

ACTIONABLE LEARNING



SOUTHWEST DENTAL CONFERENCE

August 20-21, 2021 • Kay Bailey Hutchison Convention Center • Dallas, TX

2021 EXHIBITOR SPONSORSHIP/ADVERTISING OPPORTUNITIES



ADVERTISING/SPONSORSHIP

TOTE BAGS

\$6,000

Your company logo can travel with thousands of attendees at the Conference and beyond! Fee includes bag production.

BADGES

\$2,500

Badges with your company logo are provided to all registered attendees.

LANYARDS

Lanyards with your company logo are provided to all registered attendees. You produce the lanyards once the design is approved by the SWDC.

CE SCANNING STATIONS

\$2,500

A popular destination for attendees in the Exhibit Hall, CE Scanning computers and printed certificates will feature your company's logo. You will also receive recognition on SWDC signs directing attendees to the scanning stations.

KEY CARDS AND KEY CARD PACKETS

\$1,500

Omni Dallas Hotel guests see your company logo every time they use their hotel key card. You produce the key cards and key card packets, design subject to SWDC approval. SWDC logo required on back of key card packet. Contact the Exhibits Manager for details.

NOTEPADS

\$750

Notepads with your logo are placed in the tote bags and distributed at the Welcome Center. You produce the item once the design is approved by the SWDC.

PRINT

ON-SITE PROGRAM ADVERTISING

The SWDC On-Site Program contains important information for Conference attendees, including course information, exhibitor listings, schedules and more. Programs are distributed at the SWDC Welcome Center and on-site registration area. All advertisements are in color.

Back Cover • \$2,500

Full Page • \$1,500

Inside Front or Back Covers • \$2,000

Half Page • \$1,000

DIGITAL

MOBILE APP BANNER

\$2,500

Your company has THE banner ad on the opening screen of the SWDC mobile app for the entire Conference. The ad links directly to your website.

EMAIL BLASTS

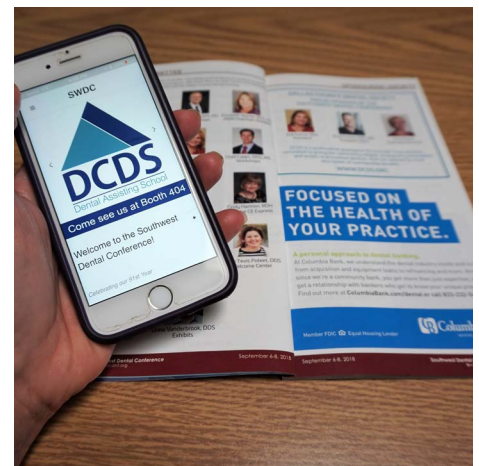
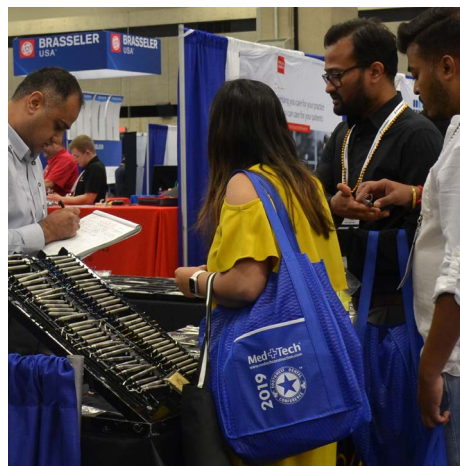
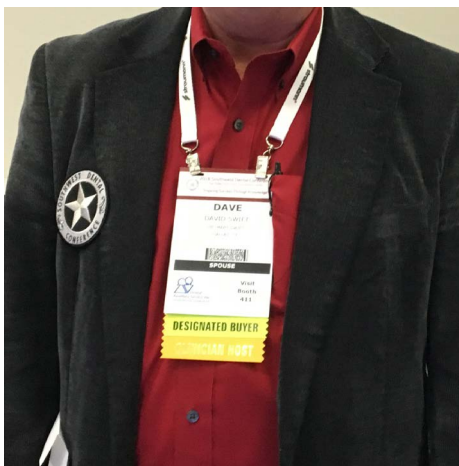
\$1,000/EMAIL

SWDC sends emails to the dental professionals in our extensive marketing database. Your single email banner ad will include a link to your company's website, and will be the only advertisement in the email blast.

APP BLASTS/SHOW SPECIAL PROMOTION

\$100/PER LISTING

We will send a 160-character text for your company via the event app, plus your show special post will be listed on the event app. Limited number of listings available.





2021 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: _____

Street, City, State, Zip: _____

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: Lori Dees, Exhibits Manager
13633 Omega Road | Dallas, TX 75244
lori@dcds.org | (f) 972-233-8636 | (p) 972-386-5741 ext. 228

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).