



# Connecting Globally for Oral Health

Fridays and Saturdays,  
April 16 - 30, 2021



[www.nationaloralhealthconference.com](http://www.nationaloralhealthconference.com)

Virtual Conference Presented by:



## NOHC 2021 Exhibitor/Sponsor Prospectus

To maximize your visibility to attendees – deadline to purchase sponsorship package is February 1, 2021



# Connecting Globally for Oral Health

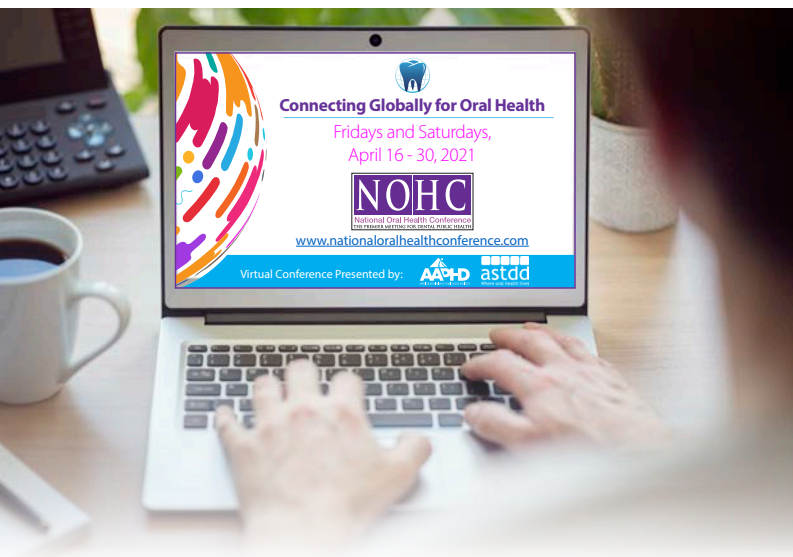
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## Why Sponsor NOHC 2021?



**NOHC - Connecting Globally for Oral Health** is a powerful digital education experience for attendees and exhibitors/supporters!



### Access

Connect with an expected 500+ public oral health professionals around the world to your innovative products and services.



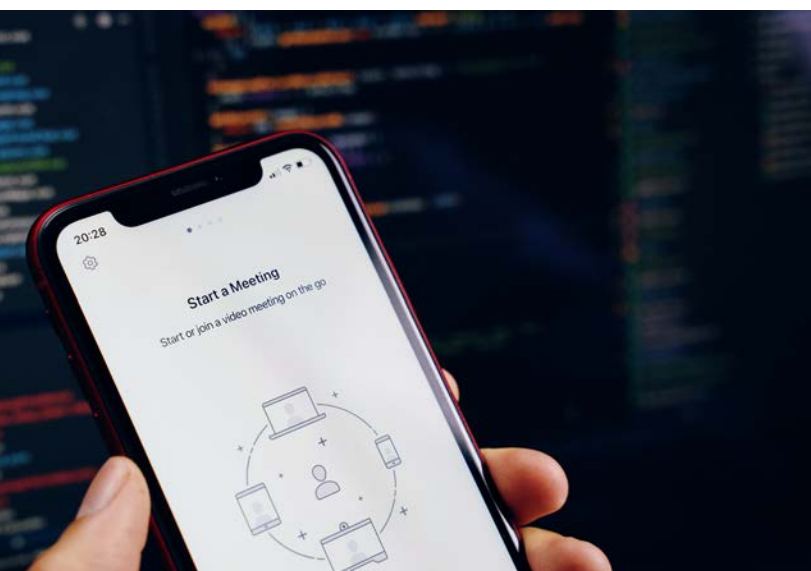
### Engagement

The virtual event provides many live opportunities to engage with attendees including customized exhibit spaces, round table discussion rooms, poster sessions with live video in conversation rooms, daily wellness activities, fun game experiences, featured sponsor videos, and more.



### Content:

NOHC's virtual event provides many live and on-demand opportunities to present educational content and product or service content directly to attendees.



**For questions or more information,  
please contact:**

NOHC Exhibits Manager, Jan Aument at  
[meeting@nationaloralhealthconference.com](mailto:meeting@nationaloralhealthconference.com)  
or 952-452-3421.

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# NOHC 2021 Reimagined



NOHC 2021 has reimagined its entire annual conference and has more opportunities than ever to connect with attendees. Get recognition and visibility to your brand and services and create loyalty with professionals globally in public oral health.

## WHAT YOU WILL GAIN

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## YOUR TARGET AUDIENCE AWAITS

- Maximize your visibility
- Generate new sales prospects
- Demonstrate your leadership in the public oral health care industry!

## VISIBILITY

Showcase your organization and align your brand to the public oral health community.

## NETWORKING

Develop or enhance relationships with oral health leaders and policy makers as well as young professionals, our future leaders.

## WHO WILL YOU REACH?

- Dentists
- Dental hygienists
- Health researchers
- Dental/health educators
- Legislators
- Public health officials
- Medicaid/CHIP dental program staff or consultants
- State/territorial dental directors
- County/city/local dental directors
- Community health center personnel
- Students
- School-based and school-linked health center personnel
- Federally-employed dental personnel, as well as dental manufacturers/distributors and dental insurance companies

In short, anyone interested in engaging in collaboration to improve the oral health of the public.



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# LEVELS OF SUPPORT Choose Your Package

Supporter Benefits	Non-Profit Community Supporter \$1,050	Community Supporter \$1,200	Regional Supporter \$5,000	Worldwide Supporter \$10,000	Universal Supporter \$15,000
<b>Brand Awareness</b>					
NOHC website conference exhibitor page logo placement	X	X	X	X	X
NOHC website conference front page logo placement			X	X	X
NOHC virtual event home page logo placement			X	X	X
Logo placement on NOHC website registration page				X	X
Logo placement as part of the NOHC event banner - shown on all virtual platforms, registration brochure and communications				X	X
Logo placement on Conference-On-Demand platform for recorded content visible for 6 months after event					X
<b>Communications</b>					
Logo placement on pre-conference communications including registration confirmation, pre-conference information and reminders				X	X
Logo placement on post-conference attendee e-blast communications including thank you and on-demand recording information			X	X	X
<b>Advertising</b>					
Event host acknowledgement of sponsorship during welcome each day of educational sessions				X	X
60-second video you supply shown daily prior to educational sessions					X
Ability to introduce Speaker					X
<b>Virtual Exhibit Booth</b>					
One (1) standard virtual exhibit booth with company description	X	X	X	X	X
Logo upload	X	X	X	X	X
Website Links - up to three (3)	X	X	X	X	X
Ability to upload up to three (3) PDFs	X	X	X	X	X
Giveaway button	X	X	X	X	X
Request Information button with rich attendee details	X	X	X	X	X
Comprehensive on-demand reporting and statistics	X	X	X	X	X
Staff list with profiles	X	X	X	X	X
Ability to upload introduction video	X	X	X	X	X
Full conference registrations included	1	1	2	4	6
<b>Marketing</b>					
Post-attendee list sent 5 days after the completion of the event	X	X	X	X	X
Pre-attendee list sent 5 days prior to event start				X	X
Post-attendee list sent 6 months after completion of the event to capture all registrants of the on-demand recordings					X

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## EXHIBITOR BOOTH BENEFITS

All sponsorship packages include a virtual exhibitor booth with visibility to attendees 24/7 and dedicated live exhibit hours. All sponsorship levels include the following benefits:

### Company Description

Upload a description of your company to your virtual exhibit booth.

### Website Link

As a sponsor, you will have the ability to upload a maximum of 3 website links to your virtual exhibit booth that attendees can click to visit.

### PDF

You will have the ability to upload up to three (3) PDF documents that attendees can click on and download

### Logo

Upload your company logo to your exhibit booth.

### Intro Video

You will have the ability to upload a short introduction video to your virtual booth giving attendees more detailed information about your products and services.

### Exhibitor Portal Access with Analytics

You will have backend access to your virtual exhibit booth that will provide analytical information about:

- Attendee impression tracking (you can see who visited your booth)
- Request Information button so attendees can contact you and share their information and interests
- Rich attendee profile information on all who visited your booth

### Attendee Access

24-hour attendee access to exhibition hall and booth content starting April 1, 2021, along with designated daily live hours during conference dates.



# SUPPORTER OPPORTUNITIES

*Customize your supporter package by adding one of more of these opportunities to amplify your visibility.*



Optional Add-on Opportunity	Description	Marketing Category	Cost
<b>Keynote Speaker</b> Allison Massari	Align with a message of <b>Courage and the Mighty Heart<sup>SM</sup> The Intersection of Passion and Perseverance</b> , with renowned speaker Allison Massari. Hailed as "life-changing", Allison's keynote offers a sincere and direct approach to navigating adversity, transcending life's difficulties, and always finding a way to be the healer in the room. This content rich and deeply moving speech also offers applicable tools for managing change, adversity, and the everyday challenges of being human. You will have the opportunity to introduce her and connect with her incredible message of hope.	Brand impression	\$8,500
<b>60-Second Commercial Spot</b> Three (3) available	Reach attendees following a plenary when they are engaged by providing a 60-second commercial. For an additional cost, we can help you produce a video.	Advertising	\$1,500
<b>Case Study Session</b> Four (4) available <i>Note: deadline to purchase this option is April 1, 2021</i>	Even the most well-crafted sales pitch, is still a sales pitch. Audience members will be more engaged by learning directly from one of your satisfied clients. Share their journey and obstacles and how you helped them reach their goals.	Education, product awareness	\$2,500
<b>Virtual Swag Bag</b> <i>Note: deadline to purchase this option is February 1, 2021</i>	Everyone loves getting a gift. Include a branded virtual gift to attendees that will send a good vibe impression of your brand. Popular items include gift cards for food and beverage, entertainment, or other retail items. Sponsorship does not include the cost of the item.	Brand impression	\$500 per item
<b>Custom Polls</b> <i>Note: deadline to purchase this option is April 1, 2021</i>	Want to do some market research with public oral health care professionals? Here's a great way to access hundreds at one time. <ul style="list-style-type: none"> <li>Create a poll question to be shown during a break</li> <li>You will receive all data including answers and attendee data who answered the poll</li> </ul>	Market research	\$350 per poll
<b>Social Responsibility Initiative</b>	Align your brand with a project designed to help people combat hunger. The need is greater than ever and NOHC wants to help, but we need your support.	Brand impression	\$2,500
<b>Student Registration</b> <i>Note: deadline to purchase this option is Feb. 1, 2021</i>	Help students by lowering the cost to attend the conference. Your logo will be included on the registration home page with acknowledgement of your contribution in helping them. Reach the future leaders now.	Brand impression	\$1,000
<b>Virtual Poster Session</b>	This is an attendee conference favorite and great way to support those just starting out in the field and connect them to your brand. <ul style="list-style-type: none"> <li>Logo placed on poster session event page</li> <li>Recognition from host the day of live poster session event</li> </ul>	Brand impression, Education	\$1,200
<b>Virtual Round Table Session</b>	The most popular event of the conference! Reach attendees across the board as they interact with each other in virtual education rooms. <ul style="list-style-type: none"> <li>Your logo will appear on home page of virtual round table sessions as a supporter</li> <li>Recognition from host the day of the live round table sessions event</li> </ul>	Brand impression, Education	\$1,500
<b>New Product Demonstration Video</b>	Send us a video (up to 15 min.) demonstrating your product, technology, or service for our on-demand site which attendees will have access to for six months after the event. You will receive all attendee data who viewed the video.	Product awareness	\$800
<b>Virtual Entertainment</b> <i>Note: deadline to purchase this option is Feb. 1, 2021</i>	Get attention and gain brand awareness with fun attendee entertainment! Ideas range from a mixologist, health and wellness morning session to a scavenger hunt, BINGO, comedy, musicians and more. The sky's the limit! <ul style="list-style-type: none"> <li>We will work with you to develop an opportunity that matches your values and goals</li> <li>The ability to host the session if desired</li> <li>Branding included on all pre-event promotional emails</li> <li>Branding included on event website Entertainment page</li> </ul>	Brand impression	\$1,500 per session

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## FAQs

### Q: How long is the platform open/available?

A: The “live” event will be held from Friday April 16<sup>th</sup> – Friday April 30<sup>th</sup> and occurs on Fridays and Saturdays during those weeks. The on-demand session content recordings platform will be open for 6 months following the live event.

### Q: What can we put in our virtual booth?

A: You can include exhibitor name, description, website and social media, logo image, booth banner image, giveaway feature if desired, request additional information, representative/contact information, up to three (3) PDF documents, up to three (3) website links, and introduction video.

### Q: What information is provided in the virtual booth analytics?

A: The following information can be pulled from your own personal portal at any time during the event:

- Attendee impression tracking (name, title, organization, email and phone number) and date and time the visited your booth
- Attendee information (name, title, organization, email, phone number and interest) for attendees who use the “Request Information” feature in your booth

### Q: What is the estimated number of attendee registrants?

A: We are planning upwards of 1,000 attendees in the public oral health industry. However, the event being virtual will attract perhaps more attendees than usual due to the elimination of travel costs and could create an even larger global audience than in our traditional in-person events.

### Q: How many exhibitor registrations to we receive with our sponsorship package?

A: The number of registrations you receive with your sponsorship package depends on which package you choose. See page 4 for more details on packages.

### Q: Can we register additional attendees outside of our sponsorship package?

A: Yes, you can register as many people as you like as an exhibitor at the standard conference rates.

### Q: When is the deadline to purchase a sponsorship package?

A: Ideally, you should consider purchasing a package as soon as possible. Attendees will be able to view your sponsorship level and visit your booth information through the NOHC event website starting in mid-February 2021. Selecting your package by February 1, 2021 allows you maximum time to complete your online booth presence and take advantage of brand visibility as we market to attendees to register.

Additionally, some optional add-on sponsorships will require time to plan such as the entertainment, custom polls, case study and others and may not be available after March 15<sup>th</sup>.

### Q: When is the deadline to have all work uploaded and submitted for the virtual booth?

A: April 1, 2021, however attendees will have access to information starting in mid-February so you should try and have yours completed then if possible.

### Q: What if I don't have an introduction video for my virtual booth?

A: If you do not have a video introduction for your organization and would like help creating one, let our staff assist you. For an additional cost, we can help you produce a professional video that is yours to keep and can be loaded to the exhibitor booth. Contact [meeting@nationaloralhealthconference.com](mailto:meeting@nationaloralhealthconference.com) for more information.

### Q: I have an idea for a sponsorship that fits our goals and objectives perfectly but is not listed here. Are you willing to create a customized one for us if possible?

A: Yes! If you have an idea and we can create an opportunity that fits within our virtual platform parameters, we would be happy to discuss with you. Contact [meeting@nationaloralhealthconference.com](mailto:meeting@nationaloralhealthconference.com) and we can set up a time to collaborate.

**For more information, visit:**  
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# TERMS AND CONDITIONS

## SHOW MANAGEMENT

The virtual exhibition is organized and managed by NOHC. Any matters not covered in these Rules and Regulations are subject to the interpretation of the NOHC Executive Directors or their designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

## PAYMENT TERMS, RATES, DEPOSITS AND REFUNDS

No application will be processed without full payment in U.S. funds with your online application. Online payment by credit card results in immediate confirmation of purchase. You may also select the option to pay by wire transfer or check. Payment by wire transfer or check results in a temporary hold on selected sponsorship. Payments by wire transfer or check must be in USD and payable to NOHC. All international bank fees are the responsibility of the sponsor. All check payments must be received within one month of application. If the check is not received within this timeline, the opportunity may be reassigned at the discretion of NOHC. In the event of a default by the sponsor, as outlined in the previous sentence, the sponsor shall forfeit as liquidated damages, the amount set forth above.

## CANCELLATION POLICY

Any sponsor/exhibitor who cancels any purchased exhibit space will forfeit the total of the agreement. If the exhibit has not yet been paid, the exhibitor must pay the NOHC money equal to 100% of the full price of said agreement.

## ARRANGEMENT OF VIRTUAL EXHIBITS

The show management reserves the right to inspect the quality of the appearance of each virtual booth prior to beginning of the virtual event. Show Management on behalf of the NOHC may request removal of any unapproved content.

## VIRTUAL BOOTH DESIGN

Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, deadlines, and limitations contained in the Virtual Exhibitor Guidelines.

## SUB-LEASING OF VIRTUAL EXHIBIT

Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

## VIRTUAL EXHIBITOR CONDUCT AND RELEVANCE

All virtual exhibit booths will be to serve the interest of the NOHC attendees and must be pertinent to the attendees' professional interests. NOHC reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the virtual meeting.

## EXHIBITOR'S PERSONNEL

Virtual Exhibitors are prohibited from sharing their assigned link to the NOHC's virtual meeting. Violating this condition may result in loss of admittance for the person(s) sharing the badge. If there are specific hours or chat times available each participating exhibitor must be staffed by company specialists who are qualified to discuss details of their company's products or services.

## NOHC EVENT CONDUCT POLICY

Exhibiting companies and booth personnel agree to review and adhere to the virtual event code of conduct policy

## VIRTUAL HANDOUT MATERIALS AND GIVEWAYS IN EXHIBIT BOOTH

Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. NOHC reserves the right to disallow any material that they believe to be inappropriate.

## PLATFORM POLICY

In the event of a severe platform or technical issue outside of NOHC's control, that prevents fulfillment of the sponsorship deliverables, NOHC will make every effort to provide the same sponsorship opportunity on a different date/time proposed by NOHC. Should NOHC be unable to satisfy the original sponsorship, comparable alternate opportunities will be offered, or a portion equal to the specific event included with the purchased sponsorship package or add-on sponsorship opportunity will be refunded.

## TRADEMARKS

NOHC will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

## VIOLATIONS

Violation of any of these Rules and Regulations by the exhibitor of his/her employees or agents shall at the option of NOHC forfeit the exhibitor's right to occupy virtual space and such exhibitor shall forfeit to NOHC all monies paid or due. Upon evidence of violation, NOHC may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that NOHC may incur thereby.

For questions or more information, please contact: NOHC Exhibits Manager, Jan Aument at [meeting@nationaloralhealthconference.com](mailto:meeting@nationaloralhealthconference.com) or 952-452-3421.



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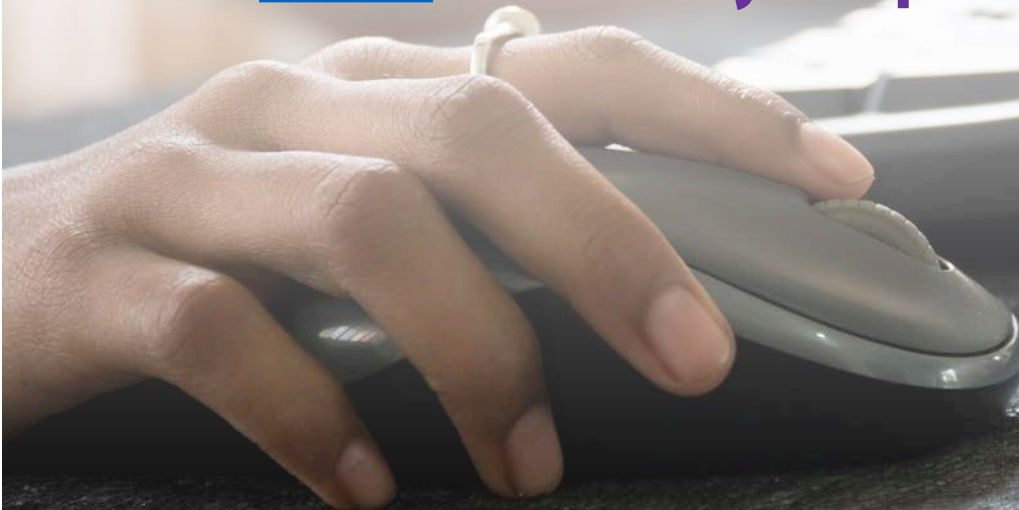
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## Ready to get started?

Click [HERE](#) to select your package today!



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