



November 30 - December 3, 2014 // Jacob K. Javits Convention Center

## EDUCATIONAL SPONSORSHIP PACKAGES

### Keynote IDT Team Presentations \_\_\_\_\_ \$2,000 sponsorship (Honorarium included)

Dentist/technician teams selected by IDT present peer-reviewed CE module topics. Sponsorship includes logo on all show and post-show material.

**DURATION:** 2 hours  
**CLASSROOM A:** Seats 100  
**REGISTRANT FEE:** \$40  
**AVAILABILITY:** 4

### Sponsored Team Track Presentations \_\_\_\_\_ \$4,000 sponsorship (Honorarium not included)

Dentist/technician teams selected by sponsor. Presentations must be non-promotional and peer-reviewed by ColLABoration's Review Board.

**DURATION:** 2 hours  
**CLASSROOM A:** Seats 100  
**REGISTRANT FEE:** \$40  
**AVAILABILITY:** 7

### Brand Presentations \_\_\_\_\_ \$1,000 sponsorship

Product-focused lectures, demonstrations, or workshops featuring a certified dental technician, or manufacturer representative, using the product brand.

**DURATION:** 1 hour  
**CLASSROOM B:** Seats 50  
**REGISTRANT FEE:** Free  
**AVAILABILITY:** 20

### Hands On Workshop \_\_\_\_\_ \$2,000 sponsorship

Presentations highlighting one or more aspects of a product or brand. Each presentation demonstration, or hands-on workshop, must include a business-related segment demonstrating how attendees can successfully integrate and make this product or brand a profit center.

**DURATION:** 1 ½ hours  
**CLASSROOM C:** Seats 42  
**REGISTRANT FEE:** Free  
**AVAILABILITY:** 12

### IDT Media Center Podium Presentations \_\_\_\_\_ Price Varies

An open media forum moderated by IDT on the show floor with opportunities for product spotlights, product demonstrations, videos, and panel brand discussions. This will be on-going throughout the show to build excitement and interaction with attendees.

**PRODUCT SPOTLIGHTS:** 15 minutes, \$500 sponsorship  
**PRODUCT DEMONSTRATIONS:** 30 minutes, \$500 sponsorship  
**VIDEOS:** Length varies, \$500 sponsorship  
**PANEL BRAND DISCUSSIONS:** 30 minutes, \$1,000 sponsorship  
**MEDIA CENTER:** Seats 30

#### CONTACT INFO

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## PLATINUM AND GOLD PACKAGES

**Platinum** \_\_\_\_\_ **\$24,500 (VALUED AT \$33,900)**

Availability: 4

- 4 10X10 Booths
- 1 Team Track Sponsorship
- 1 Brand Presentation
- 1 Hands On Workshop
- Platinum Marketing Extension Package
  - Full page product spotlight (October issue of IDT)
  - Company logo on all marketing pieces
  - Ad unit on Collaboration website
  - Media Center interview (1-3 Minutes)
  - 2 product special newsletters
    - 1 product special in pre-show newsletter
    - 1 product special in post-show newsletter
  - 2 custom e-blasts
    - 1 custom e-blast to IDT e-list (pre-show)
    - 1 custom e-blast to attendee list (post show)
  - Attendee registration list

**Gold** \_\_\_\_\_ **\$12,600 (VALUED AT \$16,000)**

Availability: 5

- 2 10X10 Booths
- 2 Brand Presentations
- 1 Hands On Workshop
- Gold Marketing Extension Package
  - ½ page product spotlight (October issue of IDT)
  - Logo on all marketing pieces
  - Ad unit on Collaboration website
  - Media Center interview (1-3 Minutes)
  - 1 product special pre-show newsletter
  - 1 custom e-blast to IDT e-list (pre-show)
  - Attendee registration list

## MARKETING EXTENSION PACKAGE

**Single Booth Sponsors \$1,500 (VALUED AT \$3,850)**

- ¼ page product spotlight (October issue of IDT)
- Company logo on all marketing pieces
- Ad unit on ColLABoration website
- Media Center interview (1-3 minutes)
- 1 product special in pre-show newsletter
- 1 custom post show e-blast to attendee list
- Attendee registration list



➔ To Learn More About Inside Dental Technology, visit: [insidedentaltech.com](http://insidedentaltech.com)

➔ For More Information on the Show, visit: [insidedentaltech.com/colLABoration](http://insidedentaltech.com/colLABoration)

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