOTION

\$500/per listing

Reach attendees directly through the SWDC event app with a 160-character text blast promoting your show special or company announcement. In addition, your listing will be featured in the app's dedicated promotions section. A limited number of spots are available, so act fast to make your mark in the digital space!

## REGISTRATION CONFIRMATION EMAIL

\$2,000

Capitalize on the excitement of registration with this exclusive sponsorship! Your company's name and booth number will be featured prominently in an ad on the confirmation email sent to every attendee as they register for the SWDC. This strategic placement positions your brand as a key player, ensuring you're at the forefront of attendees' minds as they start mapping out their Conference plans.

## SPONSORED SOCIAL MEDIA POST

\$250/per listing

Leverage the power of SWDC's social media channels (Facebook, Instagram, Twitter, and LinkedIn) to get your message directly in front of thousands of engaged followers. You provide the artwork, copy and link, and we'll post it on the day and time of your choice. Limited to one post per day—this is an exclusive opportunity to amplify your brand's presence on our platforms. Submissions are subject to review and must comply with our social media policies.

## EMAIL BLASTS

\$1500/email

Stand out in the inbox of over 100,000 dental professionals! SWDC's email blasts are a direct line to our extensive marketing database. With this sponsorship, your banner ad will be the only promotion in the email. Plus, it includes a direct link to your website. Secure your spot for maximum visibility and drive traffic to your business.





# 2025 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: Kisha Allen, Exhibits Manager  
13633 Omega Road | Dallas, TX 75244  
kisha@dcds.org | 972-386-5741

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).