

28th Annual Conference and Exhibition

April 8-10, 2021

Dental Laser Solutions

Sharing and Collaborating Beyond Borders



Delivered Live
and On Demand



EARN CEU's

Join us online and discover the latest in Laser Dentistry

laserdentistry.org

Academy of Laser Dentistry 28th Annual Conference & Exhibition

2021 Sponsor Guide

APRIL 8-10, 2021
Delivered Virtually
Live and On-Demand

Attendance Goals:
300+ dentists from around the globe

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ALD 2021 Annual Conference & Exhibition is ALD's 28th Annual Conference & Exhibition

Welcome to new connections & sales opportunities. ALD's approach to virtual learning and vendor sponsor relationships is a bit different than most. We invite sponsors to participate in the learning to engage with attendees seeking the education and learn together. ALD is finding new and different ways to connect sponsors with potential buyers that goes beyond a virtual booth or in-person booth the way we knew exhibits in the past. GAIL SIMINOVSKY, CAE
EXECUTIVE DIRECTOR

Sponsor Opportunities

We know you are looking for 3 things – **Lead generation** (sales leads), **thought leadership** (speakers on the podium) and **brand recognition** (demonstrating your value proposition for your customers).

How will ALD deliver your company details? ALD is using a virtual platform called Map Dynamics.

When?

- April 8-10, 2021 – Providing Global Solutions – Live and On-Demand

Ways to Interact with Attendees

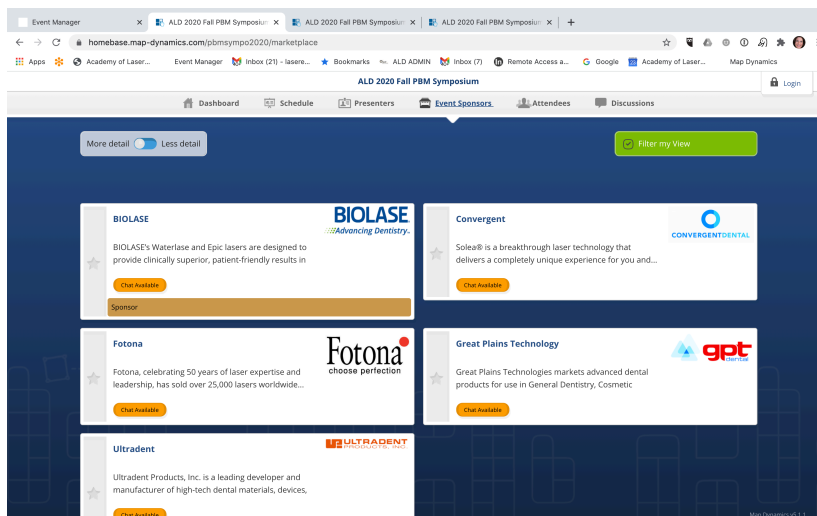
- Chat - Map Dynamics has a chat feature where you can chat directly with attendees. When an attendee sends you a chat request, you'll receive an email prompting you to login to chat with them.
- Products & Videos - You can add as many products as you'd like to your profile and links to YouTube videos.
- Discussions - You may post in the discussions tab during each live session to connect with attendees.
- Contact Form - Requesting a Meeting - Attendees can enter their information in a contact form to specifically request a meeting with you. You can incentivize this by offering a drawing for a prize from whomever enters their information, but it will be up to you to get the prize to them if you choose to do this.

What does the ALD Map Dynamics platform look like?

During the entire annual meeting and on-demand viewing everyone has easy access to the meeting Dashboard, Schedule, Presenters, Event Sponsors, Attendee Rosters and Discussions. This is a screen shot from a recent October 2020 Fall Symposium that provided CE to over 141 attendees. Vendors participated with video spots and in the chat for different presentations.



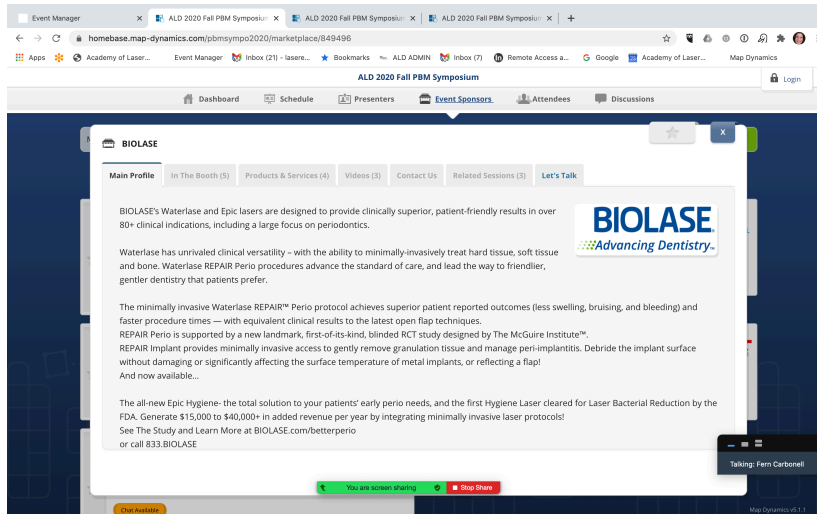
The Marketplace Listing looks like this in the Event Sponsors Tab.



The Marketplace Sponsor Gallery looks like this.

Sponsors add company details to create a Main Profile, Who's in the Booth, Products/Services, Videos, Contact Us, Related Sessions and Let's Talk options.

Sponsor representatives are invited to the CE Sessions and can participate in the educational programming.



Your Company Profile can look like this.

2021 SPONSOR PACKAGES

STANDARD SUPPORT SPONSOR\$2000

PLATINUM SPONSOR\$3500

Live sessions run April 8-10, 2021 and included On-demand publicity through December 31, 2021.

“An event participant should always take away something from the event, be it a learning, an experience, or a connection. What you achieve from that is customer retention, sales, and improved brand recognition. Win-win!”

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<p>STANDARD SUPPORT SPONSOR Includes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Marketplace Listing in Sponsor Gallery <input type="checkbox"/> Company Profile in Map Dynamics <input type="checkbox"/> Company logo <input type="checkbox"/> Up to 3 Company Representatives may attend <input type="checkbox"/> Display Products & Services <input type="checkbox"/> Option to show company videos <input type="checkbox"/> Chat with attendees in live session <input type="checkbox"/> Chat with attendees by appointment <input type="checkbox"/> Attendee leads 	<p>PLATINUM SPONSOR Includes: <i>Everything in the Standard Support PLUS +</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Related Sponsored Session – includes 1 Thought Leader Speaker <input type="checkbox"/> Pre-event promotional e-blast <input type="checkbox"/> Pre-recorded commercial 30-60 seconds prior to educational session. <input type="checkbox"/> Branded Logo Placement – for Sessions <input type="checkbox"/> Event Banner Image <input type="checkbox"/> Host Happy Hour - Optional
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*Upskilling is no longer a question.
Everyone needs to upskill.
Technical, digital and soft skills are needed.*

Important Deadlines for Sponsors

March 22, 2021

- Set up your virtual exhibit display for earliest exposure.

April 5, 2021

- Map Dynamics (online platform) opens April 5, 2021.

April 8-10, 2021

- Live Sessions Debut and On Demand Access 24/7

May – December 31, 2021

- On-Demand Access available for all attendees.

Program Contact Information

Questions ??	Event Planning Details	
Donna Rell Certification Program Manager support@laserdentistry.org	Fern Carbonell Communications Manager Academyoflaserdentistry@gmail.com	Virtual Partners Map Dynamics The Link Events
Sponsor Details	Annual Meeting Chairs	Technical Details
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