EXHIBITOR & SPONSOR PROSPECTUS 2027

2027 NEW JERSEY DENTAL ASSOCIATION

ANNUAL CONVENTION

THURSDAY

LEADERSHIP

ADVOCACY

NETWORKING

FRIDAY

EDUCATION

INNOVATION

COMMUNITY



MAY 20-21, 2027

FORWARD TOGETHER

LEAD. LEARN. CELEBRATE.

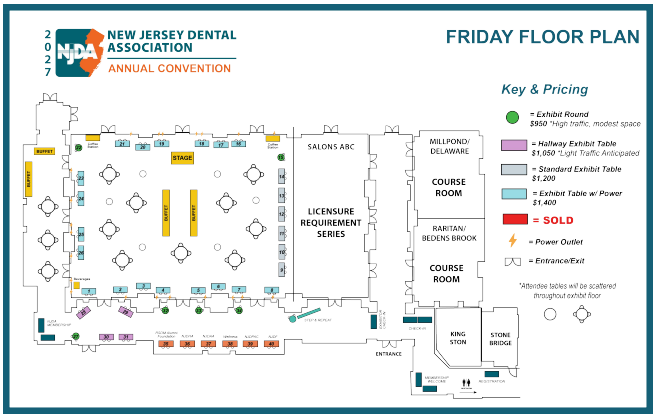
*40 exhibit tables will be sold. Convention sponsorships are available on Thursday & Friday

700 COMMONS WAY,
BRIDGEWATER NJ, 08807

BRIDGEWATER
MARRIOTT

2027 NEW JERSEY DENTAL ASSOCIATION ANNUAL CONVENTION

2027 Exhibitor Prospectus



Convention Schedule

Thursday, May 20th | 8:00am - 3:30pm

**Sponsorships Available*

Friday, May 21st | 8:30am - 4:00pm

**Exhibit Spaces & 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 all areas of the convention.
- Each exhibit table allows for a maximum of two (2) company representatives. Only one company per table: no shared exhibit spaces. Violators will be removed from the convention.
- Unattended tables detract from the convention atmosphere. Exhibitors should not break down or leave before 4:00pm on Friday, May 21st.

Table price includes the following:

- 6' table
- 2 chairs
- Sign
- 2 badges, 2 continental breakfasts & lunches. Option to purchase NJDA Celebration tickets.
- 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. 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.

Badge & Entry Policy

For security purposes, each exhibitor must pick up their own name badge. A photo ID is required to receive your badge and to enter the conference. Your conference name badge must be worn and visible at all times while attending the event. Anyone not wearing their badge will be asked to leave the conference. **This policy will be strictly enforced with zero exceptions.**

Note: Companies and representatives not assigned exhibit space are prohibited from any demonstration, distribution of materials or advertising, soliciting business, canvassing or similar related activities in any form in the Exhibit Hall. Violators will be required to leave NJDA's 2027 Annual Convention.

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

FORWARD TOGETHER

2-DAY SPONSORSHIPS- Thursday, May 20th & Friday, May 21st

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.*

2027 Annual Convention Sponsorship- *Put your brand at the center of New Jersey's premier dental event.* ***$5,500.00***

Become the premier sponsor of the 2027 NJDA Annual convention with exclusive, event wide visibility before, during, and after the convention. This signature opportunity positions your organization as the convention's leading partner through prominent branding.

Sponsorship includes 8 months of digital communications, the convention website, printed materials, on-site guide and signage, and featured branding on the convention tote bags!

Lanyard Sponsor- *Brand your logo on attendee lanyards.* ***SOLD***

Mobile exposure throughout the conference and branding in the on-site guide.

Photographer Sponsor- *Your brand captured alongside every unforgettable moment.* ***$1,600.00***

Sponsor the convention's official photographer to preserve the highlights of the 2027 Annual Convention.

Sponsorship includes pre-convention branding on digital convention promotions and 2 dedicated advertisements in NJDA's Monday Morning Emails featuring your company support with link. Your company logo featured wherever event photos are shared, including on NJDA's Paparazzi page and in post-convention email distribution of photos to NJDA leaders. Branding at the convention includes signage and in the on-site guide.

Coffee Break Sponsor- *Fuel meaningful conversations and put your brand in every attendee's hands.* ***$3,500***

Sponsor this popular networking opportunity by providing refreshments at one (1) coffee station on Thursday, supporting all industry meetings and two (2) coffee stations on the exhibit floor all day on Friday, May 21st.

Sponsorship includes branding in the on-site guide, signage at each coffee station, disposable cups branded with company logo and 25- $5, Dunkin' Donut gift cards you can distribute as a conversation starter at the convention.






FORWARD TOGETHER

1 DAY SPONSORSHIPS- Thursday, May 20th, 2027

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.*

NJDF Donor & Awards Brunch- *Highlighting the remarkable difference donor support makes across our state.* **TBD**

Join the New Jersey Dental Foundation for a special celebration of philanthropy, impact, and excellence. The event will recognize donors, volunteers, scholarship and grant recipients, and community partners.

NJDA House of Delegates Meeting- *Get in front of the room filled with our state association leaders.* **$2,200.00**

This is an exclusive opportunity to network with more than 75 dental leaders.

This is exclusive Sponsorship includes co-branding on all meeting communications for 9 months. Branding in the convention on-site guide, an introduction at the beginning of the leadership meeting and a small networking area pre- and post-meeting. to network with more than 75 dental leaders.

Residency Directors Meeting Sponsor- *Connect with the leaders shaping the next generation of dentists.* ***$3,000.00***

Support an exclusive dinner meeting of NJ residency program directors and align your organization with dental education and professional development.

Sponsorship includes co-branding on all event invitations, the on-site guide, signage at the event, acknowledgment during the program and the opportunity to welcome attendees with brief opening remarks.

NJDPAC Reception Sponsor- *Join NJDPAC and play a vital role in advocating for New Jersey dentists.* ***$2,000.00***

This is an exclusive networking event at the NJDA Annual Convention bringing together dentists, organization leaders, advocates and legislators.

Sponsorship includes logo branding on all event advertisements, and social media promotions. The sponsor may attend the event, be introduced and address attendees.








FORWARD TOGETHER

1-DAY SPONSORSHIPS- Friday, May 21st, 2027

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.*

Step & Repeat Sponsor- *Be seen in every memorable convention moment.* ***$2,200.00***

Please your brand at the center of the convention by sponsoring the official NJDA Annual Convention Step & Repeat backdrop displayed in a high-traffic location and includes a modest exhibit table.

Sponsorship includes extending your visibility both on-site and across social media, private and professional. The sponsorship also includes 3 months on advertising on NJDA's Paparazzi Page.

Licensure Requirement Series Sponsor- *Support the education every New Jersey dentist needs.* ***$3,200.00***

Sponsor the conventions Licensure Requirement Series expected to draw more than 150 attendees. Maximizes your visibility with 8 months of promotion during a license renewal year.

- **Exclusive Sponsorship ($3,200.00)** *includes premier branding across the complete in-person licensure education track, with recognition on all promotional materials and throughout each course.*
- **Individual Course Sponsor ($1,000.00 each)** *Choose from 1 of the 4 in-person required licensure courses and receive targeted recognition and branding for 8 months including in the on-site guide and course signage.*

Course Sponsorships- *Brand your company with dental thought leaders.*

Select from the list of programs below and co-brand your company on all marketing materials; website, social media and print promotions.

Sponsorship includes your logo in the on-site guide, a list of attendees' contacts information, on-site signage and all pre-convention marketing.

- Cannabis, Vaping & Oral Health (Dr. Eli Chatah) – 2-hours ***$1,500.00***
- Periodontal Plastic Surgery, Soft Tissue Grafting, etc. (Dr. Kevin Suzuki) – 3-hours ***$5,000.00***
- Anticoagulants, Antiplatelets, and Fibrinolytics (Dr. Eli Chatah) – 1-hour ***$1,000.00***
- Dental Benefits is a Team Sport (TBD) – 2-hours ***$2,000.00***
- Mastering Basic & Advanced Suturing: A Hands-On Workshop (Dr. Kevin Suzuki) – 3-hours ***$5,000.00***

Collaboration Reception Sponsor ***SOLD***

Celebration Shuttle Sponsor- *Sponsor the Celebration Shuttle to the NJDA Celebration Event.* ***$1,700.00***

Let's get this party started and brand your company in transit. A fun way to start a conversation and continue networking at the event.

Sponsorship includes company branding on all communications for the Celebration, signage at the Bridgewater Marriott pick-up and on bottled water provided in transit. We invite the sponsor to commute on the bus to and from the venue, welcome guests on the bus and offer water for the ride. We anticipate approximately 125 guests, and you will receive the contact information of each attendee (no emails).

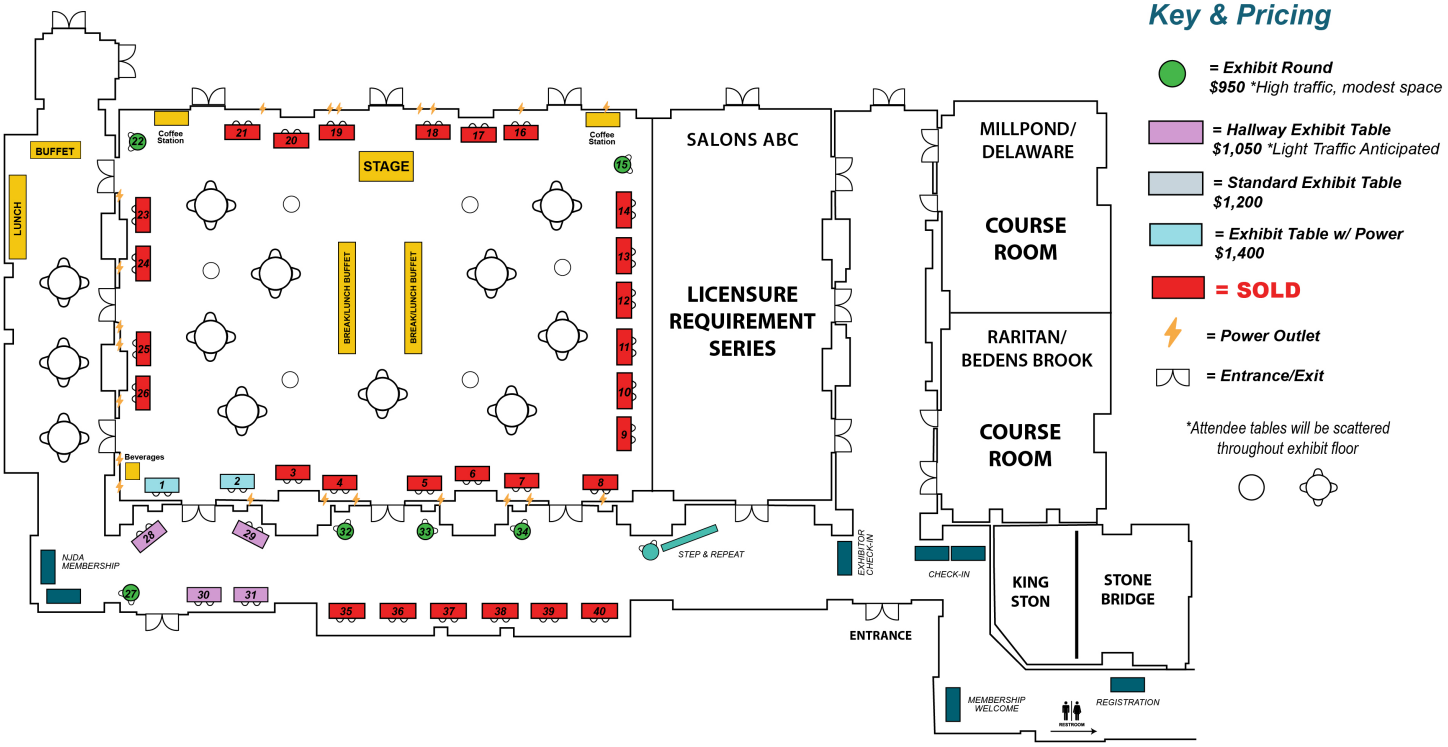
NJDA Celebration Sponsor- *Celebrate excellence while showcasing your commitment to dentistry.* ***SOLD***

Sponsor the NJDA Celebration Event, an exclusive social gathering, where attendees come together to network, recognize achievements and celebrate the profession.

Sponsorship includes prominent recognition for 8 months of promotion and invitations, program acknowledgments, and verbal recognition during the event. This sponsorship also includes two complimentary tickets to attend the Celebration Event, providing an excellent opportunity to connect with dental professionals in a relaxed, engaging setting.

2027 NEW JERSEY DENTAL ASSOCIATION
ANNUAL CONVENTION

FRIDAY FLOOR PLAN



Badge & Entry Policy

For security purposes, each exhibitor must pick up their own name badge. A photo ID is required to receive your badge and to enter the conference. Your conference name badge must be worn and visible at all times while attending the event. Anyone not wearing their badge will be asked to leave the conference. **This policy will be strictly enforced with zero exceptions.**