

Southwest Dental Conference

HILTON ANATOLE DALLAS · AUGUST 20-21, 2027

Sponsorship/Advertising

SNACKS & SMILES SPONSOR

Cost determined by your food purchase through Hilton Anatole Catering

Purchase snacks or drinks to attract attendees directly to your booth, boost booth traffic and stand out during the peak Smiles & Snacks Networking Event hours on Friday from 11:30 AM – 1:00 PM. All participating exhibitors will be highlighted in our Smiles & Snacks promotions. Make arrangements early to be noted in the on-site attendee guide.



PRINTED SPONSORSHIP/ADVERTISING

TOTE BAG SPONSOR

$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. Sponsorship price includes bag production.





ADS

Back Cover $1,500
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!

CONFERENCE PEN SPONSOR

Cost determined by your design

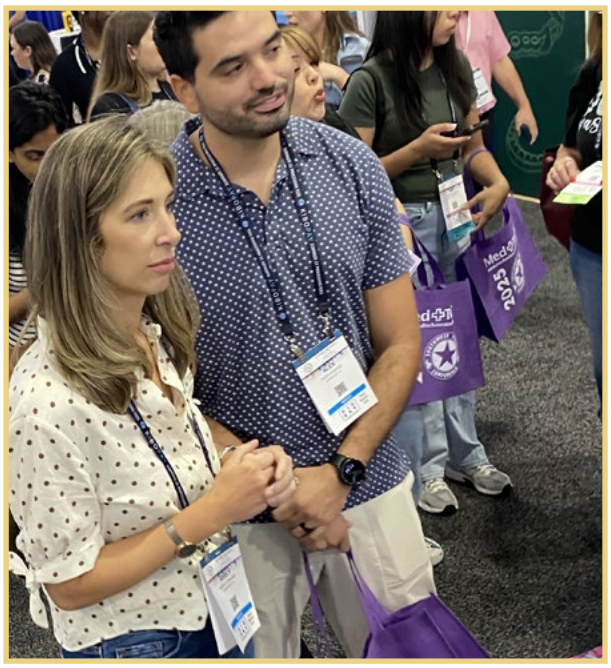
Promote your brand during the Conference and beyond through branded pens. Pens are placed in attendee bags, at Registration and various locations throughout the Conference. It doesn't stop here, as any remaining pens are distributed in the following year at DCDS events.



BADGE SPONSOR

$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. This sponsorship is the perfect way to stay top of mind as they network, attend sessions, and visit exhibitors.



LANYARD SPONSOR

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 CARD SPONSOR

$1,500

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



BAG INSERT ADVERTISING

$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.

NOTEPAD SPONSOR

$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 through this sponsorship. 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.

ON-LINE REGISTRATION BROCHURE ADVERTISING

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.



DIGITAL SPONSORSHIP/ADVERTISING

MOBILE APP BANNER SPONSOR

$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 sponsorship is prime digital real estate for maximum exposure during the event.

EMAIL BLAST SPONSOR

$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.



REGISTRATION CONFIRMATION EMAIL SPONSOR

$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.

APP BLASTS/ SHOW SPECIAL PROMOTIONAL AD

$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!

SPONSORED SOCIAL MEDIA AD

$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.

SPONSORSHIP/ADVERTISING CONTRACT

2027 SOUTHWEST DENTAL CONFERENCE

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: Exhibits Manager
13633 Omega Road | Dallas, TX 75244
info@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).