



# Greater New York Dental Meeting™

JACOB K. JAVITS CONVENTION CENTER | NEW YORK CITY, NY

## SPONSORSHIP & ADVERTISING

PREMIER DENTAL EVENT  
POWERFUL EDUCATION  
MEANINGFUL CONNECTIONS  
SOMETHING FOR EVERYONE



[www.GNYDM.com](http://www.GNYDM.com)



THE PREMIER  
DENTAL MEETING  
IN THE  
UNITED STATES

MEETING DATES  
NOV 27 – DEC 1, 2026

EXHIBIT DATES  
NOV 29 – DEC 1, 2026



## Stand Out and Be Noticed!

Maximize Your Marketing Impact by sponsoring at the Premier Dental Event in the USA! Over 32,000 dental professionals will attend the GNYDM Annual Convention from Nov. 27 to Dec. 1, giving your brand the chance to shine in front of thousands of key decision-makers in the dental industry.

We offer a variety of sponsorship packages to fit any budget. Let's discuss how we can create the perfect sponsorship opportunity for your brand!

## Why Sponsor?

Increase Brand Awareness - Ensure your brand is at the top of key buyer's minds.

Stand Out from the Competition - Get noticed in a crowded marketplace.

Drive Traffic to Your Booth - Attract more attendees to your exhibit space.

Boost Sales - Leverage this opportunity to engage new customers and increase conversions.

Contact us for more details and to reserve your spot!  
 Dana Soltis, Sponsorship & Advertising Manager  
 dana@gnydm.com  
 212-398-6922 x 107

## 2025 GNYDM BY THE NUMBERS

**32,000** Registered



**250+** Educational Session & Events



**1.9M Views**

975.6k reach on Social Media



**13,000** Dentists



**139** Countries



**80,000** Email Subscriptions



Mobile App Downloads 3,600+

**1.5M Views**

Visitors to GNYDM's Website



## Look Who's Coming to GNYDM



**33%**

First time attending GNYDM

**67%**

of attendees are Returning



**82%**

Were extremely or very satisfied with their GNYDM experience



**79%**

have some level of purchasing authority



**66%**

Of attendees come to see new products/ services

## AISLE SIGNS - EXHIBIT HALL \$10,000.00

Sponsor aisle banners to showcase your company logo and booth number across the exhibit hall. Every time an attendee looks up to find their aisle, your logo will be right in their line of sight.



## ATTENDEE BADGE \$15,000.00

Your company's advertisement will be printed on the back of the badge. Since everyone is required to wear a badge, this offers a prime opportunity for visibility.



## BAGS / TOTE BAGS \$15,000.00 - (1 EXHIBITOR)

Promote your company to attendees before they even enter the show floor. Distributed at registration, the trade show bags are used by participants throughout the event and long after keeping your brand in their hands.



## BANNERS \$9,900.00

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.



## CHARGING STATION

**\$4,000.00**

(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.



## ESCALATOR RUNNERS

**\$6,500.00**

(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

**\$3,100.00 EACH**

**ENTRANCE CARPET**  
4'X4' - \$2,500 EACH

**EXHIBIT HALL**  
**CARPET DECALS**  
2'X2' PACK OF 5 \$4,500.00

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

**\$3,900.00**

(Per Sign)

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



## JUMBOTRON & TV ADVERTISING \$5,950.00 (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 \$15,000.00

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.



## NOTEBOOKS & PENS \$5,000.00

Have your company logo on the show notepads as attendees take notes throughout the event and beyond. Put your company logo on the pens & notebooks they use and grab to take home. Production is not included.



## STACKED METER CUBES \$6,000.00

NEW!

- Stacked meter cubes offer a unique opportunity to promote your messaging on all four sides of three cubes.
- Cubes will be placed in the GNYDM Registration & Entrances



## STAIRCASES \$12,500.00

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)    \$13,000.00 (Package of 12)  
\$16,950.00 (Package of 16)    \$21,000.00 (Package of 20)



## SOCIAL MEDIA

### SPONSORED POST \$1,000.00

Reach GNYDM Show social media followers and boost your brand awareness through a dedicated post. With over 1.9M views & 975.6K reach on social media, this is an incredible opportunity to expand your reach!



### PAID AD \$1,500.00

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.



FOLLOWERS



21,612



16,500



3,379



**NEW!**

## ROOM DROPS \$5,000 (PER ITEM - LIMIT 10)

Place your flyer, brochure or product in the official GNYDM Room Drop Bag. Delivered right to their guest rooms, these targeted promotions ensure high visibility and personal engagement outside the hotel door.



**NEW!**

## INROOM TV ADVERTISEMENTS CALL FOR PRICING

Advertise your message to attendees through our guest room television platform. Slideshow and Video content can be looped.



**NEW!**

## HOTEL ROOM DOOR HANGERS \$11,000.00 (Exclusive)

These double-sided hangers can carry your marketing message, promote your booth location, or deliver a special offer. This is a great way to drive traffic to your booth.

- Sponsor's four-color, double-sided door hanger will be placed on doors in the GNYDM room block (up to 750 hangers) at the headquarter hotel.
- Four-color (CMYK) artwork must be approved by Show Management



## HOTEL ROOM KEY CARDS \$12,000.00 (Exclusive)

Your message will be top-of-mind when promoted via room key cards distributed at the headquarter hotel.

- Sponsor's four-color artwork and message is displayed on one side of room key handed out to attendees staying within the GNYDM block (up to 1,500 keys) at the headquarter hotel.
- Artwork must be approved by Show Management.



## 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.



## GNYDM MAIN STAGE \$8,500.00 EACH

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 2½ hours. The clinicians present 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



## EDUCATION SUPPORTER SEMINARS / WORKSHOPS STARTING AT \$1,800.00

Become a key player in dental education by sponsoring a speaker at the Greater New York Dental Meeting (GNYDM).

Your Sponsorship:

- Your sponsorship supports the speaker's honorarium, hotel, transportation, workshop materials, and marketing,
  - Highlight your commitment to advancing the dental field
- GNYDM Provides:
- Room setup, signage, and classroom construction
  - Listings in the Education Grid, Digital Program Guide, GNYDM App, and Onsite Guide
  - Audiovisual setup
  - An attendee list to maximize your exposure

Partner with us to elevate your company's presence in the dental community!



## WOMEN'S LEADERSHIP BREAKFAST & LECTURE \$3,500.00

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.



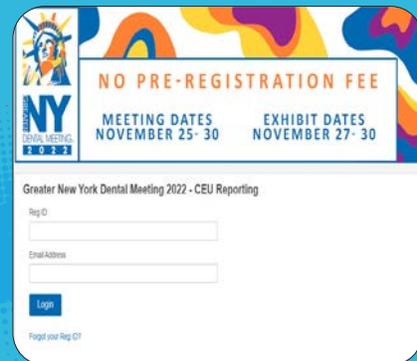
## REGISTRATION BANNER & CONFIRMATION EMAIL AD \$5,000.00

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 \$5,000.00

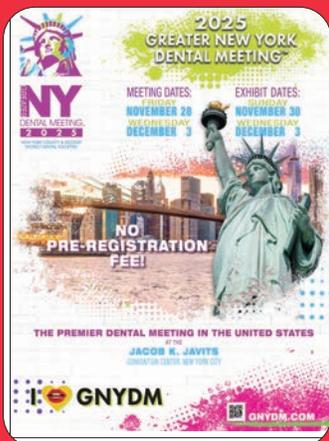
Attendees register their CE Credits and can print a CE Transcript. This sponsorship includes a banner ad on the CE Registry Website. The CE registry stays on the GNYDM for three years.



## PRINTED ADVERTISING

## PROGRAM MAILER \$4,000.00 FULL-PAGE \$1,900 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.



## THE OFFICIAL GNYDM ON-SITE GUIDE

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. by Show Management.

\$6,000.00 - INSIDE FRONT / \$3,500.00 - FULL-PAGE  
\$1,500.00 - HALF-PAGE / \$800.00 - QUARTER-PAGE



**NEW!**

## GNYDM APP - SPLASH SCREEN \$7,000.00 (EXCLUSIVE)

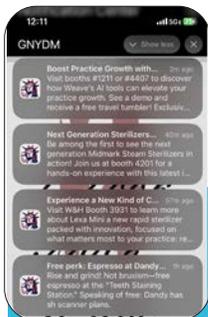
Gain brand visibility repeatedly as attendees use the new 2026 GNYDM mobile app throughout the week! The mobile app will include enhanced features and functionality and all show information, including events, classes, and the exhibitor directory and map. In 2024, there were 2,798 Downloads and 54,000+ Views



## ADS BETWEEN COURSES \$750.00 (PER AD)

Put your brand directly in front of attendees while they plan their day. These high-visibility ads appear between course listings in the event app schedule, reaching dentists and dental professionals as they actively browse sessions and build their agenda. It's a seamless way to capture attention, reinforce brand awareness, and drive traffic to your booth or product while attendees are most engaged.

## PUSH NOTIFICATIONS \$3,000.00 (FOR 2)



Reach show attendees with a mobile app message. Drive traffic to your booth, promote new products and more. \* Title length: 65 characters or less. Message length: 240 characters or less.



## RETARGETING \$ 3,500.00 (250,000 IMPRESSIONS)

The power of retargeting – our audience becomes your audience with retargeting. Get direct access to GNYDM's website visitors and retarget them with your company's ads that will showcase your brand anywhere they visit online.



## DIGITAL PROGRAM & EXHIBIT GUIDE \$1,500.00 - FULL PAGE \$800 HALF PAGE

Place an ad in the Attendee Brochure, which is emailed to thousands of industry professionals in early September, to reach prospects and previous attendees before they get to the show. Get a jump on your competition and put your company in front of a highly qualified audience. 15,000 attendees viewed the Digital Guide in 2025.



## 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 pre-view 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. 82,000 Subscribers.

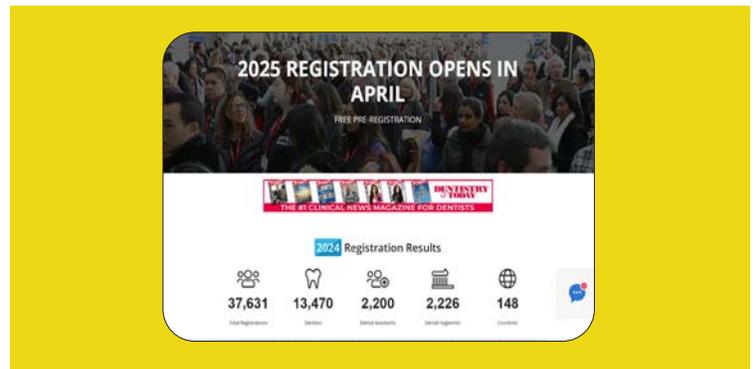


## GNYDM WEBSITE BANNER \$3,000.00 (PER MONTH)

Place your advert on the homepage and education page of the GNYDM website.

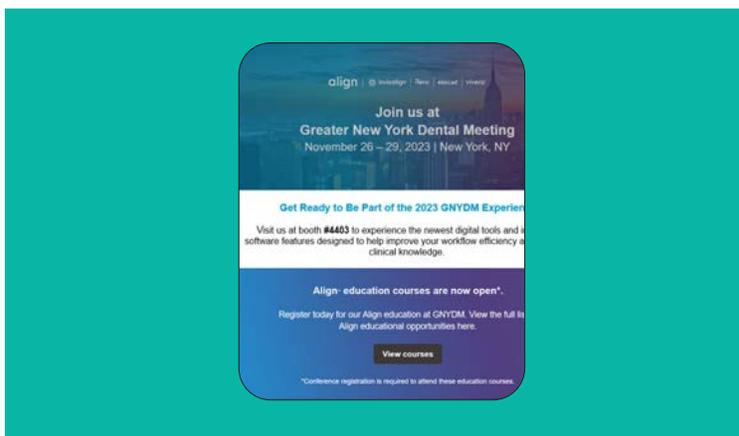
The 728 x 90 homepage banner ad is perfect for announcing your exclusives, in-booth signings, and special events. banner links to a url of your choice.

In 2025, the GNYDM website had over 1.5M views.



## GNYDM E-PROMOTIONS E-MAIL BLAST \$4,800.00 EACH

Get attendees excited to visit your booth through a dedicated e-mail. Work with GNYDM Show management to determine the distribution date. Sponsor to provide HTML. GNYDM will provide post-launch analytics.



## GNYDM VIRTUAL BAG \$500.00

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

What's 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



## GENERAL PRACTICE RESIDENCY FAIR \$3,500.00

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.



## NEW DENTIST PROGRAM \$6,000.00

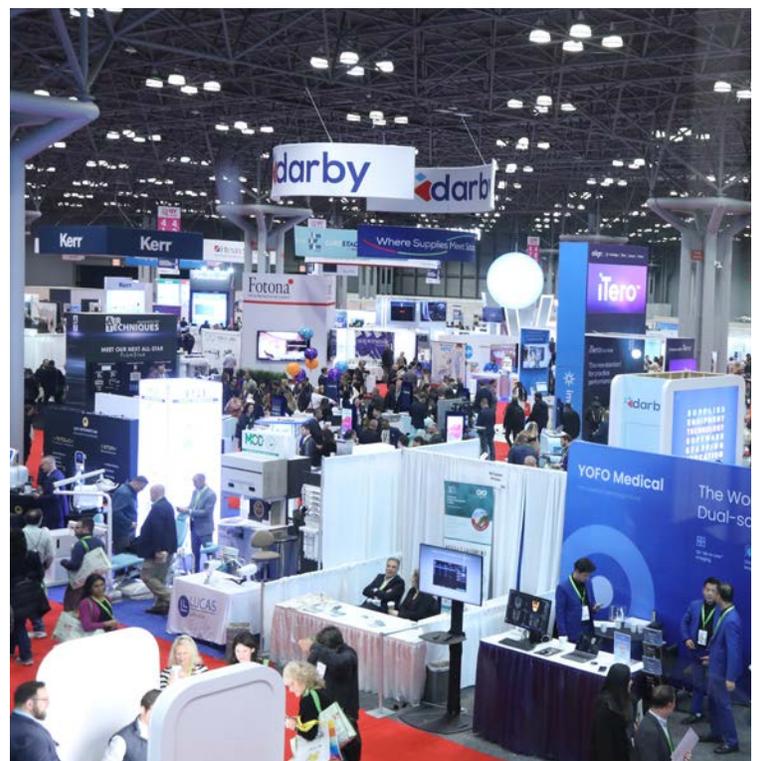
Connect with the future of dentistry while positioning your brand at the center of their professional journey. The New Dentist Reception and Educational Course brings together emerging dental professionals eager to learn, network, and discover the products and services that will shape their practices. This exclusive sponsorship opportunity offers direct access to the next generation of dentists in a relaxed, engaging setting where meaningful relationships and lasting brand impressions are made.



## PRE-DENTAL CONFERENCE \$5,000.00

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

- Sunday, November 29, 2026
- 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



## I Enhanced Digital Content Package Tiers Greater New York Dental Meeting 2026

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
Profile Logo	✓	✓	✓	✓
Cover Photo		✓	✓	✓
Online Profile Characters	500	1000	1500	2000
Product Categories	3	5	10	Unlimited
Sponsored Tags	✓	✓	✓	✓
Booth Number, Address, Website URL, Social Media Links	✓	✓	✓	✓
Price	Included	\$395	\$495	\$795



### Floor Plan Banner Ad

An image/company logo at the footer of the floor plan. (only 3 available)

**Priced at: \$395**



### Floor Plan Booth Logo

Display your company logo within your booth space on the interactive floor plan (for booths 20x20 or larger).

**Priced at: \$295**



### Exclusive Online Floor Plan Sponsorship

Stand out as the exclusive floor plan sponsor with your logo in the top whitespace of the floor plan.

Includes:

- Gold Listing

**Priced at: \$1,995**



### Featured Exhibitor Block

Get premier placement on the exhibitor directory by becoming a featured exhibitor. (only 6 available)

Includes:

- Gold Listing

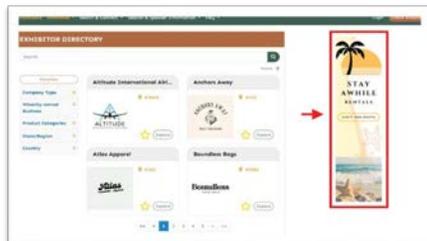
**Priced at: \$1,495**

**A La Carte Videos - \$195/Video**

**A La Carte Products - \$95/Product**

**A La Carte Press Releases - \$95/Press Release**

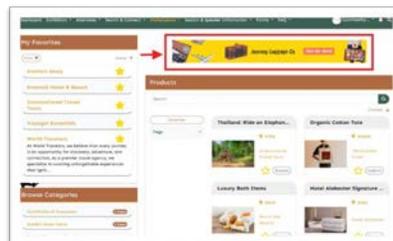
**A La Carte Show Specials - \$95/Show Special**



### Skyscraper Ad

Stand out with a Skyscraper Ad on the Exhibitor Directory page. This high-impact, vertical ad keeps your brand in the spotlight as attendees browse exhibitors, driving more clicks and engagement. (only 5 available)

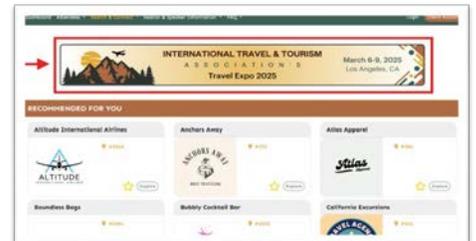
**Priced at: \$395**



### Leaderboard Ad

Capture attention with a Leaderboard Ad on the Digital Listing Gallery page. Placed at the top of the page, this high-visibility banner puts your brand in front of engaged attendees as they explore must-see, products, press releases, show specials, and videos. (only 5 available)

**Priced at: \$595**



### Billboard Ad

Position your brand front and center with a Billboard Ad at the very top of the main event page. This eye-catching, oversized banner is the first thing attendees see, ensuring maximum exposure. (only 3 available)

Includes:

- Gold Listing

**Priced at: \$1,295**



## GREATER NEW YORK DENTAL MEETING™

### SPONSORSHIP & ADVERTISING CONTRACT

**GREATER NEW YORK DENTAL MEETING, LLC**  
 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](mailto:dana@gnydm.com)  
 Website: [www.gnydm.com](http://www.gnydm.com)

**102<sup>nd</sup> Annual Session**  
**November 27 – December 1, 2026**  
**Exhibit Dates:**  
**November 29 - December 1, 2026**  
 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
- Charging Station (3 Available) \$4,000 ea
- Escalator Runners (3 Available) \$6,500 ea
- Floor Decals \$3,100
- Floor Decals - Entrance Carpet 4'X4' \$2,500
- Floor Decals - Exhibit Hall 2'X2' (5 Pack) \$4,500
- Free Standing Signs \$3,900 ea
- Hotel Room Keys \$12,000
- JumboTron & TV Advertising \$5,950 per min
- Lanyards \$15,000
- Notebooks & Pens \$5,000
- Stacked Meter Cubes \$6,000
- Staircases \$12,500
- 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 \$3,500
- New Dentist Program & Reception \$6,000

#### EDUCATION

- Scientific Poster Sessions \$3,000
- Education Supporter - Seminars/Workshops Starting at \$1,800
- GNYDM Main Stage \$8,500
- Women's Leadership Breakfast & Lecture \$3,500

#### HOTEL ADVERTISING

- Room Drops \$5,000 Per Item (Limit 10)
- Door Hangers \$11,000 Exclusive
- In-Room TV Call For Pricing
- Hotel Room Key Cards \$12,000

#### PRINTED ADVERTISING

##### PROGRAM MAILER

- Inside Front Cover \$6,000
- Full Page \$4,000
- Half Page \$1,900

#### OFFICIAL ON-SITE NEWSPAPER

- Inside Front Cover \$6,000
- Full Page \$3,500
- Half Page \$1,500
- Quarter Page \$800

#### DIGITAL ADVERTISING & SPONSORSHIPS

##### MOBILE APP

- Splash Page Exclusive \$7,000
- Push Notifications (2) \$3,000
- Ads Between Courses \$750
- Retargeting
  - 250,000 Impressions \$3,500

#### DIGITAL PROGRAM & EXHIBIT GUIDE ADVERTISEMENTS

- Full Page \$1,500
- Half Page \$800

#### SOCIAL MEDIA

- Sponsored Post \$1,000
- Paid AD \$1,500
- New Dentist Program/Reception \$6,000

#### DIGITAL MEDIA

- GNYDM E-mail Blast Banners (per e-mail) \$1,450 ea
- Website Banner \$3,000 per month
- Virtual Bag \$500
- Promotion E-Blasts \$4,800

#### EXHIBITOR ENHANCEMENTS

- Bronze Package Tier \$395
- Silver Package Tier \$495
- Gold Package Tier \$795
- Floor Plan Banner Ad \$395
- Floor Plan Booth Logo \$295
- Exclusive Online Floor Plan Sponsorship \$1,995
- Featured Exhibitor Block \$1,495
- Al La Carte Video \$195/video
- Al La Carte Products \$95
- Al La Carte Press Release \$95
- Al La Carte Show Special \$95
- Skyscraper Ad \$395
- Leaderboard Ad \$595
- Billboard Ad \$1,295

#### REGISTRATION OPPORTUNITIES

- CE Registry Banner \$5,000
- Registration Banner & Confirmation Email \$5,000

Total: \_\_\_\_\_

By signing below, the sponsor agrees to the Terms and Conditions of this agreement. Full payment is required for all sponsorships and is non-refundable.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_



2027

**GREATER NEW YORK  
DENTAL MEETING**

MARK OUR CALENDAR

**NOVEMBER 28 - DECEMBER 1**

Jacob K. Javits Convention Center