

# Sponsorship & Advertising Opportunities

The Greater New York Dental Meeting offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall.

## **Early Sign Up Sponsorship & Advertising Discounts:**

- Sign up by March 2<sup>nd</sup> and receive a 10% discount
- Sign up between March 3<sup>rd</sup> and April 3<sup>rd</sup> and receive a 5% discount

## **QUESTION? / CONTACT**

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

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

**HIGHLIGHT YOUR COMPANY  
AND SALES OPPORTUNITIES...**

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

# GNYDM 2020

## **SPONSORSHIPS AT-A-GLANCE**

• Aisle Signs	Page 20
• Badge	Page 20
• Bags	Page 20
• Banners	Page 20
• Banners over Staircase 2-Sided	Page 20
• Bathroom Stall Doors	Page 20
• Brochures (Advertising)	Page 27
• Celebrity Luncheon	Page 20
• Charging Stations	Page 20
• Column Wrap Inside Exhibit Hall	Page 21
• Column Wrap Outside Exhibit Hall	Page 21
• Education Registry Login Screen	Page 21
• Escalator Runners	Page 21
• Floor Minders	Page 21
• Free Standing Signs (2-Sided)	Page 21
• General Practice Residency Fair	Page 24
• Health Screening Fair	Page 21
• Hotel Keys	Page 21
• Individual Educational Programs	Page 24
• International Reception	Page 21
• Internet Café	Page 22
• JumboTron Advertising	Page 22
• Lanyards	Page 22
• "Live" Demonstration Arena Banner	Page 22
• "Live" Demonstration Arena - Commercial	Page 22
• "Live" Dentistry Arena Program - 2½ hours	Page 24
• Mobile App Advertising	Page 27
• Notebooks & Pens	Page 22
• Registration Area Demonstrations & Classroom	Page 23
• Scientific Poster Sessions	Page 24
• Shuttle Bus Headrest Cover	Page 23
• Shuttle Bus Service	Page 23
• Social Media Cafe	Page 23
• Staircase to the Crystal Palace	Page 23
• Staircase to Education Wing	Page 23
• Table Top Graphics	Page 23
• Window Advertising	Page 23
• Workshops on the Exhibit Floor	Page 24

By becoming a sponsor or advertiser,

increase brand awareness by sponsoring attendee favorites and must-attend events.

attendees will remember your company, products and features

attendees will recognize your brand

show your brand's strength to your competition



## BAGS - 1 EXHIBITOR / \$25,000

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. 40,000 will be distributed to all of your designated attendee groups. Includes the cost of production.



## AISLE SIGNS - EXHIBIT HALL AISLES \$15,000

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



## BADGE - \$25,000

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



## BANNERS - \$9,875 (MULTIPLE YEAR CONTRACTS AVAILABLE)

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 CONCOURSE SIDE... \$14,950 EDUCATION SIDE... \$13,950

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.**



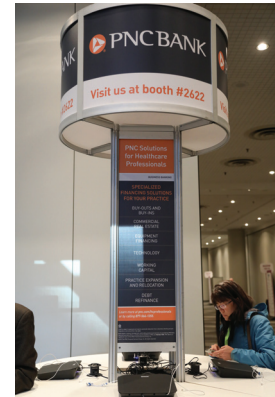
## BATHROOM STALL DOORS OR MIRRORS \$12,000

Capture the attention of all the attendees. Place fun and innovative 3M graphics in the bathrooms on the exhibit floor letting attendees know about your product and the location of your booth. Also included is a 1 meter sign at every door.



## CELEBRITY LUNCHEON - (SPONSORSHIPS STARTING AT \$20,000)

Held on Monday, this traditional luncheon honors Presidents and Deans of Dental Organizations and schools throughout the world. A Celebrity speaker addresses the audience as a highlight of the event. Printed brochures are provided at each table, highlighting the speaker and sponsoring company. Sponsorship also includes 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 and pictures with the Celebrity prior to the luncheon are included.



## CHARGING STATION

1 STATION - \$3,950

2 STATIONS - \$5,900

3 STATIONS - \$8,900

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





## **COLUMN WRAPS - INSIDE EXHIBIT HALL** **\$8,500 EACH**

Located on the exhibit Floor, these column wraps provide your company the perfect opportunity for additional branding near your booth. Place Your Company's logo and marketing message where thousands will see it on a daily basis.



## **COLUMN WRAPS - OUTSIDE EXHIBIT HALL** **\$8,500 EACH**

Located in prime, high-traffic locations, the Indoor Column Wraps are a great way to get noticed by buyers as they make their way through the registration lobby and to the exhibit halls. Wrap your brand on one of many available locations sure to make a BIG impact.



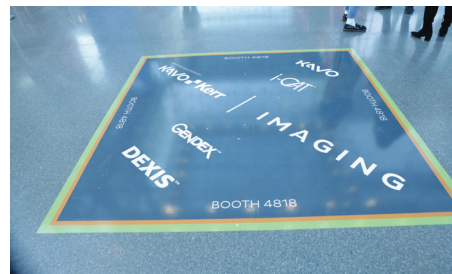
## **EDUCATION REGISTRY LOGIN SCREEN** **\$10,975**

Designated areas on the Exhibit Floor are available for attendees to record Continuing Education Credits using the barcode on their badge. Sponsors receive recognition on individual computer terminals, in Greater New York Dental Meeting publications, as the sponsor.



## **ESCALATOR RUNNERS** **\$6,495 PER ESCALATOR (3 AVAILABLE)**

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



## **FLOOR MINDERS** **7' X 7' DIAMOND - \$2,975** **5' X 5' SQUARE...\$2,675**

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



## **FREE STANDING SIGNS** **2 SIDED - \$3,075**

Your Company's advertisement or product is displayed near the registration area on free standing 38 1/2" x 87" signs or exhibit hall entrance area. Costs include fabrication, labor set-up and dismantling and Javits rental. Each additional panel variation - \$275/panel.



## **HEALTH SCREENING FAIR** **CALL FOR PRICING**

Help sponsor our 5<sup>th</sup> Annual FREE Health Screening Fair at the Greater New York Dental Meeting where attendees can receive free Eye Exam, Blood Pressure, Hearing, Diabetes Screening, Caries and Oral Cancer Screenings. If more information and details contact Dana Soltis at 212-398-6922 or dana@gnydm.com.



## **HOTEL KEYS - \$9,950**

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



## **INTERNATIONAL RECEPTION - \$9,800**

The International Reception is an invitation-only event honoring our international guests following the completion of the first full exhibit day of the Meeting. Recognition is via signage and promotional material can be distributed. The Sponsor is encouraged to attend and be recognized. Held Sunday, November 29<sup>th</sup>, 5:30-7:00 pm at the Jacob K. Javits Convention Center. In 2019, there were over 600 attendees present at this event.





## Internet Café - \$8,750

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. Meter signs with your advertisement will be placed in the Café area.



## Jumbotron & TV Advertising \$5,500 PER MINUTE

The Jacob Javits 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 goes to the JumboTron and TVs Saturday through Wednesday. Show off your company's products and services where all attendees can see your advertisement.

Your advertisement will play 1 min for each hour of the show, Saturday through Wednesday. You can also split the 1 min per hour for 15 sec x 4 times per hour or 30 sec x 2 times per hour.



## LANYARDS - \$16,500

Every attendee at the Greater New York Dental Meeting must wear an identification badge. Supply us with approved lanyards and we will distribute them to all attendees. The badge holder kiosks are located on the registration level. Approximately 40,000. The Sponsoring company must supply the lanyards and have them approved to GNYDM standards.



## "Live" Dentistry Arena Banners - 15' X 20' - \$7,000 (LIMITED TO 2 COMPANIES)

The banners are located on the northern wall of the exhibit hall in the "Live" Demonstration area. In addition, there are other highlights taking place in this area which attract attendees. Banners provided by the exhibitor. Greater New York Dental Meeting is responsible for the installation and dismantling. Limited to two companies.



## "Live" Dentistry Arena Commercial - \$5,000

Create a 60 second commercial and information advertisement to be played in our 550 seat "Live" Patient Arena for 4 days. Your Advertisement will run during intermission between 9:30 a.m. – 5:00 p.m. This opportunity is limited to 4 companies to give you more exposure.



## NOTEBOOKS & PENS - \$9,500

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 can be distributed in designated 1E Hall educational classrooms. This is an excellent way to get your Company's name in the forefront of dental education.





## REGISTRATION AREA DEMONSTRATIONS & CLASSROOM CALL FOR PRICING

Show case your products or run educational events in this 35' x 35' space right next to the registration area. This Hi-Traffic area will allow attendees to see you when they Register and walk in the front doors. Hang a banner over your area so attendees can see it throughout the Javits Center.



## SHUTTLE BUS HEADREST COVERS \$9,500

The Sponsor's message is available on both sides of the headrest cover. Sponsorship includes production of a two-color design, installation and removal. Eight designated show buses will run continuously throughout the Meeting to and from the Jacob K. Javits Convention Center and Hotels.



## SHUTTLE BUS SERVICE - 3 BUSES \$31,000 / 8 BUSES \$175,000

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 not only by the dental community but by thousands of pedestrian consumers who live, work or are visiting New York City during the height of the festive holiday season.



## SIGNAGE (DIGITAL) - CALL FOR PRICING

Have your branding digitally and your message as a frame around the monitor of our Digital Signs. The Educational Information Monitors at the show is where attendees go to find their classroom assignments on-site during the show. 8 Monitors are available.



## SOCIAL MEDIA CAFÉ - \$12,500

The café is a place for attendees and companies to gather, chat, get social and share. Build your company's Social Media Pages by sponsoring the GNYDM social Media Café. The café is an interactive social media spot to provide hands-on guidance to attendees and your staff to build up your social media marketing. Your branding would be integrated throughout the Café and your team could interact with guests.



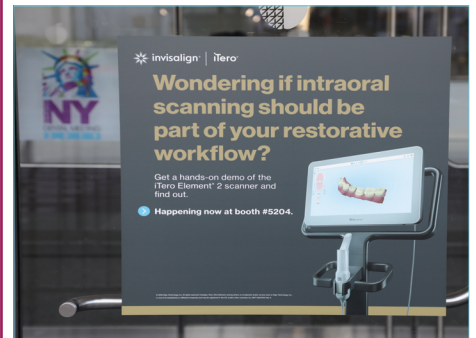
## STAIRCASES TO THE REGISTRATION AREA... \$17,950 EDUCATION AREA... \$13,500

This eye catching advertisement allows your company to be the first attraction seen by 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, teardown and Javits Center space rental.



## TABLE TOP GRAPHICS \$3,048 / 4 TABLES

Put your Company logo/ad on table tops located in our food court and cafes. Sponsorship includes installation, teardown and Javits Center space rental, and cost of production.



## WINDOW ADVERTISING 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, 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

## SOCIAL MEDIA AD CAMPAIGNS WITH THE GREATER NEW YORK DENTAL MEETING!

Share new products, equipment and technology. Advertise your educational programs and speakers to reach national and international audiences. For more information, contact Jayme Spicciatie - jayme@gnydm.com







## DENTAL HYGIENISTS/ASSISTANTS LECTURE SERIES - \$5,000

Sponsorship of the Dental Assistant & Hygiene Pavilion includes a choice of either a full-day seminar or two half-day or 4 quarter day seminars for your dental team. Included in the sponsorship is signage throughout the exhibit floor, construction and audio visual set-up for the classroom. Your company is responsible for providing a speaker, speaker travel and transportation.



## INDIVIDUAL EDUCATION PROGRAMS (COSTS VARY 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.



## GENERAL PRACTICE RESIDENCY FAIR COLLATION - \$6,000

Held on Sunday, 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.

Sponsorship includes: banners at the Fair area advertising your company as the sponsor, refreshments, a table within the Fair for the distribution of materials to attendees by your representative, appropriate signage promoting the event and Program Guide recognition. Materials are allowed to be distributed by the sponsoring company.



## "Live" DENTISTRY ARENA - CONTACT FOR PRICING

An ultra modern High-Tech "Live Dentistry Arena" with seating for 550 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 is located on the exhibit floor. Projected screens and LCD monitors surround the area.



## SCIENTIFIC POSTER SESSIONS - \$5,975

The Scientific Poster Session is an annual Sunday event that brings together dentists, post graduate residents, new dentists, dental and hygiene students, hygienists and technicians from the United States and many international countries. This three hour session attracts attendees interested in research, dental procedural developments and technological advances. Sponsorship includes signage, recognition in our Program Guide, a table for brochures and your company representatives.



## WORKSHOPS ON THE EXHIBIT FLOOR - VARIES

A glass enclosed workshop seating 42 attendees is located right on the exhibit floor. This classroom is also highly visible to persons walking on the exhibit floor. Signage indicating the sponsoring companies name is placed adjacent to the workshop room. 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.





#### 7<sup>TH</sup> ANNUAL WORLD IMPLANT EXPO

The Greater New York Dental Meeting again in 2019 will hold its World Implant EXPO which will focus on the sector of Implantology. The GNYDM will expand its exhibit floor to include increasing sales opportunities for companies involved with implant products, technology, bone replacement materials and equipment.

For additional information on the Implant EXPO, contact the Implant EXPO Chairman, **Dr. Clifford E. Salm** at [implants@gnydm.com](mailto:implants@gnydm.com).



#### 6<sup>TH</sup> ANNUAL GLOBAL ORTHODONTIC MEETING

The Greater New York Dental Meeting initiates its newest addition to its educational and exhibit program. For additional information contact the Global Orthodontic Chairman, **Dr. Gail Schupak**; [orthodontics@gnydm.com](mailto:orthodontics@gnydm.com).



#### 4<sup>TH</sup> ANNUAL PEDIATRIC DENTISTRY SUMMIT

This program will benefit both pediatric dentists and general dentists. Attendees will learn new techniques and fresh approaches to the treatment of your young patients! For additional program information, contact **Dr. Lois A. Jackson**; [peditrics@gnydm.com](mailto:peditrics@gnydm.com)



#### 4<sup>TH</sup> ANNUAL SLEEP APNEA SYMPOSIUM

Your company can sponsor a program to inform attendees the Latest Research and awareness in Dental Sleep Medicine. Attendees will learn how to establish Sleep protocols in their practice. Contact **Dr. Marc B. Gainor**; [doctorgainor@verizon.net](mailto:doctorgainor@verizon.net).



#### 3<sup>RD</sup> ANNUAL 3D PRINTING & DIGITAL DENTISTRY CONFERENCE

3D Printing & Digital Dentistry Conference. Sponsor lectures and demonstrations on 3D Imaging Applications in Dentistry. For more information contact **Dr. William Bongiorno**; [CyberDent@mac.com](mailto:CyberDent@mac.com).



#### 3<sup>RD</sup> ANNUAL PUBLIC HEALTH CONFERENCE

Public health promotes and protects the health of people and the community where they live, learn, work and play. Health professionals will discuss how we can improve the health of this entire population. For more information contact **Dr. Jack Dillenberg**; [jdillenberg@atsu.edu](mailto:jdillenberg@atsu.edu).



#### 3<sup>RD</sup> ORAL CANCER SYMPOSIUM

The Oral Cancer symposium is a 2-day program that specifically covers all aspects of Oral Cancer from diagnosis to treatment to reconstruction and dental prostheses. Your company will be recognized as the sponsor in all promotions, publications and signage for this program. Contact **Dr. Edward J. Miller, Jr.**; [ejmjaws@hotmail.com](mailto:ejmjaws@hotmail.com) for more information



#### 2<sup>ND</sup> ANNUAL WOMEN DENTISTS LEADERSHIP CONFERENCE

The conference is 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 attendees can network, learn the best practices, leadership skills and many more topic. Contact **Dr. Lois A. Jackson**; [peditrics@gnydm.com](mailto:peditrics@gnydm.com) for more information.



#### 1<sup>ST</sup> ANNUAL SPECIAL CARE DENTISTRY FORUM

The Special Care Dentistry Forum will provide educational topics and discussions to dental professionals and other individuals who are dedicated to promoting oral health and treating patients with special needs. Contact **Dr. Lawrence Bailey**; [ddslarry@aol.com](mailto:ddslarry@aol.com) for more information





# GREATER NEW YORK DENTAL MEETING 2020

# DAILY

## GNYDM DAILY ON-SITE NEWSPAPER The Exclusive Newspaper of the GNYDM

The official daily newspaper is distributed all 4 days, Sunday-Wednesday at the entrances to the exhibits, registration areas, and bus drop off areas. The newspaper includes, daily course/events listings, exhibit floor plan, education programs and classroom location, exhibitor listings, current dental articles and previous day wrap up. This is the **ONLY** daily newspaper distributed on-site for attendees to get general information and newsworthy articles about the show and advertisers. This is a great opportunity to reach attendees.

**Pricing is for 1 Advertisement in all 4 Editions Sunday – Wednesday**  
**There will be a one-time \$500 fee to change your advertisement daily.**

Premium and full page advertisement receive a 500 word complimentary article in one edition.

Inside Front Cover - \$ 8,750.00

Full Page - \$6,500.00

Back Cover - \$ 8,950.00

Inside Back Cover - \$ 8,550.00

Half Page - \$3,950.00

Quarter Page - \$2,200.00

**The dimensions are as follows:**

**Full page:**

9.75 w x 14.25 h

**Half page:**

9.75 w x 6.625 h

**Quarter page:**

4.75 w x 6.625 h

**Submit files in jpg, tiff or PDF. CMYK - 300 dpi.**

**Contact Ms. Dana Soltis for information and contract: [dana@gnydm.com](mailto:dana@gnydm.com)**

**Deadline for artwork is October 25, 2020.**





# ADVERTISING

## PROGRAM & EXHIBIT GUIDE SPECIFICATIONS

110,000 copies of the Program & Exhibit Guide are published annually and distributed to 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 June 1, 2020. Advertising space will not be reserved without full payment. Cancellations will not be accepted. All artwork is due June 15, 2020. The Greater New York Dental Meeting is not responsible for reproduction quality.



### COVER AND PREFERRED POSITION RATES

Inside Cover Double Spread	\$12,695
Back Cover	\$10,895
First Page	\$7,900
Inside Back Cover	\$8,500
Opposite Table of Contents	\$6,975

**ONLY 4-COLOR ADS WILL BE ACCEPTED FOR THESE POSITIONS.**

### ADVERTISING RATES

Full Page	\$3,995
Half Page Horizontal	\$2,850

**BOOTH NUMBERS WILL BE STRIPPED IN FREE OF CHARGE.**

	Decimal (WxH)	Numerical (WxH)	Horizontal	Decimal (WxH)	Numerical (WxH)
Full Page before trim	8.625 x 11.125	8 7/8 x 11 1/8	Half Page before trim	8.625 x 5.625	8 7/8 x 5 1/2
Trimmed Size	8.5 x 10.875	8 1/2 x 10 7/8	Trimmed Size	8.5 x 5.5	8 1/2 x 5 1/2
Safety	8.125 x 10.5	8 1/8 x 10 1/2	Safety	8.125 x 5.125	8 1/8 x 5 1/2
Non-Bleed			Non-Bleed		
Full Page	8 x 10.375	8 x 10 1/4	Half Page	8 x 5.125	8 x 5 1/4

### 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 **are not** 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.

## THERE'S AN APP FOR THAT! (MOBILE APP ADVERTISING)

The Greater New York Dental Meeting Mobile App will provide sponsors with the opportunity for promotion through smartphone banner ads and multimedia advertising. Various locations are available call for options and pricing.



## EMAIL BLAST

Promote your product and company to the GNYDM email list of 70,000 with an email blast banner AD. The banner will be included on the bottom of the Attendee Blasts. Included with the banner a URL of your choice will be linked to the banner. - **\$1,200.00**



**Multi-Rotation Splash Screen - \$5,000.00 (Limited to 3 companies)**  
(1080 x 1920px) (780 x 1620 visual space plus 300px padding)

**Multi-Rotation Banners - \$3,500.00 (Limited to 3 companies)**  
(1024 x 160px) (32 x 5 aspect ratio)

**Pop to the Top - \$2,000.00**

Your company will appear at the top of the exhibitor listing with a sponsors ribbon.

**Push Notifications - \$2,500.00 for 5 (170 Characters)**

Your companies notification will be sent at a specific day and time.

**Scavenger Hunt - \$1,500.00**

The Scavenger Hunt Sponsorship is a fun and unique way to promote your company. Each attendee who downloads the APP will be tasked with visiting all participating sponsor booths to scan a QR code that will be given to your company - guaranteeing traffic flow to you. Attendees will be entered into a raffle to win a prize each day of the Meeting Sunday – Wednesday.



# GREATER NEW YORK DENTAL MEETING

## ADVERTISING CONTRACT

### GREATER NEW YORK DENTAL MEETING™

200 West 41st Street - Suite 1101

New York, New York 10036-7203

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

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

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

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

November 27 – December 2, 2020

Exhibit Dates:

November 29 - December 2, 2020

Jacob K. Javits Convention Center

New York City, New York

**TYPE OR PRINT THIS CONTRACT. SIGN AND RETURN COMPLETED CONTRACT TO (212) 398-6934.** Have questions or need additional information? Contact Dana Soltis at (212) 398-6922 or [dana@gnydm.com](mailto:dana@gnydm.com)

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

Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_

Advertising Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Marketing Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### PROGRAM & EXHIBIT GUIDE (PRINTED)

☐ Inside Cover Double Spread

\$12,695

☐ Back Cover

\$10,895

☐ Inside Back Cover

\$8,500

☐ First Page

\$7,900

☐ Opposite Table of Contents

\$6,975

☐ Full Page

\$3,995

☐ Half Page

\$2,850

### MOBILE ADVERTISING

☐ Multi-Rotation Splash Screen

\$5,000

☐ Multi-Rotation Banners

\$3,500.00

☐ Pop to the Top

\$2,000.00

☐ Push Notifications

\$2,500

☐ Scavenger Hunt

\$1,500

### ADVERTISING

☐ JumboTron Advertising

\$5,500 per min

☐ Email Blast Banners

\$1,200

### 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 contracts must be accompanied with full payment.

**All advertising are non-cancelable and non-refundable.** Material/art must be e-mailed or shipped to **Dana Soltis, [dana@gnydm.com](mailto:dana@gnydm.com)** to arrive by the specified due date. Artwork submitted after specified deadline will incur additional charges.

**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.**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE MEETING AS PUBLISHED IN THE 2020 EXHIBITORS' PROSPECTUS AND SPONSORSHIP & ADVERTISING BROCHURE, WHICH ARE A PART OF THIS CONTRACT AS IF PUBLISHED HEREIN.**

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

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





# GREATER NEW YORK DENTAL MEETING

## SPONSORSHIP CONTRACT

### GREATER NEW YORK DENTAL MEETING™

200 West 41st Street - Suite 1101

New York, New York 10036-7203

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

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

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

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

November 27 – December 2, 2020

Exhibit Dates:

November 29 - December 2, 2020

Jacob K. Javits Convention Center

New York City, New York

**TYPE OR PRINT THIS CONTRACT. SIGN AND RETURN COMPLETED CONTRACT TO (212) 398-6934.** Have questions or need additional information? Contact Dana Soltis at (212) 398-6922 or [dana@gnydm.com](mailto:dana@gnydm.com)

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

Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_

Sponsorship Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Marketing Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### SPONSORSHIPS

- ☐ Aisle Signs \$15,000
- ☐ Bags \$25,000
- ☐ Badge \$25,000
- ☐ Banners \$9,875
- ☐ Banners Over Staircases
  - ☐ Concourse Side \$14,950
  - ☐ Education Side \$13,950
- ☐ Bathroom Stall Doors \$12,000
- ☐ Buses \$175,000
- ☐ Celebrity Luncheon \$20,000
- ☐ Charging Stations See description
- ☐ Column Wrap - Inside Exhibit Hall \$8,500
- ☐ Column Wrap - Outside Exhibit Hall \$8,500
- ☐ Education Registry Login Screen \$10,975
- ☐ Escalator Runners \$6,495 per escalator
- ☐ Floor Minders
  - ☐ 7' x 7' Diamond \$2,975
  - ☐ 5' x 5' Square \$2,675
- ☐ Free Standing Signs \$3,075
- ☐ Hotel Keys \$9,950
- ☐ International Reception \$9,800
- ☐ Internet Café \$8,750
- ☐ JumboTron Advertising \$5,500 per min
- ☐ Laynards \$16,500
- ☐ Live Dentistry Arena - Commercial \$5,000

- ☐ Notebooks & Pens \$9,500
- ☐ Registration Area Demonstrations & Classroom Call for pricing
- ☐ Shuttle Bus Headrests \$9,500
- ☐ Staircase Graphics
  - ☐ Registration Area \$17,950
  - ☐ Education Area \$13,500
- ☐ Table Top Graphics \$3,048 / 4 Tables
- ☐ "Live" Dentistry Arena Banner
  - ☐ 15' x 20' \$7,000
- ☐ Window Advertising
  - ☐ Package of 8 \$8,950
  - ☐ Package of 12 \$12,950
  - ☐ Package of 16 \$16,950
  - ☐ Package of 20 \$21,000

### EDUCATIONAL SPONSORSHIP

- ☐ General Practice Residency Fair \$6,000
- ☐ Individual Education Programs Varies
- ☐ Scientific Poster Sessions \$5,975
- ☐ "Live" Patient Demonstration Varies
- ☐ Workshops on the Exhibit Floor Varies
- ☐ Dental Hygiene/Assistant Lecture Series \$5,000
- ☐ World Implant EXPO Varies
- ☐ Global Orthodontic Meeting Varies

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

#### PAYMENT

All payments for sponsorships must be made by company check or credit card\* (\*plus a 3% convenience fee.) All contracts must be accompanied with full payment.

**All sponsorships are non-cancelable and non-refundable.** Material/art must be e-mailed or shipped to **Dana Soltis, [dana@gnydm.com](mailto:dana@gnydm.com)** to arrive by the specified due date. Artwork submitted after specified deadline will incur additional charges.

**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.**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE MEETING AS PUBLISHED IN THE 2020 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

## DAILY ONSITE ADVERTISING CONTRACT

### GREATER NEW YORK DENTAL MEETING™

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

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

November 27 – December 2, 2020  
Exhibit Dates:  
November 29 - December 2, 2020  
Jacob K. Javits Convention Center  
New York City, New York

**TYPE OR PRINT THIS CONTRACT. SIGN AND RETURN COMPLETED CONTRACT TO** (212) 398-6934. Have questions or need additional information? Contact Dana Soltis at (212) 398-6922 or [dana@gnydm.com](mailto:dana@gnydm.com)

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

### WORLD SHOW DAILY

- |   |            |
|---|------------|
| <input type="checkbox"/> Inside Front Cover + (Includes 500 Word Article) | \$8,750.00 |
| <input type="checkbox"/> Inside Back Cover + (Includes 500 Word Article)  | \$8,550.00 |
| <input type="checkbox"/> Back Cover + (Includes 500 Word Article)         | \$8,950.00 |
| <input type="checkbox"/> Full Page + (Includes 500 Word Article)          | \$6,500.00 |
| <input type="checkbox"/> 1/2 Page Advertisement                           | \$3,950.00 |
| <input type="checkbox"/> 1/4 Page Advertisement                           | \$2,200.00 |
| <input type="checkbox"/> Change Ads Each Day                              | \$500.00   |

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

#### PAYMENT

All payments for advertising in the Daily must be made by company check or credit card\* (\*plus a 3% convenience fee.) All contracts must be accompanied with full payment.

**All advertising are non-cancelable and non-refundable.** Material/art must be e-mailed or shipped to **Dana Soltis, [dana@gnydm.com](mailto:dana@gnydm.com)** to arrive by the specified due date. Artwork submitted after specified deadline will incur additional charges.

**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.**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE MEETING AS PUBLISHED IN THE 2020 EXHIBITORS' PROSPECTUS AND SPONSORSHIP & ADVERTISING BROCHURE, WHICH ARE A PART OF THIS CONTRACT AS IF PUBLISHED HEREIN.**

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

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





BE SEEN...

BE HEARD...



AT

**GREATER  
NEW YORK  
DENTAL  
MEETING**

**2020**

SELL MORE...

