

EXHIBITOR PROSPECTUS 2026



New Jersey Dental Association Annual Convention

May 1-2, 2026

The Bridgewater Marriott

CONVERGE: THE NJDA ANNUAL EXPERIENCE

Day 1: **CONNECT** | Day 2: **COLLABORATE**

***30 exhibit tables will be sold. Convention sponsorships are available on
Friday & Saturday**

*700 Commons Way
Bridgewater, NJ 08807*



2026 Exhibitor Prospectus

Convention Schedule

Friday, May 1st | 8:00am - 3:30pm

**Exhibit Floor Spaces and Sponsorships available*

Saturday, May 2nd | 8:30am - 3:30pm

**Sponsorships available*

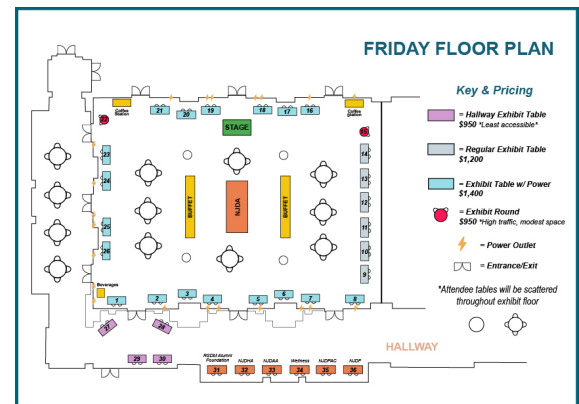


Exhibit Space Assignments

- Exhibitor tables will be assigned on a first come first served basis.
- Access to power outlets is labeled on the floor plan to help exhibitors choose their table accordingly.
- Payment must be submitted in full at the time of booking. In the event of a cancellation, any monies paid to NJDA will be refunded only if all exhibit space is sold. Refunds will be made following the conference. Cancellations within 45 days of the conference will not be refunded.
- Exhibitors will receive a 6' table. Booths are not available.
- All exhibit personnel must be registered with conference management and wear a name badge while in the exhibit space.
- Each exhibit table allows for a maximum of two (2) company representatives. Only one company per table: no shared exhibit spaces.

Table price includes the following:

- 6' table
- 2 chairs
- Sign
- 2 badges, 2 continental breakfasts & lunches. Option to purchase NJDA Celebration tickets at a later date.
- Free Wi-Fi

Arrangement of Exhibit Space

All display materials must remain within the confines of the exhibit space or **on or behind** the table exhibit. The exhibitor agrees to arrange exhibits so as not to obstruct or interfere in any way with other exhibitors, the view of other exhibits or traffic flow within the exhibit areas. NJDA reserves the right to relocate displays that do not conform to this standard.

Space and Table Locations & Attendee Traffic

Please read the floor plan carefully. Conference management is not responsible for misinterpretation of the floor plan by exhibitors. Every effort is made to work closely with the property to develop a clear plan that allows exhibitors options based on budget and marketing goals. Unattended tables detract from the conference atmosphere. Additionally, exhibitors cannot share exhibit space. NJDA does not guarantee the success of any particular space or table location and does not guarantee specific attendance numbers or attendee traffic flow.

Room Blocks

Room blocks are available to participants, speakers and exhibitors only. The room block codes and details will be made available at a later date.

By submitting an exhibitor application, you agree to the stipulations outlined above.

CONVERGE: THE NJDA ANNUAL EXPERIENCE

Friday, May 1 | **DAY 1: CONNECT**

Convention Sponsorship Opportunities

The following sponsorship opportunities offer a variety of engagement options. Each can be customized to the benefit of the sponsor. The NJDA team is committed to seeking ROI for supporting companies while sharing quality resources that benefit dental professionals. Please contact the NJDA to collaborate on a sponsorship that meets your desired results.

**Please note, a sponsor does not need to be an exhibitor. We will accommodate sponsors independent of exhibiting, but a sponsor may add an exhibit space at a discounted rate.*

Convention Sponsorship (Non-exclusive)

\$3,500.00

Exclusive headline sponsor. Includes all sponsor benefits, exclusive sponsorship of the exhibit floor breakfast and lunch. Logo branding on convention bags featured with NJDA. Post convention acknowledgment via email.

Lanyard Sponsor- Brand your logo on attendee lanyards

\$1,200.00

- ❖ Your logo on lanyards for days 1 and 2.
- ❖ Mobile exposure.

Photographer Sponsor- ~~Get a photo of you and your company~~

\$2,200.00

- ❖ ~~Up to 3 photos of you and your company~~
- ❖ ~~3 { } of your company logo on the NJDA website~~

Friday Speaker Sponsor

Price Varies

Select from a list of programs in our course line-up. Speaker Sponsors will receive co-branding on all marketing materials; website, social media and print promotions. Sponsors will be listed in the on-site program guide and be given a list of course attendees post convention. The list will include names, practice names, phone numbers and addresses. No email address will be offered, as is NJDA's policy.

Celebration Shuttle Sponsor

\$1,700.00

Let's get this party started. Sponsor the Celebration Shuttle bringing guests to and from the NJDA Celebration on Friday, May 1st from the Bridgewater Marriott to the Bridgewater Manor. Sponsorship includes company branding on all communications offering the complimentary service to Celebration attendees, signage at the Bridgewater Marriott, in our conference on-site guide, bottled water for shuttle guests with sponsor logos and a follow-up email scheduled on the night of the event reminding guests your company got them back safely!

NJDA Celebration Sponsorship (Exclusive)- ~~On May 1st, 2023~~

~~10,000.00~~ **\$10,000.00**

Friday, May 1, from 7:30pm - 11:30pm. Taking place at the Bridgewater Manor. Sponsorship includes 6 months of brand promotion on the NJDA website, registration, social media and digital communications shared with New Jersey dentists, hygienists, assistants and front desk staff. Also includes 2 tickets to the event. Brand signage at the convention and Manor as well as a post event email acknowledgment.



CONVERGE: THE NJDA ANNUAL EXPERIENCE

Saturday, May 2 | DAY 2: COLLABORATE

Convention Sponsorship Opportunities

On Saturday, May 2, 2025 we are offering an opportunity for just a few companies to support the COLLABORATION of all New Jersey dental professionals. This semi-exclusive opportunity gives a select group of companies access to be 'in the room' with leaders from New Jersey State dental organizations.

Association Host Sponsorship- Semi-exclusive opportunity.

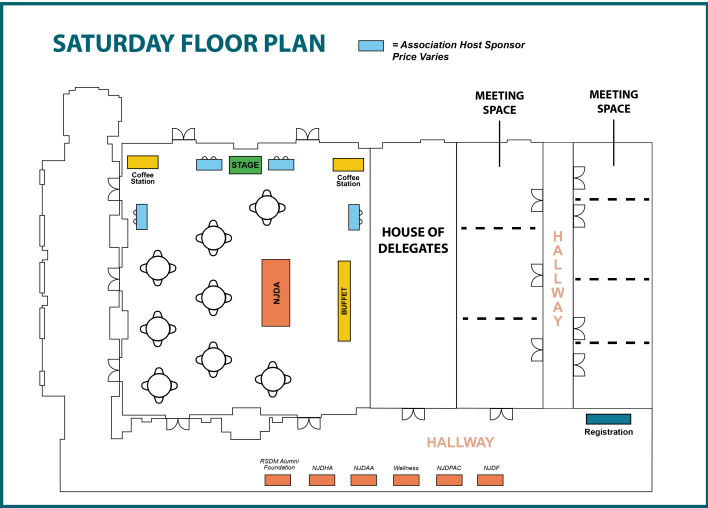
Consider being one of several exclusive Association Host Sponsors of leadership meetings on Saturday, May 2, 2026. This is an opportunity to target your preferred audience while having access to all dental professionals. Sponsorship includes co-branding with the association for 8 months of promotion. All marketing materials will be co-branded including website advertisements, social media and printed flyers. An introduction at the beginning of the associations leadership meeting. A photo opportunity used for social media promotion following the convention. And an exhibit table in the breakfast and lunch area.

- ❖ New Jersey Dental Association's House of Delegates \$2,200.00
- ❖ New Jersey Dental Hygiene Association's Leadership Meeting \$1,750.00
- ❖ New Jersey Dental Assisting Association's Leadership Meeting \$1,750.00

Saturday Speaker Sponsor








Price Varies

Select from a list of programs in our course line-up. Speaker Sponsors will receive co-branding on all marketing materials; website, social media and print promotions. Sponsors will be listed in the on-site program guide and be given a list of course attendees post convention. The list will include names, practice names, phone numbers and addresses. No email address will be offered, as is NJDA's policy.



Friday Exhibitor Floor Plan

Key & Pricing

-  = **SOLD**
-  = **Hallway Exhibit Table**
\$950 *Light traffic anticipated*
-  = **Standard Exhibit Table**
\$1,200
-  = **Exhibit Table w/ Power**
\$1,400
-  = **Exhibit Round**
\$950 *High traffic, modest space
-  = **Power Outlet**
-  = **Entrance/Exit**

*Attendee tables will be scattered throughout exhibit floor

