Exhibitor Prospectus

Introducing SmileCon!

SmileCon™ is the ADA’s annual meeting, reimagined for the future. From dentists to dental hygienists and business assistants to lab techs, SmileCon brings together dental team members from around the U.S. and 50+ other countries. With electric events, irresistible speakers, hot-off-the-press content, and a community that’s Ahhh-mazing, we’re setting the stage for something truly smile-worthy—an event where professionals can charge up their skills and let their hair down.

And with this in mind, Dental Central—formerly known as the Exhibit Hall—will be redesigned as a hub of activity, both for socializing and for business. More attendees on the floor mean more potential customers for you. Dental Central will be a place for quality networking and more opportunities for attendees to “do” rather than just “watch”.

Dental Central Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Monday, Oct. 11</td>
<td>10:30 a.m.–7 p.m.</td>
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<tr>
<td>Tuesday, Oct. 12</td>
<td>9 a.m.–5 p.m.</td>
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<tr>
<td>Wednesday, Oct. 13</td>
<td>9 a.m.–3:30 p.m.</td>
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Important Dates

- January 11–14, 2021
  - Exhibitor renewals
- February 1, 2021
  - General exhibitor sales start
- June 23, 2021
  - Final date to reduce or cancel space
  - Final payment due
- June 26, 2021
  - Company description due for exhibitor listing
- October 8–10
  - Move-In
- October 11–13
  - Dental Central Open
- October 13–15
  - Move-out
Why you should exhibit at SmileCon

SmileCon is the only event that tells the full story of the profession today and in the future. Our colleagues and contacts from across the U.S. will be there for exclusive advocacy, research, and policy updates from the premier voice in dentistry—the ADA.

What makes SmileCon different:

• A floor plan redesigned to reduce “browser’s fatigue”
• Amenities such as lounges and cafes sprinkled around the hall to build traffic
• Multipurpose “Smile Stages” around Dental Central will serve as launchpads for CE content, industry updates, and dental trends in a small-group environment.
• Dental Central hours are more accessible to attendees, with more hours unopposed by CE courses—no scheduling conflicts!
• New floor plan lets you explore different ways to exhibit

“The show was good & we walked away with new customers.”

“Best conference to meet with all the dentists from around the country.”
Meet our attendees

Dentists, dental hygienists, dental assistants, business assistants, and lab technicians from the U.S. and over 50 countries consider the ADA’s meeting a can’t-miss event year after year. Below are response data from the ADA FDI 2019 attendee post-show survey.

- **31,009** Total Registration
  - **10,685** Dentists
  - **8,873** Dental Team
  - **761** Students
  - **5,667** Other
  - **5,023** Exhibitors

- **92%** of attendees visited the Exhibit Hall
- **56%** of attendees made purchases based on information gathered at the ADA FDI 2019 Exhibit Hall

Attendees preferred:

- **Face-to-face conversations** with exhibitors to gather information on products and services
- **One-on-one demonstrations** by exhibitors for information about products and services

Attendees’ Top 3 Reasons to Visit the Exhibit Hall

1. “I consider my time with the exhibitors part of my educational experience at the ADA Annual Meeting”
2. “I like to see all of the products and compare competitors”
3. “While I may not purchase on-site, I make purchase decisions based on my experiences at the ADA Annual Meeting”
Dental Central’s new layout

What’s new with our floor plan and layout

Dental Central will be the hub of all SmileCon activity!
New features include:

- Exhibitors with new technology, product demonstrations, and must-have dental products will be the highlights of Dental Central
- Diagonal aisles that put exhibitors in prime locations throughout the hall
- Lounges and Smile Stages, where attendees can socialize, connect, and learn—strategically placed to keep attendees engaged and avoid “browser’s fatigue”
NEW THIS YEAR: Turnkey Kiosks! Skip the hassle of putting together an elaborate display and instead get ready to connect! Rent one of our Turnkey Kiosks—a modular kiosk 3.25 ft. wide x 1.5 ft. deep x 8 ft. high, with storage underneath.

What is included with each 10 ft. x 10 ft. exhibit space*:

- 10 Dental Central personnel badges
- Company description in the exhibitor listing (information must be received by June 26, 2021)
- Company description, product information, and a hyperlink in the mobile app
- 50-word company description and logo included with the online floor plan listing
- 8 ft. high back drape and 3 ft. high side drape with booth identification sign

*No carpeting, furnishings, electrical service, or other amenities are included. Discount pricing for these services will be available from the general contractor, Freeman.

What is included with each Turnkey Kiosk**:

- 4 Dental Central personnel badges
- Company description in the exhibitor listing (information must be received by June 26, 2021)
- Company description, product information, and a hyperlink in the mobile app
- 50-word company description and logo included with the online floor plan listing
- Carpeted flooring
- (1) Stool
- (1) Standard electrical power strip

**Internet is not included in your Kiosk, but may be ordered through Freeman’s online service manual.

Freeman’s online service manual will be available in early May 2021.
There are two easy ways to reserve exhibit space:

1. **Reserve online.** Go to SmileCon.org, visit the Exhibitors & Sponsors page, and click the Reserve A Booth button. Then submit the online form.

-OR-

2. **Complete the PDF application linked from the Reserve Your Exhibit Space webpage.** Complete and return the Application and Contract for Exhibit Space via email. A deposit invoice will be emailed to the contact person listed on the application once approved. If you are a new exhibitor, you will need to provide a URL with detailed information about your product or service. If a website is not available, please contact the ADA exhibit office to discuss options to review products or services. All new applicants are subject to approval by the ADA.

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**Exhibit Space Pricing**

- Standard 10 ft. x 10 ft. exhibit space: $4,500
- Corner 10 ft. x 10 ft. exhibit space: $5,400
- SmileConnect Meeting Rooms
  - 10 ft. x 10 ft.: $4,500
- Turnkey Kiosk:
  - $2,500 (one side)

All rates are in U.S. dollars.

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“We enjoy the outcome of attending this event each year.”

ADA FDI 2019 exhibitor
Payment schedule

To be considered for exhibit space, your application for commercial exhibit space must be accompanied by a $1,000 deposit per 10 ft. x 10 ft. booth or Turnkey Kiosk. The balance is due on or before June 23, 2021.

All applications received after June 23, 2021 must include full payment.

Acceptable payment forms are check, Visa, MasterCard, American Express, ACH, or wire transfer. Checks should be made payable to the American Dental Association in U.S. funds and drawn on a U.S. bank. Selected exhibitors will receive a confirmation of their chosen exhibit space. Non-selected exhibitors will receive a full payment refund based on the method of payment.

General exhibit sales open February 1, 2021.

Cancellation or Reduction of Exhibit Space

Both the exhibitor and ADA acknowledge that, in the event the exhibitor has to cancel, ADA will sustain substantial monetary losses that cannot precisely be determined. Due to the difficulty of determining and detailing these losses, the exhibitor agrees to pay the following as liquidated damages (and not a penalty) if they cancel or downsize their booth space.

If written notice of cancellation or reduction of exhibit space is received prior to June 23, 2021, exhibitor agrees to pay a cancellation fee equal to $1,000 per 10 ft. x 10 ft. booth space or Turnkey Kiosk. If written notice of cancellation or reduction of exhibit space is received on or after June 23, 2021, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for exhibit space. These cancellation fee terms will apply regardless of the execution date of the application. If the ADA does not receive any notice of cancellation in writing, the exhibitor will be liable for 100% of the total fee for exhibit booth space.

Dental Central Schedule*

Dental Central Move-In
Friday, Oct. 8 8 a.m.–5 p.m.
Saturday, Oct. 9  8 a.m.–5 p.m.
Sunday, Oct. 10 8 a.m.–4 p.m.

Please note that Saturday and Sunday are subject to overtime labor rates.

Dental Central Hours
Monday, Oct. 11 10:30 a.m.–7 p.m.
Tuesday, Oct. 12 9 a.m.–5 p.m.
Wednesday, Oct. 13 9 a.m.–3:30 p.m.

Dental Central Move-Out
Wednesday, Oct. 13 3:30 p.m.–5 p.m.
Thursday, Oct. 14 8 a.m.–5 p.m.
Friday, Oct. 15 8 a.m.–Noon

*Hours subject to change. All times are Pacific Time (PT).

Questions?

For questions, contact Rhonda King at rhonda@corcexpo.com or +1.312.617.2919.