

RECONNECT

RECHARGE

REIMAGINE

150TH ANNUAL SESSION of the TEXAS DENTAL ASSOCIATION



Exhibitor &
Sponsor
Opportunities

2020 TDA
Meeting
May 7-9

SAN ANTONIO, TEXAS HENRY B GONZALEZ CONVENTION CENTER



Stand out from your competitors & be seen at the TDA Meeting by increasing your company's exposure and gaining visibility. Offering a variety of options based on exposure level and budget, our sponsorship opportunities help you stand out from the crowd. Make sure your brand and message are front and center at the TDA Meeting with high traffic opportunities before, during and after the conference.

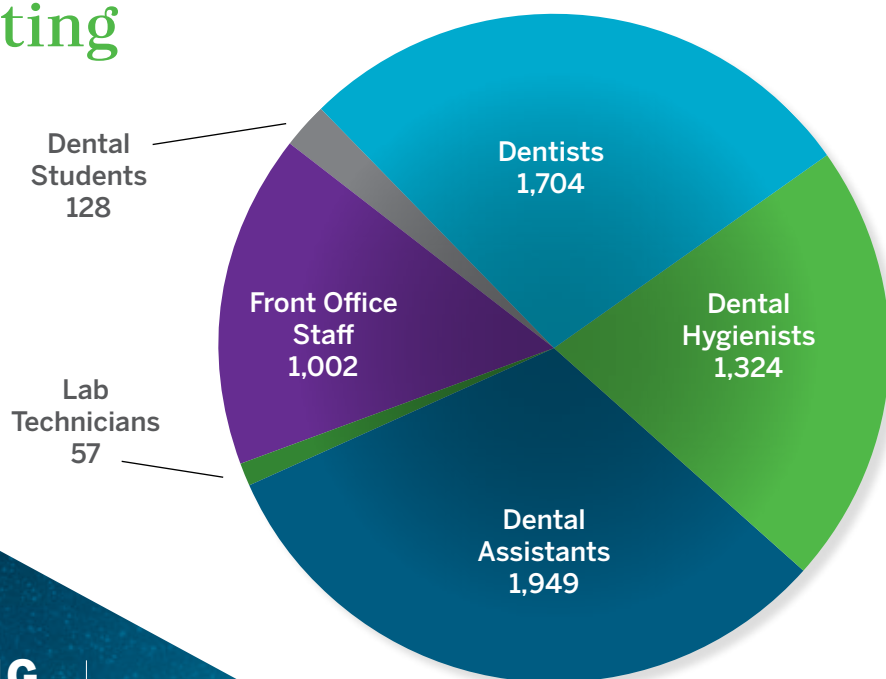
Exhibit Hall 2020

A HUB OF ACTIVITY

- An educational experience in the center of the hall
- Two classrooms in the hall for express CE courses
- Exhibitor and Member lounges
- Attendee Appreciation Party on Thursday evening, right after happy hour in the hall

On Thursday, we will invite all attendees and exhibitors to join us in the main entrance to the Convention Center, just outside of the Exhibit Hall, for the Attendee Appreciation Party. This will be an excellent opportunity for you to continue to socialize with current and prospective customers. Please contact Lauren Beeman, by email at lbeeman@tda.org, for sponsorship opportunities for this event and more!

Dental Professionals Attending the TDA Meeting



source: 2019
TDA Meeting
registration categories

BOOTH PRICING

EARLY BIRD PRICING

Through Sept. 30, 2019

Inline	\$1400
Corner	\$1600
Endcap	\$3500
Island	\$19/square foot

STANDARD PRICING

Oct. 1, 2019 – Feb. 29, 2020

Inline	\$1500
Corner	\$1700
Endcap	\$3600
Island	\$20/square foot

LAST MINUTE PRICING:

Beginning March 1, 2020

Inline	\$1650
Corner	\$1850
Endcap	\$3750
Island	\$21/square foot

What you will receive with your booth package:

- Standard black and white booth ID sign
- (5) booth badges
- 8' high back drape/
3' high side drape
- Link to online profile

Note: Endcap booth consists of two corners. Island booth is 20' x 20' or larger.

CONTACT

Lauren Beeman
Meetings Manager
Texas Dental Association
lbeeman@tda.org
512.443.3675
tdameeting.com

General Services Contractor
Shepard Exposition Services
832-799-5700
shepardes.com

LOCATION

Henry B. Gonzalez Convention Center
900 E. Market St. San Antonio, TX 78205
sahbgcc.com

TDAmeeting.com | lbeeman@tda.org

Exclusive

TDA MEETING SPONSORSHIPS



SPEAKER SUPPORT

Lecture Or Workshop Supporter
(companies supporting speakers and classes directly)

Sponsor a speaker or class of your choosing. Sponsorship includes logo recognition on the website, in the on-site program, phone app and signage outside the session. Based on availability.

Pricing varies by speaker and class.

EDUCATIONAL EXPERIENCE SPONSOR

- Area to be branded with your organization's name and logo
 - Recognition in TDA Meeting preliminary and on-site programs
 - Recognition on the TDA Meeting website
- \$8,000**

LANYARD

The TDA Meeting lanyard is worn by every attendee. This is a complete turnkey sponsorship where the company is responsible for paying for, producing and shipping the lanyards to the TDA Meeting. The TDA must approve all designs. **\$10,000**

EXHIBIT HALL CE EXPRESS

CLASSROOM SPONSOR (two available)

- Classroom to be branded with your organization's name and logo
- Recognition in TDA Meeting preliminary and on-site programs
- Recognition on the TDA Meeting website

\$8,000 each

MEMBER LOUNGE

- Lounge to be branded with your organization's name and logo
- Recognition in TDA Meeting on-site programs
- Recognition on the TDA Meeting website

\$5,000

TDA SOIREE

Attendee Appreciation Party

The soiree will be the 'place to be' on Thursday night after a long day of classes and shopping the exhibit floor. Includes signage at the party and the sponsor can put trinkets and information on tables. All TDA Meeting attendees are invited. Attendance approx. 4,000.

\$15,000

Show site sponsorships

HIGH TRAFFIC & HEAVY VISIBILITY AREAS

CHARGING LOUNGES *high traffic area*

Reconnect with attendees as they recharge by branding one of the various charging lounges throughout the convention center with your company's logo

Prices start at \$1,000 and are based on location of charging station



COLUMN WRAPS

A unique way to get recognized as your company's logo is wrapped throughout the building. There will be directional and general information on these throughout the meeting and will have heavy traffic and visibility. **Pricing starting at \$3,000 based on location of column.**



WINDOW, WALL, FLOOR & DOOR CLINGS

A distinctive way to get recognized as the attendees first enter the convention center or as they find their way to classes. Your company name will be the first thing they see and this creates a window of opportunity like no other.

Price per each cling and placement:

Window \$2,000 | Door \$3,000

Floor \$500 | Wall \$2,000

Be seen in print & online

PRELIMINARY PROGRAM

This is the first time our attendees get a sneak peek at our full program for the upcoming TDA Meeting. The guide is distributed to over 8,000 TDA Member Dentists and their staff. Make an early and lasting impression by being seen here first!

Inside Front	\$2,000
Inside Back	\$1,500
Full Page within program	\$1,300
Back Cover	\$1,800

ON-SITE MEETING PROGRAM

This is a highly targeted advertising opportunity in which your advertising message will reach our over 8,000 attendees with our professional show guide. All ads are full color.

Inside Front	\$1,500
Inside Back	\$1,200
Full Page within program	\$1,000
Back Cover	\$1,500

ATTENDEE BADGE

Put your company name and logo on the badge of every single attendee at the TDA Meeting. Your company logo will be featured on the front of each badge. Name badges are required to be worn by every attendee throughout the show. This sponsorship opportunity will provide repeat impressions throughout the show. Over 8,000 in distribution. **\$3,000**

MOBILE APP OPPORTUNITIES

Mobile Alerts Promote your booth, product or show specials/giveaways **\$250 each**

Exhibitor application

The TDA Meeting | May 7-9, 2020

900 W. MARKET ST. SAN ANTONIO, TX

How to complete and send this form:

PRINTED FORM Fax to: 512-692-416, Attn: Lauren Beeman

DIGITAL FORM Complete interactive fields and click submit button at bottom to send by email.
A new window will open in your email application.

EXHIBITOR INFORMATION

The information provided here is used for the on-site program

EXHIBITING COMPANY NAME

PRODUCT OR SERVICE TO BE DISPLAYED

PHONE

WEBSITE

PERMANENT CONTACT INFORMATION

This information is your permanent record on file to receive show and booth information.

CONTACT NAME

CELL PHONE

COMPANY NAME

ADDRESS

CITY, STATE, ZIP

OFFICE PHONE

EMAIL

By checking this box, exhibitor agrees to the lease term that begins at noon on Tuesday, May 5, 2020 and ends on Friday, May 8, 2020 at 6PM. Exhibitor agrees to all terms, conditions and provisions as stated in this contract.

DIGITAL SIGNATURE

BOOTH LOCATIONS

Refer to the floor plan at www.TDAmeeting.com and make a choice. Every effort will be made to accommodate your selection or near as possible to your selection. Select at least three:

TDA values your desire at our meeting. TDA will work to accommodate your request; however, we are not able to guarantee placement or avoidance of all location conflicts depending on volume and timing of requests.

OFFICE USE ONLY

Date Received _____

Online password _____

BOOTH PRICING

\$1,000 non-refundable deposit must accompany each booth space

BOOTH OPTIONS

- Inline
- Corner
- Endcap (consists of two corner booths)
- Island booth (20 x 20 square feet and up)

BOOTH PACKAGE TO INCLUDE:

- Standard black and white booth ID sign
- (5) booth badges
- 8' high black & white drape/
3' high side drape
- Link to online profile

early bird pricing

Through Sept. 30, 2019

Booth space must be paid in full by 9/30/2019 to receive this rate

Qty ___ Inline Booth x \$1400 = _____

Qty ___ Corner Booth x \$1600 = _____

Qty ___ Endcap Booth x \$3500 = _____

Island booth \$19 x ___ sq. feet = _____

standard pricing

Oct. 1, 2019 through Feb. 29, 2020

Booth space must be paid in full by February 29, 2020 to receive this rate

Qty ___ Inline Booth x \$1500 = _____

Qty ___ Corner Booth x \$1700 = _____

Qty ___ Endcap Booth x \$3600 = _____

Island booth \$20 x ___ sq. feet = _____

last minute pricing

Beginning March 1, 2020

Full payment due at time of contract

Qty ___ Inline Booth x \$1650 = _____

Qty ___ Corner Booth x \$1850 = _____

Qty ___ Endcap Booth x \$3750 = _____

Island booth \$21 x ___ sq. feet = _____

TOTAL = _____

Full payment is due by March 31, 2020

Sponsorship application

The TDA Meeting
May 7-9, 2020

Form may be completed digitally and sent via email, or printed and faxed to (512) 692-4168

How to complete and send this form:

PRINTED FORM Fax to: 512-692-416, Attn: Lauren Beeman

DIGITAL FORM Complete interactive fields and click submit button at bottom to send by email. *A new window will open in your email application.*

CONTACT NAME

COMPANY NAME

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

PRINT MATERIAL ADVERTISING

- Program Inside Front | \$2,000
- Program Inside Back | \$1,500
- Program Back | \$1,800
- Program Interior Page | \$1,300
- On-site Guide Inside Front | \$1,500
- On-site Guide Inside Back | \$1,200
- On-site Guide Back | \$1,500
- On-site Guide Interior Page | \$1,000
- Attendee Badge | \$3,000
- Lanyard | \$10,000

EXCLUSIVE SPONSORSHIPS

- Speaker Support Sponsor | Inquire
- Program, Luncheon, Reception Sponsor | Inquire
- Educational Experience Sponsor | \$8,000
- Exhibit Hall Classroom A 1 Sponsor | \$8,000
- Exhibit Hall Classroom B 1 Sponsor | \$8,000
- Member Lounge | \$5,000
- TDA Soiree Sponsor | \$15,000

AREA SIGNAGE (each)

- Charging Lounge | \$1,000+
- Column Wrap | \$3,000
- Window Cling | \$2,000
- Wall Cling | \$2,000
- Door Cling | \$3,000
- Floor Cling | \$500

DIGITAL MARKETING

- Mobile Alert | \$250

TOTAL \$: _____

All content and design must be approved by TDA. Once order form is submitted, TDA meeting staff will get in contact to discuss details of the design and/or content scheduling



For more information

Lauren Beeman

Meetings Manager
(512) 443-3675 ext. 129

lbeeman@tda.org

tdameeting.com

Rules & regulations

Friday, May 8 at 6PM through 10PM and Saturday, May 9 from 8AM to 12 noon.

an exhibitor chooses to dismantle earlier than 6PM on Friday, May 9, this will result in a \$500 penalty and TDA's right not to allow said exhibitor to participate in future shows. Children are not permitted on the exhibit floor at any time, under any circumstances, during installation and dismantle.

HOLD HARMLESS

To the fullest extent permitted by law, the exhibitor agrees to indemnify, defend and hold harmless TDA, its subsidiaries and affiliates, their respective directors, officers, members, employees, agents and representatives and each of them from against any and all claims, demands, defense costs, liability expense or damages of any kind arising out of or in connection with the use of exhibit space. Such indemnification shall be effective regardless of any claim of negligence on the party of any Indemnified Party.

The Texas Dental Association will not be held responsible for the safety of exhibits, exhibitors or their employees against theft, damage by fire, accident or other cause. TDA will use reasonable efforts to protect exhibitors against such loss. **In all cases, exhibitors must insure their goods, and do so at their own expense.** By digital signature on this application, exhibitors agree to indemnify and hold harmless the TDA from all liability. By digital signature, exhibitor agrees to make no claim of any kind against TDA or any of its members and employees for any loss, damage to or destruction of goods or any injury that may occur while in the convention center or parking spaces, or for any damage of any nature or character whatsoever.

CANCELLATION OF EXHIBIT SPACE

All booth cancellations must be submitted to TDA in writing. After TDA has been given written cancellation notice, TDA reserves the right to re-assign booth space. No refunds for no-shows.

Refund Schedule \$1,000 deposit is non-refundable. If booth space is paid in full, you are eligible for a 50% refund if you cancel on or before October 31, 2019. Once booth space is cancelled, entry to the exhibit floor is prohibited.

ABANDONMENT OF SPACE

Any space not claimed and occupied two hours prior to the show opening may be resold or reassigned without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. TDA reserves the right to forbid an exhibitor to attend future shows should booth space be abandoned.

INSTALLATION & DISMANTLE

Exhibitor installation begins on Wednesday, May 6, 2020 at 8AM. Installation must be complete by Wednesday, May 6, 2020 at 6PM. Dismantle begins promptly on

GENERAL RULES & REGULATIONS

1. Subletting booth space is prohibited. Representatives of companies occupying space must be bonafide employees of the exhibitor which has contracted the space.
2. A security guard will be provided to secure exhibit hall entrances exits each night of the convention. However, TDA does not assume responsibility for the theft or robbery of merchandise in the convention center.
3. Direct exhibit floor sales are allowed during exhibit hall hours. Exhibitors are responsible for any and all tax permits required by Texas law or local ordinance and payment of taxes.
4. TDA retains the right to eliminate any objectionable exhibits, persons, advertisements or other features that will impair the high standards of the TDA.
5. All solicitation of business must be restricted and confined to the space assigned to each exhibitor. Nothing should extend beyond booth space including equipment and furnishings of any kind, interviews, solicitation in the aisle, or demonstrations. Refer to the IAEE Global Rules & Regulations online at www.TDAmeeting.com.
6. No damage of any nature is permitted to the booth structure or to any part of exhibit hall, including attaching to any part of the building.
7. Helium balloons and combustible materials are not allowed in the building.
8. Laser operation in booth is permitted only by special permission and instruction by the TDA.
9. All exhibiting dental labs must be licensed in the state of Texas.
10. Teeth whitening is permitted in booth only if performed by a licensed Texas Dentist.
11. Exhibitors are not permitted to hold events during any time that would conflict with classes, exhibits and events during the TDA Meeting.
12. Any marketing done for said booth for the TDA Meeting, all graphics and mailings must be approved by TDA and include the TDA Meeting logo.
13. Carpet is mandatory for all booths and can be purchased from the show decorator. Contact Shepard Exposition Services, (832) 779-5700, shepardes.com
14. Proof of insurance required by April 1, 2020.