

LECTURE & EXHIBITOR REGISTRATION

11th
Annual

SAN DIEGO DENTAL CONVENTION

June 9-10, 2017
November 10-11, 2017

**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.

June 2016

Total Attendance: 500

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



November 2016

Total Attendance: 700

200 Dentist
100 Hygienist
200 Dental Assistants
100 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 2016.03.00

WWW.CEADENTAL.COM

PROGRAM & WEBSITE ADVERTISING

Advertise with the San Diego Dental Convention

"Program Distribution"

June 9-10, 2017

Mail dates: May 15, 2016
April 15, 2016

10,000 copies

4000 mailed
4000 mailed

November 10-11, 2017

Mail dates: October 15, 2016
August 15, 2016

10,000 copies

4000 mailed
4000 mailed

San Diego County and South Orange County

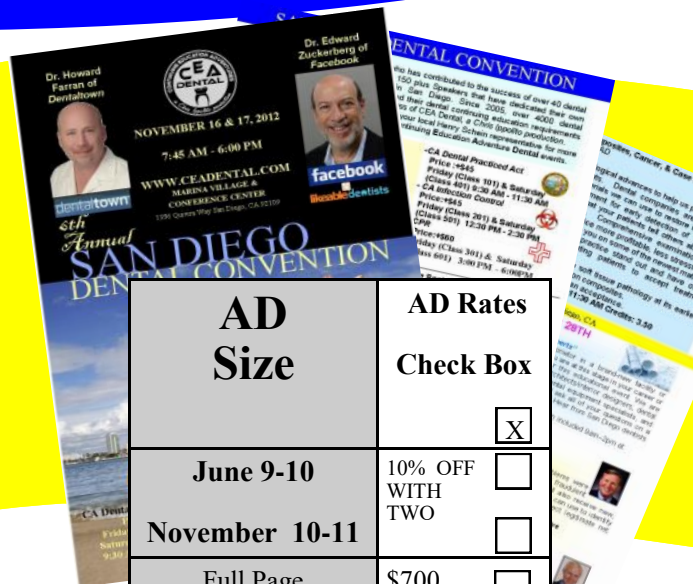
Total Print 10000

USPS Mailed per issue each county

Orange County -2500 x 2

San Diego County -2500 x 2

Email Digital Copy: -10,000



AD Size	AD Rates	Check Box
		<input checked="" type="checkbox"/>
June 9-10	10% OFF WITH TWO	<input type="checkbox"/>
November 10-11		<input type="checkbox"/>
Full Page 8.5" x 5.5"	\$700	<input type="checkbox"/>
4C Spread	\$1900	<input type="checkbox"/>
Half Page 4.25" x 5.5"	\$400	<input type="checkbox"/>
Featured Written Articles 2 pages	\$1,500	<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"/>
TOTAL AMOUNT		



Fax: (866) 805-1860



Phone: (619) 277-4743



Mail: 4242 Summit Dr. La Mesa, CA 91941



Email: info@ceadental.com

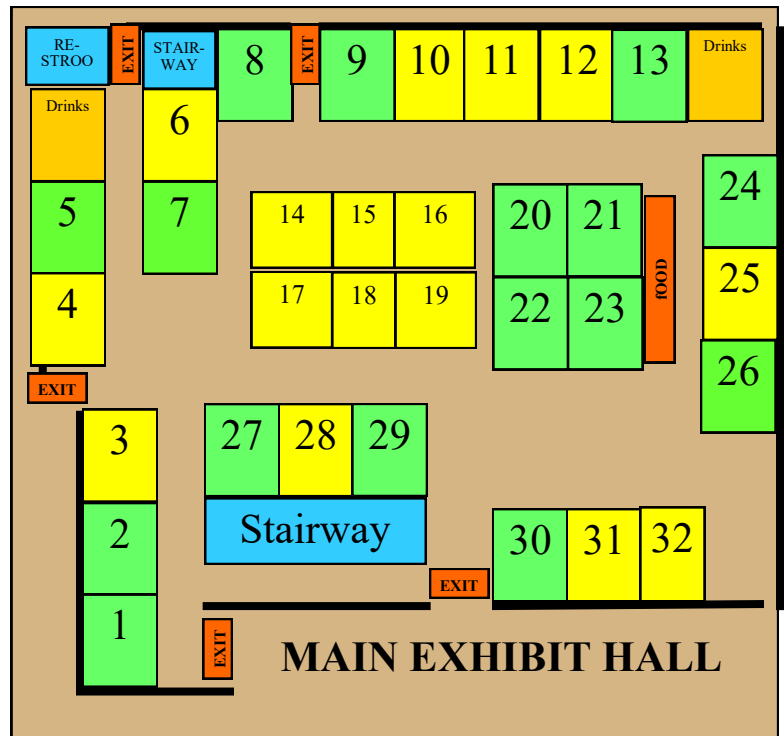
COMPANY: _____
 CONTACT: _____
 ADDRESS: _____
 CITY: _____ ST: _____ ZIP: _____
 PHONE: _____ FAX: _____
 EMAIL: _____
 AD DATE: _____ JUNE: _____ NOVEMBER
 AMOUNT ENCLOSED: _____
 X _____

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 or June 9-10, 2017 or November 10-11, 2017

2-Day Lecture \$4,500	2 Lecture & Booth
1-Day Lecture \$2,500	Lecture & Booth
6' X 7' 2-Day BOOTH \$950	PRIME
6' X 7' 2-Day BOOTH \$800	STANDARD
6' X 5' 1-Day Table \$500	Booths #14-19 only



Booth Prime & Standard Rental Includes:

A pipe and drape 6' or 3' back wall & 3' side wall of fabric, Overnight security outside the exhibit area
Daily cleaning of aisles and common areas General & 1-Day Booths Include Table no Pipe and Drape

Booth size and floor plan subject to change without notice

1-Day Only	1 Exhibitor	#14-#19	\$500
Standard	2-Day	7'X 6'	\$800
Prime	2-Day	8'X 6'	\$950

Lecture and Exhibit Sponsor	\$2500
2-Day Lecture and CEA Dental Sponsor	\$4500

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 on June 9-10, 2017 or November 10-11, 2017



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 2

Sold 1

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



\$500



PowerPoint Slides 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

Sold 2

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 services, humanitarian efforts and your company logo. All personally delivered by a CEA Dental Staff member. 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 or June 9-10, 2017 or November 10-11, 2017

Lecture and Exhibit Hall Sponsor

- **Lecture Opportunity or Speaker Introductions** (\$\$\$\$\$\$)
- **Premium Booth Space with Tables, Chairs, Carpet,** (\$1150)
- **(3) 2-Day Doctor Pass to Event \$300** (\$900)
- **(3) 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)

\$2500

SALES!

Networking

Branding

Opportunities

Lecture and San Diego Dental Convention Sponsor

- **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** (\$2500)

\$4500

Leads

Marketing

Outreach

Education



TERMS AND CONDITIONS

2-DAY PASSES:

1st time Attendee Only
Must present at time of
Registration. EXPIRE 7 DAYS
BEFORE EVENT.

Dental Convention
Sponsorships Expires
60 Days after event



FREQUENTLY ASKED QUESTIONS

San Diego Dental Convention or June 9-10, 2017 or November 10-11, 2017

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

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



EXHIBITOR BOOTH & SPONSORSHIP WORKSHEET

San Diego Dental Convention or June 9-10, 2017 or November 10-11, 2017

CHECK BOX FOR EVENT:

☐ SAN DIEGO DENTAL CONVENTION

June 9-10, 2017

☐ SAN DIEGO DENTAL CONVENTION

November 10-11, 2017

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 _____ \$800= _____
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 \$500= _____

LECTURE OPPORTUNITY:

Lecture & Convention Sponsor _____ \$4,500= _____
Lecture & Exhibit Hall Sponsor _____ \$2,500= _____
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