Maximize Your Exposure

CDA Presents is your ticket to reaching thousands of dental professionals. Tap into CDA’s targeted tactics such as banners, cool products, carpet decals and tote bag inserts. CDA Presents offers a plethora of impactful ways to gain a competitive edge at the show. These opportunities are exclusive to companies exhibiting at CDA Presents.

Advertising Opportunities

On-Site Program
Packed with daily schedules and handy maps, the On-Site Program is critical to navigating the convention with ease. The streamlined size, fold-out back and front covers and postcard on the front offer creative ways to drive traffic to your booth. $2,575 Full-page color ad

App Banners and Alerts
The CDA app has become a vital tool for attendees navigating the show. Attendees have everything from class schedules to exhibitor listings at their fingertips and advertisers have an innovative way to reach them. Opportunities include alerts, click-through banners and more. $150 Enhanced exhibitor listing $500 Activity feed post $1,000 Rotating banner $1,500 Push notification

Sponsorship Opportunities

Banners
What's the first thing attendees see as they enter the convention? Well, it could be your banner. Put your name and logo front and center when you sponsor expansive banners in the Convention Center lobby. Multiple opportunities available. $7,500

CDA's Party
Be a part of CDA's celebration at the show. You will have high-profile exposure at an event attended by CDA members, leaders, speakers and other VIPs. Starting at $5,000

Digital Daily Agenda
Digital signs illuminate the CDA Presents daily show schedule. You can have your message rotate among the lecture and workshop information at featured locations. One monitor exclusive to sponsor’s message. $5,000 Exclusive

Column Wraps
Stand out in a big way when you put your banner around one of the columns at CDA Presents in Anaheim. This is a can’t-miss opportunity. $5,000

Escalator Signage
Need a better way to manage the ups and downs of marketing? Get in front of attendees throughout the day as they travel between C.E. courses and the exhibit hall in this highly visible locale. $16,000
Registration Tote Bags **SOLD**
This in-demand advertising vehicle provides maximum exposure on the exhibit floor. Plus, you’ll have attendees carrying your message with them all day long.

Door Clings **SOLD**
For a unique way to create a first impression, wallpaper your message and/or logo on the interior of the Convention Center entrance doors.

The Spot
These two contemporary lounges in the exhibit hall are The Spot to learn, network and have fun. Attendees can earn C.E., see new products, relax and recharge. You get a fresh opportunity to present a new or award-winning product, mini-presentation or hands-on product demonstration.  
$1,000 per 1 hour presentation

Aisle Signs
Get your signage on the show floor in this highly visible spot on the bottom of each aisle number sign. Blanket the hall with your message.  
**$25,000 Exclusive**

Table Clinics
Participants include dental and auxiliary students as well as military clinicians. Averaging approximately 1,500 spectators earning C.E., you can make an impression with the future of the profession.  
**$10,000 Exclusive**

Brushing/Mouthwash Stations
Exclusive right to set up brushing/mouthwash stations in the exhibit floor restrooms. This popular sponsorship is a great way to promote your product directly to attendees.  
$11,000 Exclusive

Corporate Forums
As a show sponsor, you can present your educational course and speakers in conjunction with our continuing education program (certain conditions and approval required) and CDA will promote it in meeting materials. This popular sponsorship opportunity allows you to reach attendees in an educational setting. Sold on a first-come, first-served basis.  
$10,000

Reserved Seating
Reserved seating at select lectures allows attendees to save their space when they pay a modest fee. This is your opportunity to benefit from signage placement, have your logo on designated chair covers and distribute brochures or samples to attendees.  
**$10,000 Exclusive**

Carpet Decals
Eye-catching large 8’ x 8’ adhesive graphics in high-traffic registration area at front of exhibit hall.  
$10,000

Boost your brand by contacting us today!
Registration Tote Bag Inserts
If you can’t be on the outside of the tote bag, the next best thing is to be inside. This key placement is great for coupons, drawing cards, samples or anything to help drive traffic to your booth.
$5,000

Overflow Room
This is where attendees view via video sold-out courses presented in another room. Have your advertising message displayed on the big screen during downtimes as well as benefit from in-room signage and distribution of your company literature. Add to this opportunity with an option to have your logo on the ear bud packages provided to attendees.
$10,000 Exclusive

Hotel Room Keys
Statistics show that attendees look at their hotel room keys at least 10 times a day, and that’s 10 times they’ll be seeing your message.
$12,500 Exclusive

Cool Products
If you’re releasing a new product or just have something so cool it requires it’s own spotlight, the Cool Products feature is for you. This cost-effective sponsorship includes signage in The Spot, website coverage and the right to distribute literature.
$1,500

Hotel Dark Channel
This loop could just be the brightest way to reach attendees. Played in headquarter hotels, it’s a great way to provide in-depth product info and drive traffic to your booth.
$7,500 Exclusive

Registration Badges SOLD
Get front and center with every attendee as you gain exclusive rights to advertise on the reverse side of all name badges.

Shuttle Buses
Get far-reaching exposure by sponsoring the shuttle buses that provide daily service from parking areas and hotels in the CDA block. Includes signage on bus exteriors, and you can even play your video message on board.
$4,000 per bus/2 bus minimum

Continuing Education Process
This in-demand sponsorship provides maximum exposure through the C.E. process and C.E. Pavilion. Great signage and logo placement in several key areas of the meeting are included with this package.
$15,000 Exclusive

If you’re ready to think beyond the booth, give Sue a call.
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