



## SCIENTIFIC SESSION SPONSORSHIP

The Scientific Session Sponsorships have been created in response to feedback from members and current sponsors who believe that supporting the science reinforces the purpose and goal of the meeting, and the mission of the IADR.

<b>DIAMOND</b> <b>\$50,000</b>	<b>GOLD</b> <b>\$25,000</b>	<b>SILVER</b> <b>\$10,000</b>
<p><b>As the Premier sponsor of the Scientific Session, a company will receive optimum visibility:</b></p> <ul style="list-style-type: none"> <li>▪ Three complimentary meeting registrations (ticketed events excluded).</li> <li>▪ Complimentary ½ page color ad in Program Book.</li> <li>▪ Company recognized as Diamond Sponsor on Welcome Slide before Oral Presentations.</li> <li>▪ Company logo <i>prominently</i> displayed in all Scientific Session marketing materials including Program Book, meeting mobile app and event website.</li> <li>▪ Direct link to sponsor company website from corporate sponsor meeting page on IADR website.</li> <li>▪ Reserved seating at Opening Ceremonies.</li> <li>▪ Company logo on signage in convention center, meeting mobile app and headquarter hotel (if allowed).</li> <li>▪ 4 tickets to attend President's Reception.</li> <li>▪ 5% off additional booth space (after purchase of 1<sup>st</sup> booth).</li> </ul>	<p><b>As a Gold level sponsor of the Scientific Session, a company will receive:</b></p> <ul style="list-style-type: none"> <li>▪ Two complimentary meeting registrations (ticketed events excluded).</li> <li>▪ Complimentary ½ page color ad in Program Book.</li> <li>▪ Company recognized as Gold Sponsor on Welcome Slide before Oral Presentations.</li> <li>▪ Company logo displayed in all Scientific Session marketing materials including Program Book, meeting mobile app and event website.</li> <li>▪ Direct link to sponsor company website from corporate sponsor meeting page on IADR website.</li> <li>▪ Reserved seating at Opening Ceremonies.</li> <li>▪ Company logo on signage in convention center, meeting mobile app and headquarter hotel (if allowed).</li> <li>▪ 2 tickets to attend President's Reception.</li> </ul>	<p><b>As a Silver level sponsor of the Scientific Session, a company will receive:</b></p> <ul style="list-style-type: none"> <li>▪ One complimentary meeting registration (ticketed events excluded).</li> <li>▪ Company recognized as Silver Sponsor on Welcome Slide before Oral Presentations.</li> <li>▪ Company logo displayed in all Scientific Session marketing materials including Program Book, meeting mobile and event website.</li> <li>▪ Direct link to sponsor company website from corporate sponsor meeting page on IADR website.</li> <li>▪ Reserved seating at Opening Ceremonies.</li> <li>▪ Company logo on signage in convention center and headquarter hotel (if allowed).</li> </ul>



## SPONSORSHIP OPPORTUNITIES

### **USB of Abstracts** **SOLD!** **\$20,000**

Put your name in the hands of every attendee with one of the most prominent sponsorship opportunities available. The USB of Abstracts is distributed to every attendee and is used extensively by delegates to look up abstract and presentation information at the meeting as well as once they return home.

- Company name and logo on USB flash drive (distributed to all attendees).
- Opportunity to include logo and company's latest scientific advances on USB (pending IADR approval of file size and content).
- Company name and/or logo recognized on signage at convention center, mobile app and meeting website.
- Company recognized in Program Book (distributed to all attendees).

### **Poster Board Sponsor** **SOLD!** **\$26,500**

Take advantage of this high visibility sponsorship that directly contributes to the goal of providing exceptional scientific research and studies along with prominent branding opportunities for your company.

- Company name and logo on all poster board signage throughout poster/ exhibition hall.
- Company name and/or logo recognized on signage at convention center, mobile app and meeting website.
- Company recognized in Program Book (distributed to all attendees).

### **Conference Bags** **\$25,000 (non-exclusive) or in-kind donation**

Get your company name and logo in front of each meeting attendee by sponsoring the meeting conference bag.

- Company (2 or 4 color) logo featured on exterior of 7,500 conference tote bag, distributed to every attendee at registration.
- Company recognized in Program Book (distributed to all attendees).
- Company name and/or logo recognized on signage at convention center, mobile app and meeting website.
- Opportunity to distribute (1) promotional item in conference bags. (Subject to pre-approval by IADR)  
*Conference bags will include additional bag inserts, this is a non-exclusive sponsorship.*

### **Welcome Reception Sponsor Host** **\$10,000**

*(Multiple opportunities available)*

Following the Opening Ceremonies, help kick off this year's exciting scientific meeting as one of the Welcome Reception Hosts and receive prominent recognition of your company at the reception as well as:

- VIP Seating for Company representatives at Opening Ceremonies.
- Photo opportunity for Company representatives and IADR Leadership at the Welcome Reception.
- Company recognized in Program Book (distributed to all attendees).
- Company name and/or logo recognized on signage at convention center, mobile app and meeting website.
- Opportunity to distribute (1) promotional item in conference bags. (Subject to pre-approval by IADR)

### **Distinguished Lecture Series Speaker - (Sat Speaker sold, Thurs & Fri available) \$10,000 each**

Sponsoring the Distinguished Lecture Series allows your company to contribute to the core mission of IADR and the General Session & Exhibition by advancing research and increasing knowledge for the improvement of oral health. You will also receive:

- Company logo on signage at sponsored event.
- Company recognized in Program Book (distributed to all attendees).
- Company name and/or logo recognized on signage at convention center, mobile app and meeting website.
- Opportunity to share/distribute (1) promotional item with event attendees.

### **Industry-sponsored Symposium**

**\$12,000**

An exclusive offer to IADR/AADR Corporate and Institutional Members, Leadership Level or above, get your company's latest innovations or research in front of attendees by sponsoring a symposium session at the conference.

- Meeting Room Rental and A/V equipment.
- Half-page ad in Program Book.
- Full session listed in mobile app, meeting website, final program and signage.
- Company name and/or logo recognized on signage at convention center, mobile app and sponsor page of the meeting website

***See the Industry-sponsored Symposium information for a full listing of benefits and submission guidelines.***

### **Speaker Ready Room Sponsorship**

**\$10,000**

Directly contribute to the meeting goal of delivering great scientific presentations by sponsoring the technology that allows presenters to send their presentations directly to the meeting rooms for their sessions.

- Company logo on signage outside of the room.
- Company logo on each computer screen saver in speaker ready room.
- Company recognized in Program Book (distributed to all attendees).
- Company name and/or logo recognized on signage at convention center, mobile app and sponsor page of the meeting website.

## **Promotional/Advertising Opportunities**

### **Mobile & Desktop Banner Ad**

**\$5,000**



Your custom clickable banner ad will appear at the top of the desktop program and mobile app, getting up to thousands of visits each day. Drive traffic to your exhibit booth or website.

### **NEW!! Splash Page Company Logo**

**\$3,000**

Your company logo on the opening screen of this year's meeting mobile app provides high, recurring visibility to meeting attendees. (Not a clickable logo).

***ACT FAST - Limited to two companies.***



### **NEW! Registration Scanner**

**\$7,500**

Reach out to delegates and decision makers by placing your company logo on the registration scanner holders, where attendees will need to scan their registration materials to pick up a badge for the meeting.

- Company recognized in Program Book (distributed to all attendees).
- Company name and/or logo recognized on signage at convention center, mobile app and meeting website.



### **NEW! In-Room Event Concierge**

**\$4,000**

Promote your company's newest innovation, product or research, and maximize booth traffic through the in-room concierge. A tablet featuring IADR content will be in each IADR attendee guest room at the Marriott Marquis (Headquarter Hotel).

- Opportunity to submit up to (3) pages of promotional/marketing content to IADR for inclusion in the in-room concierge (content is subject to pre-approval by IADR). Content submitted by sponsor will be in conjunction with the IADR content.
- Company recognized in the Program Book (distributed to all attendees).
- Company name and/or logo recognized on signage at convention center, in the meeting mobile app and the desktop version of the app.

### **Program Book Advertisement**

**Various**

Make your company known with an ad in this year's Program Book. Invite attendees to visit your booth, market your latest technology or send a general welcome to this year's attendees through a customized ad.

- Program Book is given to all attendees providing an opportunity to be seen by thousands.
- Various ad sizes and pricing available.

*See Program Book contract details sheet for size and pricing options.*

### **Conference Bag Insert**

**\$3,500/insert**

Promote your company's newest innovation, product or research or just use it as a tool to maximize booth traffic through conference bag inserts which will be distributed to all session attendees.

- Opportunity to insert (1) promotional/marketing item into the conference bags
  - 7,500 copies/items must be provided - Insert subject to pre-approval by IADR.

*(Production costs are additional and are the responsibility of the sponsor).*

### **Create Your Own Sponsorship**

The opportunities listed here may not reflect IADR's complete offerings

IADR's events, exhibits, print and mobile app advertising, and scientific session sponsorships provide strategic and prominent visibility for your company. However, we know we don't have all the answers. If you have new ideas or want to enhance an existing sponsorship we have the ability to work with you to create a custom sponsorship opportunity that will enhance your company's brand and align with your business objectives. To brainstorm new ideas, or to customize a sponsorship, please contact Kasey McNeil at +1.703-299-8093.

*\*All available sponsorships are offered on a first come first serve basis. Some sponsorships are available for multi-year commitment. Sponsor benefits will commence once a sponsorship agreement is in place*



## IADR General Session & Exhibition

# INDUSTRY-SPONSORED SYMPOSIUM

As a service to IADR/AADR Corporate and Institutional Section Members\* IADR has adopted a policy of allowing industry-sponsored symposia.

**Submission Deadline: November 1, 2016**

### Proposal Requirements:

- Title
- List of speakers (*All speakers must be registered for the conference*)
- Description of program
- Individual presentation titles for each speaker
- Preferred date/time
- Anticipated attendance

The Annual Session Committee will review each proposal. Industry-sponsored symposium notifications will be made no later than **December 12, 2016**. IADR will work with the organizer to select the date and time of the program as well as the room size based on its evaluation of the symposium content and potential level of interest.

**COST: \$12,000**

Package includes the following:

- A/V Equipment (Screen, Computer, LCD projector, Laser Pointer, 2 Table Top Mics, 2 Aisle Mics, and Podium Mic) note: any other equipment not listed may be rented at the organizer's expense
- A/V Technician (2 hours)
- Security (2 hours)
- Meeting Room Rental
- Program promotion on IADR website (with optional link to company website)
- Program listed in Schedule of Events
- Permission to place, symposium organizer provided, signs (3 maximum) in registration area and outside meeting room

Recording of symposium is available for an additional fee.

View the IADR policies on [corporate sponsorship](#) prior to submitting your application.

To submit your application online please visit: <http://www.iadr.org/i4a/forms/index.cfm?id=74>

*For additional details contact Kasey McNeil at [kmneil@iadr.org](mailto:kmneil@iadr.org) or +1.703.299.8093*

*\*This sponsorship is a benefit to IADR/AADR Corporate and Institutional Section Members at the Leadership Level or above.*