THE 32ND ANNUAL MEETING ON SPECIAL CARE DENTISTRY

PROSPECTUS
What is SCDA?

SCDA is an organization of professionals who provide oral health care, teach the needed extra skills, and seek to eliminate disparities in oral health through advocacy, education, and innovation.

Our patient populations include individuals with developmental disabilities, co-morbidities associated with aging and complex medical conditions. All these patients typically have complex and interconnected oral health and medical needs. Our members are dedicated to improving oral health care and enhancing the lives of the underserved populations in our communities.

Who attends the SCDA annual meeting?

Over 350 dentists, dental hygienists, and students attended our 31st Annual Meeting on Special Care Dentistry to learn from their colleagues, attend educational sessions and acquire new products and services.

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 the meeting attendees ranges from students beginning their career to those who have reached the pinnacle of their career and have earned our Diplomate status.

Last year’s Annual Meeting in Atlanta was a great success! Attendance is steadily growing. The exhibit hall was lively with sponsors/exhibitors, and faculty and student poster presenters. We were pleased to welcome 37 dental students. Our international attendance was strong with attendees from Australia, Brazil, Canada, Guatemala, Hong Kong, India, New Zealand, Philippines, Saudi Arabia, Taiwan, United Arab Emirates, and United Kingdom. For the first time, SCDA had presentations in Spanish. Both membership and meeting attendees are diverse groups and include private, public, hospital and academic providers who train the next generation of oral health professionals.
The Coalition of Caring

“Alone we can do so little; together we can do so much.”

- Helen Keller

We dedicate our 32nd annual meeting to the idea of bringing people together to enact change. Whether it’s special care dentists, community dentists, or dental hygienists who join SCDA as members, or industry partners and foundations that financially support the work SCDA is doing, the more people we have working to help fulfill our mission to increase access to oral health care for patients with special needs, the more successful we will be.

We care. We want to do meaningful work and make a difference in the lives of others. When we build a coalition, we can do so much more.
Keynote Speaker Scott Williams

SCDA is pleased that Scott Williams is the keynote speaker for our 32nd Annual Meeting on Special Care Dentistry. Scott has been an Executive Producer on CBS’s top-rated show “NCIS” for the last nine seasons and also is a co-founder of “Shane’s Inspiration” www.shanesinspiration.org, a Los Angeles based non-profit organization.

After graduating SUNY Cortland, and many years studying acting, writing and bartending in NYC and Los Angeles, Scott landed his first writing assignment in 1995. Writing feature scripts for Ron Howard, Kevin Costner and Ray Liotta ultimately led him to television, when Scott was hired to write an episode of “NYPD Blue,” which earned him a place on the staff of “Brooklyn South” in 1997. Since then, he’s written and produced many shows, including “Third Watch,” “Crossing Jordan,” “Bones,” and “Castle.”

Scott and his wife Catherine founded "Shane’s Inspiration" in memory of their son Shane, who passed away in 1997 from Spinal Muscular Atrophy. “Shane’s Inspiration” creates accessible and inclusive playgrounds for children with disabilities to play along with typically-abled children. These free, outdoor inclusive play environments are age-appropriate and include safe, state-of-the-art, sensory-rich structures that encourage healing in children with developmental disabilities such as Autism, Down Syndrome, and Cerebral Palsy. “Shane’s Inspiration” has opened 68 playgrounds throughout the United States and in Canada, Mexico, Ecuador, Israel, and Russia with over 55 more in development.

Accommodations

Embodying Southern California’s laid-back style, Wyndham San Diego Bayside pairs a refreshingly vintage vibe with all the modern-day essentials San Diego visitors crave, including balcony views from every room, an unmatched waterfront location, and complimentary shuttle trips to San Diego’s top attractions.

Room Rates
Rate: $209 per night before taxes, gratuities or service fees. Reservations can be made via phone (800) 996-3426 or please click here: https://book.passkey.com/go/SCDA2020 to book your room online. Be sure to mention SCDA when calling to book reservations. Rooms are limited and on a first-come, first-served basis. The hotel reservation cut-off date is July 3, 2020.
EXHIBITOR INFORMATION

Exhibit Rates
Early Bird: Before June 1, 2020 - $1,800
General: After June 1, 2020 - $2,300

Exhibit Hours (Subject to Change)
Thursday, August 6
3:30 p.m. – 6:00 p.m. Exhibitor Move In

Friday, August 7
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, August 8
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

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. SCDA will make every effort to separate competitors.

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 full-conference badges
- Recognition on signage at the Annual Meeting
- Listing on the Annual Meeting website, including URL link
- Two complimentary uses of pre-and post-show attendee mailing list

Why you should attend 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
- 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 Annual Meeting attendee mailing list in PDF format (list does not include email addresses)
• Recognition in the mobile app

GOLD $10,000
• 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

SILVER $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

BRONZE $3,000
• One (1) complimentary full conference registration
• Recognition as Bronze Sponsor on the SCDA meeting website and in email campaigns leading up to event

For more information regarding sponsorship opportunities please contact SCDA at 312.527.6764 or email scda@scdaonline.org
Exhibitor Welcome Reception – $6,000
Sponsoring this well-attended social event will leave a lasting impression on attendees.
• Introduce your company at the podium during the Exhibitor Welcome Reception
• Distribute promotional items. Items are purchased at the sponsor’s expense
• Sponsor logo on cocktail napkins at the Exhibitor Welcome Reception

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

Industry Sponsored Lunch Symposium – $6,000
As the host of an Industry Sponsored Lunch 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. Industry sponsor is responsible for all audio-visual costs.

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.

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

Registration Bags – $3,500
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
• Distribute one (1) promotional item in the tote bag (item produced at sponsor’s cost)

Registration Lanyards – $3,000
Attendees will wear your company logo every day of the Annual Meeting with this unique sponsorship!
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 – $2,500
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 – $1,500 (2 opportunities available)
Distribute a flier to each attendee at a general session (choose either the Max Bramer Lecture or the Steve Gordon Memorial Lecture). Guaranteed visibility to hundreds of audience members!
• One flier placed on each seat in the general session

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

Mobile App Banners – $500 (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.
RULES AND REGULATIONS

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 June 22, 2020, the exhibitor shall be obligated and agrees to pay 50 percent of the contract value. In the event the said notice is received after June 22, 2020, 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 canceled) by 7:00 a.m. August 7, 2020 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
Two (2) complimentary full-conference badges awarded to exhibitors. Full conference badges will gain access into education sessions. Exhbitors can purchase additional full-conference badges at a discounted rate of $500.00 each. Exhibitors are encouraged to go to sessions and engage with our members in the process.

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 2020 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 2020 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 2020 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.

Fees
All exhibit and sponsorship fees must be paid in full by June 1, 2020.
SCDA 32nd Annual Meeting on Special Care Dentistry
August 7-9, 2020
Wyndham Bayside, San Diego, CA

COMPANY NAME

__________________________________________________________

PRIMARY CONTACT ADDRESS

__________________________________________________________

CITY STATE ZIP

__________________________________________________________

EMAIL PHONE

__________________________________________________________

WEBSITE

__________________________________________________________

Exhibit Fees

- Before June 1, 2020 $1,800
- After June 1, 2020 $2,300

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 $6,000
- Industry Sponsored Lunch Symposium $6,000
- Mobile App (Exclusive) $5,000
- Mobile App Banners $500 each (limit 3)
- Registration Bags $3,500
- Opening Session with Keynote Speaker $3,500
- Registration Lanyards $3,000
- Beverage Breaks $2,000 (per break)
- Student Sponsorship $2,000 (per student)
- New Attendee Mentor Program $2,500
- General Session Chair Drop $1,500 (limit 2)
- Website Banner $500

Annual Meeting Sponsorship Level

- Gold $10,000
- Silver $5,000
- Bronze $3,000

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.)

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