

# Greater New York Dental Meeting

# 2008

84<sup>th</sup> Annual Session

Sponsorship  
and  
Advertising  
Brochure

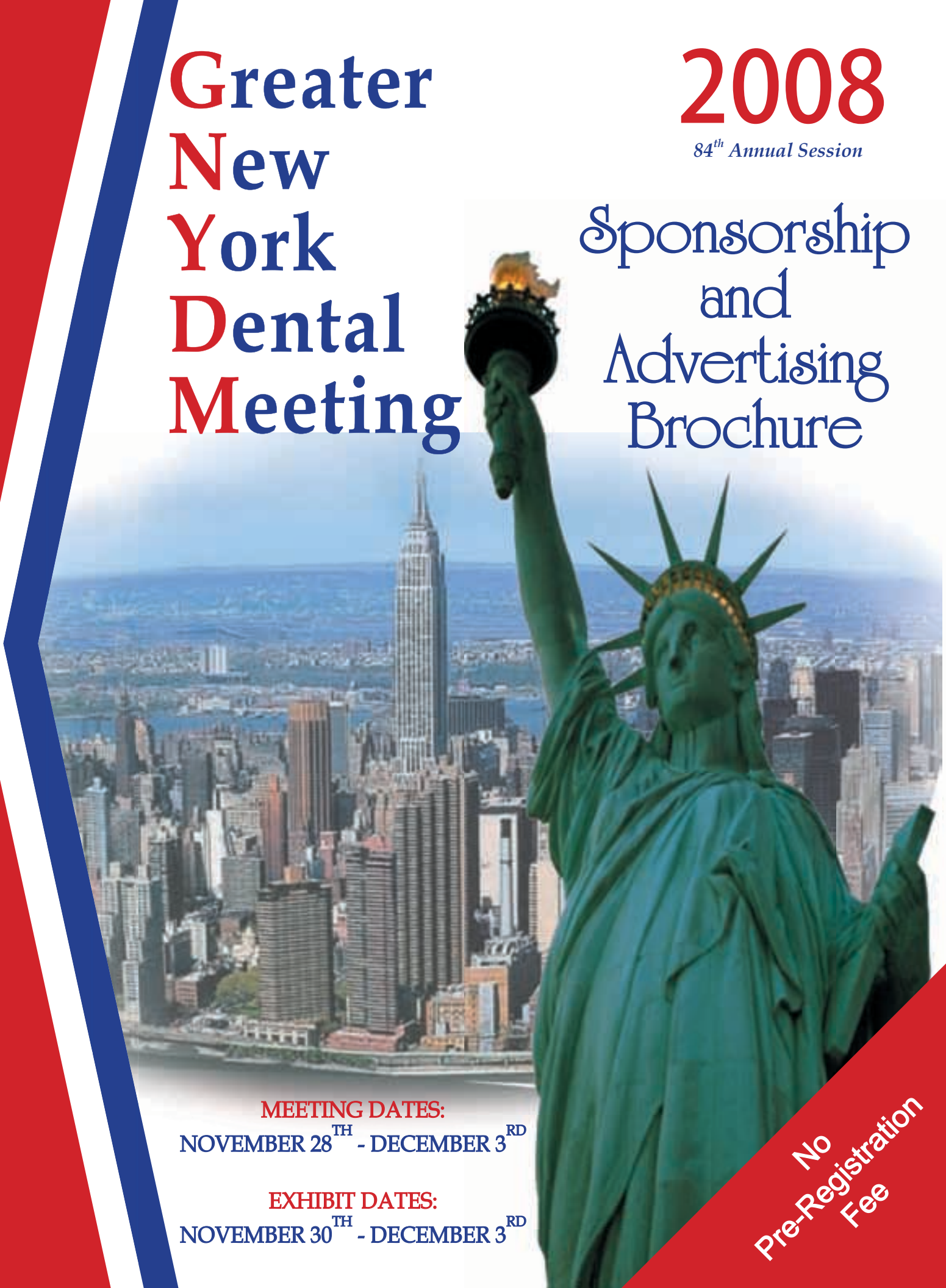
MEETING DATES:

NOVEMBER 28<sup>TH</sup> - DECEMBER 3<sup>RD</sup>

EXHIBIT DATES:

NOVEMBER 30<sup>TH</sup> - DECEMBER 3<sup>RD</sup>

No  
Pre-Registration  
Fee



# “How Will Attendees Find You, If They Don’t Know That You Are Here”



STAIRCASE TO THE CRYSTAL PALACE



INTERNATIONAL REGISTRATION



BANNERS



SHUTTLE BUS SERVICE

# 2008 SPONSORSHIP & ADVERTISING



## Greater New York Dental Meeting

518 Fifth Avenue - Third Floor

New York, NY 10036-7503, U.S.A.

Tel: (212) 398-6922 / Fax: (212) 398-6934

E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)

Website: [www.gnydm.com](http://www.gnydm.com)

This brochure describes Advertising and Sponsorship opportunities to increase your visibility at the 2008 Greater New York Dental Meeting. Please review this information immediately, since many choices are one-of-a-kind. In 2008, we are introducing several new and exciting sponsorship opportunities. Commitments are made on a first-come, first-paid basis.

Should you have other marketing suggestions not listed here, the Meeting would be happy to discuss them with you, the goal being the creation of a successful event for both of our organizations.

✱ Aisle Signs	\$24,000/1,050	✱ International Reception	\$13,000
	Entire Hall/Individual	✱ Internet Café	\$21,000
✱ Banners	\$8,250	✱ Jumbo Tron TV Graphics	\$1,750 per 60 sec
✱ Bookmark	\$10,100	✱ Lanyards	\$22,000
✱ Celebrity Luncheon	\$10,000	✱ Live Dentistry Arena Program 3 hours	\$15,000
✱ Computerized Continuing Education Registry & ExpoCard	\$25,000	✱ Luncheon & Learning	\$15,000
✱ Concourse Banner 2-Sided	\$11,500/12,500	✱ Notebooks & Pens	\$7,900
✱ Dental and Hygiene Students Table Demonstrations, Reception & Awards	\$6,300	✱ Presidents' Luncheon	\$8,900
✱ Educational Signage	\$7,500	✱ Shuttle Bus Service	\$40,000/Share
✱ Floor Minders	\$1,825/1,950	✱ Staircase to the Crystal Palace	\$16,900
✱ Free Standing Signs (2 or 4-Sided)	\$2,500/3,800	✱ Staircase to Education Wing	\$14,900
✱ General Practice Residency Fair	\$8,000	✱ Table Top Graphics	\$550/table
✱ Glass Side Escalators	\$600	✱ Tote Bags	\$15,000
✱ Hotel Keys	\$7,500	✱ Wall of Banners	Varies
✱ Individual Educational Programs	Varies	✱ Window Advertising	\$650/door panel/side
✱ International Hospitality Center	\$15,000	✱ Workshops on the Exhibit Floor	\$2,000/Session plus expenses
		✱ "You Are Here" Signs	\$5,000
		✱ Other (GNYDM welcomes all innovative ideas!)	

**For additional Sponsorship and/or Advertising information contact:**

Ms. Dana A. Soltis, Manager, Sponsorship & Advertising  
 Dr. Joseph Schachner, Director of Sponsorship & Advertising  
 Dr. Robert R. Edwab, Executive Director

# 2008 SPONSORSHIP & ADVERTISING

## Aisle Signs \$24,000-Entire Exhibit Hall \$1,050-Individual Signs

Your company name and logo will appear at the bottom of each aisle sign throughout the Exhibit Floor. Sponsorship does not include cost of production. Multiple year sponsorship is available.



## Banners \$8,250 (Multiple Year Contracts Available)

Banners can be placed throughout the Jacob K. Javits Convention Center. Banners can be placed over an entrance to the Exhibit Hall. Sponsorship includes installation, teardown and Javits Center space rental, but does not include production costs. Call for available locations.

Corner Placement  
15' x 20'

Front/Side Placement  
10' x 30' Side Vertical  
10' x 40' Middle

## Banners Over Staircase Concourse Side... \$12,500 Education Side... \$11,500

A two-sided banner (10' x 60') is placed over the grand staircase to the Crystal Palace Registration Area. Sponsorship includes installation, teardown and Javits Center space rental, but does not include production costs.



## Bookmark \$10,100

This is an exclusive sponsorship for one exhibitor. A 4½ x 8½ bind-in perf-off bookmark will be inserted in 130,000 copies of the Program & Exhibit Guide. You provide us with the artwork and we do the rest. Deadline for artwork is June 15, 2008.

## Celebrity Luncheon (Sponsorships starting at \$10,000)

This luncheon is held on Wednesday with a celebrity speaker as the highlight of the event. A complimentary table is provided for representatives of the Sponsoring Company at the Luncheon. Printed brochures are provided at each table acknowledging the speaker and the Sponsoring Company. Tickets are available for purchase by all attendees. Signage and Program & Exhibit Guide recognition are included. Company recognition during the luncheon is included.



## Computerized Continuing Education Registry & ExpoCard \$25,000

Every registered Dental professional receives an ExpoCard. Your company's name, logo and booth number will be printed on each card. Designated areas on the Exhibit Floor are available for attendees to record Continuing Education Credits using their ExpoCard. Sponsors receive recognition on individual computer terminals, on each CE transcript printout, in Greater New York Dental Meeting publications and on appropriate signage at the show site.

## Floor Minders 7 x 7 Diamond...\$1,950 5 x 5 Square...\$1,825

A 3M adhesive graphic measuring 5' x 5' can be placed on the floor near the registration area or the exhibit hall. Graphics must be approved by the Greater New York Dental Meeting. Sponsorship includes installation, teardown and Javits Center space rental, but does not include production costs.



## Free Standing Signs/Products 2 Sided - \$2,500 4 Sided - \$3,800

Your Company's advertisement is displayed near the registration area on free standing 38½" x 87" signs. Costs include fabrication, labor set-up and dismantling and Javits rental. Each additional panel variation - \$275/panel.



## Glass Side Escalators \$600

Placed on the glass sides of escalator 2'x2' square 3M graphics. This includes installation, teardown, Javits Center space rental and cost of production. Double-sided available for an additional \$60 per panel.

## Hotel Keys \$7,500

The company's advertisement/logo can be displayed on the room keys at our headquarters hotel the Marriott Marquis. All designs must be approved by the Greater New York Dental Meeting prior to printing. Production costs are included.



## International Hospitality Center \$15,000

A Hospitality Center, where refreshments are served each day of the Meeting, is made available to our international attendees at the Jacob K. Javits Convention Center for their comfort. It is a place to relax and interact with other colleagues. Signage is provided and the Sponsoring Company is acknowledged in the Center and in the Program & Exhibit Guide. A Company representative may serve as a host at the Center throughout the Meeting. Promotional material can also be distributed to attendees. A double-sided banner can be hung over this area. Sponsorship does not include cost of banner production or labor costs.

## International Reception \$13,000

The International Reception is an invitation-only event honoring our international guests following the completion of the first full exhibit day of the Meeting. It occurs at the Marriott Marquis Hotel. Recognition is via signage and promotional material can be distributed. Sponsor is encouraged to attend and be recognized.



# 2008 SPONSORSHIP & ADVERTISING

## Internet Café \$21,000

Located directly on the Exhibit Floor from Sunday through Wednesday, the Internet Café allows for all attendees to check personal emails and stay connected while visiting the Greater New York Dental Meeting. Sponsorship includes the rental of the computers, electric lines, T-1 lines, stands for the 8 computers and the appropriate space on the Exhibit Floor. The homepage on the computers can include your company's advertisement and booth number. Sponsorship also includes free banner space over the Café area and a table for a representative of your company. Sponsorship does not include production of banner, screen saver and homepage. All designs must be approved by the Greater New York Dental Meeting before display.



## Jumbo Tron Graphics Flat Screen TV \$1,750 per 60 Seconds

(Advertisements can be of various time segments.)

The Greater New York Dental Meeting is offering you a televised advertisement opportunity! Display your company's logo, booth number, and/or message continuously throughout the

Jacob K. Javits Convention Center. 65 large flat screen TV's throughout the Convention Center and the Jumbo Tron will advertise your company to all attendees walking throughout the Meeting as a video message or commercial. All advertisements are shown on a continuous rotation every hour during the Meeting for all five days. Reserve your spot today! No Commercial? We will create one for you at no charge! For further information contact: Doreen Guerin 212-216-2103, e-mail: dguerin@javitscenter.com.



## Lanyards \$22,000

Every attendee at the Greater New York Dental Meeting must wear an identification badge. Supply us with approved lanyards and we will distribute them at the badge holder kiosks on the registration level to all attendees.



## Notebooks \$7,900

Your Company provides a notebook and pen for dental professionals at the Meeting. 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 be distributed in all seminar and workshop rooms. This is an excellent way to get your Company's name in the forefront of dental education. GNYDM supplies pens.



## Presidents' Luncheon (Sponsorships starting at \$8,900)

Held on Monday, this traditional luncheon honors Presidents of Dental Organizations throughout the world and our two sponsoring Dental Societies. A Celebrity speaker addresses the audience as a highlight of the event. Printed brochures are provided at each table acknowledging the VIPs, highlighting the speaker and sponsoring company. Sponsorship also includes a table at the luncheon for representatives of your company and the opportunity to distribute materials and/or giveaways. Signage and promotional materials including the Program & Exhibit Guide recognition are also included. Luncheon tickets are available for purchase by all attendees. Company recognition during the luncheon is included.



## Shuttle Bus Service \$40,000/Share

For six consecutive days, buses will operate from early morning until evening throughout New York City, transporting dental professionals between their Hotels and the Convention Center. Your advertisement will be seen by the dental community and thousands of pedestrian consumers who live, work or are visiting New York City during the height of the festive holiday season.



As the Sponsor, your Company's name and/or message will appear on the side of buses, route signs in hotel lobbies, on flyers containing bus schedule information and in our Program & Exhibit Guide. Sponsorship does not include Exhibitor's cost of signage production and display.

Bus A/V Sponsorship opportunity is available for an additional \$5,000. Shared Sponsorships are available.

## Staircases to the Registration Area... \$16,900 Education... \$14,900



This eye catching advertisement allows your company to be the first attraction seen to all attendees entering the Convention Center. 3M Ad graphics are placed on the risers of the staircase back of the main concourse staircase steps. Sponsorship includes cost of graphic production, installation, tear-down and Javits Center space rental. Please call for more information.

## Table Top Graphics \$550/Table

Put your Company logo/ad on table tops located in our Exhibit Floor food court and cafes. Sponsorship includes installation, tear-down and Javits Center space rental, but not the cost of production.



## Tote Bags \$15,000



Tote bags are of great demand to all dental professionals walking the Exhibit Floor. Have your logo and/or advertisement on one side and the Meeting logo on the other. We will distribute them to all of your designated attendee groups. Sponsorship does not include cost of tote bag

production.

## Wall of Banners 15x10 - \$2,500 15x20 - \$3,000 15x30 - \$3,500

Banners over 15x30 call for estimate

The banners are located on the northern wall of the exhibit hall. This area of the exhibit floor features the theater presenting live dentistry. In addition there will be other highlights taken place in this area to attract attendees. Banner is to be provided by the exhibitor. Greater New York Dental Meeting is responsible for the installation and dismantling. All Banners can be stored free of charge for the following year. Multiple year contracts are available.



# 2008 SPONSORSHIP & ADVERTISING

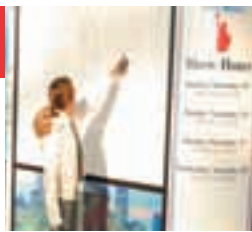
## Window Advertising \$650/Door Panel/Side

Placed eye-level, 2'x2' square 3M graphics on the glass doors along the entrance to the Crystal Palace. This includes installation, tear-down, Javits Center space rental and cost of production. Minimum of four. Double-sided available for an additional \$60 per panel.



## "You Are Here" Signs \$5,000

In various locations at the Javits Center 6 - 36" x 30" signs containing a floor plan of the Jacob K. Javits Convention Center with a "you are here" insignia indicating the signs location, plus your logo and booth number printed visibly on each sign, will be placed.



## Educational Sponsorships

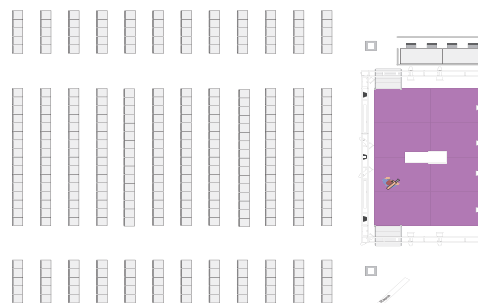
### Dental and Hygiene Student Table Demonstrations, Reception and Awards \$6,300

Held on Sunday, this event brings dental and hygiene students to the Meeting to demonstrate the latest research from their respective schools. This is a well-attended event with 1st - \$500.00, 2nd - \$400.00 and 3rd - \$300.00 place prizes awarded in each category at a reception following the judging. It's a wonderful way for your Company to become known to the next generation of dentists and hygienists. Signage and Program & Exhibit Guide recognition are included. Your company can have a table for the distribution of materials to attendees by your representative and a representative at the reception.



### Live Dentistry Arena \$15,000/ 3 Hour Program

A new "Live Dentistry Arena" with seating for 300 will feature clinicians and exhibitors working with live patients to present the latest in new procedures and technology throughout the 4 days of the exhibition. It will be located on the exhibit floor.



### Educational Signage \$7,500

Your Company name and logo are proudly displayed on all educational signs located outside of lecture rooms throughout the Javits Center.



### General Practice Residency Fair Collation \$8,000

Held on Sunday morning, the Fair provides junior and senior dental students with the opportunity to gather information regarding available general practice residencies from representatives of over 60 hospital dental programs. With the growing importance of residency programs, this unique event is well-attended and provides your Company with exposure to the young graduating dentist.



### Luncheon and Learning \$15,000

Held on Wednesday, this educational format provides attendees with a one-on-one experience with noted clinicians. The format consists of 25 tables of nine attendees plus an experienced clinician at each table. Tickets for this event are distributed at the Sponsor's Booth with no charge to attendees for this function. Your Sponsorship is publicized and noted on the tickets as well as at the function and in the Program & Exhibit Guide. It includes the option to introduce the program and distribute appropriate promotional material to all attending the function.



### Workshops on the Exhibit Floor \$2,000



An all glass enclosed workshops seating 28-30 attendees will be located on the exhibit floor. This classroom is also highly visible to persons on the exhibit floor. Signage indicating the sponsoring companies name is placed adjacent to the workshop room. The cost for this program is: \$2,000 per three hours session. The sponsoring company is responsible for supplies and equipment and clinician package which includes (hotel, transportation, and speaker honorarium). Speaker and honorarium must be approved by the Organization Committee. If you need a speaker, one can be provided for you.

### Individual Education Programs (Varying costs as per program)

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



# 2008 PUBLICATION ADVERTISING

## MULTI-LANGUAGE BROCHURE

6,000 copies of this brochure, in seven languages, are made available to United States Embassies throughout the world. In addition, they are distributed at International Meetings. The brochure contains general Meeting information, as well as Hotel and Meeting registration forms.

### Closing Dates

Insertion order with full payment and artwork is due March 19, 2008. No cancellations are accepted.

### Mechanical Requirements

<u>Width</u>	<u>Height</u>
4"	9"

1 Ad available 4-Color only  
Single page ..... \$2,220

## ON-SITE EXHIBITOR LISTING & FLOOR PLAN BROCHURE

15,000 copies of this convenient, comprehensive pocket-size booklets are distributed on-site during the Meeting. It contains an exhibitor listing and floor plans.

### Closing Dates

Insertion order, with full payment and artwork, is due September 17, 2008. No cancellations are accepted.

### Mechanical Requirements

<u>Width</u>	<u>Height</u>
4"	9"

4-Color only  
Back cover ..... \$7,950

## PROGRAM & EXHIBIT GUIDE SPECIFICATIONS

The Program & Exhibit Guide is published annually and distributed to over 135,000 potential attendees. The Guide contains course synopses and speaker photographs, as well as an Exhibitor Directory, Product Index and Floor Plans. It encourages attendees to visit the Exhibit Hall and helps locate specific products and services. The Guide also serves as a year round reference source for use in the dental office for locating exhibitors and products. Take advantage of this opportunity to attract attendees to your booth and allow them to locate your telephone numbers and website address throughout the year.

### Deadlines

Your completed advertising contract and full payment, is due **May 4, 2008**. Advertising space will not be reserved without full payment. Cancellations will not be accepted. All artwork is due **June 1, 2008**. The Greater New York Dental Meeting is not responsible for reproduction quality.

## COVER AND PREFERRED POSITION RATES

Double Cover	\$11,800
Back Cover	\$10,100
Inside Front Cover	\$9,750
Inside Back Cover	\$9,450
Opposite Table of Contents	\$5,450

## ADVERTISING RATES

<b>Color Rates</b>	
Full Page	\$3,600
Half Page Horizontal	\$2,450

Only 4-Color ads will be accepted for these positions.

**For special position requests other than "Cover and Preferred," there is an additional charge of \$500. Booth numbers will be stripped in free of charge. No additional charge for bleeds.**

## ADVERTISING DIMENSIONS

	Decimal (WxH)	Numerical (WxH)
Full Page before trim	8.625 x 11.125	8 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>
Trimmed Size	8.5 x 10.875	8 <sup>1</sup> / <sub>2</sub> x 10 <sup>7</sup> / <sub>8</sub>
Safety	8.125 x 10.5	8 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>2</sub>
Half Page (horizontal) before trim	8.625 x 5.625	8 <sup>5</sup> / <sub>8</sub> x 5 <sup>5</sup> / <sub>8</sub>
Trimmed Size	8.5 x 5.5	8 <sup>1</sup> / <sub>2</sub> x 5 <sup>1</sup> / <sub>2</sub>
Safety	8.125 x 5.125	8 <sup>1</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>8</sub>
Non-Bleed		
Full Page	8 x 10.375	8 x 10 <sup>3</sup> / <sub>8</sub>
Half Page (horizontal)	8 x 5.125	8 x 5 <sup>1</sup> / <sub>8</sub>

## ADVERTISING REQUIREMENTS

Please prepare your advertisement for submission as a High-Res PDF, Photoshop, InDesign, Illustrator EPS or TIFF file. Advertisements created in Microsoft Word or other applications not mentioned above **may not** be usable. If you use a MAC, **include** a PDF, TIFF or editable EPS file in addition to source files. All EPS files should have fonts converted to outlines. All images must be at least 300 dpi. All advertisements **must** use CMYK colors and be accompanied by a color proof and production contact information. Advertisements with dimensions differing from those listed under Advertising Dimensions are subject to a 10% additional charge.

# 2008 PROGRAM & EXHIBIT GUIDE CONTRACT

Company Name \_\_\_\_\_  
(Please Print or Type)

Agency (If Applicable) \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

Booth Number(s) \_\_\_\_\_

Please reserve the following space in the Program & Exhibit Guide:

**Please Note:**

Advertising is available only to 2008 Exhibitors who have paid all booth rental fee deposits, agree to pay booth space in full as scheduled and waive the right to cancel their booth.

**Standard Positions**

Full Page			Half Page (Horizontal)		
<input type="checkbox"/>	4-Color	\$3,600	<input type="checkbox"/>	4-Color	\$2,450
<input type="checkbox"/>	Bleed		<input type="checkbox"/>	Bleed	

*(There is no additional charge for bleeds. Please check if the file is set up to bleed.)*

**Cover and Preferred Positions (4-Colors Only)**

<input type="checkbox"/>	Double Cover	\$11,800	<input type="checkbox"/>	Back Cover	\$10,100
<input type="checkbox"/>	Inside Front Cover	\$ 9,750	<input type="checkbox"/>	Inside Back Cover	\$ 9,450
<input type="checkbox"/>	Opposite Table of Contents	\$ 5,450	<input type="checkbox"/>	Bookmark	\$10,100

**Closing Dates**

Insertion order with full payment must be received no later than **May 4, 2008**. Advertisements that have not been paid in full by **May 4, 2008** will not appear in the Program & Exhibit Guide. All reproduction materials must be received by **June 1, 2008**. All financial obligations to the Greater New York Dental Meeting must be satisfied prior to insertion of any advertisement.

Payment amount enclosed \$ \_\_\_\_\_. Make check payable to the **Greater New York Dental Meeting**. All contracts must be accompanied by full payment. Checks shall be drawn upon and payable in U.S. Dollars only at banks located and authorized to transact business in the United States.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Forward signed contract, payment and artwork materials to:**

**Greater New York Dental Meeting**  
518 Fifth Avenue - Third Floor  
New York, NY 10036-7503, U.S.A.  
Tel: (212) 398-6922 / Fax: (212) 398-6934

# 2008 BROCHURE ADVERTISING CONTRACT

Company Name \_\_\_\_\_  
*(Please Print or Type)*

Agency (If Applicable) \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Booth Number(s) \_\_\_\_\_

Please reserve the following space in the 2008 publication:

**Please Note:**

Advertising is available only to 2008 Exhibitors who have paid all booth rental fee deposits, agree to pay booth space in full as scheduled and waive the right to cancel their booth. These one of a kind advertisements are available on a first-come, first-paid basis.

### Multi-Language Brochure

**Closing Dates**

Insertion order, with full payment and disk, is due **March 19, 2008**. No cancellations are accepted. *(Only 1 Advertisement available)*

4-Color Only (one panel) \$2,200

### On-Site Exhibit Booth Listing and Floor Plan Brochure

**Closing Dates**

Insertion order, with full payment and disk, is due **September 17, 2008**. No cancellations are accepted.

Back Cover \$7,950

Payment amount enclosed \$ \_\_\_\_\_. Make check payable to the **Greater New York Dental Meeting**. All contracts must be accompanied by full payment. Checks shall be drawn upon and payable in U.S. Dollars only at banks located and authorized to transact business in the United States.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Forward signed contract, payment and artwork materials to:**

**Greater New York Dental Meeting**  
518 Fifth Avenue - Third Floor  
New York, NY 10036-7503, U.S.A.  
Tel: (212) 398-6922 / Fax: (212) 398-6934

# 2008 SPONSORSHIP CONTRACT

Company Name \_\_\_\_\_

*(Please Print or Type)*

Agency (If Applicable) \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Booth Number(s) \_\_\_\_\_

Please check the Sponsorship opportunities which you wish to support:

- |  |  |
|--|--|
| <input type="checkbox"/> Aisle Signs   | <input type="checkbox"/> Internet Cafe                   |
| <input type="checkbox"/> Banners   | <input type="checkbox"/> Jumbo Tron TV Graphics          |
| <input type="checkbox"/> Bookmark  | <input type="checkbox"/> Lanyards                        |
| <input type="checkbox"/> Celebrity Luncheon  | <input type="checkbox"/> Live Dentistry Program          |
| <input type="checkbox"/> Computerized Continuing Education Registry and ExpoCard               | <input type="checkbox"/> Luncheon and Learning           |
| <input type="checkbox"/> Concourse Banner (2-sided double)                                     | <input type="checkbox"/> Notebooks and Pens              |
| <input type="checkbox"/> Dental and Hygiene Student Table Demonstrations, Reception and Awards | <input type="checkbox"/> Presidents' Luncheon            |
| <input type="checkbox"/> Educational Signage   | <input type="checkbox"/> Shuttle Bus Service             |
| <input type="checkbox"/> Floor Minders   | <input type="checkbox"/> Staircase to the Crystal Palace |
| <input type="checkbox"/> Free Standing Signs (2 or 4-sided)                                    | <input type="checkbox"/> Staircase to the Education Wing |
| <input type="checkbox"/> General Practice Residency Fair Collation                             | <input type="checkbox"/> Table Top Graphics              |
| <input type="checkbox"/> Glass Side Escalators   | <input type="checkbox"/> Tote Bags                       |
| <input type="checkbox"/> Hotel Keys  | <input type="checkbox"/> Wall of Banners                 |
| <input type="checkbox"/> Individual Education Programs   | <input type="checkbox"/> Window Advertising              |
| <input type="checkbox"/> International Hospitality Center                                      | <input type="checkbox"/> Workshops on the Exhibit Floor  |
| <input type="checkbox"/> International Reception   | <input type="checkbox"/> "You Are Here" Signs            |
|  | <input type="checkbox"/> Other (call us with your ideas) |

**Please Note:**

**Only Exhibiting Companies may be Sponsors at the Greater New York Dental Meeting.** Sponsorship can only be accepted after all booth rental fee deposits have been paid and the Exhibitor agrees to pay for booth space in full as scheduled. The Exhibitor waives the right to cancel their booth.

Multiple year Sponsorships are available.

**\*\*\*Payments must accompany application and such payments are non refundable.\*\*\***

All advertising/sponsorship material must be submitted in advance for review by the Greater New York Dental Meeting who reserves the right of approval.

Payment amount enclosed \$ \_\_\_\_\_. Make check payable to the **Greater New York Dental Meeting**. All contracts must be accompanied by full payment. Checks shall be drawn upon and payable in U.S. Dollars only at banks located and authorized to transact business in the United States.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Forward signed contract, payment and artwork materials to:**

**Greater New York Dental Meeting**  
518 Fifth Avenue - Third Floor  
New York, NY 10036-7503, U.S.A.  
Tel: (212) 398-6922 / Fax: (212) 398-6934

# NEW YORK CITY WHERE THE WORLD DOES BUSINESS



CRYSTAL PALACE



BANNERS



WINDOW ADVERTISING



CHILDREN'S PROGRAM

**Greater  
New York  
Dental Meeting**



**WWW.GNYDM.COM**

**FUTURE MEETING DATES**

**NOVEMBER 27 - DECEMBER 2, 2009**