

# 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

By becoming a sponsor or advertiser,

show your brand's  
strength to your  
competition

increase brand  
awareness by spon-  
soring attendee favor-  
ites and must-attend  
events.

attendees will  
remember your  
company, products  
and features

attendees will  
recognize your brand

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

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

# GNYDM 2021

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





## 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 - \$15,000

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.



## BAGS - 1 EXHIBITOR / \$15,000

Tote bags are of great demand to all dental professionals walking the Exhibit Floor. Have your logo and/or advertisement on one side and the Meeting logo on the other. 20,000 will be distributed to all of your designated attendee groups. Includes the cost of production.



## 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.



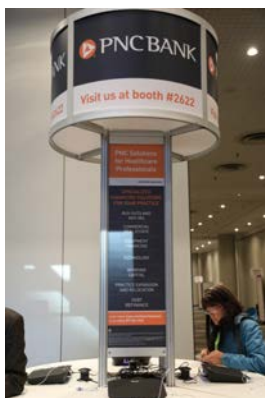
## BANNERS OVER STAIRCASE CONCOURSE SIDE... \$14,950 EDUCATION SIDE... \$13,950

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.



## 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

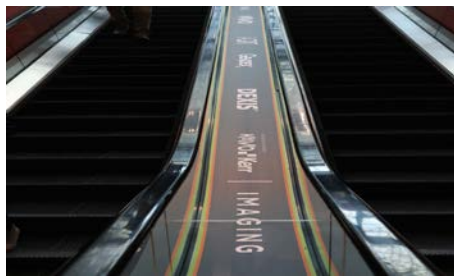
Located in prime, high-traffic locations, the Indoor Column Wraps are a great way to get noticed by buyers as they make their way through the registration lobby and to the exhibit halls. Wrap your brand on one of many available locations sure to make a BIG impact.





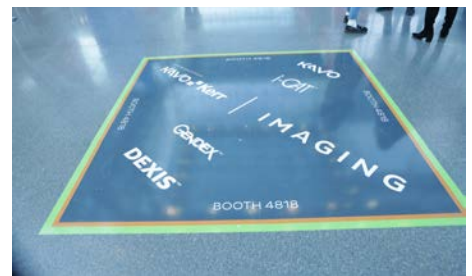
## **EDUCATION REGISTRY LOGIN SCREEN** **\$10,975**

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.



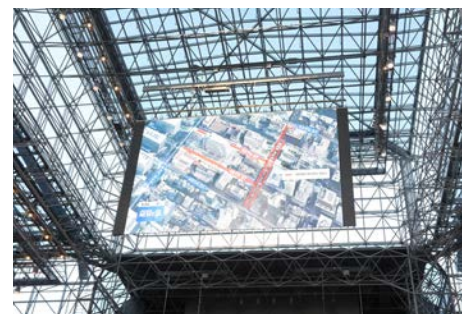
## **FREE STANDING SIGNS** **2 SIDED - \$3,075**

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.



## **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.



## **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 companies 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 - \$15,000**

Every attendee at the Greater New York Dental Meeting must wear an identification badge. Supply us with approved lanyards and we will distribute them to all attendees. The badge holder kiosks are located on the registration level. Approximately 25,000. The Sponsoring company must supply the lanyards and have them approved to GNYDM standards.



## **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 (2 AVAILABLE) 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.

As the Sponsor, your Company's name and/or message will appear on the side of buses, route signs in hotel lobbies, on flyers containing bus schedule information and in our Program & Exhibit Guide. Sponsorship includes cost of signage production, display and labor.



## 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.



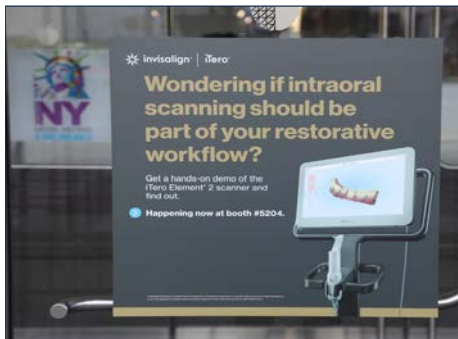
## STAIRCASES TO THE REGISTRATION AREA... \$17,950 EDUCATION AREA... \$13,500

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





## 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 - \$5,000

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.



## SCIENTIFIC POSTER SESSIONS - \$3,000

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.

### Option A - \$3,000

Sponsorship includes signage, recognition in our Program Guide, a table for brochures and your company representatives.

### Option B - \$3,000

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.





SHARE NEW PRODUCTS, EQUIPMENT AND TECHNOLOGY.

ADVERTISE YOUR EDUCATIONAL PROGRAMS AND SPEAKERS TO REACH NATIONAL AND INTERNATIONAL AUDIENCES.



### SPONSORED POSTS - \$650.00

The GNYDM will publish a curated post inclusive of art work, copy, and link of sponsors choice to be published across GNYDM's Facebook and Instagram 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 - \$850.00

The GNYDM will produce a paid ad 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.



### SOCIAL MEDIA LOUNGE - \$6,000

The lounge 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 Lounge. The lounge 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 lounge and your team could interact with guests.

*Get Social with the Greater New York Dental Meeting!*



### HAND SANITIZER BOTTLES - \$15,000 EACH

Two Available Stand out at Coverings by featuring your full-color branding on 20,000 personal hand sanitizer bottles that will be distributed to attendees in the convention center lobby. Sponsor is responsible for providing hand sanitizers. GNYDM approval is required.

### FACE MASKS - \$15,000 EACH

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



## **8<sup>TH</sup> ANNUAL WORLD IMPLANT EXPO**

The 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).



## **7<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).



## **5<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)



## **5<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).



## **4<sup>TH</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).



## **4<sup>TH</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).



## **4<sup>TH</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



## **3<sup>RD</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.



## **2<sup>ND</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 NY DAILY

## DENTAL MEETING. 2021

97<sup>th</sup> ANNUAL SESSION

## GNYDM DIGITAL NEWSLETTER AND ONSITE GUIDE

### The Exclusive Newspaper of the GNYDM

The official digital newspaper will be emailed out to attendees 4x prior to the meeting (August, September, October, November) with up-to-date content and information. The newspaper link will be published on the GNYDM website and the link will be posted on the GNYDM's Social Media Channels highlighting your company. All sponsors will also be listed in the table of content on page two. In addition, the GNYDM will give sponsors a free ad in the printed onsite newspaper. The onsite newspaper is distributed each day of the show 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.

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

Pricing is for 1 advertisement in all 4 digital newsletters – emailed to all GNYDM attendees, posted on the GNYDM website and links published with your company highlighted on GNYDM Social Media Channels (minimum 4 times). In addition, ad will be included in the Onsite Guide for all 4 days of the GNYDM.

*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  
Inside Back Cover - \$ 8,550.00  
Full Page - \$6,500.00

Half Page - \$3,950.00  
Back Cover - \$ 8,950.00  
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.





# ADVERTISING

## DIGITAL PROGRAM & EXHIBIT GUIDE

The Program & Exhibit Guide is published annually. 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 30, 2021. Advertising space will not be reserved without full payment. Cancellations will not be accepted. All artwork is due June 30, 2021. The Greater New York Dental Meeting is not responsible for reproduction quality.



## SPECIFICATIONS

### 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 5/8 x 11 1/8	Half Page before trim	8.625 x 5.625	8 5/8 x 5 5/8
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 1/4
Non-Bleed			Non-Bleed		
Full Page	8 x 10.375	8 x 10 3/8	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.

## 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. - **\$1,100.00**





# 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)

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

November 26 – December 1, 2021

Exhibit Dates:

November 28 - December 1, 2021

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 \_\_\_\_\_

### PROGRAM & EXHIBIT GUIDE

- ☐ Inside Cover Double Spread
- ☐ Back Cover
- ☐ Inside Back Cover
- ☐ First Page
- ☐ Opposite Table of Contents
- ☐ Full Page
- ☐ Half Page

\$12,695

\$10,895

\$8,500

\$7,900

\$6,975

\$3,995

\$2,850

### SOCIAL MEDIA

- ☐ Sponsored Post

- ☐ Paid AD

- ☐ Social Media Lounge

\$650

\$850

\$10,000.00

### ADVERTISING

- ☐ JumboTron Advertising

- ☐ Email Blast Banners

\$5,500 per min

\$1,100

### 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 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 2021 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)

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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	\$15,000	<input type="checkbox"/> JumboTron Advertising	\$5,500 per min
<input type="checkbox"/> Bags	\$15,000	<input type="checkbox"/> Laynards	\$15,000
<input type="checkbox"/> Badge	\$15,000	<input type="checkbox"/> Notebooks & Pens	\$9,500
<input type="checkbox"/> Banners	\$9,875	<input type="checkbox"/> Registration Area Demonstrations & Classroom	Call for pricing
<input type="checkbox"/> Banners Over Staircases		<input type="checkbox"/> Shuttle Bus Headrests	\$9,500
<input type="checkbox"/> Concourse Side	\$14,950	<input type="checkbox"/> Shuttle Bus Service	
<input type="checkbox"/> Education Side	\$13,950	<input type="checkbox"/> 3 Buses	\$31,000
<input type="checkbox"/> Bathroom Stall Doors	\$12,000	<input type="checkbox"/> 8 Buses	\$175,000
<input type="checkbox"/> Celebrity Luncheon	\$20,000	<input type="checkbox"/> Signage	Call for pricing
<input type="checkbox"/> Charging Stations		<input type="checkbox"/> Staircase Graphics	
<input type="checkbox"/> 1 Station	\$3,950	<input type="checkbox"/> Registration Area	\$17,950
<input type="checkbox"/> 2 Stations	\$5,900	<input type="checkbox"/> Education Area	\$13,500
<input type="checkbox"/> 3 Stations	\$8,900	<input type="checkbox"/> Table Top Graphics	\$3,048 / 4 Tables
<input type="checkbox"/> Column Wrap - Inside Exhibit Hall	\$8,500	<input type="checkbox"/> Window Advertising	
<input type="checkbox"/> Column Wrap - Outside Exhibit Hall	\$8,500	<input type="checkbox"/> Package of 8	\$8,950
<input type="checkbox"/> Education Registry Login Screen	\$10,975	<input type="checkbox"/> Package of 12	\$12,950
<input type="checkbox"/> Escalator Runners	\$6,495 per escalator	<input type="checkbox"/> Package of 16	\$16,950
<input type="checkbox"/> Face Masks	\$15,000	<input type="checkbox"/> Package of 20	\$21,000
<input type="checkbox"/> Floor Minders			
<input type="checkbox"/> 7' x 7' Diamond	\$2,975		
<input type="checkbox"/> 5' x 5' Square	\$2,675		
<input type="checkbox"/> Free Standing Signs	\$3,075		
<input type="checkbox"/> Hand Sanitizer	\$15,000		
<input type="checkbox"/> Hotel Keys	\$9,950		

### EDUCATIONAL SPONSORSHIP

<input type="checkbox"/> General Practice Residency Fair	\$5,000
<input type="checkbox"/> Individual Education Programs	Varies
<input type="checkbox"/> Scientific Poster Sessions	\$3,000
<input type="checkbox"/> Scientific Poster Award	\$3,000

### TOTAL SPONSORSHIP AMOUNT

### 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 2021 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

### WEEKLY DIGITAL NEWSLETTER 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)

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

November 26 – December 1, 2021

Exhibit Dates:

November 28 - December 1, 2021

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

**TOTAL SPONSORSHIP AMOUNT** \_\_\_\_\_

#### 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.**

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

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