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ANNUAL
MEETING
& EXPO

Special Care
DENTISTRY
ASSOCIATION



Inspire - Lead - Make a Difference

Fairmont Downtown Hotel | April 27-29, 2023
Dallas, TX

2023 PROSPECTUS

Who attends the SCDA Annual Meeting?

The SCDA 35th Annual Meeting brings together leading national and international dentists and hygienists to exchange cutting edge research and best practices in hospital, geriatric and persons with disabilities dentistry. By bringing together these dental leaders, new dentists, and students, it creates a unique opportunity for collaboration. Additionally, the Annual Meeting is the place to learn more about innovations in products and services for the special populations SCDA members serve.

While many of the attendees have private practices with a variety of patients, many also work in hospitals or educational environments teaching future practitioners. The age of meeting attendees ranges from students beginning their career to those who have reached the pinnacle of their career and have earned Diplomate status.

Why you should exhibit at the SCDA Annual Meeting!

Attendees come to learn about new products and services that will make their patients more comfortable, make their offices more efficient and improve the services they are able to provide.

Sign-up now for an exhibit or sponsorship if you have products or services like:

- Dental instruments, equipment and supplies for general dentists and specialists
- Dental-specific imaging software and equipment
- Practice management tools and software (financial or scheduling services, etc.)
- Educational materials for healthcare providers, students, dental school faculty or patients' families
- Assisted oral care products
- Dental laboratory services
- Technology assisted products or services
- Infection control supplies
- Equipment for mobile dental providers
- CAD/CAM tools for dental practices





The SCDA 35th Annual Meeting will include new and innovative ideas to bring instruction to a new level, by offering ‘Hands-on” *Experiential Training* opportunities during our Annual Meeting and Expo. Ideally, these would be in partnership with Exhibitors and members who would jointly educate and demonstrate the use of the products, services and techniques. The settings for these educational experiences could vary from within expanded exhibitor space in the Exhibit Hall or as part of a general or concurrent sessions at the Meeting.

Who is SCDA?

SCDA is an organization of oral health professionals that are prepared for success when treating patients with special healthcare needs.

When we build a coalition, we can do so much more.



Hotel Information



The Fairmont in Downtown Dallas offers all the amenities of a world-class hotel with 545 guest rooms and suites. The Fairmont is located in the heart of downtown Dallas Arts District, surrounded by an array of fine-dining restaurants, shopping, arts and entertainment.

The Fairmont Dallas Hotel is offering SCDA attendees a reduced rate of \$169 per night before taxes, gratuities, or service fees. Rooms are limited and on a first-come, first-serve basis. The hotel reservation cut-off date is Tuesday, **April 4, 2023**. Reservations can be made through the online portal with through this link <https://book.passkey.com/e/50360580>





Exhibit Booth Details

Exhibit Rates

Tabletop - \$2,000

10 X 10 Exhibit Space - \$4,000

Exhibit Hours (Subject to Change)

Thursday, April 27

10:00 am - 6:00 pm Exhibitor Move-In
 7:00 pm - 9:00 pm Welcome Reception, Exhibit Hall

Friday, April 28

7:00 am - 8:00 am Attendee Breakfast, Exhibit Hall
 9:45 am - 10:15 am Break, Exhibit Hall
 12:00 pm - 1:00 pm Lunch, Exhibit Hall
 3:00 pm - 3:30 pm Break, Exhibit Hall

Saturday, April 29

7:00 am - 8:00 am Attendee Breakfast, Exhibit Hall
 9:45 am - 10:15 am Break, Exhibit Hall
 12:00 pm - 1:00 pm Lunch, Exhibit Hall
 3:00 pm - 3:30 pm Break, Exhibit Hall
 5:30 pm - 9:00 pm Exhibitor Move-Out

Booth Assignments

Upon receipt of application and payment, space will be assigned on a first-come, first-served basis. Booth assignments will be provided 30 days prior to the meeting.

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
- Two (2) complimentary full-meeting badges
- Recognition on signage at the Annual Meeting

Exhibit Personnel

Two (2) complimentary full-conference badges awarded to exhibitors. Full conference badges will gain access into educational sessions. Exhibitors can purchase additional full-conference badges at a discounted rate of \$500 each. Exhibitors are encouraged to go to the sessions and engage with our members in the process.



Sponsorship Opportunities

Sponsor a “Hands-On” Experiential Training Session – \$2,500

This year’s Annual Meeting will offer “Hands-on” Experiential Training opportunities during our Annual Meeting and Expo. These would be in partnership with Exhibitors and Members who would jointly educate and demonstrate the use of the products, services, and techniques. The settings for these educational experiences could vary from within expanded exhibitor space in the Exhibit Hall or as part of the General Session.

Gold Sponsor \$7,500

- Present at Annual Meeting General Session/Hands-on Experiential Training (as described above)
- One (1) complimentary 10 X 10 Exhibit space
- Three (3) complimentary full meeting registrations
- Recognition as Gold Sponsor on the SCDA meeting website. This includes Sponsor’s Logo with URL link to their website
- Two (2) email blasts (1) before (1) after the conference Speak directly to your target audience
- Recognition on signage at the Annual Meeting
- Promotion piece in Registration Bag
- Recognition as Advocate of SCDA’s new Community and Communications Platform- “SCDASync” powered by Higher Logic

Silver Sponsor \$5,000

- One (1) complimentary Tabletop exhibit space
- Two (2) complimentary full meeting registrations
- Recognition as Silver Sponsor on the SCDA meeting website. This includes Sponsor’s Logo with URL link to their website
- One (1) email blast before conference, speaking directly to your target audience
- Recognition on signage at the Annual Meeting

Bronze Sponsor \$3,000

- One (1) complimentary tabletop exhibit space
- One (1) complimentary full meeting registration
- Recognition as Bronze Sponsor on the SCDA meeting website. This includes Sponsor’s Logo with URL link to their website.
- Recognition on signage at the Annual Meeting

For more information regarding sponsorship opportunities please contact:

Julie Patterson (Sr. Manager of Meetings and Education) at jpatterson@association-resources.com



Marketing Support Opportunities

Exhibitor Welcome Reception **\$5,000**

Thursday, April 27 6:00 pm - 9:00 pm

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

- Introduce your company at the podium, during Exhibitor Welcome Reception
- Distribute promotional items at the Exhibitor Welcome Reception (promotional items provided by sponsor)
- Sponsor logo on cocktail napkins at the Exhibitor Welcome Reception

Opening Session with Keynote Speaker **\$1,500**

Thursday, April 27

Exclusive

The opening Session is one of the highest attended sessions at the Annual Meeting. Sponsoring this session provides excellent corporate exposure as well as the opportunity to target attendees.

- Sponsor logo on signage at session
- Chair drop or registration bag insert

Beverage Breaks **\$1,500 per day**

(includes 2 breaks per day)

Friday, April 28 or Saturday April 29

Our attendees are thirsty for knowledge...and beverages sponsored by your company!

- Sponsor logo on signage at the break
- Promotional flyer will be included in registration materials

Meeting Bags **\$4,000**

Exclusive

Travel with SCDA members and attendees long after the Annual Meeting ends by sponsoring the Meeting Bags. A Meeting Bag is given to each registered meeting attendee.

- Sponsor logo on front of bag
- One promotional item in the meeting bag

Meeting Lanyards **\$3,000**

Exclusive

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

Hotel Key Cards **\$2,000**

Exclusive

Remind attendees of your presence at the Annual Meeting as soon as they arrive with a hotel key card featuring your company logo. Sponsor is responsible for all associated costs and will work directly with SCDA provided vendor.

For more information regarding sponsorship opportunities please contact:

Julie Patterson (Sr. Manager of Meetings and Education) at jpatterson@association-resources.com

Website Banner **\$750**

Non-Exclusive

Advertise your company on the Annual Meeting website.

Eblast **\$1,500 each**

Non-Exclusive

Speak directly to your target audience through email blasts customized with your message to all registered attendees before or after the meeting.

\$1,500 - Eblast sent out prior to meeting

\$1,500 - Eblast sent out post meeting

Window Clings **\$2,000**

Exclusive

Eye-catching window advertisements in the general session/exhibit hall foyer. Sponsor is responsible for all associated costs and will work directly with the SCDA provided vendor.

Floor Clings **\$2,000**

Exclusive

Direct attendees to your booth with floor clings. Floor clings will be placed in the general session/exhibit hall foyer. Sponsor is responsible for all associated costs and will work directly with the SCDA provided vendor.

Hand Sanitizer Stations **\$2,000**

Non-Exclusive

Sponsor logo will be incorporated into the design of the hand sanitizer stations located throughout the conference space. Sponsor is responsible for all associated costs and will work directly with the SCDA provided vendor.



Student Sponsorship

\$1,000 per student

Non-Exclusive

Help support dental students attending the Annual Meeting by sponsoring their trip! This is a great way to get future dentists involved in Special Care Dentistry.

- Opportunity to introduce student during the awards ceremony
- Student will be listed as your company's student scholarship winner
- Sponsor recognition on website

General Session Chair Drop **\$1,000**

2 opportunities available

Distribute ONE flier to each attendee at a general session (choose which lecture). Guaranteed visibility to hundreds of audience members!

SCDA 35th Annual Meeting on Special Care Dentistry

April 27-29, 2023

COMPANY NAME _____

PRIMARY CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

WEBSITE _____

Annual Meeting Sponsorship Level

- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$3,000

Additional Marketing Opportunities

Additional Marketing Opportunities are granted on a first-come, first-served basis. I would like to sponsor (check off all that apply):

- Exhibitor Welcome Reception \$5,000
- Session Presentation \$2,500
- Keynote Speakers - \$1,500
- Meeting Bags \$4,000
- Meeting Lanyard \$3,000
- Beverage Breaks \$1,500 per day
- Student Sponsorship \$1,000 (per student)
- General Session Chair Drop \$1,000 (Limit 2)
- Website Banner \$750
- Window Clings \$2,000
- Floor Clings \$2,000
- Hotel Key Cards \$2,000
- Eblast \$1,500 – Prior to Meeting or Post Meeting
- Hand Sanitizer Stations \$2,000

Rules and Regulations

Cancellation

The exhibitor shall give SCDA notice in writing of its intention to cancel or withdrawal from the event. For notices received on or before February 16, 2023, the exhibitor shall be obligated and agrees to pay 50% of the contract value. In the event that said notice is received after February 16, 2023, the exhibitor shall obligated and agrees to pay 100% of the contract value.

Default of Occupancy

Any exhibitor failing to occupy their exhibit booth (contracted but not canceled) by 7:00 am, April 28, 2023 is obligated to pay the full cost of such space. SDCA has the right to take possession of said space and lease the same.

Exhibit Hours

Exhibitors are required to keep at least one attendant in their booth during show hours.

Failure to Hold Event

Should any contingency prevent the holding of the 2023 Annual Meeting, SCDA shall retain only such part of the exhibitor's rental as required for the expenses incurred up to the time such contingency shall have occurred. If for any reason the 2023 event shall be canceled or deferred, the exhibitor waives all claims for damages or recovery of payments made.

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 2023 Annual Meeting. Including but not limited to bodily injury or property damage, except to the extent cause by gross negligence or willful misconduct. Exhibitor agree that if Show Management is made a party to litigation commenced by or against exhibitor, or relating to this lease or 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.

Fees

All exhibit and sponsorship fees must be paid in full by February 16, 2023.

Exhibit Space Agreement

Contact Person: _____
(This person will receive all correspondence pertaining to the meeting)

Title: _____

Telephone: _____

Email Address: _____

Company Name: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Exhibit Space

Tabletop \$2,000

10' x10' Exhibit space \$4,000

Location Preferences

Please note that the booth locations will be given on a first come, first serve basis depending on when applications are received and space availability.

We would like to be nearby: _____

We would NOT like to be nearby: _____

SCDA will make every effort to honor your location requests. **Full payment is due with the Exhibit Space Agreement.**

Payment Information

Exhibit spaces, sponsorships, and exclusive marketing opportunities are granted on a first come, first served basis. Please submit this payment form and all supplemental documentation in a timely manner. Thank you!

Check Amount Enclosed \$ _____ Date Sent _____

All Checks must be payable to
Special Care Dentistry Association (SCDA)
Attn: Annual Meeting A/P
2800 West Higgins Road, Suite 440
Hoffman Estates, IL 60169

Credit Card *Payments made by credit card are subject to a 3% fee.

- Visa
- Mastercard
- American Express
- Discover

Amount to be Charged \$ _____

Credit Card Number _____

Expiration Date _____ Security Code _____

Name as it Appears on Card _____

Cardholder's Signature _____

Billing Address _____

Billing City _____ Billing State _____ Billing Zip _____

We agree to abide by all rules and regulations set forth in this prospectus. By signing this payment form, company agrees to the following commitment and understands that full payment is due with this agreement. In the event of cancellation after February 16, 2023 a refund will not be issued. All descriptions, logos and other artwork must be approved by SCDA prior to use.

Signature: _____ Date: _____