

# LECTURE & EXHIBITOR REGISTRATION

12th  
Annual

## SAN DIEGO DENTAL CONVENTION

June 22-23, 2018  
November 9-10, 2018

**SALES! • Branding • Leads • Networking • Outreach  
Product Demonstration • Marketing • Education**



This event is the first of its kind where many dental manufactures, local organizations, dental societies, dental study clubs and Dental Professionals will gather to reunite with acquaintances and local friends to learn about new technologies and dental procedures available to improve their dental career.



We offer an excellent opportunity for your organization to gain exposure within the Southern California dental community through Lecturing, advertising and Exhibiting of your companies products. There are advertising options available and booths for exhibitors to advertise and promote services or merchandise for sale.



To ensure an even flow of traffic, food and beverages will be served exclusively within the exhibiting areas encouraging more interaction among all participants. Please contact me about cost effective options for holding your own seminars to demonstrate and launch your products or services.

**November 2017**  
**Total Attendance: 600**

200 Dentist  
75 Hygienist  
150 Dental Assistants  
75 Front Office Staff  
50 Exhibitors  
50 Dental Students



Suggestions for additional sponsorship ideas are encouraged and welcome.

Thank you,  
*Chris Ippolito, Founder & Producer*  
619.277.4743

version 2018.01.03

**WWW.CEADENTAL.COM**

# PROGRAM & WEBSITE ADVERTISING

San Diego Dental Convention , June 22-23, 2018 and November 9-10, 2018

## "Program Distribution"

6,000 copies

### San Diego County and South Orange County

<b>Total Print</b>	<b>6000</b>
<b>USPS Mailed per issue each county</b>	
<b>Orange County</b>	<b>-2500 x 2</b>
<b>San Diego County</b>	<b>-2500 x 2</b>
<b>Email Digital Copy:</b>	<b>-10,000</b>

AD Size	AD Rates	Check Box
		<input checked="" type="checkbox"/>
<b>June 22-23</b>		<input type="checkbox"/>
<b>November 9-10</b>		<input type="checkbox"/>
Full Page 8.5" x 5.5"	\$500	<input type="checkbox"/>
4C Spread	\$1200	<input type="checkbox"/>
Half Page 4.25" x 5.5"	\$300	<input type="checkbox"/>
Featured Written Articles 2 pages	\$1200	<input type="checkbox"/>
Inside Covers Front (2)	+\$300	<input type="checkbox"/>
Inside Covers Back (2)	+\$300	<input type="checkbox"/>
Web-site Banner Ad	\$100/month 6 month contract	<input type="checkbox"/>
Webinar E-mail Advertisement	\$1700	<input type="checkbox"/>
<b>TOTAL AMOUNT</b>		



Fax: (866) 805-1860



Phone: (619) 277-4743



Mail: 4242 Summit Dr. La Mesa, CA 91941



Email: info@ceadental.com

COMPANY: \_\_\_\_\_  
 CONTACT: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 AD DATE: \_\_\_\_\_ JUNE: \_\_\_\_\_ NOVEMBER  
 AMOUNT ENCLOSED: \_\_\_\_\_  
 X \_\_\_\_\_

Email \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Visa \_\_\_\_\_ M/C \_\_\_\_\_ Disc \_\_\_\_\_ Amex \_\_\_\_\_ Check \_\_\_\_\_  
 Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ - \_\_\_\_\_ 3-4 Code \_\_\_\_\_  
 Signature \_\_\_\_\_  
 TOTAL AMOUNT: \$ \_\_\_\_\_

# FLOOR PLAN ~ BOOTH and LECTURE RATES

San Diego Dental Convention , June 22-23, 2018 and November 9-10, 2018



## MAIN EXHIBIT HALL

### Booth Prime & Standard Rental Includes:

A pipe and drape 3'side wall of fabric , Overnight security outside the exhibit Hall  
Daily cleaning of aisles and common areas General

Booth size and floor plan subject to change without notice

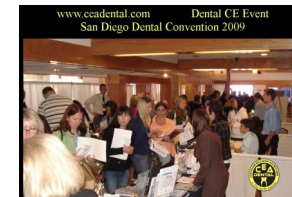
<b>1-Day Only</b>	<b>1 Exhibitor</b>	<b>#14-#19</b>	<b>\$500</b>
<b>Standard</b>	<b>2-Day</b>	<b>7'X 6'</b>	<b>\$850</b>
<b>Prime</b>	<b>2-Day</b>	<b>8'X 6'</b>	<b>\$950</b>

<b>Lecture and Exhibit Sponsor</b>	<b>\$1950</b>
<b>2-Day Lecture and CEA Dental Sponsor</b>	<b>\$2950</b>

### ADDITIONAL OPTIONS (3-Day Rentals Thur.-Sat.)

Additional Company Personnel Each (2 people include with table fee)	\$50
6' Table	\$50
Carpeting	\$50
Electrical	\$50
2 Chairs	\$50
Wireless Internet	\$50
Belly Bar Round Table 27" w X 48" H	\$150
27" Monitor	\$150
40" Monitor	\$250

Website Banner- 6 month contract	\$100 / month
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# EVENT ADVERTISING AND BRANDING OPPORTUNITIES

San Diego Dental Convention , June 22-23, 2018 and November 9-10, 2018



## Speaker Lounge

LIMIT 1

Rights to advertise company logo with CEA Dental in Speaker Lounge. As a Sponsor your company will receive recognition in the Onsite Program and signage at Speaker Lounge. Your company may provide an employee to personally distribute marketing material and socialize in the lounge with Speakers.



\$500



## Name Badge Holder Lanyards

LIMIT 1

Name badges are attached to lanyards and are worn by all attendees. Your advertising message/logo will be highly visible and worn by all Attendees, Exhibitors, and Speakers. Sponsor will provide item.

\$500



## Note Taking Paper

LIMIT 2

Every attendee will take notes during lectures on note pads and paper provided by your company. Sponsor will provide item.

\$500



## General Session Breakfast or Lunch

LIMIT 4

All attendees are invited to a complimentary Continental Breakfast and Box Lunch on Friday and Saturday. As a Sponsor your company will receive, signage at all Breakfast and Lunch food stations.

\$500



## Wine, Cheese, and Chocolate Social Sponsor

LIMIT 1

Between 2:30 PM - 3:00 PM all Attendees and Exhibitors will Gather in the Exhibit Hall for a Refreshing Drink and Social Hour with friends. As a Sponsor your company will receive recognition in the Onsite

\$500



## PowerPoint Slides or Video in Exhibit Hall

LIMIT 5

Sold 3

Every attendee will take note of the PowerPoint presentation occurring in the Exhibit Hall. There will be two viewing areas playing presentations during the event. Sponsor will provide item.

\$500



## Registration Bag Print Material Insert

LIMIT 5

Sold 2

Attendees will receive a registration bag with your company flyer or marketing material inserted into the bag. You will have the opportunity to meet and greet every attendee by dispersing registration bags personally

\$500



## Drink Station Sponsorship

LIMIT 4

All attendees are invited to complimentary Coffee, Tea, Lemonade and Water. As a Sponsor your company will receive signage at all stations. Your company may provide an employee to personally distribute marketing material at the food stations.



\$500



## Web Site Banner Advertisement "6 Month Contract"

Place your company advertisement on our Home page and Convention page for 6 months.

\$100/Month



## Dental Supply Drive Bag Logo Sponsorship

3000 Dental offices in San Diego and Orange county will receive a 18" x 36 " plastic bag advertising the dental supply drive and your companies support. This bag will promote local free dental clinics, humanitarian efforts and your company logo. All personally delivered by a CEA Dental Staff. As a Sponsor your company will provide a logo to imprint on the 18" x 36 " plastic bag.

\$500



## Speaker Introductions 4 Lectures

Exhibitors will have the opportunity to introduce select Speakers during the Convention. This is the perfect opportunity to say hello to CEA Dental Members and invite them to visit you during the breaks. Some lectures may have multiple company introductions.

\$500



## Attendee List Names and Phone Only

CEA Dental will provide your company with Names and Phone Numbers of all Members at the Event. We collect names and phone numbers. Not all attendee information complete.

\$500



## Attendee List ALL DATA AND LEAD GENERATION

CEA Dental will provide your company with all contact information of attendees at the Event. We collect emails, names, address and phone numbers. Not all attendee information complete.

Sponsorship



SALES!

Networking

Branding

Opportunities

Leads

Marketing

Outreach

Education

Additional Questions

Contact Chris Ippolito  
@ 619.277.4743 or via  
email  
chris@ceadental.com

# SAN DIEGO DENTAL CONVENTION EVENT SPONSORSHIP

San Diego Dental Convention , June 22-23, 2018 and November 9-10, 2018

## Lecture and Exhibit Hall Sponsor

- *Lecture Opportunity or Speaker Introductions 1 Day* (\$\$\$\$\$)
- *Premium Booth Space with Tables, Chairs, Carpet,* (\$1150)
- *(2) 2-Day Doctor Pass to Event \$300* (\$900)
- *(2) 2-Day Staff Pass to Event \$200* (\$600)
- *(1) Email Blast to CEA DENTAL 2500 MEMBERS* (\$500)
- *Company Logo on Attendee Badge* (\$500)
- *Note Paper Sponsor* (\$500)

**\$1950**

**SALES!**

Networking

Branding

Opportunities

## Lecture and San Diego Dental Convention Sponsor

- *2 Tickets to Andrea Bocelli* (Priceless)
- *Lead Generation* (Priceless)
- *Full Attendee List with all DATA and email* (Priceless)
- *2 Day Lecture Opportunity or Speaker Introduction* (\$\$\$\$\$)
- *Advertisement on Website event page* (\$500)
- *Exhibit Hall and Lecture Sponsor Included* (\$1950)
- *PowerPoint Slides or Video in Exhibit Hall* (\$500)

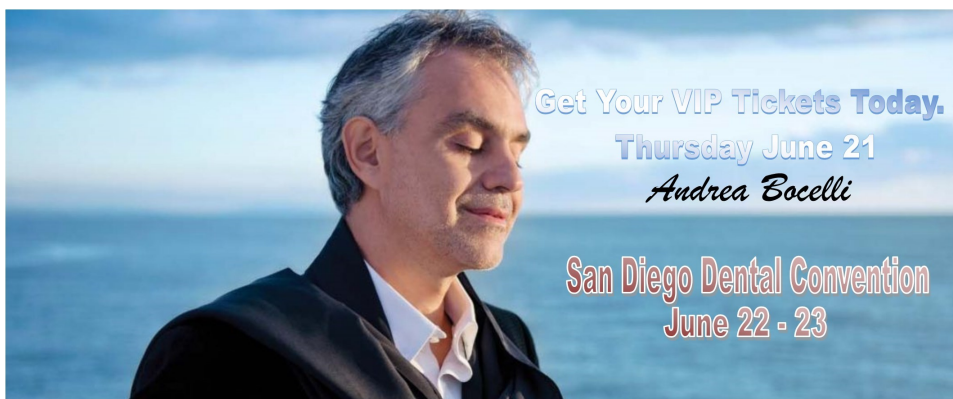
**\$2950**

Leads

Marketing

Outreach

Education



# FREQUENTLY ASKED QUESTIONS

San Diego Dental Convention , June 22-23, 2018 and November 9-10, 2018

**Can Exhibitors sell products on the show floor or take orders for future delivery? YES!**

## Booth assignments & notification

Booth Assignments will be assigned by CEA Dental. It will be based upon receipt of payment and application received. Notification of booth will be given to vendor at Exhibitor registration. There is no guarantee of Booth Number. Space plan may change at anytime without notice.

## Exhibit Hall Hours

(Friday) 7:45am-3:00pm  
(Saturday) 7:45am-3:00pm

## Booth Setup

We will NOT provide laborers for set up or dismantling of your booth.

## Setup and Dismantle Times

Setup: Thursday  
12:00pm-6:00pm  
Dismantle: Saturday 3:00p.m.-6:00p.m.  
All Booths must be dismantled and removed from the exhibit halls by 6p.m.

## Requested Booths

CEA Dental cannot guarantee exhibitors will receive the exact booth numbers requested. Assignments of exhibit space shall take into account the amount of booth space required and when the application and payment to exhibit is received. CEA Dental cannot guarantee it will be able to assign the location requested on the application. Floor plan may change without notice.

## Course Attendance for Exhibitors

Exhibitors may attend lectures only if the lecture is not at full capacity.

## Attending Exhibitors

First 2 Exhibitors are included with booth rental  
Additional Exhibitors \$50 per person.

## Application and Payments

Mail Checks to (no fee):  
Attn: CEA Dental 4242 Summit Dr.  
La Mesa, CA 91941  
Pay by Credit Card  
Register Online at: [www.ceadental.com](http://www.ceadental.com)

## Exhibit Material & Supplies Shipping

Storage of materials is complimentary from 8am Monday before the event until the following Monday at 5pm.

Advance shipments to the CEA Dental Storage unit may be sent 5 days prior to the show and should be addressed to:

Marina Village Conference Center  
Attn: CEA DENTAL  
1936 Quivira Way  
San Diego, CA 92109





# LECTURE INFORMATION WORKSHEET

Will you be providing C.E. Credits for this Course: Y/N

Sponsoring Dental Company if Applicable: \_\_\_\_\_

Please Note complimentary Exhibit Booths are NOT available for sponsoring Dental Company).

The Following Lecture details will be posted on the CEA Dental Web Page and/or used in marketing your lectures.

Promotional Description (50-70 words) Please highlight your lecture topics that will be discussed and/or the procedures to be described. Advertise why the attendee should attend your program.

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Learning Objective:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please provide by email 1 Headshot and a Hi-Resolution Company Logo (if applicable)

Send to:

Chris Ippolito, CEA Dental, Producer  
Email: [chris@ceadental.com](mailto:chris@ceadental.com)  
Fax: 866.805.1860  
Phone: 619.277.4743

Address: CEA Dental  
4242 Summit Dr, La Mesa, CA 91941  
For Questions Contact Chris Ippolito at 619.277.4743 or [chirs@ceadental.com](mailto:chirs@ceadental.com)

# LECTURE INFORMATION WORKSHEET

All Dental Professionals, related affiliations and interested individuals are invited to submit proposals for continuing education sessions to be presented at the San Diego Dental Convention presented by CEA Dental. For more information regarding the CEA Dental Convention please visit our Website at [www.ceadental.com](http://www.ceadental.com).

What **Location** and **Date** are you Submitting this Request for: \_\_\_\_\_

## Contact Information:

First Name:

Last:

Credentials:

Employer/Private Practice:

Mailing Address:

City:

State:

Postal Code:

Phone:

E-mail:

**Lecture Information: (Fill Out or Submit by email to [chris@ceadental.com](mailto:chris@ceadental.com))**

Title:

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Time Preference: \_\_\_\_\_

Description:

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Speaker Biography:

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# EXHIBITOR BOOTH & SPONSORSHIP WORKSHEET

San Diego Dental Convention , June 22-23, 2018 and November 9-10, 2018

## CHECK BOX FOR EVENT:

☐ SAN DIEGO DENTAL CONVENTION

June 22-23, 2018

☐ SAN DIEGO DENTAL CONVENTION

November 9-10, 2018

## EXHIBITOR INFORMATION:

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Key Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Exhibitor 1: (Free) \_\_\_\_\_ Exhibitor 2: (Free) \_\_\_\_\_  
Exhibitor 3: (+\$50) : \_\_\_\_\_ Exhibitor 4: (+\$50): \_\_\_\_\_ Qty\_\_ X \$50= \_\_\_\_\_

## BOOTH SPACE:

Booth # Preference

1-Day \_\_\_\_\_ 6'X 5' \_\_\_\_\_ or \_\_\_\_\_ \$500= \_\_\_\_\_  
Standard (2-Day) \_\_\_\_\_ 7'x 6' \_\_\_\_\_ or \_\_\_\_\_ \$850= \_\_\_\_\_  
Prime (2-Day) \_\_\_\_\_ 7'x 6' \_\_\_\_\_ or \_\_\_\_\_ \$950= \_\_\_\_\_  
☐ Electrical ☐ Carpeting ☐ 6' Table  
☐ Wireless Internet ☐ 2 Chairs Qty\_\_ X \$50= \_\_\_\_\_  
☐ Speaker Lounge ☐ Drink Station Sponsorship  
☐ Note Taking Paper ☐ Name Badge Holder Lanyards  
☐ Lunch or Breakfast ☐ Registration Bag Print Material Insert  
☐ Wine and Cheese Social ☐ Slideshow on Exhibit Hall PowerPoint  
☐ Attendee List No Email ☐ Supply Drive Bag Logo Sponsorship  
☐ Poster Advertisement ☐ Speaker Introduction Qty\_\_ X \$50= \_\_\_\_\_

## LECTURE OPPORTUNITY:

Lecture & Convention Sponsor \_\_\_\_\_ \$2,950= \_\_\_\_\_  
Lecture & Exhibit Hall Sponsor \_\_\_\_\_ \$1,950= \_\_\_\_\_  
Website Banner ADVERTISEMENT " 6 Month Contract @ \$100 Month " \_\_\_\_\_ \$600= \_\_\_\_\_

**SUBTOTAL:** \_\_\_\_\_ Subtotal = \_\_\_\_\_  
ADD 3% for credit card convenience fee (NO fee with check) \_\_\_\_\_ Subtotal \_\_\_\_\_ X 3% = \_\_\_\_\_

**GRAND TOTAL:** \_\_\_\_\_ =

## PAYMENT INFORMATION:

Debit/Credit Card First Name: \_\_\_\_\_ Last: \_\_\_\_\_  
Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Amex \_\_\_\_\_ Discover \_\_\_\_\_ Check \_\_\_\_\_  
Card number: \_\_\_\_\_ Exp: \_\_\_\_\_ 4-Code: \_\_\_\_\_

It is hereby certified that myself and the company I represent have read and will abide by the terms and conditions on this form and in the Exhibitors Guide. The above guest are not dentist.  
Personnel listed are employees of this company.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**+\$50 Raffle Prize to give away to CEA Dental Members**

Send Payment to: CEA Dental 4242 Summit Drive, La Mesa, CA 91941 Or Register and pay at: [www.ceadental.com](http://www.ceadental.com)