

Promotional Opportunities — Tell People Where To Find You!

Registration Lists

Promote ADA's Scientific Sessions to everyone on your own mailing lists, and augment your lists with our list. Your best customers are the best prospects for this event. Order forms for pre-registered attendees and ADA's professional membership list will be provided in your Exhibitor Service Kit. A final listing of the 70th Scientific Sessions attendees will also be available for purchase approximately 4 weeks after the conclusion of the event. A post-show mailing is a great way to follow up with the important leads you generate at the meeting.

Please note: Approval is required for all material and literature included in your mailings when using the pre-registration and/or post-show lists. These mailing lists are only available to exhibiting companies.

On-site Lead Retrieval systems will also be available for pre-order in the Exhibitor Service Kit. Lead Retrieval systems provide an excellent opportunity to capture your prospective customers by utilizing ADA's registration database already populated with contact information. Email addresses will be included (in lead data only) for attendees who allow ADA to share them.

Product Description

A complimentary product description of your featured products or services and booth location will be included in the Scientific Sessions Final Program and the Abstract Book. Product descriptions must be approved by ADA and the ADA reserves the right to edit product descriptions as deemed necessary. In addition to direct marketing opportunities, the ADA assists you by designing the event to attract attendees to the exhibit hall.