2020 EXHIBITOR & SPONSOR GUIDE

MARCH 18–21, 2020

Walter E. Washington Convention Center
801 Mt. Vernon Place NW
Washington, D.C., USA 20001

www.iadr.org/2020iaexhibit
EXHIBIT WITH IADR/AADR/CADR IN 2020!

Join the over 5,500 attendees in Washington, D.C., USA, to showcase your innovations, products and services as IADR celebrates its Centennial as part of the 98th General Session & Exhibition of the IADR, which will be held in conjunction with the 49th Annual Meeting of the AADR and the 44th Annual Meeting of the CADR.

IADR has provided its members with the leading scientific meeting for dental, oral and craniofacial research industry for 100 years! To celebrate the Centennial IADR is offering unique opportunities for attendees and partners. If you have joined the IADR before, you know the possibilities the General Session can bring to an exhibitor. If you are new, IADR invites you to experience the unique networking forum created at IADR meetings.

With more than 5,500 delegates expected to attend and over 4,500 scientific abstracts being presented, you can showcase your company to key thought leaders and influence, as well as influence the future generation of researchers.

BOOK YOUR EXHIBITION SPACE EARLY AS IT WILL GO FAST!
EXHIBITING GIVES YOUR COMPANY AN OPPORTUNITY TO

➤ Promote new product and service developments.
➤ Offer hands-on demonstrations to current and prospective clients, researchers in the field, potential employees and future researchers.
➤ Highlight your impact and partnership with the future of the industry.
➤ Capitalize on networking opportunities with industry leaders — sharing ideas and insights on industry trends.
➤ Gain valuable feedback on your latest innovations, products and services.
➤ Communicate the science and technology behind your products.

FACE THE FACTS

(Percentages based on 2018 General Session & Annual Meeting survey participants.)

- 97% of delegates believe it is important for oral care companies to communicate the science and technology behind their products and services.
- 94% of meeting delegates visit the Exhibition Hall.
- 86% of delegates found the Exhibition Hall to be a valuable resource at the meeting.
- 85% of delegates indicated that they are more likely to recommend a product from companies communicating the technology behind their product.
BENEFITS OF EXHIBITING

EXPOSURE TO THE LATEST IN DENTAL, ORAL AND CRANIOFACIAL
Dental, oral and craniofacial researchers, educators and clinicians view IADR as the leading source of cutting-edge research, innovations in clinical care and state-of-the-art technology.

OPPORTUNITY TO REACH AN INFLUENTIAL AUDIENCE
The IADR/AADR/CADR Exhibit Hall provides the unique opportunity to showcase your company’s technology to key opinion leaders and recommenders.

INTERACTION WITH CLIENTS FACE-TO-FACE
An exhibit booth gives you the opportunity to offer hands-on demonstrations to key thought leaders, researchers in the field, potential employees and future researchers. This is a great opportunity to highlight your impact and influence on the industry.

INCREASED VISIBILITY AND NAME RECOGNITION
Showcase new products and services and enhance your bottom line.

MORE THAN JUST AN EXHIBITION HALL

▶ IADR/AADR/CADR Scientific Networking Center with complimentary coffee breaks for meeting attendees
▶ Poster sessions (two sessions per day)
▶ AADR Hatton Competition posters
▶ IADR Unilever Hatton Competition posters
▶ SCADA posters
▶ e-Poster presentation area
EXHIBITION DATES AND HOURS*

- Thursday, March 19 9 a.m. – 5 p.m.
- Friday, March 20 9 a.m. – 5 p.m.
- Saturday, March 21 9 a.m. – 5 p.m.

INSTALLATION/EXHIBITOR MOVE-IN*

- Wednesday, March 18 9 a.m. – 4:30 p.m.

DISMANTLE/EXHIBITOR MOVE-OUT*

- Saturday, March 21 5 p.m. – 9 p.m.

*Exhibition times are subject to change.

EXHIBIT BOOTH RATES* PER 10’ x 10’

Corporate – $4,985
Institutional, Government & Nonprofit – $2,470

IADR/AADR Corporate* & Institutional Member Discounts on First Booth

<table>
<thead>
<tr>
<th></th>
<th>CORPORATE</th>
<th>INSTITUTIONAL, GOVERNMENT &amp; NONPROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>President Circle Level^ — Complimentary</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Leadership Level Member — 50% discount</td>
<td>$2,495</td>
<td>$1,235</td>
</tr>
<tr>
<td>Regular Level — 20% discount</td>
<td>$3,990</td>
<td>$1,975</td>
</tr>
</tbody>
</table>

^ President Circle Level Members receive 20% discount on additional booths

* NEW! Corporate members of both IADR & AADR receive noted discount on both first and second booth in joint meeting years.
WHAT IS INCLUDED IN MY EXHIBIT PACKAGE?

- Standard 10’ x 10’ booth frame, with an 8-foot-high back drape and a 36-inch-high draped side divider.
- 7” x 44” identification sign with company name and booth number.
- A 6’ draped table, two chairs and a trash can. *(Institutional, Government & Nonprofit booths only)*
- Roving security services from exhibit move-in through move-out.
- Complimentary exhibitor-only* registrations based on membership level and booth type.
- Fifty-word company description (if provided) by the deadline, in printed program book and mobile app.
- Access to an Exhibitor ONLY Lounge.
- General cleaning of hall aisles.
- Online Exhibitor Service Manual.

* Exhibitor-only badges allow access to the public meeting spaces and the Exhibit Hall only. Exhibitors wishing to have access to the scientific sessions must purchase a full meeting registration. Additional exhibitor-only badges may be purchased for $295 each.

Booth carpet or floor covering is mandatory but is not included in the booth package. Carpet and additional furniture may be ordered through the exhibitor service manual.

SUBMIT YOUR EXHIBIT APPLICATION

Visit the IADR website (www.iadr.org/2020iaexhibit) to:

- Book your booth (online booking opens August 2019).
- View the exhibit floor plan.
- Read the exhibit guidelines.
- See a list of past and current exhibitors.
- Learn more about the 2020 IADR/AADR/CADR General Session & Exhibition.
PARTNERSHIP & PROMOTIONAL OPPORTUNITIES

IADR understands that our partners have a range of goals when being part of the IADR General Session. With this in mind, we have designed a number of sponsorship opportunities at the meeting. These opportunities have been designed with you in mind. 2020 opportunities include IADR Scientific Session Partnerships, high visibility branding sponsorships, promotional and advertising opportunities and ways to be part of IADR’s Centennial celebration!

SCIENTIFIC SESSION PARTNERS
Support the science of the meeting through these three partnerships with different levels of benefits including complimentary advertising, complimentary meeting registrations and high visibility recognition.

SCIENTIFIC SESSION PARTNER BENEFITS

<table>
<thead>
<tr>
<th>PRE-MEETING RECOGNITION</th>
<th>SILVER $12,500</th>
<th>GOLD $25,000</th>
<th>DIAMOND $50,000</th>
</tr>
</thead>
</table>

Sponsor profile, including direct link to sponsor website & social media, on the IADR General Session website and mobile app (continues post meeting) ▲ ▲ ▲

Discount on Digital Scientific Program Ads on Desktop and Mobile App (Ad runs one month pre and one month post-meeting) 20% 50%

ONSITE RECOGNITION

Complimentary meeting registrations (ticketed events excluded) 1 2 4

Company recognized at sponsor level with logo on Welcome Slides before Oral Presentations Silver Recognition ▲ ▲ ▲

Gold Recognition ▲ ▲ ▲

Diamond Recognition ▲ ▲ ▲

Company recognition & logo in Program Book ▲ ▲ ▲

Company logo on signage in convention center and headquarter hotel ▲ ▲ ▲

Reserved seating at Opening Ceremonies ▲ ▲ ▲

Sponsor ribbons for onsite staff recognizing your sponsor level ▲ ▲ ▲

Complimentary Program Book ads Complimentary ½ Page Ad Complimentary Full Page Ad

Booth discount on additional booths (after purchase of first booth) 50%

POST-MEETING RECOGNITION

Company recognition in Post-meeting Newsletter ▲ ▲ ▲

Thank you in Annual Report & Proceedings for that year ▲ ▲ ▲
ORGANIZE AN INDUSTRY-SPONSORED SYMPOSIUM

$12,000

Directly influence the science at the meeting by hosting an Industry-sponsored Symposium. This benefit of IADR/AADR corporate and institutional membership allows you the ability to have a session scheduled at the meeting to promote science and the innovations at your company.

HIGH VISIBILITY SPONSORSHIPS

IADR offers a range of visibility and branding opportunities at the meeting that come with different added benefits and levels of recognition.

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Centennial Plenary Session</td>
<td>$50,000</td>
</tr>
<tr>
<td>Conference Bags</td>
<td>$25,000</td>
</tr>
<tr>
<td>Centennial Networking &amp; Recharge Stations</td>
<td>$25,000</td>
</tr>
<tr>
<td>Scientific Poster Board Directional Sponsor</td>
<td>$20,000</td>
</tr>
<tr>
<td>Meeting-at-a-Glance Sponsor</td>
<td>$20,000</td>
</tr>
<tr>
<td>Centennial Photo Booth</td>
<td>$12,000</td>
</tr>
<tr>
<td>Distinguished Lecture Series Speaker</td>
<td>$10,000</td>
</tr>
<tr>
<td>Go Green Water Station Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>New Member/First-time Attendee Reception</td>
<td>$2,500</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Key Card</td>
<td>Contact for Pricing</td>
</tr>
</tbody>
</table>

ADVERTISING OPPORTUNITIES

Drive traffic to your booth or promote your company with meeting advertising opportunities.

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Conference Bag Insert</td>
<td>$4,500/insert</td>
</tr>
<tr>
<td>Mobile &amp; Desktop Banner Ad*</td>
<td>$4,000</td>
</tr>
<tr>
<td>Program Book Ads*</td>
<td>Various Pricing</td>
</tr>
<tr>
<td>Promo Ad in IADR/AADR Monthly Newsletter</td>
<td>$500</td>
</tr>
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</table>

*Discounts to IADR/AADR Corporate & Institutional Members & Scientific Session Partners.

IADR is your partner for success! For a complete list of sponsorship and advertising opportunities with their details, and to learn how to get involved, visit www.iadr.org/2020iasponsorship.
BE PART OF IADR CELEBRATING 100 YEARS!

During the 2020 IADR/AADR/CADR General Session & Exhibition in Washington, D.C., IADR will be celebrating 100 years of history and discovery. IADR has provided a number of unique opportunities to participate in this momentous occasion.

IADR CENTENNIAL GALA SPONSORSHIP OPPORTUNITIES
IADR will be celebrating 100 years with a Centennial Gala at the United States Library of Congress on Friday, March 20, 2020. This exclusive event is a gathering of the key opinion leaders in dental research. As a sponsor, you have the opportunity to showcase your commitment to the continuation of dental, oral and craniofacial research to these leaders in a dedicated setting.

<table>
<thead>
<tr>
<th>CENTENNIAL GALA SPONSORSHIP LEVELS &amp; BENEFITS</th>
<th>SUPPORTER*</th>
<th>ADVOCATE</th>
<th>PROMOTER</th>
<th>CHAMPION</th>
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</thead>
<tbody>
<tr>
<td>Sponsor Profile on the IADR General Session Website and Mobile App</td>
<td>▲</td>
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<tr>
<td>Company Recognized in Welcome Slides Before Oral Presentations</td>
<td>▲</td>
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<tr>
<td>Company Recognition in Meeting Program Book</td>
<td>▲</td>
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<tr>
<td>Sponsor Ribbons for Onsite Staff</td>
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<tr>
<td>Company Recognition in Post-meeting Newsletter</td>
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<tr>
<td>Rotating Logo Added to Centennial Website</td>
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<tr>
<td>Acknowledgment on &quot;Congratulations&quot; Signage</td>
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</tr>
<tr>
<td>VIP Gala Tickets</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>10 (whole table)</td>
</tr>
<tr>
<td>Recognition in Gala Signage</td>
<td>▲</td>
<td>▲</td>
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<tr>
<td>Recognition During Gala Digital Presentation</td>
<td>▲</td>
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<tr>
<td>Verbal Recognition at Gala From Podium</td>
<td>▲</td>
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<tr>
<td>Complimentary Ad in Gala Program Book</td>
<td>½ page</td>
<td>Full Page</td>
<td>Full Page</td>
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<tr>
<td>Logo in History of IADR Timeline Exhibit</td>
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*Available for non-profit and universities only.

IADR CENTENNIAL GALA SWAG BAG | $1,000
Include a sample or promotional item in the Centennial Swag Bag to be distributed to all Gala attendees.

IADR CENTENNIAL PLENARY SPONSOR | $50,000 (per day)
Three centennial themed plenaries will take place at the General Session from 12:30-1:45 p.m. on Thursday, Friday and Saturday. Your sponsorship provides attendees with lunch and ensures your company receive high visibility at the session and in meeting materials.

IADR CENTENNIAL 2020 WEBSITE | $5,000
Sponsor the centennial website for prominent company recognition. This website is where IADR will showcase our history, member stories and more over the yearlong Centennial celebration.

COMMEMORATIVE ITEMS | Various Pricing
Show your Centennial spirit with branded collateral to show your partnership with IADR on this momentous occasion. Contact exhibits@iadr.org for options.
VIEW ALL 2020 SPONSORSHIP OPPORTUNITIES & DETAILS
www.iadr.org/2020iasponsorship

SUBMIT YOUR EXHIBITION APPLICATION
www.iadr.org/2020aaexhibit

QUESTIONS?
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& Meetings Manager
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