



**GREATER NY**  
DENTAL MEETING®  
**2025**  
NEW YORK COUNTY & SECOND  
DISTRICT DENTAL SOCIETIES

# Greater New York Dental Meeting™

**MEETING DATES:**  
NOVEMBER 28<sup>th</sup> - DECEMBER 3<sup>rd</sup>

**EXHIBIT DATES:**  
NOVEMBER 30<sup>th</sup> - DECEMBER 3<sup>rd</sup>



## SPONSORSHIP & ADVERTISING

### THE LARGEST DENTAL MEETING IN THE UNITED STATES

At The Jacob K. Javits Convention Center, New York City

Follow Us



## Stand Out and Be Noticed!

Maximize Your Marketing Impact by sponsoring at the Premier Dental Event in the USA! Over 37,000 dental professionals will attend the GNYDM Annual Convention from Nov. 30 to Dec. 3, giving your brand the chance to shine in front of thousands of key decision-makers in the dental industry.

We offer a variety of sponsorship packages to fit any budget. Let's discuss how we can create the perfect sponsorship opportunity for your brand!

## Why Sponsor?

Increase Brand Awareness - Ensure your brand is at the top of key buyer's minds.

Stand Out from the Competition - Get noticed in a crowded marketplace.

Drive Traffic to Your Booth - Attract more attendees to your exhibit space.

Boost Sales - Leverage this opportunity to engage new customers and increase conversions.

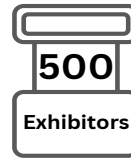
Contact us for more details and to reserve your spot!  
 Dana Soltis, Sponsorship & Advertising Manager  
 dana@gnydm.com  
 212-398-6922 x 107

## 2024 GNYDM BY THE NUMBERS

**37,000** Registered



**250+** Educational Session & Events



**1.9M Views**

975.6k reach on Social Media



**13,000** Dentists



**139** Countries



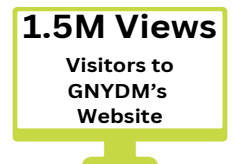
**80,000** Email Subscriptions



Mobile App Downloads 3,000+

**1.5M Views**

Visitors to GNYDM's Website



## Look Who's Coming to GNYDM



**33%**

First time attending GNYDM



**82%**

Were extremely or very satisfied with their GNYDM experience



**79%**

have some level of purchasing authority



**66%**

Of attendees come to see new products/services

**67%**

of attendees are Returning



ON-SITE OPPORTUNITIES

**AISLE SIGNS - EXHIBIT HALL - \$10,000.00**

Sponsor aisle banners to showcase your company logo and booth number across the exhibit hall. Every time an attendee looks up to find their aisle, your logo will be right in their line of sight.

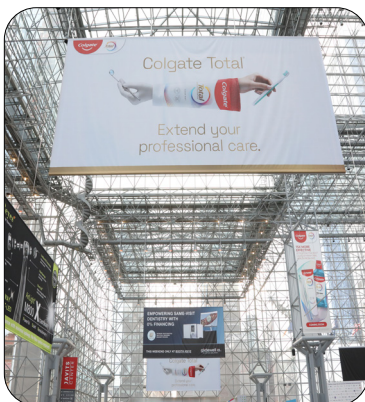


**ATTENDEE BADGE - \$15,000.00**

Your company's advertisement will be printed on the back of the badge. Since everyone is required to wear a badge, this offers a prime opportunity for visibility.

**BAGS/TOTEBAGS (1 EXHIBITOR) - \$15,000.00**

Promote your company to attendees before they even enter the show floor. Distributed at registration, the trade show bags are used by participants throughout the event and long after keeping your brand in their hands.

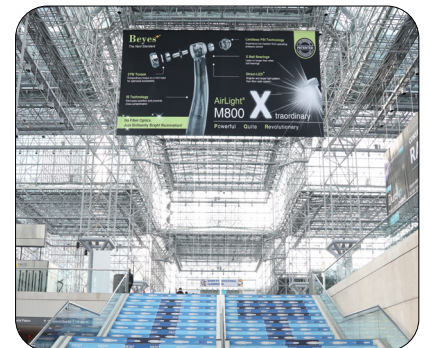


**BANNERS - \$9,900.00**

Have your banner be impossible to miss at the registration, entrances and education areas with impactful indoor banners. Includes installation, teardown and space rental. Call for locations & production quotes. Cost of production not included.

**BANNERS (STAIRCASE) - \$14,500.00**

A two-sided banner (20'x40') is placed over the registration area and staircase that goes up and down from registration area to the bus drop-off. Included installation, teardown and space rental. Cost of production not included.



## ON-SITE OPPORTUNITIES

### CHARGING STATION - \$4,000.00 (Per Station – 3 Available)

Help attendees “get a charge,” mobile charging stations will be placed on the exhibit hall and the education hall. Includes companies advertising message.



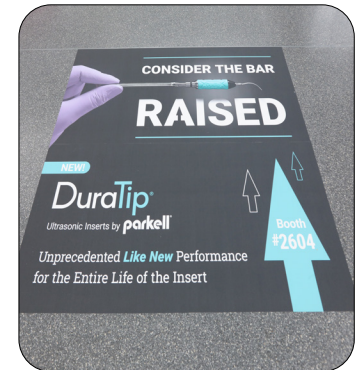
### ESCALATOR RUNNERS - \$7,500.00 (Per Escalator – 3 Available)

Feature your company’s message on a long banner running between the up and down escalator. Production is included.

### FLOOR DECALS - \$2,975.00

Floor decals will lead buyers to your booth with a series of graphics on the show floor. The amount and size of the decals will vary based on individual need.

- Strategically place your company decals to create a path that will lead attendees right to your booth as they enter the show
- Place a decal in the registration area, high traffics and education areas

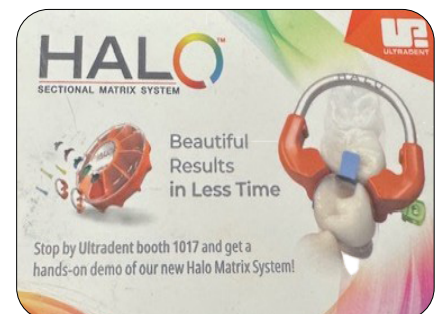


### FREE STANDING SIGNS - \$3,450.00 (Per Sign)

Promote your company’s message on these 38 1/8” x 87” double sided eye level signs placed in high traffic areas.

### HOTEL ROOM KEYS - \$10,000.00

Increase your visibility by branding the hotel key cards that attendees will be using count-less times to enter their rooms. Place your company name directly in their hands, from the time they check-in to the time they check-out. Distributed at the GNYDM headquarters hotel, the New York Marriott Marquis Hotel.





ON-SITE OPPORTUNITIES

**JUMBOTRON & TV ADVERTISING - \$5,950.00** (Per Minute)  
 The JCTV (indoor video advertising system) consists of a 600 sq. ft. LED jumbotron situated at the center of the Crystal Palace and 70 plasma TVs with audio and video located throughout 4 levels of the Javits Center. Sponsors' content will be displayed on the jumbotron and TVs. You can split the time (1) 60 sec., (4) 15 sec., and (2) 30sec.



**LANYARDS - \$15,000.00**

Put your logo around the necks of all attendees at the show. A great way to brand your company: a walking banner! Production, design, shipping and labor costs are not included in the price.

**NOTEBOOKS & PENS - \$9,000.00**

Have your company logo on the show notepads as attendees take notes throughout the event and beyond. Put your company logo on the pens & notebooks they use and grab to take home. Production is not included.



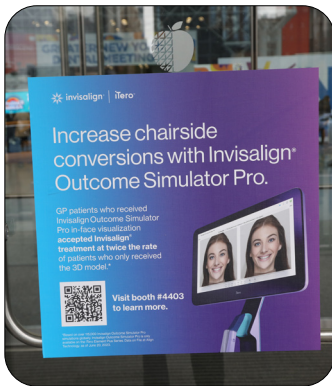
**SHUTTLE BUS HEADRESTS - \$9,500.00**

Graphic ads with logo and/or message are displayed on both sides of fabric headrest cover present on all seats of a shuttle bus.

## ON-SITE OPPORTUNITIES

### STAIRCASES - \$14,000.00

Let attendees climb your brand! The concourse staircase is the very first thing that GNYDM attendees see as they leave the shuttle bus and head to registration. The Education staircase is seen when attendees go to and from their education classes.



**WINDOW DECALS** - Make a bold first impression as buyers enter the venue with decals right on the front doors of the Javits Center.

**\$ 9,000.00 (Package of 8)**  
**\$16,950.00 (Package of 16)**

**\$13,000.00 (Package of 12)**  
**\$21,000.00 (Package of 20)**

## REGISTRATION OPPORTUNITIES

### REGISTRATION BANNER & CONFIRMATION EMAIL AD - \$10,000.00

Attendees pre-register online to attend GNYDM yearly. This exclusive sponsorship gets your company a banner advertisement on the registration page and confirmation email.



### CE REGISTRY BANNER AD - \$5,000.00

Attendees register their CE Credits and can print a CE Transcript. This sponsorship includes a banner ad on the CE Registry Website. The CE registry stays on the GNYDM for three years.



## PRINTED ADVERTISING

### PROGRAM MAILER - \$4,000.00 - FULL-PAGE / \$1,900.00 - HALF-PAGE

This 16-page mailer will be mailed to attendees in September. This will provide general information, education daily grid with speakers, course times and topics. Limited advertising spaces are available.



### THE OFFICIAL GNYDM ON-SITE GUIDE

**\$5,000.00 - FULL-PAGE / \$3,100.00 - HALF-PAGE / \$1,200.00 - QUARTER-PAGE**

The Official GNYDM newspaper is distributed Friday – Wednesday in the registration area. The guide includes general information, exhibit floor plan, exhibitor listing, education programs and classroom locations. Limited Spaces Available.

### BADGE MAILING INSERT - \$9,000.00

Include a marketing piece with every badge that is mailed to pre-registered attendees. Guarantee your information reaches their hands in this direct mail opportunity. The sponsor must provide the finished mail piece - each piece must be no larger than 9.25"x3.75" flat. Sponsor is responsible for supplying the finished insert by the deadline provided.

Dentistry's Best Electric Values: **BOOTH 3514**

**Smoothdrive™ \$599<sup>ea</sup>**  
1.5 Electric Contra Angle when you buy 5

**Perceptive Electric Motor System \$1,049<sup>ea</sup>**  
Show Special

This smooth running, precision contra angle fits all leading motors

Dentistry's most advanced AND affordable electric motor system

Award Winning Highspeed Values: **BOOTH 3514**

**ProStyle SF \$459<sup>ea</sup>**  
when you buy 5

**LEGACY 5 \$799<sup>ea</sup>**  
when you buy 5

World-class precision and reliability for hundreds less

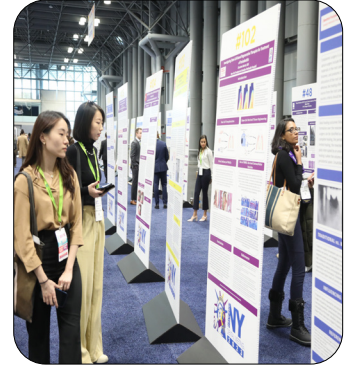
5 Year Warranty = no repair costs for 5 years!

## EDUCATION

### SCIENTIFIC POSTER SESSIONS - \$3,000.00

This annual event brings together dental professionals worldwide. The posters attract attendees interested in research, dental procedures and technology.

Includes: Table at the poster session with representative, signage and logo on promotional material for the program.



### EDUCATION SUPPORTER - SEMINARS/WORKSHOPS STARTING AT \$1,200.00

Become a key player in dental education by sponsoring a speaker at the Greater New York Dental Meeting (GNYDM).

Your Sponsorship:

- Your sponsorship supports the speaker's honorarium, hotel, transportation, workshop materials, and marketing,
- Highlight your commitment to advancing the dental field

GNYDM Provides:

- Room setup, signage, and classroom construction
- Listings in the Education Grid, Digital Program Guide, GNYDM App, and Onsite Guide
- Audiovisual setup
- An attendee list to maximize your exposure

Partner with us to elevate your company's presence in the dental community!

### GNYDM MAIN STAGE - \$10,000.00

The GNYDM will be offering a main stage in the Exhibit Hall with an LED Backwall and a 250-seat arena. We will offer programs from Sunday – Wednesday. The program will be 2½ hours. The clinicians present lectures, demonstrations, and panel discussions, and incorporate slides and videos with Q&A. Company is responsible for Speaker, honorarium, hotel and travel.

Benefits include:

- Programs will be FREE for all attendees
- Program listing in the digital program guide, on the website, GNYDM App and in email blasts
- Receive a list of people who registered their CE credits at the end of the show



### WOMEN'S LEADERSHIP BREAKFAST & LECTURE - \$3,500.00

This unique education program designed to empower and mentor current and future women dentists to use their talents and reach their full potential. The conference includes prominent leaders from the worlds of politics, business and dentistry where you can network, learn the best practices, leadership skills and many more topics.



## DIGITAL ADVERTISING

### GNYDM APP - SPLASH SCREEN - \$9,000.00 - EXCLUSIVE

Gain brand visibility repeatedly as attendees use the new 2025 GNYDM mobile app throughout the week! The mobile app will include enhanced features and functionality and all show information, including events, classes, and the exhibitor directory and map. In 2024, there were 2,798 Downloads and 54,000+ Views

### PUSH NOTIFICATIONS - \$2,700.00 FOR 2

Reach show attendees with a mobile app message. Drive traffic to your booth, promote new products and more. \* Title length: 65 characters or less. Message length: 240 characters or less.



### RETARGETING

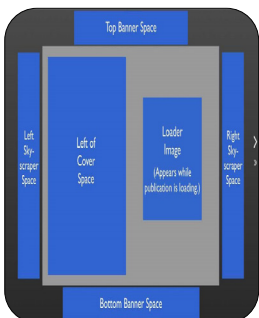
**\$3,000.00 (250,000 IMPRESSIONS) / \$5,500.00 (500,000 IMPRESSIONS)**

The power of retargeting – our audience becomes your audience with retargeting. Get direct access to GNYDM’s website visitors and retarget them with your company’s ads that will showcase your brand anywhere they visit online.

### DIGITAL PROGRAM & EXHIBIT GUIDE ADVERTISEMENTS

**\$2,800.00 (FULL-PAGE) / \$1,200.00 (HALF-PAGE)**

Place an ad in the Attendee Brochure, which is distributed digitally to thousands of industry professionals around Labor Day, to reach prospects and previous attendees before they get to the show. Get a jump on your competition and put your company in front of a highly qualified audience. **12,000 attendees viewed the Digital Guide in 2024.**



### DIGITAL PROGRAM & EXHIBIT GUIDE BANNERS

**RIGHT & LEFT BANNERS: \$400.00 PER BANNER**

**TOP & BOTTOM BANNERS: \$400.00 PER BANNER**

**LEFT OF COVER: \$800.00**

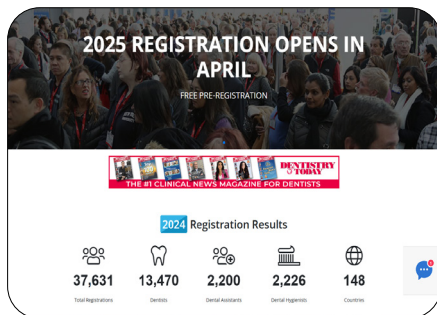
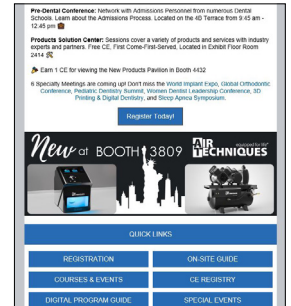
Your advertisement will be prominently displayed on the Digital Program Guide, ensuring maximum visibility to all attendees. The guide is a valuable resource for attendees to access important information about the event, making it an ideal platform to showcase your brand. Left and Right Skyscrapers and Top and Bottom banners are available.

## DIGITAL MEDIA

### GNYDM EMAIL BLAST BANNERS - \$1,450.00 (PER EMAIL)

Countdown to the show with attendees as they plan their event. These weekly emails provide attendees with a preview of what to expect at the show from 6 weeks out.

Feature your new product, announce show specials, and reach the full pre-registered database at their most engaged time before the event. Your banner and URL will be featured. **80,000 Subscribers.**



### WEBSITE BANNER - \$2,000.00 PER MONTH NEW

Place your advert on the homepage and education page of the GNYDM website.

The 728 x 90 homepage banner ad is perfect for announcing your Exclusives, in-booth signings, and special events. Banner links to a URL of your choice.

In 2024, the GNYDM website had over 1.5M views.

### GNYDM E- PROMOTIONS E-MAIL BLAST - \$4,500.00 NEW

Get attendees excited to visit your booth through a dedicated e-mail. Work with GNYDM Show management to determine the distribution date. Sponsor to provide HTML. GNYDM will provide post-launch analytics.



### GNYDM VIRTUAL BAG - \$800.00

Have a Product or Service You Want to Showcase? This is an Excellent Opportunity to Market your Show Specials in our Virtual show Special Tote Bag

#### What's Included:

- Image of Product or Service with Company Logo
- Title of Product, Service or Company
- Description of Product, Service or Company
- Links to Company Website, Facebook, and Instagram
- Link to a URL or PDF Brochure
- Expiration Details/Fine Print

#### GNYDM Will Market:

- In the GNYDM email blasts each day of the Meeting
- Linked on the GNYDM Mobile App
- Announcements on the GNYDM Facebook and Instagram Pages
- Pre-show email highlighting the show specials to 75,000 emails



## SOCIAL MEDIA

### SPONSORED POST - \$850.00

Reach GNYDM Show social media followers and boost your brand awareness through a dedicated post. With over 1.9M views & 975.6K reach on social media, this is an incredible opportunity to expand your reach!



### PAID AD - \$950.00

The GNYDM will produce a paid advertisement using the objective of “traffic” from our Facebook Business Manager account to be published across Facebook, Instagram, and all relevant placement options. The “Traffic” ad objective is to drive people to your website or app. The GNYDM will work with the advertiser to specify their customized target audience. By utilizing Demographics, Interest, Behaviors, and other targeting data your advertisement will meet the right audience and drive traffic to your chosen URL. All graphics, copy, and links will be provided by advertiser and are subject to review and must comply with our social media policies, as well as, any and all of Facebook’s advertising policies and Special Ad Classifications.

## NETWORKING EVENTS

### GENERAL PRACTICE RESIDENCY FAIR - \$5,000.00

The GPR Fair provides junior and senior dental students with the opportunity to learn about the general practice residencies from representatives of over 30 hospital dental programs. This unique event is well-attended and provides your company with exposure to the young graduating dentists.

Includes: A table within the fair, signage and recognition in promotions for the program.



### PRE-DENTAL CONFERENCE - \$5,000.00

Elevate your brand’s visibility at the Pre-Dental Conference.

- Sunday, November 30, 2025
- Free program for prospective dental students
- over 130 students and 10 Dental Schools
- Each participating school will have 10 minutes to showcase their dental program followed by a general Q&A session. Students will then have the chance to interact with representatives from each school to gather more information and collect school swag.
- As a sponsor, you’ll receive exclusive benefits, including a full email list of prospective dental students, speaking time for a representative, and a dedicated table in the room for brochures and giveaways

EXHIBITOR ENHANCEMENTS

# Enhanced Digital Content Package Tiers



## PACKAGE TIERS FOR GREATER NEW YORK DENTAL MEETING 2025

Features	Basic	Bronze	Silver	Gold
Featured Placement				✓
Uploaded Videos			1	2
Online Products		3	5	Unlimited
Press Releases		3	5	Unlimited
Show Specials		3	5	Unlimited
Enhanced Floor Plan Icon				
Company Logo	✓	✓	✓	✓
Online Profile Characters	500	1000	1500	2000
Product Categories	3	5	10	Unlimited
Booth No., Address, URL, Social Links	✓	✓	✓	✓
<b>Price</b>	<b>Included</b>	<b>\$395</b>	<b>\$495</b>	<b>\$795</b>
		<b>\$316</b>	<b>\$396</b>	<b>\$636</b>

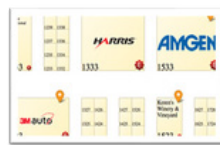
## DIGITAL PROMOTION OPPORTUNITIES



### Floor Plan Banner Ad

A rotating graphic, image or company logo at the footer of the floor plan (only 3 available).

**\$395**



### Floor Plan Booth Logo

Company logo physically on the yellow e-booth. For booths 20x20 or larger.

**\$295**



### Exclusive Online Floor Plan Sponsorship

An image in the top whitespace of the floor plan with label floor plan sponsor. Includes Gold Listing.

**\$1,995**



### Featured Exhibitor Block

Get premier placement on the exhibitor directory by becoming a featured exhibitor (only 6 available). Includes Gold Listing.

**\$1,495**



## GREATER NEW YORK DENTAL MEETING™

### SPONSORSHIP & ADVERTISING CONTRACT

**GREATER NEW YORK DENTAL MEETING, LLC**  
 200 West 41st Street - Suite 1101  
 New York, NY 10036-7203  
 Phone: (212) 398-6922 x 107 Fax: (212) 398-6934  
 E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)  
 Website: [www.gnydm.com](http://www.gnydm.com)

**101<sup>st</sup> Annual Session**  
 November 28 – December 3, 2025  
**Exhibit Dates:**  
 November 30 - December 3, 202  
 Jacob K. Javits Convention Center  
 New York, New York

#### COMPANY INFORMATION

Company Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

#### SPONSORSHIPS - ONSITE

- Aisle Signs \$10,000
- Attendee Badge \$15,000
- Bags/Tote Bags (1 Exhibitor) \$15,000
- Banners \$9,900
- Banners (Staircase) \$14,500
- Charging Station (3 Available) \$4,000 ea
- Escalator Runners (3 Available) \$7,500 ea
- Floor Decals \$2,975
- Free Standing Signs \$3,450 ea
- Hotel Room Keys \$10,000
- JumboTron & TV Advertising \$5,950 per min
- Lanyards \$15,000
- Notebooks & Pens \$9,000
- Shuttle Bus Headrests \$9,500
- Staircases \$14,000
- Window Decals
  - Package of 8 \$9,000
  - Package of 12 \$13,000
  - Package of 16 \$16,950
  - Package of 20 \$21,000

#### NETWORKING EVENTS

- General Practice Residency Fair \$5,000
- Pre-Dental Conference \$5,000

#### EDUCATION

- Scientific Poster Sessions \$3,000
- Education Supporter - Seminars/Workshops Starting at \$1,200
- GNYDM Main Stage \$10,000
- Women's Leadership Breakfast & Lecture \$3,500

#### PRINTED ADVERTISING

##### PROGRAM MAILER

- Full Page \$4,000
- Half Page \$1,900

##### OFFICIAL ON-SITE NEWSPAPER

- Full Page \$5,000
- Half Page \$3,100
- Quarter Page \$1,200
- Badge Mailing Insert \$9,000

#### DIGITAL ADVERTISING & SPONSORSHIPS

##### MOBILE APP

- Splash Page
  - Exclusive \$9,000
- Push Notifications (2) \$2,700
- Retargeting
  - 250,000 Impressions \$3,000
  - 500,000 Impressions \$5,500

##### DIGITAL PROGRAM & EXHIBIT GUIDE ADVERTISEMENTS

- Full Page \$2,800
- Half Page \$1,200

##### DIGITAL PROGRAM GUIDE BANNERS

- Right & Left Banners \$400
- Top & Bottom Banners \$400
- Left of Cover \$800

##### SOCIAL MEDIA

- Sponsored Post \$850
- Paid AD \$950

##### DIGITAL MEDIA

- GNYDM E-mail Blast Banners (per e-mail) \$1,450 ea
- Website Banner \$2,000 per month
- Virtual Bag \$800
- Promotion E-Blasts \$4,500

##### EXHIBITOR ENHANCEMENTS

- Bronze Package Tier \$395
- Silver Package Tier \$495
- Gold Package Tier \$795
- Floor Plan Banner Ad \$395
- Floor Plan Booth Logo \$295
- Exclusive Online Floor Plan Sponsorship \$1,995
- Featured Exhibitor Block \$1,495
- Al La Carte Video \$295/video

##### REGISTRATION OPPORTUNITIES

- CE Registry Banner \$5,000
- Registration Banner & Confirmation Email \$10,000

Total: \_\_\_\_\_

By signing below, the sponsor agrees to the Terms and Conditions of this agreement. Full payment is required for all sponsorships and is non-refundable.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_



# MARK YOUR CALENDAR



**THE LARGEST DENTAL MEETING/EXHIBITION/  
CONGRESS IN THE UNITED STATES**

**JACOB K. JAVITS CONVENTION CENTER, NEW YORK CITY**



**[WWW.GNYDM.COM](http://WWW.GNYDM.COM)**

**FUTURE MEETING DATES**

**2026**

**MEETING DATES:  
NOVEMBER 27-DECEMBER 2**

**EXHIBIT DATES:  
NOVEMBER 29-DECEMBER 2**



**2027**

**MEETING DATES:  
NOVEMBER 26-DECEMBER 1**

**EXHIBIT DATES:  
NOVEMBER 28-DECEMBER 1**



**2028**

**MEETING DATES:  
NOVEMBER 24-NOVEMBER 30**

**EXHIBIT DATES:  
NOVEMBER 26-NOVEMBER 30**

