

EXHIBITOR & SPONSOR PROSPECTUS



IADR GENERAL[®]
SESSION

BOGOTÁ, COLOMBIA • JUNE 21–24, 2023
101ST GENERAL SESSION & EXHIBITION OF THE IADR
9TH MEETING OF THE LATIN AMERICAN REGION
12TH WORLD CONGRESS ON PREVENTIVE DENTISTRY

Bogotá, Colombia
Ágora Convention Center
June 21–24, 2023
iadr.org/2023IAExhibits

#IADR2023

101ST GENERAL SESSION & EXHIBITION OF THE IADR 9TH MEETING OF THE LATIN AMERICAN REGION 12TH WORLD CONGRESS ON PREVENTIVE DENTISTRY

Ágora Convention Center

Calle 24 No 38-71

Bogotá, Colombia

June 21-24, 2023



► EXHIBIT HOURS

June 21	9 a.m. - 5 p.m.	Exhibitor Move-in
June 22-24	9 a.m. - 5 p.m.	Exhibition Open
June 24	5 p.m. - 9 p.m.	Exhibitor Move-out

*Exhibition times are subject to change.

Exhibit with IADR/LAR!

Promote your company's latest advances and meet with international leaders in dental, oral, and craniofacial research. With more than 3,000 delegates expected and 2,500+ scientific abstracts being presented, you can showcase your company to key thought leaders and influencers and to a future generation of researchers. Don't miss this opportunity to network!

iadr.org/2023IAExhibits

**BOOK YOUR EXHIBITION SPACE
BEFORE IT SELLS OUT!**

Our Exhibitors . . .

- ▶ **PROMOTE** new product and service developments.
- ▶ **OFFER** hands-on demonstrations to academic leaders, key thought leaders, researchers in the field, potential employees, and future researchers.
- ▶ **HIGHLIGHT** their 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 the latest innovations, products, and services.
- ▶ **COMMUNICATE** the science and technology behind their products.
- ▶ **BUILD** new networks within the dental, oral, and craniofacial field.
- ▶ **ATTRACT** post-docs, residents, and new investigators to your institution.
- ▶ **REACH** decision makers conducting dental, oral, and craniofacial research.

Benefits of Exhibiting

EXPOSURE TO THE LATEST DENTAL, ORAL, AND CRANIOFACIAL RESEARCH

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.

REACH AN INFLUENTIAL AUDIENCE

The IADR/LAR Exhibition Hall provides an exceptional opportunity to showcase your company's technology, laboratory equipment, and research tools to key opinion leaders and top-funded investigators.

INTERACT WITH KEY THOUGHT LEADERS

Showcase your impact and influence on the industry through hands-on demonstrations for thought leaders, researchers in the field, and future researchers.

INCREASED VISIBILITY AND NAME RECOGNITION

Demonstrate new products and services or display new scientific publications.

SHOWCASE YOUR INSTITUTION

Looking to fill open research faculty positions, post-doctoral positions, or training positions? Meet the brightest at IADR/LAR!

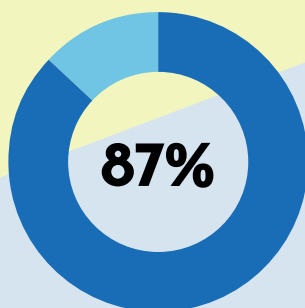
More Than an Exhibition Hall

The IADR/LAR Scientific Networking Center offers complimentary coffee breaks twice a day for meeting attendees.

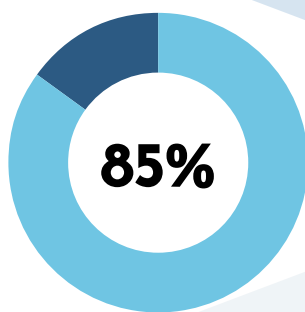


Take It From Our Meeting Delegates

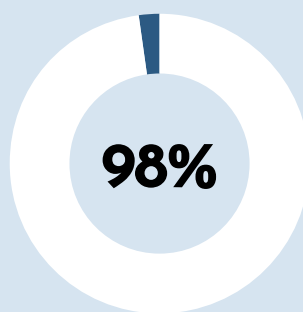
(Percentages based on 2019 General Session survey participants.)



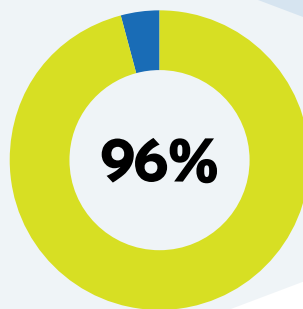
found the Exhibition Hall to be a valuable resource at the meeting.



indicated that they are more likely to recommend a product from companies communicating the technology behind their product.



believe it is important for oral care companies to communicate the science and technology behind their products and services.



visited the Exhibition Hall.

2023 Exhibit Booth Rates Per 3m x 3m

CORPORATE – US\$5,495

INSTITUTIONAL, GOVERNMENT, & NONPROFIT – US\$2,715

New for 2023!

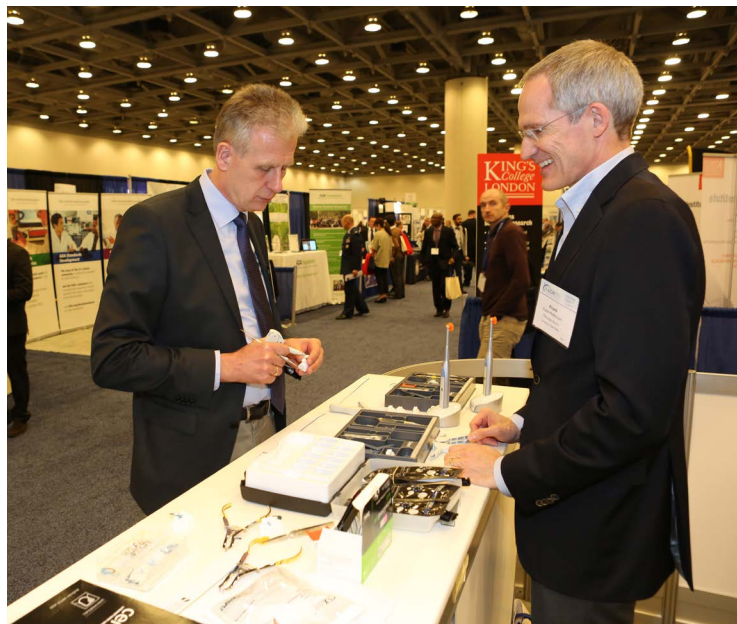
A 10% discount will be offered to all new exhibitors who have never exhibited with IADR or AADOCR before, as well as to welcome back any previous IADR/AADOCR exhibitors returning after a 5+ year absence.

IADR Corporate & Institutional Member Discounts on First Booth[^]:

	Corporate	Institutional Government & Nonprofit
President Circle Level - Complimentary	US\$0	US\$0
Leadership Level - 50% Discount	US\$2,750	US\$1,360
Regular Level - 20% discount	US\$4,395	US\$2,170

[^]Corporate and Institutional members receive a 20% discount on additional booths at the non-member rates.

To find out how to become a Corporate or Institutional Section member and the additional member benefits, visit iadr.org/membership.



What's Included in the Exhibit Package?

- ▶ Standard 3m x 3m booth frame, with a 6-foot-high hard wall (white) on three sides.
- ▶ Identification sign with company name and booth number.
- ▶ A 6' draped table, two chairs, and a trash can.
- ▶ Roving security services from Exhibition Hall move-in through move-out.
- ▶ Complimentary Exhibitor-only* registrations based on membership level and booth type.
- ▶ Robust company profile in the online program.
- ▶ Access to an Exhibitor-only Lounge.
- ▶ General cleaning of Exhibition Hall aisles.

*Exhibitor-only badges allow access to the public meeting spaces and the Exhibition 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 US\$300 each.

Exhibit booth packages and benefits may change to accommodate the IADR/LAR General Session for the safety of our onsite attendees.

▶ SUBMIT YOUR APPLICATION

- ▶ [Download the application.](#)
- ▶ Book your booth.
- ▶ [View](#) the Exhibition Hall floor plan.
- ▶ Read the exhibition guidelines.
- ▶ See a list of current exhibitors.



Partnership & Promotional Opportunities

IADR recognizes that our partners have a range of goals when participating in our meetings. Therefore, we have several sponsorship opportunities available to promote your products and services.

SCIENTIFIC SESSION PARTNERS

Support the science of the meeting! Our three partnerships offer different levels of benefits, including complimentary advertising, complimentary meeting registrations, and high-visibility recognition.

Scientific Session Partner Benefits	SILVER US\$12,500	GOLD US\$25,000	DIAMOND US\$50,000
PRE-MEETING RECOGNITION			
Sponsor profile, including direct link to website and social media, on the IADR/LAR General Session website (continues post-meeting)	●	●	●
Discount on scientific program ads on desktop (ad runs one month pre- and one month post-meeting)		20%	50%
ONSITE RECOGNITION			
Complimentary meeting registrations (ticketed events excluded)	1	2	4
Company recognition at sponsor level with logo on welcome slides before Oral Presentations	Silver Recognition	Gold Recognition	Diamond Recognition
Company logo on signage in convention center	●	●	●
Reserved seating at Opening Ceremonies	●	●	●
Sponsor ribbons for onsite staff recognizing your sponsor level	●	●	●
Tickets to attend the President's Reception		2	4
Discount on additional booth purchases (after first booth)			50%
POST-MEETING RECOGNITION			
Company recognition in Post-meeting Newsletter	●	●	●
Acknowledgment in Annual Report and Proceedings for that year	●	●	●

INDUSTRY-SPONSORED SYMPOSIUM

US\$12,000

Directly influence the science at the General Session by hosting an Industry-sponsored Symposium. This benefit of IADR/AADOCR Corporate and Institutional membership allows you to have a scheduled meeting session to promote your company's science and innovation.

**This sponsorship is a benefit to IADR/AADOCR Corporate & Institutional Section Members at the Leadership or President's Circle level.*

HIGH-VISIBILITY SPONSORSHIPS

Visibility and branding opportunities:

Scientific Networking Center & Coffee Breaks (on Exhibition Hall floor) Be the focal point and top gathering space for attendees in the Networking Center where attendees will come to recharge, relax, and mingle with their colleagues.	US\$30,000
Conference Bags Company logo featured on the exterior of conference tote bags distributed to every attendee at registration, as well as the opportunity to distribute (1) promotional item in the conference bags.	US\$25,000
Distinguished Lecture Series Speaker Contribute to the core mission of IADR and the General Session by driving research and increasing knowledge for the improvement of oral health.	US\$10,000
Welcome Reception Reception for all registered attendees, presenters, and new members/first-timers.	US\$25,000 (Exclusive) US\$5,000 (Shared sponsor)
Know Before You Go Email Company name and logo included in one email communication sent to all registered attendees prior to the meeting.	US\$500

ADVERTISING OPPORTUNITIES

Drive traffic to your booth or promote your company through advertising.

Conference Bag Insert*	US\$2,500/insert
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Promo ad in IADR Monthly Global Research Update newsletter	US\$500
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**Discounts to IADR/AADOCR Corporate and Institutional members and Scientific Session Partners.*

IADR is your partner for success. For more detailed information of our sponsorship and advertising opportunities visit: iadr.org/2023IASponsorship.



QUESTIONS?

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iadr.org/2023IAExhibits

iadr.org/2023IASponsorship

