



98<sup>th</sup> ANNUAL SESSION

# SPONSORSHIP BROCHURE

**MEETING DATES:**

**NOVEMBER | 25**

**NOVEMBER | 30**

**EXHIBIT DATES:**

**NOVEMBER | 27**

**NOVEMBER | 30**



**THE LARGEST DENTAL MEETING/EXHIBITION/CONGRESS IN THE UNITED STATES**

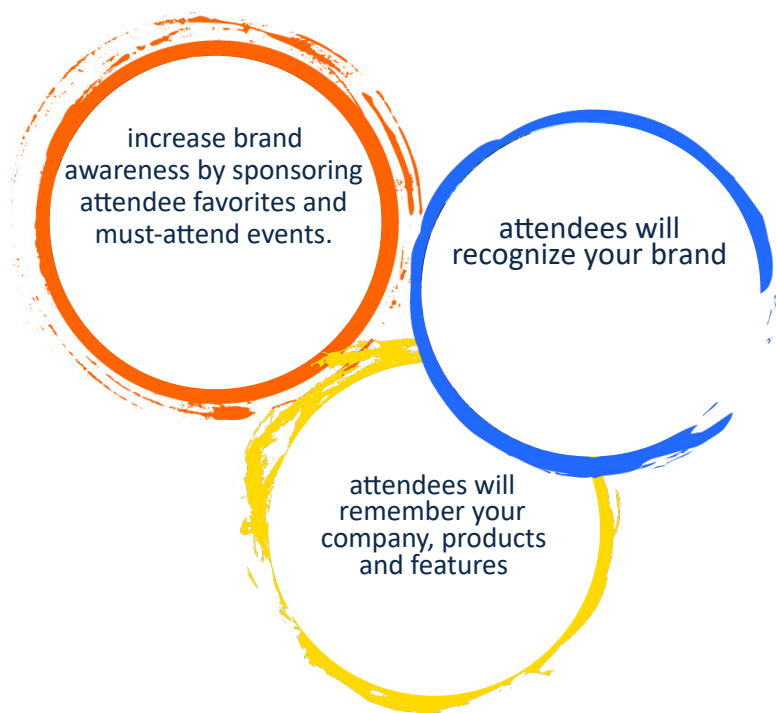
Held at the Jacob K. Javits Convention Center, New York City

# Sponsorship & Advertising Opportunities

The Greater New York Dental Meeting offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall. From pre to post show marketing opportunities, the GNYDM offers a myriad of ways to promote your products and services and set yourself apart from your competitor.

**DESIGN YOUR OWN SPONSORSHIP  
THE GNYDM WELCOMES ALL INNOVATIVE IDEAS!**

By becoming a sponsor or advertiser:



# GNYDM 2022

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**IT'S TIME TO THINK  
OUTSIDE THE BOOTH!**

### QUESTION? / CONTACT

Ms. Dana Soltis, Sponsorship & Advertising Manager  
Email: [dana@gnydm.com](mailto:dana@gnydm.com) / Phone: 212-398-6922

AISLE SIGNS - EXHIBIT HALL \$17,500



Your company's name, booth number and logo will appear at the bottom of each aisle sign throughout the Exhibit Floor. **Production included.**

BANNERS \$9,875



Banners can be placed throughout the Jacob K. Javits Convention Center, in the registration and educational areas. Sponsorship includes installation, teardown and Javits Center space rental, but **does not include production costs.** Call for available locations and sizes.

BADGE \$18,000



Your companies 4-Color Advertisement will be printed on the back of the badge. Everyone at the show is required to wear a badge. This provides the opportunity for your company to be seen by every attendee.

BANNERS OVER STAIRCASE

\$14,950 CONCOURSE SIDE

\$13,950 EDUCATION SIDE



BAGS - 1 EXHIBITOR \$18,500



Tote bags are in great demand for all dental professionals walking the Exhibit Floor. Have your logo and/or advertisement on one side and the GNYDM Meeting logo on the other. 30,000 will be distributed.

A two-sided banner (20' x 40') is placed over the grand staircase to the Crystal Palace Registration Area and Education Area. Sponsorship includes installation, teardown and Javits Center space rental, but **does not include production costs.**

## CELEBRITY LUNCHEON *\$19,500*



This luncheon honors Presidents and Deans of Dental Organizations and schools worldwide. A Celebrity speaker addresses the audience as a highlight of the event. Printed brochures are provided at each table, highlighting the speaker and sponsoring company. Sponsorship also includes one (10) seat table with lunch at the luncheon for representatives of your company. Company recognition and pictures with the Celebrity prior to the luncheon are included.

## COCKTAIL RECEPTION *\$19,500*



This exclusive sponsorship opportunity is Saturday evening, located at the Marriott Marquis Times Square. GNYDM will design and provide a "Thank You" banner with your logo, Table tents with logo on cocktail tables and bar. Includes Three company representatives.

## COLUMN WRAP *\$8,500*



Located in front of the Educational Hall. This column wrap provide your company the perfect opportunity for additional branding to bring attendees to your booth. Place your marketing message where thousands will see it on a daily basis. All our educational programs are held here.

## CHARGING STATION

*\$3,950* 1 STATION      *\$5,900* 2 STATIONS  
*\$8,900* 3 STATIONS



Help attendees "get a charge" by sponsoring the mobile charging stations located on the exhibit floor. Includes companies advertising message on the free standing charging station.

## ESCALATOR RUNNERS *\$7,500* *PER ESCALATOR (LIMITED AVAILABILITY)*



Escalator Runners feature the sponsor's message on a long banner running between the up and down escalators.

**FACE MASKS \$5,500**



Feature your logo on 20,000 face masks distributed to attendees. Sponsor is responsible for providing masks. GNYDM approval is required.

**GENERAL PRACTICE RESIDENCY FAIR**

**\$5,500**



The Sunday GPR Fair provides junior and senior dental students with the opportunity to learn about general practice residencies from representatives of over 60 hospital dental programs. This unique event is well-attended and provides your Company with exposure to the young graduating dentists.

Sponsorship includes: a table within the Fair for the distribution of materials to attendees by your representative and signage promoting the event and Program Guide recognition.

**FLOOR MINDERS**

**\$2,975 7' X 7' DIAMOND**

**\$2,675 5' X 5' SQUARE**



A 3M adhesive graphic can be placed on the floor near the registration area or the exhibit hall. Sponsorship includes installation, teardown and Javits Center space rental and production costs.

**HAND SANITIZER BOTTLES \$5,500**



Feature your branding on 20,000 personal hand sanitizer bottles that will be distributed to attendees. Sponsor is responsible for providing hand sanitizers. GNYDM approval is required.

**FREE STANDING SIGNS \$3,450**



Your Company's advertisement is displayed near the registration area on free standing 38 1/2" x 87" signs or exhibit hall entrance area. Costs include fabrication, labor set-up and dismantling and Javits rental. Each additional panel variation.

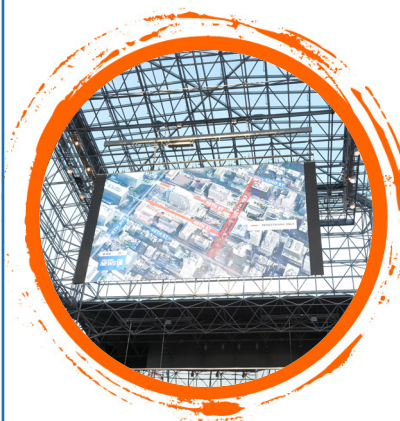
## HOTEL KEYS *\$9,950*



Your company's advertisement/logo is displayed on room keys at our headquarters hotel, the Marriott Marquis Production costs are included.

## JUMBOTRON & TV ADVERTISING

*\$5,950 PER MINUTE*



The Javits Convention Center consists of (1) 600 sq. ft. LED JumboTron situated in the center of the Crystal Palace and 70+ 42" plasma TVs with audio and video located throughout 4 levels of the Javits. The same content is aired on the JumboTron and TVs. Show off your companies products and services for all attendees to see

Your advertisement will play 1 min each hour of the show, Friday through Wednesday.

You can split the time:

(1) 60 sec. (4) 15 sec. and (2) 30 sec.

## INTERNATIONAL RECEPTION *\$9,800*



The International Reception is an event honoring our international guests on Sunday evening. Company recognition is provided on signage and promotional material can be distributed. The Sponsor is encouraged to attend and be recognized. Held Sunday, November 27<sup>st</sup>, 5:30-7:00 pm at the Jacob K. Javits Convention Center.

## LANYARDS *\$17,500*



Every attendee at the Greater New York Dental Meeting must wear an identification badge. Supply us with lanyards and we will distribute them to attendees. Lanyard bins are located on the registration level. Approximately 25,000 are required. The Sponsoring company must supply the lanyards and have them approved by the GNYDM.

## NOTEBOOKS & PENS *\$7,500*



Your Company provides a notebook and pen to educational attendees. These books have your name and logo as well as the Greater New York Dental Meeting name and logo on the front cover. Product promotional literature can be inserted. The verbiage of the notebooks must be approved by the Greater New York Dental Meeting. They will distributed in designated 1E Hall educational classrooms.

**SCIENTIFIC POSTER SESSIONS \$3,950**



The Scientific Poster Session is an annual Sunday event that brings together all dental professionals worldwide. The poster session attracts attendees interested in research, dental procedures, and technology.

Sponsorship includes signage, a table for brochures and your company representatives.

As an additional option, any company or educational organization can sponsor a Scientific Poster Awards Competition. Sponsor supplies judges and awards. A social media post and email blast announcing the winner is included.

**SHUTTLE BUS HEADREST COVERS \$9,500**



Your advertisement is printed on both sides of the headrest cover. Sponsorship includes production of a two-color design, installation and removal. Designated show buses will run continuously throughout the Meeting to and from the Jacob K. Javits Convention Center and Hotels

**SHUTTLE BUS SERVICE**

*CONTACT FOR PRICING*



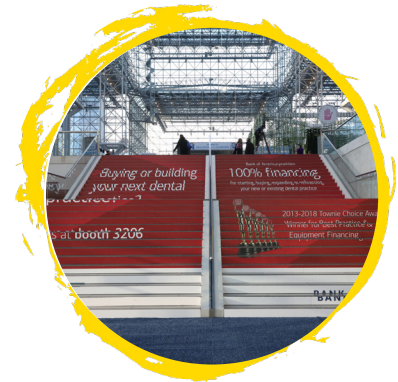
For six consecutive days, buses operate from early morning until evening circling New York City, transporting dental professionals between Hotels and the Convention Center. Your advertisement is seen not only by the dental community but by thousands of pedestrians who live, work and visiting New York City during the holiday season.

Your Company's name and/or advertisement will appear on the sides of buses. Sponsorship includes cost of signage production and labor.

**STAIRCASES**

**\$18,950 REGISTRATION AREA**

**\$13,500 EDUCATION AREA**



This eye catching advertisement allows your company to be the first attraction seen by attendees entering the Convention Center. Ad graphics are placed on the risers of the staircase. Sponsorship includes cost of graphic production, installation, teardown and Javits Center space rental.

**WINDOW CLING ADVERTISING**

**\$8,950 PACKAGE OF 8**    **\$16,950 PACKAGE OF 16**  
**\$12,950 PACKAGE OF 12**    **\$21,000 PACKAGE OF 20**

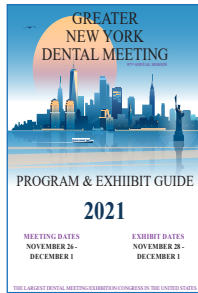


Placed eye-level, 2'x2' square 3M graphics on the glass doors along the entrance to the Crystal Palace. This includes installation, teardown, Javits Center space rental and cost of production. Minimum of eight.

**DIGITAL PROGRAM & EXHIBIT GUIDE**

This publication contains course synopses, Speakers, exhibitor directory, product index and floor plans to navigate the GNYDM. Take advantage of this opportunity to attract attendees to your booth and allow them to contact you throughout the year.

**DEADLINES:** Your completed advertising contract with full payment and artwork, is due June 30, 2022. Advertising space will not be reserved without full payment. Cancellations will not be accepted.



**ADVERTISING RATES**

Inside Front Cover	<b>\$12,695.00</b>
Back Cover	<b>\$10,895.00</b>
First Page	<b>\$7,900.00</b>
Inside Back Cover	<b>\$8,500.00</b>
Opposite Table of Contents	<b>\$6,975.00</b>
Full Page	<b>\$3,995.00</b>
Half Page Horizontal	<b>\$2,850.00</b>
Quarter Page	<b>\$2,000.00</b>

Booth numbers will be stripped in free of charge.  
Only 4-Color ads will be accepted for these positions.

**OFFICIAL NEWSPAPER OF THE GNYDM**

The GNYDM Newspaper is distributed all 6 days, Friday-Wednesday at the entrances to the exhibits, registration areas, and bus drop off areas. The Guide includes exhibit floor plan, exhibitor listings, education programs and classroom locations, and events. This is the **ONLY** official publication distributed to attendees to obtain general information about the show and advertisers. Pricing is for 1 Advertisement and includes printed copy on-site and digital copy posted on the GNYDM website.



**ADVERTISING RATES**

Inside Front Cover	<b>\$8,750.00</b>
Inside Back Cover	<b>\$ 8,550.00</b>
Full Page	<b>\$6,500.00</b>
Half Page	<b>\$3,950.00</b>
Back Cover	<b>\$8,950.00</b>
Quarter Page	<b>\$2,200.00</b>

Premium and full page advertisement receive a free half page Article.

Artwork is due October 25, 2022.

**Education Opportunities**

**EDUCATION PROGRAMS**

*(COSTS VARY AS PER PROGRAM)*



Your Company can sponsor half or full day scientific sessions. You can suggest speakers who must be approved by our Education Committee, or we can provide them for you. Signage and Program promotional recognition are included.





**MOBILE APP**



**SPLASH PAGE: \$7,500.00**

**PUSH NOTIFICATIONS: (2) FOR \$2,500.00**

Increase your visibility and enhance your company’s image before, during and after the event. Conference attendees use the mobile app to access daily schedules, general sessions materials, networking, maps and exhibitor information.

**SOCIAL MEDIA**



Included in the pricing: the GNYDM will also repost shared stories that are tagged during all 6 days of the show.

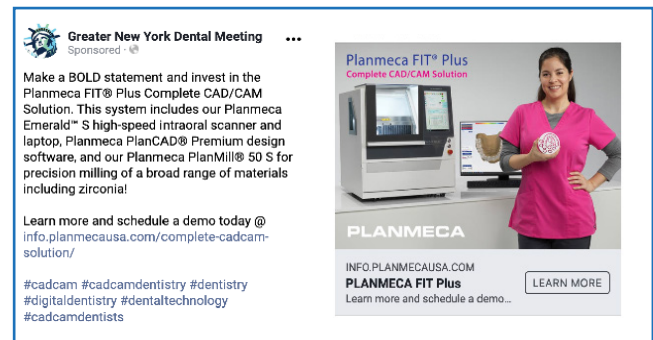
**SPONSORED POST - \$650.00**

The GNYDM will publish a curated post inclusive of art work, copy, and link of sponsors choice to be published across GNYDM’s Facebook, Instagram and LinkedIn channels. The post will be published at an optimized time according to GNYDM’s audience insights to generate optimal organic reach. All graphics, copy, and links will be provided by sponsor and are subject to review and must comply with our social media policies.



**PAID ADS - \$850.00**

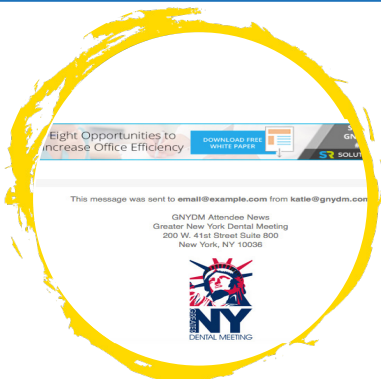
The GNYDM will produce a paid advertisement using the objective of “Traffic” from our Facebook Business Manager account to be published across Facebook, Instagram, and all relevant placement options. The “Traffic” ad objective is to drive people to your website or app. The GNYDM will work with the advertiser to specify their customized target audience. By utilizing Demographics, Interests, Behaviors, and other targeting data your advertisement will meet the right audience and drive traffic to your chosen URL. All graphics, copy, and links will be provided by advertiser and are subject to review and must comply with our social media policies, as well as, any and all of Facebook’s advertising policies and Special Ad Classifications.



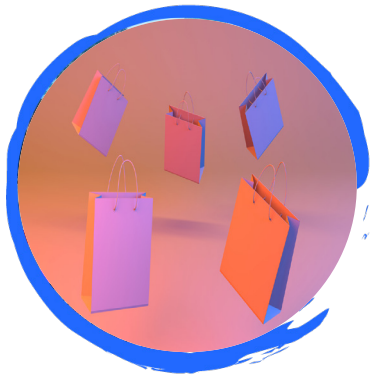
**EMAIL BLAST BANNERS ( PER EMAIL)**

**\$1,450.00**

Promote your product or service to the GNYDM’s email list of 75,000. Send us your banner Advertisement and a URL.



**GNYDM DIGITAL SHOW SPECIALS/VIRTUAL BAG**



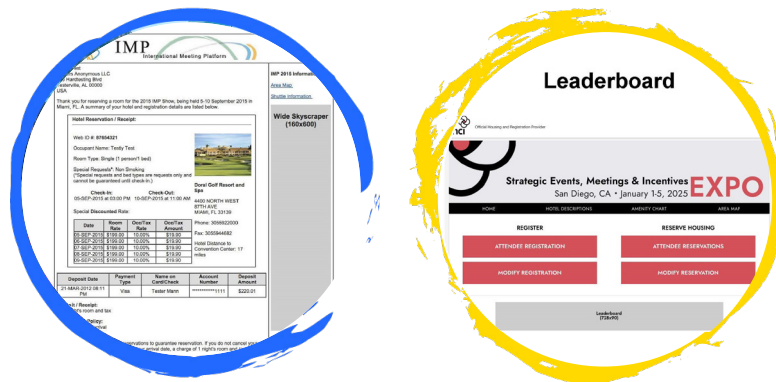
- \$1,195.00** SHOW MONTH NOVEMBER
- \$995.00** 1 MONTH (CHOOSE BETWEEN DEC. - OCT.)
- \$2,835.00** 3 MONTHS (INCLUDES 5% DISCOUNT)
- \$5,375.00** 6 MONTHS (INCLUDES 10% DISCOUNT)
- \$10,150.00** 12 MONTHS (INCLUDES 15% DISCOUNT)

Showcase your product or monthly specials all year-round in the monthly GNYDM email blast sent to over 75,000 dental professionals and published on the GNYDM website. What's included: your advertisement, product description, URL or PDF to your website, form or flyer, link to your facebook page and website.

Advertisement placements will rotate when refreshed.

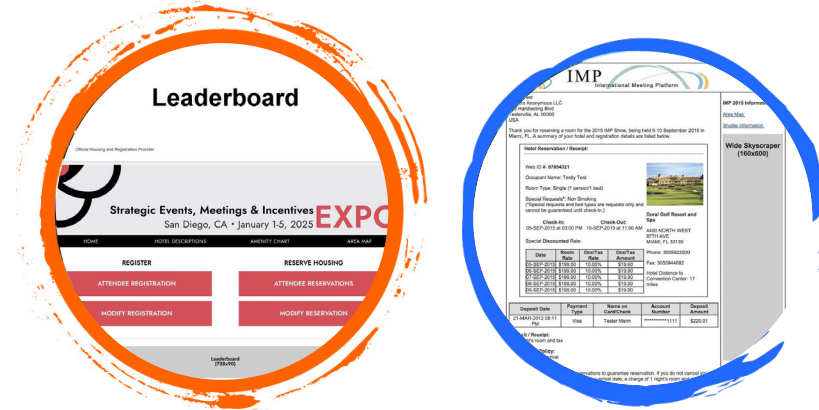
For the Meeting Month of November, specials will be featured each day during the GNYDM in our Day-at-a-Glance emails and on our Mobile App Nov. 23rd - Nov. 30.

**ONLINE REGISTRATION BANNER & CONFIRMATION EMAIL AD \$9,900.00**



Attendees pre-register online to attend GNYDM yearly. This exclusive sponsorship gets your company a banner advertisement on the registration page and confirmation email.

**CE REGISTRY BANNER AD, PRINTOUT & ON-SITE LOGIN SCREEN \$15,000**



Attendees register their CE Credits and can Print a CE Certificate. This sponsorship includes a banner ad on the CE registry Website, On-site and the company logo on the CE Certificate. The CE registry stays on the GNYDM for three years.



# GREATER NEW YORK DENTAL MEETING®

## ADVERTISING CONTRACT

### GREATER NEW YORK DENTAL MEETING®

200 West 41st Street - Suite 1101  
New York, New York 10036-7203  
Phone: (212) 398-6922 Fax: (212) 398-6934  
E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)  
Website: [www.gnydm.com](http://www.gnydm.com)

### 98<sup>th</sup> Annual Session

November 25 – November 30, 2022  
Exhibit Dates:  
November 27 - November 30, 2022  
Jacob K. Javits Convention Center  
New York City, New York

Company Name \_\_\_\_\_  
Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_  
Company Email \_\_\_\_\_ Company Website \_\_\_\_\_  
Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_  
Advertising Contact Person \_\_\_\_\_ Email \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### DIGITAL PROGRAM & EXHIBIT GUIDE

- Inside Cover Double Spread \$12,695
- Back Cover \$10,895
- Inside Back Cover \$8,500
- First Page \$7,900
- Opposite Table of Contents \$6,975
- Full Page \$3,995
- Half Page \$2,850
- Quarter Page \$2,000

### EXCLUSIVE GNYDM DAILY NEWSPAPER

- Inside Front Cover \$8,750
- Back Cover \$8,950
- Inside Cover \$8,550
- Full Page \$6,500
- Half Page \$3,950
- Quarter Page \$2,200

### SOCIAL MEDIA

- Sponsored Post \$650
- Paid AD \$850

### ADVERTISING

- JumboTron Advertising \$5,500 per min
- Email Blast Banners \$1,450
- Discount Show Special \$950
- Online Registration Banner \$9,900
- CE Registry Banner \$14,950

### MOBILE APP

- Splash Page \$7,500
- Push Notifications (2) \$2,500

### MONTHLY VIRTUAL SHOW SPECIALS

- November Show Month \$1,195
- 1 Month (Dec-Oct) \$995
- 3 Months \$2,835
- 6 Months \$5,375
- 12 Months \$10,175

### TOTAL SPONSORSHIP AMOUNT \_\_\_\_\_

### CONTRACTS RECEIVED WITHOUT FULL PAYMENT WILL NOT BE PROCESSED.

#### PAYMENT

All payments for advertising must be made by company check or credit card\* (\*plus a 3% convenience fee.)

All advertising are non-cancelable and non-refundable. Material/artwork must be e-mailed to Dana Soltis, [dana@gnydm.com](mailto:dana@gnydm.com) to arrive by the specified due date.

GREATER NEW YORK DENTAL MEETING DOES NOT ASSUME ANY LIABILITY OR RESPONSIBILITY FOR ANY TYPOGRAPHICAL ERRORS, OMISSIONS OR INACCURACIES OF ANY KIND IN ANY OF ITS PUBLICATIONS.

THE UNDERSIGNED, WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE MEETING AS PUBLISHED IN THE 2022 EXHIBITORS' PROSPECTUS AND SPONSORSHIP & ADVERTISING BROCHURE, WHICH ARE A PART OF THIS CONTRACT AS IF PUBLISHED HEREIN.

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT FULL NAME \_\_\_\_\_



# GREATER NEW YORK DENTAL MEETING®

## SPONSORSHIP CONTRACT

**GREATER NEW YORK DENTAL MEETING®**  
 200 West 41st Street - Suite 1101  
 New York, New York 10036-7203  
 Phone: (212) 398-6922 Fax: (212) 398-6934  
 E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)  
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 New York City, New York

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_  
 Company Email \_\_\_\_\_ Company Website \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_  
 Sponsorship Contact Person \_\_\_\_\_ Email \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### SPONSORSHIPS

- Aisle Signs \$17,500
- Bags \$18,500
- Badge \$18,000
- Banners \$9,875
- Banners Over Staircases
  - Concourse Side \$14,950
  - Education Side \$13,950
- Celebrity Luncheon \$19,500
- Charging Stations
  - 1 Station \$3,950
  - 2 Stations \$5,900
  - 3 Stations \$8,900
- Cocktail Reception \$19,500
- Column Wrap \$8,500
- Education Registry Login Screen \$12,000
- Escalator Runners \$7,500
- Face Masks \$5,500
- Floor Minders
  - 7' x 7' Diamond \$2,975
  - 5' x 5' Square \$2,675
- Free Standing Signs \$3,450
- Hand Sanitizer \$5,500

- Hotel Keys \$9,950
- International Reception \$9,800
- JumboTron Advertising \$5,950 per min
- Laynards \$17,500
- Notebooks & Pens \$7,500
- Shuttle Bus Headrests \$9,500
- Shuttle Bus Service
  - 3 Buses \$31,000
  - 8 Buses \$175,000
- Staircase Graphics
  - Registration Area \$18,950
  - Education Area \$13,500
- Window Clings
  - Package of 8 \$8,950
  - Package of 12 \$12,950
  - Package of 16 \$16,950
  - Package of 20 \$21,000

### EDUCATIONAL SPONSORSHIP

- General Practice Residency Fair \$5,500
- Scientific Poster Sessions \$3,950

**TOTAL SPONSORSHIP AMOUNT** \_\_\_\_\_

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AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT FULL NAME \_\_\_\_\_

# MARK YOUR CALENDAR



# GREATERT NY DENTAL MEETING

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THE LARGEST DENTAL MEETING/EXHIBITION/CONGRESS IN THE UNITED STATES  
HELD AT THE  
JACOB K. JAVITS CONVENTION CENTER, NEW YORK CITY

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## FUTURE MEETING DATES

### 2023

MEETING DATES:  
NOVEMBER 24-NOVEMBER 29

EXHIBIT DATES:  
NOVEMBER 26-NOVEMBER 29

### 2024

MEETING DATES:  
NOVEMBER 29-DECEMBER 4

EXHIBIT DATES:  
DECEMBER 1-DECEMBER 4

### 2025

MEETING DATES:  
NOVEMBER 28-DECEMBER 3

EXHIBIT DATES:  
NOVEMBER 30-DECEMBER 3

**\*NO PRE-REGISTRATION FEE\***

**WWW.GNYDM.COM**