

SPONSOR & EXHIBITOR PROSPECTUS





JOIN US!

Dear 2023 Sponsors and Exhibitors,

The Academy of Laser Dentistry is thrilled to invite you to sponsor and exhibit at the 30th anniversary year of the ALD Conference & Exhibition. We are dentistry's most respected, most recognized laser meeting.

In 2023 ALD is committed to increasing the adoption of laser use in everyday dentistry through Collaboration, Education & Training, and Connection. We bring together everything that the leading laser dentistry professionals from around the globe need to improve their knowledge, the quality of care they provide, and new ways to grow in their profession that they simply can't get anywhere else.

Corporate support is vital to the development and attendee experience of the ALD annual conferences and we appreciate each and every one of you. Take advantage of this opportunity to provide your services and information to tech savvy, forward thinking dental professionals.

We look forward to meeting you at Dentistry's Laser Meeting, the ALD 30th Annual Conference and Exhibition in Dallas in 2023.

Gail Siminovsky, CAE
Executive Director

laserdentistry.org



ALD Facts

- ALD is the only not-for-profit organization serving tech-savvy dentists without a commercial bias to one particular company.
- Membership: 1,200 Spanning 23 countries and growing.
- Dentist Membership: General dentists, pediatric dentists, oral and maxillofacial surgeons, orthodontists, endodontists, periodontists, prosthodontists, hygienists.
- ← 6 International Chapters and Study Clubs in Algeria, Canada, Gulf Region, Italy, Philippines & Turkey
- 23 ALD Corporate Members
- More than 300 dental professionals from 23 countries attend the conference.
- ALD's audiences are interested in the use of new technologies to enhance the services they provide to patients.

ALD Conference Location & Dates

- Hilton Dallas Plano Granite Park5805 Granite Pkwy, Plano, TX 75024
- Exhibitor Move-In & Pre-Conference
 Workshops: Thursday, April 20, 2023
 Conference: Friday, April 21 and
 Saturday, April 22, 2023

Sponsor & Exhibitor Benefits and Packages

We offer reduced pricing for ALD Corporate Members. Corporate Members enjoy benefits all year – become a member today and take advantage of special booth prices.

For more information on membership, contact:

Gail Siminovsky, ALD Executive Director: siminovsky@laserdentistry.org, 954-346-3776

Exhibitor Package Pricing	Standard Booth 10x10	Premium Booth 10x20	
EARLY BIRD! Best Value - Through January 31, 2023	ALD Member: \$1,750 Non Member: \$2,945	ALD Member: \$3,300 Non Member: \$5,500	
After January 31, 2023	ALD Member: \$1,920 Non Member: \$3,100	ALD Member: \$3,500 Non Member: \$5,800	

EARLY BIRD pricing includes FIRST CHOICE Booth Space, and free BAG ADVERTISING INSERT!

Booth Package Inclusions:

- · Exhibitor Identification Signage
- Back drape and side dividers
- 2 Exhibitor representative badges per 10x10 space (non-dentists)
- · Company description and website link in 2 onsite conference guides
- · Admittance to educational sessions for booth personnel
- 2 continental breakfasts for booth representatives (Friday and Saturday)
- 2 lunches for booth representatives (Friday and Saturday)
- Invitation to Friday evening 30th Anniversary Celebration
- Electronic pre- and post-conference attendee lists
- Company listing and website link on the ALD website (Corporate Members only)

SPONSORSHIP PACKAGE PRICING	PLATINUM	GOLD	SILVER
10% EARLY BIRD DISCOUNT THROUGH JANUARY 31, 2023	\$9,500	\$8,000	\$5,500
New Trends, Techniques, and Technology Spotlights During Workshops	2	1	
Speaker on Main Stage	+	+	+
Booth in Exhibition Hall	10x20	10x20	10x10
Full Conference Access Passes	3	2	1
Company HTML promotional e-blast during conference	2	1	
Company logo on introduction slides announcing sponsorship	+	+	
Company HTML written by sponsor and sent by ALD to its in-house prospects list	+		+
Company logo on ALD marketing collateral e Newsletters, website and social media	+	+	
Company logo URL on email confirmations to attendees	+	+	
Corporate membership for 12 months including company logo on ALD website	+	+//	
Attendee Lead Generation List	+	4	/+/

^{*}These benefits are subject to ALD's approval of content and to ALD's speaker presentation policies, where applicable.

Sponsorship Benefits

The Following Benefits Included with Each Sponsorship Package

ALD Annual Corporation Membership (\$950 value)

The Academy of Laser Dentistry provides the following membership program opportunities for companies to reach our members and prospects that are interested in receiving the most up-to-date dental materials and services:

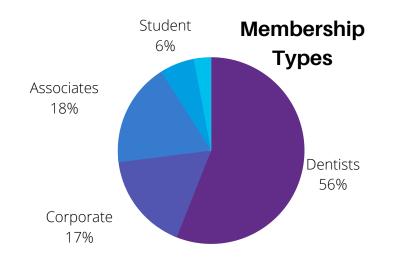
- Podium speaker and/or hands-on workshop at the annual conference
- · Webinars, blogs and news posts throughout the year
- Social media posts
- HTML e-blast written by sponsor for distribution to ALD members and prospective members
- We will feature your company in emails to our database of 6,500 members and professionals throughout the year to increase your brand-awareness and sales opportunities for your products and services.

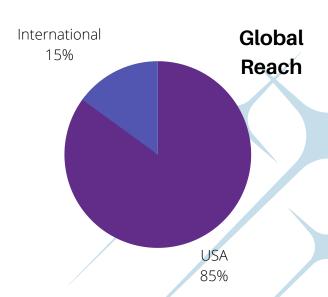
Extensive Online Content Marketing and Social Media Outreach (\$500 value)

ALD offers all Exhibitors the opportunity to post a guest blog, reaching over 6,500 email list members. You have the opportunity to have your company logo and booth number posted on the ALD Facebook page during conference daily posts.

New Trends, Techniques, and Technology Spotlights (\$1,000 value)

These are 10-minute product spotlights at the beginning of each workshop on Friday April 21 or Saturday April 22. During each workshop, you provide the speaker and equipment for deep dive 3-hour training and education for up to 25 dentists and hygienists to participate. Limited product spotlights are available depending upon the sponsorship level.





A-la-carte Sponsorships

We invite you to take advantage of the opportunity to advertise your products and services to all of our attendees, while supporting the ALD Conference and Exhibition. We offer the following conference-specific sponsorships. Please review and let us know where you would like to see your name and logo!

Conference Giveaway Items

Pens (1 available) \$700

Pen is included in conference bag to every attendee and made available at various locations throughout the conference – Includes your Company logo

Attendee Badge Lanyards (1 available)

\$1,000

Clip lanyard in conference colors - Includes your Company logo - distributed to every attendee

Attendee Brief Bags (1 available)

\$3,500

Includes your Company Logo printed on bag - distributed to every attendee

Conference Hospitality Events*

Daily Morning and Afternoon Break (4 available)

\$1,800

Daily breaks served to attendees each day. Includes Signage, Program Mention, Announcements

Daily Breakfast (2 available)

\$3,000

One or more Breakfast meals served to attendees each day. Includes Signage, Program Mention, Announcements

Daily Lunch (2 available)

\$7,000

One or more Lunch meals served to attendees each day, Includes Signage, Program Mention, Announcements

A-la-carte Sponsorships (Continued)

International Attendees Welcome Reception (Pre-Conference Thursday night, 1 available)

\$5,000

High visibility conference first night kickoff cocktail reception-to include 10-minute company presentation. Includes Signage, Program Mention, Announcements

Welcome Reception Friday in Exhibit Hall (1 available)

\$13,000

High visibility conference first night kickoff cocktail reception-to include 10-minute company presentation. Includes Signage, Program Mention, Announcements

30th Anniversary Celebration Party Event (1 available)

\$18,000

Friday night cocktail reception for conference attendees and exhibitors. This event is typically the most focal and well attended event, and can include a theme, music, dinner etc. Includes Signage, Program Mention, Announcements, Invitation with company logo, Announcements

* Event Sponsorships Include:

- One additional full access conference badge
- Complimentary marketing to ALD membership
 - Attendee list in advance of conference
 - Signage
 - Registration bag insert
 - Morning announcements



12917 Royal Ascot Dr. Fort Worth, TX 76244 Hugo Gonzalez 214.564.4246 IMS Shows EXIT EXI 蓝 ō Prairie Ballroom D/E/F 30-10x10 booths, 1-40x10 booth 10-72" rounds of 10 Ceiling height 24' Aisle widths as noted 119 318 219 218 10 EXIT 117 316 216 217 EXIT 9.5 115 215 314 214 Silent Auction 113 312 213 212 BUFFET BUFFET 15.5 April 21-22, 2023 Hilton Dallas Plano/Granite Park · Plano, Texas 309 EXIT **ENTRANCE** 306 206 207 107 Academy of Laser Dentistry 205 105 204 304 303 103 302 203 202 301 ōο Sessions General ALD DRAWINGS 9/30/2022 CM AS OF 9/30/2022 CM 20 9 2





Looking for other opportunities?

We are happy to customize a sponsorship opportunity that fits the needs and goals of your organization and answer any questions.

Contact: Gail Siminovsky, CAE, ALD Executive Director

Email: siminovsky@laserdentistry.org

Phone: 954-346-3776

Secure your 2023 ALD Conference & Exhibition Sponsorship

Complete the online application <u>here</u>.
Or scan the bar code



All terms and conditions will be provided during the registration process.

laserdentistry.org