31st Annual Meeting on Special Care Dentistry

April 12-14, 2019
Hyatt Regency, Atlanta, GA
Special Care Dentistry Association is THE association for special care dentistry practitioners.
SCDA is the premier organization of professionals who provide oral health care, teach the extra skills needed to provide this care, or otherwise support the oral health of people with special needs. Our patients include people with developmental disabilities, geriatric patients and hospitalized patients. All these patients typically have complex and interconnected oral health and medical needs. Our members are dedicated to improving oral health care and making life better for an underserved population.

Who attends the SCDA meeting?
Over 300 people attended the 2018 Annual Meeting to learn from their colleagues, attend educational sessions and acquire new products and services.
While many of the attendees have private practices for a variety of patients, many also work in institutional settings. The majority of these institutional settings include hospitals and educational environments where future special needs professionals learn about how to care for special needs populations.

Exhibitor Information

**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
- Exhibitor listing on the Mobile App
- Two (2) complimentary exhibit hall only badges
- Recognition on signage at the Annual Meeting
- Listing on the Annual Meeting website, including URL link, in 2018-2019
- Two complimentary uses of pre and post show attendee mailing list
Exhibit Rates

**Early Bird:** Before January 1, 2019 - $1,500  
**General:** After January 1, 2019 - $2,000

Exhibit Hours *(Subject to Change)*

**Thursday, April 11**  
3:30 p.m. – 6:00 p.m.  Exhibitor Move In

**Friday, April 12**  
6:30 a.m. – 2:30 p.m.  (Includes Attendee Breakfast in Exhibit Hall)  
4:30 p.m. – 6:30 p.m.  Exhibitor Welcome Reception

**Saturday, April 13**  
6:30 a.m. – 4:30 p.m.  (Includes Attendee Breakfast and Poster Session)  
5:30 p.m. – 6:30 p.m.  Exhibitor Move Out

Why should you be at the SCDA Annual Meeting?

Registrants come to learn about new products and services that will make their patients more comfortable, make their offices more efficient or 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
- Infection control supplies
- Dental laboratory services
- Equipment for mobile dental providers
- Pharmaceuticals
- CAD/CAM tools for dental practices
- Technology assisted products or services
Sponsorship Opportunities

All Annual Meeting sponsors receive:

• Sponsor ribbons for all registered company personnel
• Recognition on signage at the Annual Meeting
• Logo recognition with URL link on the Annual Meeting website
• Two complimentary uses of pre- and post-show attendee mailing list in PDF format
  (list does not include email addresses)
• Recognition in the mobile app

For more information regarding sponsorship opportunities please contact SCDA at scda@scdaonline.org

As a Gold Sponsor (Spend of $7,500):

• Three (3) complimentary full conference registrations
• Recognition as Gold Sponsor on the SCDA meeting website and in email campaigns leading up to event.
• Two (2) email blasts to entire SCDA membership

As a Silver Sponsor (Spend of $5,000):

• Two (2) complimentary full conference registrations
• Recognition as Silver Sponsor on the SCDA meeting website and in email campaigns leading up to event.
• One (1) email blast to entire SCDA membership

As a Bronze Sponsor (Spend of $2,500):

• One (1) complimentary full conference registration Recognition as Bronze Sponsor on the SCDA meeting website and in email campaigns leading up to event.

Poster Presentations and Awards – $5,000
Encourage learning and research and sponsor the Poster Presentations and Awards. The Poster Presentations and Awards allow both international and domestic students and other industry leaders to highlight timely research to attendees. Be on the cutting edge of sponsorship with our digital poster gallery.

• Sponsor logo on certificates given to poster winners

Exhibitor Welcome Reception – $8,000
Sponsoring this well-attended social event will leave a lasting impression on attendees.

• Introduce your company at the podium during the Exhibitor Welcome Receptions
• Distribute promotional items at the Exhibitor Welcome Reception (promotional items produced at sponsor’s expense)
• Sponsor logo on cocktail napkins at the Exhibitor Welcome Reception
**Trivia Night – $5,000**

We invite you to sponsor the ever popular SCDA Trivia Night.

- Introduce your company at the podium during the Attendee Networking Reception
- Distribute promotional items at the Trivia Night (promotional items produced at sponsors expense)
- Day of Email Blast promoting Trivia Night

**Industry Sponsored Lunch Symposium – $6,000**

SCDA is pleased to offer exhibitors the opportunity to host an Industry Sponsored Symposium at the Annual Meeting. As the host of an Industry Sponsored Symposium, your company is entitled to present a session dedicated exclusively to your organization and its products. This is your forum for providing more than just a sales pitch. It’s your chance to educate attendees on the value, benefit and uses of your products and/or services in a full presentation during lunch. Food and beverage will be provided with your Industry Sponsored Lunch Symposium.

**Mobile App (Exclusive) – $5,000**

Reach attendees with the high-engaging SCDA mobile app. This is an effective way to promote your brand each and every time the app is opened. As an exclusive sponsor, you will receive logo placement in all pre-meeting marketing, dedicated mobile app promotional piece and push notifications.

**Mobile App Banners – $500 each**  
*(3 opportunities available)*

Attract attendees to your booth with a rotating mobile app banner that links to your company’s website. Banner ads must be designed in JPG or PNG format, 300 DPI, at 640x110 pixels.

**Registration Lanyards – $2,500**

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

- Sponsor logo printed on lanyards

**Focus Group – $7,500**

SCDA will work with you to convene a group of up to 12 attendees targeting your demographic in order to help your company gauge interest and promote services. SCDA will provide hosts a list of meeting registrants prior to the Annual Meeting, a meeting room in which to hold the 90-minute focus group, with food and non alcoholic beverages.

**Registration Bags – $3,000**

Travel with SCDA members and attendees long after the Annual Meeting ends by sponsoring the tote bags. A bag is given to every registered attendee.

- Sponsor logo on front of tote bag
- Distribute one (1) promotional item in the tote bag (item produced at sponsor’s cost)

**Opening Session with Keynote Speaker – $3,500**

The Opening Session is one of the highest ranked sessions at the Annual Meeting. High attendance provides excellent corporate exposure as well as the opportunity to target attendees interested in your company.

- Introduce your company and the keynote speaker during the Opening General Session
- Sponsor logo on signage at session
- Chair drop or bag insert

For more information regarding sponsorship opportunities please contact SCDA at 312.527.6764 or email scda@scdaonline.org
Sponsorship Opportunities (Continued)

Student Sponsorship – $2,000 (per student)
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. Sponsorship will cover airfare, hotel and general registration.
- Opportunity to introduce student during the awards ceremony
- Student will be listed as your company’s student scholarship winner
- Sponsor recognition on website and Mobile App

Beverage Breaks – $2,000 (per break)
Our attendees are thirsty for knowledge...and beverages sponsored by your company! Give them a boost and distribute collateral while they relax between sessions.
- Distribute promotional items at the break
- Sponsor logo on signage at the break

New Attendee Mentor Program – $1,500
Be the first to welcome new attendees to the Annual Meeting. This breakfast session is for those new to the meeting and/or new to treating people with special needs.
- Introduce your company as the sponsor and open the session
- Sponsor logo on signage at the session entrance

General Session Chair Drop – $1,000
(Choose either the Max Bramer Lecture OR the Steve Gordon Memorial Lecture)
Distribute a flyer to each attendee at a general session (choose either the Max Bramer Lecture of the Steve Gordon Memorial Lecture). Guaranteed visibility to hundreds of captive audience members!
- One flyer placed on each seat in the general session

Website Banner – $500
Advertise your company on the Annual Meeting website.

Booth Assignments
Upon receipt of application and payment, space will be assigned on a first-come, first-served basis. Table assignments will be provided 30 days prior to the meeting. SCDA will make every effort to separate competitors.

Accommodations
Experience the Hyatt Regency Atlanta, located in the heart of Atlanta near popular attractions such as the Georgia Aquarium, World of Coca-Cola, and the College Football Hall of Fame.

Room Rates
Rate: $199 per night before taxes, gratuities or service fees.
Reservations can be made via phone (404) 577-1234, be sure to mention SCDA when calling to book reservations.

Rooms are limited and on a first-come, first-served basis.
The hotel cut-off date is March 23, 2019.

For more information regarding sponsorship opportunities please contact SCDA at 312.527.6764 or email scda@scdaonline.org
Cancellation
The exhibitor shall give SCDA notice in writing of its intention to cancel or withdraw from the event. For notices received on or before December 10, 2018, the exhibitor shall be obligated and agrees to pay 50 percent of the contract value. In the event the said notice is received after December 10, 2018, the exhibitor shall be obligated and agrees to pay 100 percent of the contract value.

Default of Occupancy
Any exhibitor failing to occupy their exhibit booth (contracted but not cancelled) by 6:30 a.m., April 12, 2019 is obligated to pay the full cost of such space. SCDA has the right to take possession of said space and lease same.

Exhibit Personnel
The two (2) complimentary exhibit hall only badges awarded to exhibitors do not gain access into education sessions. Exhibitors can purchase full-conference badges at a discounted rate of $500 each.

Exhibit Hours
Exhibitors are required to keep at least one attendant in their booth during show hours. Failure to do so will result in a $250/day penalty, and exhibitors are subject to removal of their exhibit from the show at their company's expense.

Failure to Hold Event
Should any contingency prevent the holding of the 2019 Annual Meeting, SCDA shall retain only such part of the exhibitor's rental as required for expenses incurred up to the time such contingency shall have occurred. If for any reason the 2019 event shall be cancelled or deferred, the exhibitor waives all claims for damages or recovery of payments made.

Fees
All exhibit and sponsorship fees must be paid in full by January 30, 2019.

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 2019 Annual Meeting. Including but not limited to bodily injury or property damage, except to the extent caused by gross negligence or willful misconduct. Exhibitor agrees that if Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the 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.
Exhibit Contract

SCDA 31st Annual Meeting on Special Care Dentistry
April 12-14, 2019 Hyatt Regency, Atlanta, GA.

COMPANY NAME

PRIMARY CONTACT

ADDRESS

CITY       STATE     ZIP

EMAIL       PHONE

WEBSITE

Exhibit Fees
- Before January 1, 2019 $1,500
- After January 1, 2019 $2,000

Annual Meeting Sponsorship Level
- Gold $7,500
- Silver $5,000
- Bronze $2,500

Sponsorship
Sponsorships are granted on a first-come, first-served basis. I would like to sponsor (check all that apply):
- Poster Presentations and Awards $5,000
- Exhibitor Welcome Reception $8,000
- Trivia Night $5,000
- Industry Sponsored Lunch Symposium $6,000
- Mobile App (Exclusive) $5,000
- Mobile App Banners $500 each (limit 3)
- Focus Group $7,500 (limit 3)
- Registration Bags $3,000
- Opening Session with Keynote Speaker $3,500
- Registration Lanyards $2,500
- Beverage Breaks $2,000 (per break)
- Student Sponsorship $2,000 (per student)
- New Attendee Mentor Program $1,500
- General Session Chair Drop $1,000 (limit 2)
- Website Banner $500

Payment Information
- Exhibit Fee $______________________________
- Total Sponsorships $_______________________
- Total Payment Due $_______________________

Mail check with copy of application or invoice to:
SCDA
2800 W Higgins Rd.
Suite 440
Hoffman Estates, IL 60169

Check Number# _________________________
(Make check payable to SCDA in U.S. funds. Include copy of application or invoice.)

For more information regarding sponsorship opportunities please contact SCDA at 312.527.6764 or email scda@scdaonline.org