



GREATER NEW YORK DENTAL MEETING™

Jacob K. Javits Convention Center, New York City

THE LARGEST DENTAL MEETING
IN THE UNITED STATES



JOIN US FOR OUR CENTENNIAL CELEBRATION



MEETING DATES:

NOVEMBER	29
DECEMBER	4

EXHIBIT DATES:

DECEMBER	1
DECEMBER	4

2024

SPONSORSHIP & ADVERTISING

- Premier Dental Event in the United States
- Over 36,000 Registered Dental Professionals
- Six days of Education
- Four days of Exhibits
- Connect with Peers
- 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.

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
Marketing & Sponsorship Sales Manager
dana@gnydm.com
212-398-6922 x107



2023 GNYDM DEMOGRAPHICS



36,081

REGISTERED



13,302

DENTISTS

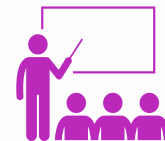


UNITED STATES

50

COUNTRIES

139+



300+
SPEAKERS

250+

EDUCATION COURSES



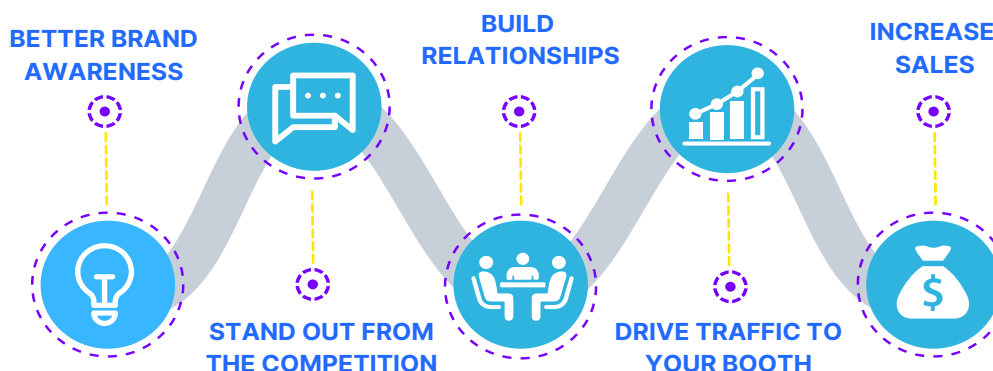
500+

EXHIBITING COMPANIES

1000+

EXHIBIT BOOTHS

Top 5 Reasons to Sponsor



ON-SITE OPPORTUNITIES

AISLE SIGNS - EXHIBIT HALL - \$10,000

Attendees use the aisle signs to guide them in the exhibit hall. Your company's booth numbers, and logo will appear at the bottom of each aisle sign. Production is included.



ATTENDEE BADGE - \$15,000

Your company's advertisement is printed on the back of the badge. Everyone is required to wear a badge making is a great opportunity.



BAGS/TOTEBAGS (1 EXHIBITOR) - \$15,000

Tote bags are in great demand for all attendees walking the exhibit floor. Have your company's advertisement carried by everyone at the event. Cost of production not included.



BANNERS - \$9,900

Have your banner be impossible to miss at the registration, entrances and education areas with impactful indoor banners. Includes installation, teardown and space rental. Call for locations & production quotes. Cost of production not included.



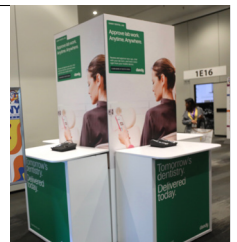
BANNERS (STAIRCASE) - \$14,500

A two-sided banner (20'x40') is placed over the registration area and staircase to the education hall. Included installation, teardown and space rental. Cost of production not included.



CHARGING STATION - \$4,000 per Station (3 Available)

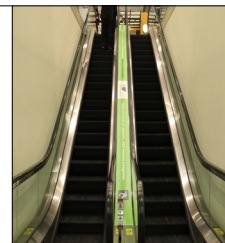
Help attendees "get a charge," mobile charging stations will be placed on the exhibit hall and the education hall. Includes companies advertising message.



ON-SITE OPPORTUNITIES

ESCALATOR RUNNERS - \$7,500 (Per Escalator – 3 Available)

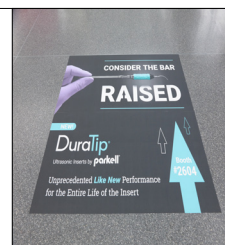
Feature your company's message on a long banner running between the up and down escalator. Production is included.



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

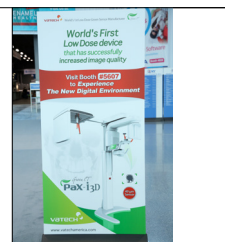
Floor decals will lead buyers to your booth with a series of graphics on the show floor. The amount and size of the decals will vary based on individual need.

- Strategically place your company decals to create a path that will lead attendees right to your booth as they enter the show
- Place a decal in the registration area, high traffics and education areas



FREE STANDING SIGNS - \$3,450 PER SIGN

Promote your company's message on these 38 1/8" x 87" double sided eye level signs placed in high traffic areas.



HOTEL ROOM KEYS - \$10,000

Make your brand visible every time attendees uses their hotel keys. Keys will be distributed at the Headquarters hotel, the Marriott Marquis Time Square. Design custom artwork with your brand and booth number.



JUMBOTRON & TV ADVERTISING - \$5,950 (PER MINUTE)

The JCTV (indoor video advertising system) consists of a 600 sq. ft. LED jumbotron situated at the center of the Crystal Palace and 70 plasma TVs with audio and video located throughout 4 levels of the Javits Center. Sponsors' content will be displayed on the jumbotron and TVs. You can split the time (1) 60 sec., (4) 15 sec., and (2) 30sec.



LANYARDS - \$15,000

Put your logo around the necks of all attendees at the show. A great way to brand your company: a walking banner! Production, design, shipping and labor costs are not included in the price.



ON-SITE OPPORTUNITIES

NOTEBOOKS & PENS - \$9,000.00

Notebooks & Pens with the sponsors name and logo will be distributed in the education hall at the notebook kiosk. Notebooks & Pens are provided by the sponsor.



SHUTTLE BUSES - CONTACT FOR PRICING

For 6 days the GNYDM buses will transport attendees to and from the hotels and convention center. Your company's advertisement on the side of the buses is seen not only by the dental community but by thousand of pedestrians who live, work and are visiting NYC during the holiday season.



SHUTTLE BUS HEADRESTS - \$9,500.00

Graphic ads with logo and/or message are displayed on both sides of fabric headrest cover present on all seats of a shuttle bus.



STAIRCASES - \$14,000.00 (1) EDUCATION & (1) REGISTRATION

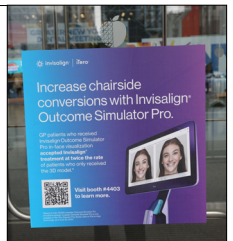
Let attendees climb your brand! The concourse staircase is the very first thing that GNYDM attendees see as they leave the shuttle bus and head to registration. The Education staircase is seen when attendees go to and from their education classes.



WINDOW DECALS - Make a bold first impression as buyers enter the venue with decals right on the front doors of the Javits Center.

\$ 9,000.00 (Package of 8)
\$16,950.00 (Package of 16)

\$13,000 (Package of 12)
\$21,000.00 (Package of 20)

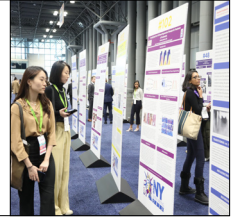


EDUCATION

SCIENTIFIC POSTER SESSIONS - \$3,000.00

This annual event brings together dental professionals worldwide. The posters attract attendees interested in research, dental procedures and technology.

Includes: Table at the poster session with representative, signage and logo on promotional material for the program.



EDUCATION SUPPORTER - SEMINARS/WORKSHOPS - STARTING AT \$1,500.00

Become a beacon of education and awareness in the dental industry by sponsoring an education program at the Greater New York Dental Meeting (GNYDM). By supporting an education speaker, your company showcases its passion and dedication to increasing awareness and advancing the field of dentistry. Your sponsorship covers the speaker honorarium, workshop materials, education supplies, and marketing and advertising to your extensive company list. In return, the GNYDM provides comprehensive support, including room setup, onsite signage, listing in the GNYDM mailed Education Grid, Digital Program Guide, GNYDM APP, and Onsite Guide, as well as classroom construction and audiovisual setup. Additionally, you'll receive an attendee list from the sponsored program, ensuring that your investment yields maximum exposure and impact. Partner with us today to make a lasting impression on the dental community and elevate your company's presence at the GNYDM.



GNYDM MAIN STAGE - CONTACT FOR PRICING AND TIMES

NEW

The GNYDM will be offering a main stage in the Exhibit Hall with an LED Backwall and a 250-seat arena. We will offer programs from Sunday – Wednesday. The program will be 2 ½ hours. The clinicians can give lectures, demonstrations, and panel discussions, and incorporate slides and videos with Q&A. Company is responsible for Speaker, honorarium, hotel and travel.

Benefits include:

- Programs will be FREE for all attendees
- Program listing in the digital program guide, on the website, GNYDM App and in email blasts
- Receive a list of people who registered their CE credits at the end of the show



WOMEN'S LEADERSHIP BREAKFAST & LECTURE - \$5,000

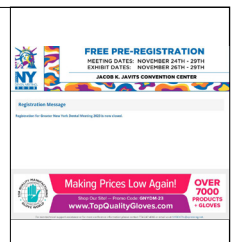
This unique education program designed to empower and mentor current and future women dentists to use their talents and reach their full potential. The conference includes prominent leaders from the worlds of politics, business and dentistry where you can network, learn the best practices, leadership skills and many more topics.



REGISTRATION OPPORTUNITIES

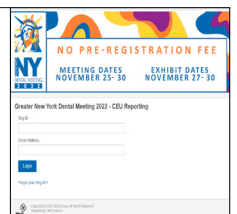
REGISTRATION BANNER & CONFIRMATION EMAIL AD - \$10,000.00

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 & ONSITE LOGIN SCREEN - \$8,000.00

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



PRINTED ADVERTISING

PROGRAM MAILER

\$8,500.00 - INSIDE FRONT / \$7,500.00 - FULL-PAGE / \$4,500.00 - HALF-PAGE

This 16-page mailer will be mailed to attendees in September. This will provide general information, education daily grid with speakers, course times and topics. Limited advertising spaces are available.

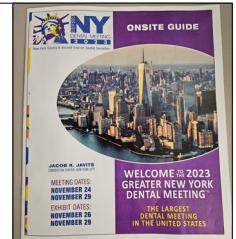
NEW



THE OFFICIAL GNYDM ON-SITE GUIDE

\$6,500 - FULL-PAGE / \$3,950 - HALF-PAGE / \$2,200 - QUARTER-PAGE

The Official GNYDM newspaper is distributed Friday – Wednesday in the registration area. The guide includes general information, exhibit floor plan, exhibitor listing, education programs and classroom locations. Limited Spaces Available. Advertising Deadline is April 15, 2024.



SOCIAL MEDIA

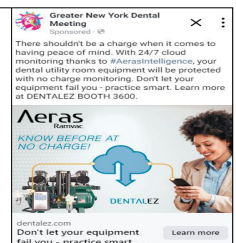
SPONSORED POST - \$675.00

The GNYDM will publish a curated post inclusive of artwork, 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 AD - \$875.00

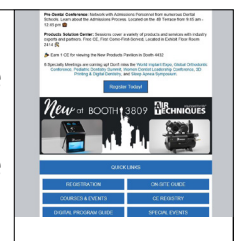
The GNYDM will produce a paid advertisement using the objective of "traffic" from our Facebook Business Manager account to be published across Facebook, Instagram, and all relevant placement options. The "Traffic" ad objective is to drive people to your website or app. The GNYDM will work with the advertiser to specify their customized target audience. By utilizing Demographics, Interest, 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.



GNYDM EMAIL BLAST BANNERS - \$1,450.00 (PER EMAIL)

Countdown to the show with attendees as they plan their event. These weekly emails provide attendees with a preview of what to expect at the show from 6 weeks out.

Feature your new product, announce show specials, and reach the full pre-registered database at their most engaged time before the event. Your banner and URL will be featured.



DIGITAL ADVERTISING & SPONSORSHIP

GNYDM APP

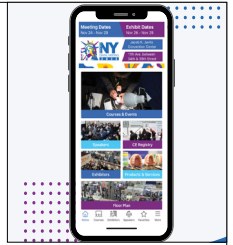
The GNYDM App is the key tool buyers use on-site to get updates on the show, navigate the show floor, discover new exhibitors, receive personalized exhibitor recommendations, and more.

SPLASH PAGE - \$9,000.00 - EXCLUSIVE / \$5,500.00 - MULTIPLE Your company's banner ad appears full screen every time an attendee opens the app. Attendees must click the AD off to continue to use the mobile app.

PUSH NOTIFICATIONS - \$2,700.00 FOR 2

Allow you to get your message directly in front of attendees and onto the home screen of their mobile device while they are onsite at the show. Push notifications are distributed to all attendees with the GNYDM mobile app who have opted in to receive notifications.

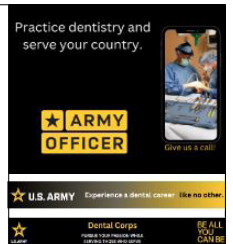
Announce anything from a special deal at your booth to a new product you are launching. Your push notification is pre-scheduled before the event so you can plan for its deployment on-site.



RETARGETING

\$3,000.00 (50,000 IMPRESSIONS) / \$5,500.00 (100,000 IMPRESSIONS)

Our audience becomes your audience through retargeting. Get exclusive direct access to GNYDM website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.



DIGITAL PROGRAM & EXHIBIT GUIDE ADVERTISEMENTS

\$4,000.00 (FULL-PAGE) / \$2,500.00 (HALF-PAGE)

This digital publication contains course synopsis, speakers, exhibitor directory, product index and floor plans to navigate the GNYDM. The publication will be on our website and sent out in the GNYDM email Blasts. Advertising Deadline: July 1, 2024.



DIGITAL PROGRAM & EXHIBIT GUIDE BANNERS

RIGHT & LEFT BANNERS: \$3,000 PER BANNER

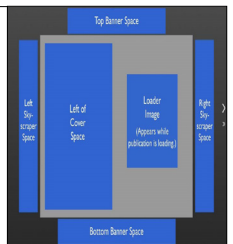
TOP & BOTTOM BANNERS: \$3,000 PER BANNER

LEFT OF COVER: \$1,800

LOADER IMAGE: \$1,000

Your advertisement will be prominently displayed on the Digital Program Guide, ensuring maximum visibility to all attendees. The guide is a valuable resource for attendees to access important information about the event, making it an ideal platform to showcase your brand. Left and Right Skyscrapers and Top and Bottom banners are available.




NEW



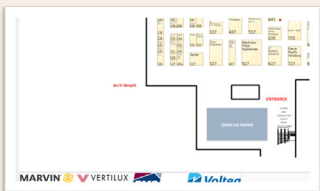
EXHIBITOR ENHANCEMENTS

Enhance your exhibitor listing on the GNYDM Floor plan with our range of options including featured placements, show specials, press releases, videos, floor plan logos, floor plan banners, and more. The GNYDM will promote the link in email blasts starting in August for attendees to browse and view all exhibitors. Make the most of this opportunity to stand out and attract more visitors to your booth at the event.

Package Tiers for: Greater New York Dental Meeting 2024

Features	Basic	Bronze	Silver	Gold
Featured Placement				✓
Uploaded Videos			1	2
Online Products		3	5	Unlimited
Press Releases		3	5	Unlimited
Show Specials		3	5	Unlimited
Enhanced Floorplan Icon				
Company Logo	✓	✓	✓	✓
Online Profile	500	1000	1500	2000
Product Categories	3	5	10	Unlimited
Booth Number, Address, Website URL, Social Media Links	✓	✓	✓	✓
Price	Included	\$300	\$550	\$790

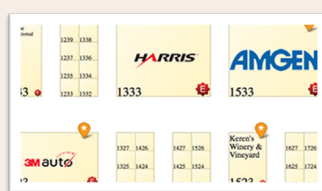
Digital Promotion Opportunities



Floor Plan Banner Ad

A rotating graphic/image/company logo at the footer of the floorplan.

Priced at: \$300



Floor Plan Booth Logo

Company logo physically on the yellow e-booth. For booths 20x20 or larger.

Priced at: \$300



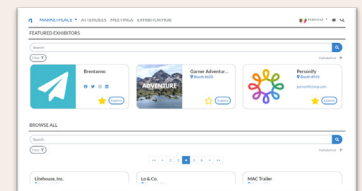
Exclusive Online Floor Plan Sponsorship

An image in the top whitespace of the floorplan with label floorplan sponsor.

Includes:

- Gold Listing

Priced at: \$2,000



Featured Exhibitor Block

Get premier placement on the exhibitor directory by becoming a featured exhibitor.

Includes:

- Gold Listing

Priced at: \$1,500

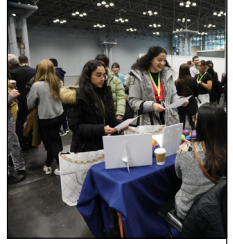
Al La Carte Video - \$200/video

NETWORKING EVENTS

GENERAL PRACTICE RESIDENCY FAIR - \$5,000.00

The GPR Fair provides junior and senior dental students with the opportunity to learn about the general practice residencies from representatives of over 30 hospital dental programs. This unique event is well-attended and provides your company with exposure to the young graduating dentists.

Includes: A table within the fair, signage and recognition in promotions for the program.

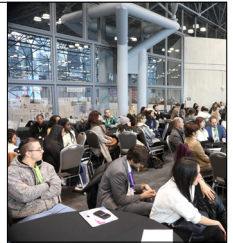


PRE-DENTAL CONFERENCE - \$5,000.00

NEW

Elevate your brand's visibility at the Pre-Dental Conference.

- Sunday, December 1, 2024
- Free program for prospective dental students
- over 130 students and 10 Dental Schools
- Each participating school will have 10 minutes to showcase their dental program followed by a general Q&A session. Students will then have the chance to interact with representatives from each school to gather more information and collect school swag.
- As a sponsor, you'll receive exclusive benefits, including a full email list of prospective dental students, speaking time for a representative, and a dedicated table in the room for brochures and giveaways



GNYDM'S 100TH ANNIVERSARY CELEBRATION

100TH CELEBRATION EVENTS

The Greater New York Dental Meeting's Organization Committee is planning exciting events for our 100th Anniversary.

If you would like to receive more information as these events unfold, please email Dana at dana@gnydm.com to be added to the updates list.

WE CAN'T WAIT TO CELEBRATE WITH YOU AT OUR CENTENNIAL CELEBRATION!



GREATER NEW YORK DENTAL MEETING®

SPONSORSHIP & ADVERTISING CONTRACT

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

100th Annual Session

November 29 – December 4, 2024

Exhibit Dates:

December 1 - December 4, 2024

Jacob K. Javits Convention Center

New York, New York

COMPANY INFORMATION

Company Name _____ Title _____

Address _____ City, State/Country, Zip Code _____

Phone _____ Email _____

SPONSORSHIPS - ONSITE

- ☐ Aisle Signs \$10,000
- ☐ Attendee Badge \$15,000
- ☐ Bags/Tote Bags (1 Exhibitor) \$15,000
- ☐ Banners \$9,900
- ☐ Banners (Staircase) \$14,500
- ☐ Charging Station (3 Available) \$4,000 ea
- ☐ Escalator Runners (3 Available) \$7,500 ea
- ☐ Floor Decals Contact for pricing
 - ☐ 7x7 Diamond \$2,975
 - ☐ 5x5 Square \$2,675
- ☐ Free Standing Signs \$3,450 ea
- ☐ Hotel Room Keys \$10,000
- ☐ JumboTron & TV Advertising \$5,950 per min
- ☐ Lanyards \$15,000
- ☐ Notebooks & Pens \$9,000
- ☐ Shuttle Buses Contact for pricing
- ☐ Shuttle Bus Headrests \$9,500
- ☐ Staircases
 - ☐ Education Area \$14,000
 - ☐ Registration Area \$14,000
- ☐ Window Decals
 - ☐ Package of 8 \$9,000
 - ☐ Package of 12 \$13,000
 - ☐ Package of 16 \$16,950
 - ☐ Package of 20 \$21,000

NETWORKING EVENTS

- ☐ General Practice Residency Fair \$5,000
- ☐ Pre-Dental Conference \$5,000

EDUCATION

- ☐ Scientific Poster Sessions \$3,000
- ☐ Education Supporter - Seminars/Workshops Starting at \$1,500
- ☐ GNYDM Main Stage Contact for pricing
- ☐ Women's Leadership Breakfast & Lecture \$5,000

PRINTED ADVERTISING

PROGRAM MAILER

- ☐ Inside Front Cover \$8,500
- ☐ Full Page \$7,500
- ☐ Half Page \$4,500

OFFICIAL ON-SITE NEWSPAPER

- ☐ Full Page \$6,500
- ☐ Half Page \$3,950
- ☐ Quarter Page \$2,200

DIGITAL ADVERTISING & SPONSORSHIPS

MOBILE APP

- ☐ Splash Page
 - ☐ Exclusive \$9,000
 - ☐ Multiple \$5,500
- ☐ Push Notifications (2) \$2,700
- ☐ Retargeting
 - ☐ 50,000 Impressions \$3,000
 - ☐ 100,000 Impressions \$5,500

DIGITAL PROGRAM & EXHIBIT GUIDE ADVERTISEMENTS

- ☐ Full Page \$4,000
- ☐ Half Page \$2,500

DIGITAL PROGRAM GUIDE BANNERS

- ☐ Right & Left Banners \$3,000
- ☐ Top & Bottom Banners \$3,000
- ☐ Left of Cover \$1,800
- ☐ Loader Image \$1,000

SOCIAL MEDIA

- ☐ Sponsored Post \$675
- ☐ Paid AD \$875

GNYDM E-MAIL BLAST BANNERS

- ☐ E-mail Blast (per e-mail) \$1,450 ea

EXHIBITOR ENHANCEMENTS

- ☐ Bronze Package Tier \$300
- ☐ Silver Package Tier \$550
- ☐ Gold Package Tier \$790
- ☐ Floor Plan Banner Ad \$300
- ☐ Floor Plan Booth Logo \$300
- ☐ Exclusive Online Floor Plan Sponsorship \$2,000
- ☐ Featured Exhibitor Block \$1,500
- ☐ AI La Carte Video \$200/video

REGISTRATION OPPORTUNITIES

- ☐ CE Registry Banner, Printout & Onsite Login \$8,000
- ☐ Registration Banner & Confirmation Email \$10,000

Return Contract/Payment to:

Dana Soltis, GNYDM Sponsorships

200 West 41st Street - Suite 1101 / New York, NY 10036

Email: dana@gnydm.com or Fax: 212-398-6934

MARK YOUR CALENDAR



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

JACOB K. JAVITS CONVENTION CENTER, NEW YORK CITY



WWW.GNYDM.COM

FUTURE MEETING DATES

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**

2027

**MEETING DATES:
NOVEMBER 26-DECEMBER 1**

**EXHIBIT DATES:
NOVEMBER 28-DECEMBER 1**

