



99th ANNUAL SESSION

GREATER
NY
DENTAL MEETING.
2 0 2 3

Jacob K. Javits
Convention Center,
New York City



GREATER NEW YORK DENTAL MEETING™

**THE LARGEST
DENTAL MEETING
IN THE UNITED STATES**

MEETING DATES:

NOVEMBER | 24

NOVEMBER | 29

EXHIBIT DATES:

NOVEMBER | 26

NOVEMBER | 29

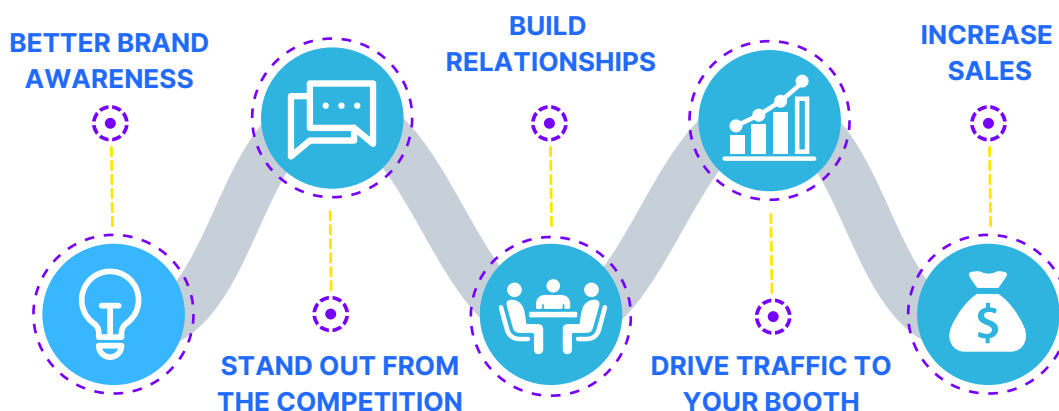
SPONSORSHIP & ADVERTISING

GREATER NEW YORK DENTAL MEETING

The Greater New York Dental Meeting is the premier Dental Event in the United States. Over 30,000 Dental Professionals come for six days of Education and four days of exhibits to learn, connect with peers, and see the latest innovations and advances in the Dental Industry.

The GNYDM can help you connect with hundreds of decision-makers and influencers in the dental field. As a sponsor, you can present your brand to key stakeholders and decision-makers, raise awareness of your business, and demonstrate that your brand is top in the dental field.

Top 5 Reasons to Sponsor



We offer sponsorship options to fit a variety of budgets. Exclusive opportunities and an array of additional benefits are available to Sponsors who want to get more out of their annual sponsorship dollars.

If you would like to discuss our sponsorship and marketing opportunities in more detail. Contact:

Dana Soltis

Sponsorship & Advertising Manager

dana@gnydm.com

212-398-6922 X107



2022 GNYDM DEMOGRAPHICS



33,467
 REGISTERED



12,188
 DENTISTS



UNITED STATES
 50

COUNTRIES
 160+



300+
 SPEAKERS

250+
 EDUCATION COURSES



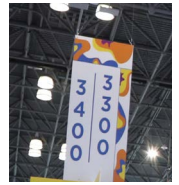
400+
 EXHIBITING COMPANIES

900+
 EXHIBIT BOOTHS

ON-SITE OPPORTUNITIES

AISLE SIGNS - EXHIBIT HALL AISLES - \$12,000

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



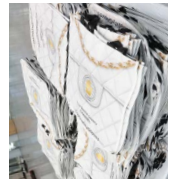
BADGE - \$18,000

Your company's 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.



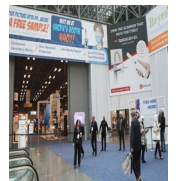
BAGS - 1 EXHIBITOR - \$18,500

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.



BANNERS - (MULTIPLE CONTRACTS AVAILABLE) - \$9,900

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.



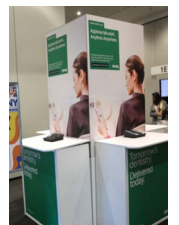
BANNERS OVER STAIRCASE - \$14,950 (CONCOURSE SIDE) - \$13,950 (EDUCATION SIDE)

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.**



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.



EDUCATION HALL BANNER - \$9,500

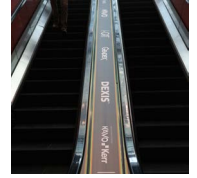
This banner is visible to all attendees attending the education sessions in our Education Hall. Drive traffic to your booth with this highly visible banner. Install and dismantle is included. Production cost additional.



ON-SITE OPPORTUNITIES

ESCALATOR RUNNERS - \$7,500 (PER ESCALATOR - 3 AVAILABLE)

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



FACE MASKS - \$5,000

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



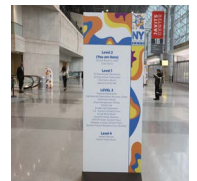
FLOOR MINDERS - \$2,975 (7'X7' DIAMOND) \$2,675 (5'X5' SQUARE)

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.



FREE STANDING SIGNS - \$3,450

Your company's advertisement is displayed near the registration area or exhibit hall entrance area on free standing 38 1/8" x 87" signs. Costs include fabrication, labor set-up and dismantling and Javits rental. Each panel variation is additional.



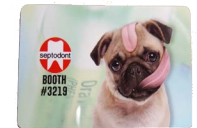
HAND SANITIZER BOTTLES - \$5,500

Feature your branding on personal hand sanitizer bottles that will be distributed to attendees or placed in educational classrooms. Sponsor is responsible for providing hand sanitizers. GNYDM approval is required.



HOTEL KEYS - \$9,950

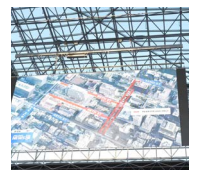
Your company's advertisement/logo is displayed on room keys at our headquarters hotel, the Marriott Marquis production costs are included.



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 company's 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., or (2) 30 sec.



ON-SITE OPPORTUNITIES

LANYARDS - \$15,000

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. The Sponsoring company must supply the lanyards and have them approved by the GNYDM.



NOTEBOOKS & PENS - \$10,500

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 be distributed in designated 1E Hall educational classrooms.



SHUTTLE BUS - 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.



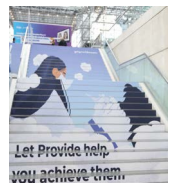
SHUTTLE BUS HEADREST COVERS - \$9,500

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.



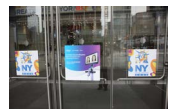
STAIRCASES - \$16,500 (REGISTRATION AREA) - \$13,500 (EDUCATION AREA)

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.

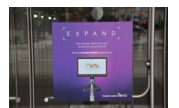


WINDOW CLINGS - \$8,950 - \$21,000

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.



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



EVENTS & RECEPTIONS

CELEBRITY LUNCHEON - \$15,000

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. Company recognition and pictures with the Celebrity prior to the luncheon are included.



COCKTAIL RECEPTION - \$15,000

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.



INTERNATIONAL RECEPTION - \$10,000

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 26th, 5:30-7:00 pm at the Jacob K. Javits Convention Center.



VOLUNTEER HOSPITALITY LOUNGE - \$10,000

Network with more than 300+ Dentists, Volunteers, and speakers all five days in the Volunteer Hospitality Lounge. Tabletop and Signage included.



VOLUNTEER APPRECIATION DINNER - \$10,000

By sponsoring the event, your company can promote your business while helping us give our network of 200+ volunteers the thanks they deserve. Company table to hand out materials and products. Logo on all signage for the event and recognition acknowledging your company as the sponsor.



EDUCATION

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.

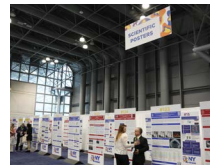


SCIENTIFIC POSTER SESSION - \$3,950

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.



EDUCATION PROGRAMS - COSTS VARY AS PER PROGRAM

Your Company can support half or full day scientific sessions. Contact us to support one of our speakers. We will send you a list of our available speakers. Signage and Program promotional recognition are included.



PRINT

PROGRAM & EXHIBIT GUIDE PRINT & DIGITAL

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, 2023. Advertising space will not be reserved without full payment. Cancellations will not be accepted.



ADVERTISING RATES

Inside Front Cover	\$9,500	Full Page	\$3,995
Back Cover	\$8,000	Half Page Horizontal	\$2,850
Inside Back Cover	\$9,500	Quarter Page	\$2,000

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



MOBILE APP

NEW PRODUCT

SPLASH PAGE - EXCLUSIVE \$9,000 - MULTIPLE - \$5,500

Your company's banner ad appears full-screen every time an attendee opens the mobile app, and attendee must click the AD off to continue to use the Mobile App. Your ad is seen by every attendee several times a day. This is an exclusive opportunity.

PUSH NOTIFICATIONS - (2) FOR \$2,700

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.

Customize different types of push notifications:

- General notifications
- Course notifications
- Exhibitor notifications
- Virtual Shopping Bag notifications



VIRTUAL SHOW SPECIAL BAG

NEW PRODUCT

VIRTUAL SHOW SPECIAL BAG - \$800

Have a Product or Service You Want to Showcase? This is an Excellent Opportunity to Market your Show Specials in our Virtual show Special Tote Bag



Whats Included:

- Image of Product or Service with Company Logo
- Title of Product, Service or Company
- Description of Product, Service or Company
- Links to Company Website, Facebook, and Instagram
- Link to a URL or PDF Brochure
- Expiration Details/Fine Print

GNYDM Will Market

- In the GNYDM email blasts each day of the Meeting
- Linked on the GNYDM Mobile App
- Announcements on the GNYDM Facebook and Instagram Pages
- Pre-show email highlighting the show specials to 75,000 emails

DIGITAL ADVERTISING

SOCIAL MEDIA



SPONSORED POST - \$675

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 - \$875

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 - \$1,450 (PER EMAIL)

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

- ✦ Pre show
- ✦ Show dailies
- ✦ Post show thank you



This message was sent to email@example.com from katie@gnydm.com

GNYDM Attendee News
Greater New York Dental Meeting
200 W. 41st Street Suite 800
New York, NY 10036



INTERACTIVE FLOORPLAN LOGO - \$500

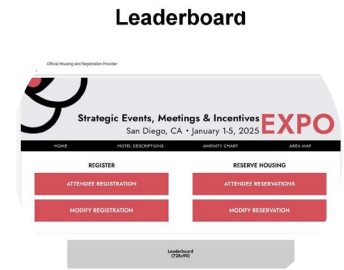
All attendees will view the Interactive Floor Plan to search for exhibitors. Catch their attention with a scrolling logo that links to your booth.



REGISTRATION OPPORTUNITIES

ONLINE REGISTRATION BANNER - \$5,500

Attendees pre-register online to attend GNYDM yearly. This exclusive sponsorship gets your company a banner advertisement on the registration page with a URL that links to your website.



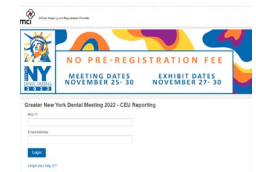
ATTENDEE CONFIRMATION EMAIL AD - \$5,500

This sponsorship gets your company's advertisement on the registration confirmation email.



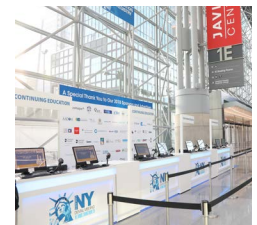
CE REGISTRY BANNER AD AND PRINTOUT - \$15,000

Attendees register their CE credits and can print a CE certificate. This sponsorship includes a banner ad on the CE registry website, the company's logo on the CE certificate. The CE registry stays on the GNYDM for three years.



ON-SITE CE LOGINS SCREENS - \$5,000

Attendees will use the CE Registry on-site to log in with their course codes and numbers to obtain their CE Credits. Your company's advertisement will appear on all computers when attendees log in.





GREATER NEW YORK DENTAL MEETING*

200 West 41st Street - Suite 1101

New York, NY 10036-7203

Phone: (212) 398-6922 x 107 Fax: (212) 398-6934

E-mail: dana@gnydm.com

Website: www.gnydm.com

99th Annual Session

November 24 – November 29, 2023

Exhibit Dates:

November 26 - November 29, 2023

Jacob K. Javits Convention Center

New York, 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

<input type="checkbox"/> Inside Front Cover	\$9,500	<input type="checkbox"/> JumboTron Advertising	\$5,500 per min
<input type="checkbox"/> Back Cover	\$8,000	<input type="checkbox"/> Email Blast Banners	\$1,450
<input type="checkbox"/> Inside Back Cover	\$9,500	<input type="checkbox"/> Discount Show Special	\$950.00
<input type="checkbox"/> Full Page	\$3,995	<input type="checkbox"/> Online Registration Banner	\$5,500
<input type="checkbox"/> Half Page	\$2,850	<input type="checkbox"/> CE Registry Banner	\$15,000
<input type="checkbox"/> Quarter Page	\$2,000	<input type="checkbox"/> Attendee Confirmation Email Ad	\$5,500

EXCLUSIVE GNYDM DAILY NEWSPAPER

<input type="checkbox"/> Inside Front Cover	\$8,750	<input type="checkbox"/> Splash Page	\$7,500
<input type="checkbox"/> Back Cover	\$8,950	<input type="checkbox"/> Push Notifications (2)	\$2,500
<input type="checkbox"/> Inside Cover	\$8,550		
<input type="checkbox"/> Full Page	\$6,500		
<input type="checkbox"/> Half Page	\$3,950		
<input type="checkbox"/> Quarter Page	\$2,200		

SOCIAL MEDIA

<input type="checkbox"/> Sponsored Post	\$675
<input type="checkbox"/> Paid AD	\$875

MOBILE APP

<input type="checkbox"/> Splash Page	\$7,500
<input type="checkbox"/> Push Notifications (2)	\$2,500

VIRTUAL SHOW SPECIALS

<input type="checkbox"/> Virtual Show Special Bag	\$800
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GNYDM WEBSITE BANNER AD

<input type="checkbox"/> Interactive Floorplan Logo	\$500
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ADVERTISING

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 is non-cancelable and non-refundable. Material/artwork must be e-mailed to Dana Soltis, 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 2023 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*

200 West 41st Street - Suite 1101

New York, NY 10036-7203

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Jacob K. Javits Convention Center

New York, New York

Company Name _____

Address _____ City, State/Country, Zip Code _____

Company Email _____ Company Website _____

Telephone () _____ Fax _____

Sponsorship Contact Person _____ Email _____

Telephone _____ Fax _____

SPONSORSHIPS

<input type="checkbox"/> Aisle Signs	\$12,000	<input type="checkbox"/> Hotel Keys	\$9,950
<input type="checkbox"/> Bags	\$15,000	<input type="checkbox"/> International Reception	\$9,800
<input type="checkbox"/> Badge	\$15,000	<input type="checkbox"/> JumboTron Advertising	\$5,950 per min
<input type="checkbox"/> Banners	\$9,900	<input type="checkbox"/> Lanyards	\$15,000
<input type="checkbox"/> Banners Over Staircases		<input type="checkbox"/> Notebooks & Pens	\$10,500
<input type="checkbox"/> Concourse Side	\$14,950	<input type="checkbox"/> Shuttle Bus Headrests	\$9,500
<input type="checkbox"/> Education Side	\$13,950	<input type="checkbox"/> Shuttle Bus Service	
<input type="checkbox"/> Celebrity Luncheon	\$15,000	<input type="checkbox"/> 3 Buses	\$31,000
<input type="checkbox"/> Charging Stations		<input type="checkbox"/> 8 Buses	\$175,000
<input type="checkbox"/> 1 Station	\$3,950	<input type="checkbox"/> Staircase Graphics	
<input type="checkbox"/> 2 Stations	\$5,900	<input type="checkbox"/> Registration Area	\$16,500
<input type="checkbox"/> 3 Stations	\$8,900	<input type="checkbox"/> Education Area	\$13,500
<input type="checkbox"/> Cocktail Reception	\$15,000	<input type="checkbox"/> Volunteer Appreciation Dinner	\$10,000
<input type="checkbox"/> Education Banner	\$9,500	<input type="checkbox"/> Volunteer Hospitality Lounge	\$10,000
<input type="checkbox"/> Education Registry Login Screen	\$12,000	<input type="checkbox"/> Window Clings	
<input type="checkbox"/> Escalator Runners	\$7,500	<input type="checkbox"/> Package of 8	\$8,950
<input type="checkbox"/> Face Masks	\$5,000	<input type="checkbox"/> Package of 12	\$12,950
<input type="checkbox"/> Floor Minders		<input type="checkbox"/> Package of 16	\$16,950
<input type="checkbox"/> 7' x 7' Diamond	\$2,975	<input type="checkbox"/> Package of 20	\$21,000
<input type="checkbox"/> 5' x 5' Square	\$2,675		
<input type="checkbox"/> Free Standing Signs	\$3,450		
<input type="checkbox"/> Hand Sanitizer	\$5,500		

EDUCATIONAL SPONSORSHIP

<input type="checkbox"/> General Practice Residency Fair	\$5,500
<input type="checkbox"/> Scientific Poster Sessions	\$3,950

TOTAL SPONSORSHIP AMOUNT

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AUTHORIZED SIGNATURE _____ TITLE _____ DATE _____

PRINT FULL NAME _____

MARK YOUR CALENDAR

THE LARGEST DENTAL MEETING IN THE UNITED STATES

NO PRE-REGISTRATION FEE

JACOB K. JAVITS CONVENTION CENTER,
NEW YORK CITY

WWW.GNYDM.COM



**GREATER
NY**
DENTAL MEETING

FUTURE MEETING DATES

2024

MEETING DATES:

NOVEMBER 29-DECEMBER 4

EXHIBIT DATES:

NOVEMBER 30-DECEMBER 4

2025

MEETING DATES:

NOVEMBER 28-DECEMBER 3

EXHIBIT DATES:

NOVEMBER 30-DECEMBER 3

2026

MEETING DATES:

NOVEMBER 27-DECEMBER 2

EXHIBIT DATES:

NOVEMBER 29-DECEMBER 2

