

ADX MELBOURNE

Prospectus

Australia's Premier Dental Event

DELIVERING MORE PEOPLE, MORE OFTEN, FOR LONGER



30 Mar-1 Apr 2023

Melbourne Convention

Exhibition Centre

MESSAGE FROM THE CEO

Greetings,

We know that east coast dental professionals are hungry for face-to-face events. So, excitement is building.

Held 30 March - 1 April 2023 at Melbourne Convention Exhibition Centre, ADX Melbourne provides your business the opportunity to reach the greatest number of decision makers from dental practices nationwide.

ADX Melbourne is designed as a vehicle to promote your business and drive sales. Everything we do is designed to bring you More people, More often, For longer. Whether you're looking for a little niche reminder of your brand or you want to make a huge splash in the market, there's also a sponsorship opportunity for your business. We have a range of pre-prepared sponsorship opportunities, or you can create your own. If it will add value to you, let us know and we'll make it happen.

ADX Melbourne is convened by the Australian Dental Industry Association (ADIA), the peak business organisation representing manufacturers and suppliers of dental products. Our focus is on ensuring that this event is a commercial success for every exhibitor. Take the next step in the growth of your business and secure your space at ADX Melbourne today.

We look forward to seeing you there,

A handwritten signature in blue ink that reads "K. A. De Britt". The signature is fluid and cursive.

Kym De Britt, CEO
Australian Dental Industry Association

WHY SPONSOR?

As a sponsor of ADX Melbourne, you will be positively placed to directly reach the decision-makers whose support is vital for the growth of your business. We understand that you need to see a return on investment, and we will work with you to deliver to you *More people, More often, For longer*, to maximise your outcomes.



of visitors are from Victoria

5000

dental professional visitors expected



Everything is all in one place: cafés, water, entertainment, CPD and more



Develop new and maintain beneficial customer relationships



Be acknowledged for your support of our industry

★ ★ ★ ★
BRAND

Showcase your brand to 5,000 in a trade show setting, and tens of thousands on social media - before, during and after the event



Customers are there all day, every day



Excellent networking opportunities with high net-worth delegates



http://

Dedicated website that profiles sponsors and exhibitors

50  **%**

Half of visitors are dentists and 80% influence or decide purchasing



Create a positive association between your brand and the dental industry



Cost effective: scalability means we can keep exhibition and sponsorship costs affordable



Tailored resources to highlight your participation



Extensive social media engagement



Electronic direct mail promotion to more than 10,000 dental professionals

EXHIBITING



Looking to get higher priority selection of your booth space? Talk to us about sponsorship opportunities today 1300 943 094.



Did you exhibit at ADX Sydney or ADX Brisbane? Your 20 or 30% exhibition discount will be automatically applied!



EXHIBITION OPTIONS

	RAW 3 X 3M SPACE FOR CUSTOM STANDS	STANDARD 3 X 3M SPACE
	<ul style="list-style-type: none"> • Bare concrete space • No power, carpet, walls or signage included • No furniture included 	<ul style="list-style-type: none"> • Grey carpet flooring • Aspen plain white seamless walls • Backlit digitally printed exhibitor name • Two 150w floodlights • One 4amp power point • No furniture included
SINGLE	MEMBER \$4,750 + GST NON-MEMBER \$6,565 + GST	MEMBER \$5,150 + GST NON-MEMBER \$7,090 + GST
FOUR STAND ISLAND	MEMBER \$24,500 + GST NON-MEMBER \$33,000 + GST	MEMBER \$26,000 + GST NON-MEMBER \$35,500 + GST
SIX STAND ISLAND	MEMBER \$32,500 + GST NON-MEMBER \$45,000 + GST	MEMBER \$35,500 + GST NON-MEMBER \$49,000 + GST
EIGHT STAND ISLAND	MEMBER \$42,000 + GST NON-MEMBER \$58,000 + GST	MEMBER \$45,000 + GST NON-MEMBER \$62,000 + GST

See adx.melbourne > Exhibitor Resources for Exhibitor & Sponsor Terms and Conditions
 To secure your exhibition space, contact Jan Van Dyk at jan.vandyk@adia.org.au or on 1300 943 094

Hi there,

ADX Melbourne is here to support your growth. Visitors say they value the entertaining aspects of ADX and ADX sponsors regularly report increased engagement, better quality leads and more sales. As the nation's premier dental event, ADX Melbourne offers you a variety of sponsorship opportunities to get your brand, products or services in front of people who are ready to buy. The marketing plan includes many options to directly market your brand to new audiences – before, during and after the event.

Whether you love something you see here, or if you'd like us to tailor a sponsorship package just for you, we're here to help.

ADX Melbourne visitors will be able to vote on the best booths, mascot and engagement. Winners will receive cash prizes of \$5,000 - \$20,000, social media tiles and a certificate to display. This is a great way to draw people to your stand, build a reputation for awesomeness and ensure they look for you at future events.

To find out more about sponsorship (or if you have a creative idea of your own), please contact Nikki Kelso (nikki.kelso@adia.org.au | 1300 943 094) so we can work together to make your dream a reality.



Nikki Kelso

Director of Corporate Engagement
Australian Dental Industry Association

Nikki Kelso
Director of Corporate Engagement

PROGRAM



30 MARCH – 1 APRIL 2023 ADX MELBOURNE EXHIBITION

ADX Melbourne opens on 30 March 2023, then it's all systems go until the close at 6pm on 1 April 2023. And for those with young children, there's even free childcare.

Signature events within the program include:

- 30 March 2023 Opening Breakfast
- 31 March 2023 Australian Dental Industry Awards Gala Dinner
- 1 April 2023 Women in Dentistry Breakfast

- Learning Lab business education sessions
- Continuing Professional Development clinical education
- Cafes & coffee
- Prizes for best booth, best mascot, best activation
- Fun activities

SPONSORSHIPS

Book your sponsorship by Friday 19 August 2022 for priority selection of your space



PRINCIPAL PARTNER

EXCLUSIVE

MEMBER \$49,999 + GST
NON-MEMBER \$74,999 + GST

Be seen as the leader in your field as the principal sponsor at Australia's premier dental event and largest health exhibition. With several exclusive sponsorship benefits, the return on investment is clear. This package provides your brand with the highest profile during ADX, and includes a wide range of benefits to extend marketing before, during and after the event.

MAJOR PARTNER

3 x OPPORTUNITIES

MEMBER \$29,999 + GST
NON-MEMBER \$44,999 + GST

Be seen as the forerunner in your field as a major sponsor at Australia's premier dental event and largest healthcare exhibition. This package provides an excellent level of exposure through a range of channels demonstrating your support of the events.

SUPPORTING PARTNER

6 x OPPORTUNITIES

MEMBER \$19,999 + GST
NON-MEMBER \$29,999 + GST

Be seen as prominent in your field as a supporting sponsor at Australia's premier dental event and largest health exhibition. This package provides prominent exposure in the lead up to and throughout the event.

GET REWARDED FOR STANDING OUT

ADX *People's Choice* AWARDS



We want your help to make ADX Melbourne a must-attend event for your ideal customers. In fact, we'll reward you for doing so! The People's Choice Awards encourages visitors to engage with sponsors and exhibitors, and vote for the most interesting, engaging and innovative stands and activities.

Visitors vote for their favourite stands and interactions, and winners receive cash prizes, promotion and social media.

- **Best Activity / Engagement** \$5,000 cash prize
- **Best Mascot** \$5,000 cash prize
- **Best Small Stand (1 - 2 stands)** \$5,000 cash prize
- **Best Medium Stand (3 - 5 stands)** \$10,000 cash prize
- **Best Large Stand (6+ stands)** \$20,000 cash prize

So, get creative in your stand design, plan your engagement and use the adx.melbourne Exhibitor Resources marketing materials to encourage your customers to visit you and visitors to vote.

PROMOTION VIA EVENTS

OPENING BREAKFAST WOMEN IN DENTISTRY BREAKFAST

MEMBER \$19,999 + GST per Breakfast
NON-MEMBER \$29,999 + GST per Breakfast



NETWORKING

The ADX breakfasts are the perfect opportunity to showcase your business to your top customers, engage more deeply with a large audience, and ensure you and your clients have a positive start to the day. Host a table of current customers or prospects and escort them straight to the stand as soon as ADX Melbourne opens.

As the first event of ADX Melbourne, the Opening Breakfast is the ideal way to have your brand as the first engagement in people's minds.

Women in Dentistry celebrates women as clinicians, entrepreneurs and business owners. The event is open to all (not just women), so you can actively demonstrate that your brand understands your customers and their needs by supporting the Women in Dentistry Breakfast.

EXCLUSIVE MEMBER \$19,999 + GST
EXCLUSIVE NON-MEMBER \$29,999 + GST

Extensive promotion of your support, including branding on invitations, social media and EDMs, plus a speaking opportunity at your selected Breakfast.

GIFT SPONSOR MEMBER \$3,999 + GST
GIFT SPONSOR NON-MEMBER \$5,999 + GST

Placement of your gift (to be provided) at every breakfast place setting at your selected Breakfast.

ENGAGEMENT SPONSORSHIPS

CAFÉ

MEMBER \$29,999 + GST
NON-MEMBER \$44,999 + GST



TWO OPPORTUNITIES

There is no better way to build your company's profile than branding and naming a café. The go-to place to meet, this sponsorship activity attracts an elevated level of interest due to the consistent and return visitation to the café and seating for exhibitor sales meetings, providing maximum impressions of your brand. Positioned within the exhibition hall, every visitor will see it, and naming rights means exhibitors will suggest meeting at "Your name" Café. This is also a convenient way to strategically place your staff for less formal engagement conversations as convention centre staff serve refreshments at a cost to visitors. For added engagement, locate your booth right inside the café seating area, to really stand out.

RELAXATION ZONE

MEMBER \$24,999 + GST
NON-MEMBER \$37,499 + GST



EXCLUSIVE

**INCLUDES DOUBLE
BOOTH SPACE WITH
PRIORITY SELECTION**

All that exploration and buying at Australia's premier dental event can be exhausting. Give visitors a chance to take the load off in your Relaxation Zone, where they can book in for a hand, neck, shoulder or head massage by professional massage therapists. Aromatherapy and noise cancelling headphones (sanitised between guests) can enhance the experience. Immensely popular at previous ADXs and with your support, visitors can rejuvenate, energise and get back into the action.

**Book your
sponsorship by
Friday 19 August
2022 for priority
selection of your
space**

ENGAGEMENT SPONSORSHIPS

ADX MELBOURNE BARISTA CAFE

MEMBER \$20,999 + GST
NON-MEMBER \$29,999 + GST



Another outstanding way to build your company's profile is to provide a much-needed caffeine boost with your coffee cart. This sponsorship activity attracts an elevated level of interest due to the consistent visitation, leading to multiple impressions and ongoing brand awareness. Pre- and during event marketing means every visitor will learn of your presence. Venue staff will serve beverages and light snacks at a cost to visitors.

UPGRADE:

Provide free coffee for your most valuable customers, or for all visitors, at cost.

SELFIE ROBOT

MEMBER \$19,999 + GST
NON-MEMBER \$29,999 + GST



Stand out from the crowd as the innovative selfie robot sponsor. Engage attendees in a novel way through interaction with a roving robot. Selfie robots will invite people to take a selfie and text, email or print the photo with your branding for attendees. Includes automatic lead capture for all who get their photo taken.

CAR GIVEAWAY

MEMBER \$19,999 + GST
NON-MEMBER \$29,999 + GST



Give attendees an interactive experience and engage with potential buyers at an experiential level. Positioning a luxury car in a dedicated free standing area, yours is the first physical brand they see. Captivate every delegate as they stop by, using our innovative solution, you can collect leads in a seamless manner. For a crescendo of excitement, a lucky door prize draw ensures that one lucky visitor leaves the event as the new owner! Provide your own vehicle or we can secure for you.

Book your sponsorship by Friday 19 August 2022 for priority selection of your space

BLIMP

MEMBER \$19,999 + GST
NON-MEMBER \$29,999 + GST



The sky's the limit as your custom-branded blimp floats, reinforces your message and even drives traffic to your stand and promote your brand. The remote-controlled blimp flies around inside the exhibition for the duration of the event. It reaches a height of up to eight metres, which will allow visitors to see the advertising of your brand and booth number from all over the hall.

Contact us today on 1300 943 094 or email nikki.kelso@adia.org.au to discuss inclusions!

ENGAGEMENT SPONSORSHIPS

BAG MINDING

MEMBER \$15,999 + GST
NON-MEMBER \$23,999 + GST



INCLUDES DOUBLE BOOTH SPACE WITH PRIORITY SELECTION

POPULAR WITH DELEGATES

We've all been to trade shows where you end up with too many things and not enough hands. Demonstrate your understanding of your customers and be among the most popular stands as people drop off their things and pick them up. Increase lead capture as you take names and contact details as part of the process to match people with things.

PHOTO BOOTH

MEMBER \$16,999 + GST
NON-MEMBER \$24,999 + GST



INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

EXCLUSIVE

The complete package with booth, props and digital or print photos. Visitors can take a fun photo on their own or with friends. Photos can be branded to increase longevity impact and also sent digitally for maximum social media sharing. Includes lead capture of all digital photos.

LANYARD / NAME BADGE

MEMBER \$14,999 + GST
NON-MEMBER \$19,999 + GST



INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

EXCLUSIVE

A great way to get your logo on every visitor to ADX! A cost effective brand opportunity for your organisation.

Book your sponsorship by Friday 19 August 2022 for priority selection of your space

CARICATURIST

MEMBER \$14,999 + GST
NON-MEMBER \$22,499 + GST



INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

GREAT BRAND LONGEVITY

A professional caricaturist can draw visitors from life or even do a caricature from photos. Makes a great branded keepsake and can also be shared on social media.

ENGAGEMENT SPONSORSHIPS

PROFESSIONAL PHOTOGRAPHER

MEMBER \$14,999 + GST
NON-MEMBER \$22,499 + GST



EXCLUSIVE

Give delegates a lasting memory of the with professional photographs featuring your branding. This package provides a variety of face-to-face and social media interaction opportunities. Capture attendee details as they receive a digital photograph, providing you with business leads. Sharing these on social media within the app and externally creates lasting and extensive brand impressions for your business. Photographs can be branded with your name or logo.

PHONE CHARGING BANK

MEMBER \$11,999 + GST
NON-MEMBER \$17,999 + GST



EXCLUSIVE

We all know the peace of mind of a full phone battery. Create positive brand association and show that you understand your customers' needs by giving visitors a comfortable place to charge their phones while they're absorbing your brand messaging via the video display.

LEARNING LAB BRANDING

MEMBER \$11,999 + GST
NON-MEMBER \$17,999 + GST



TWO OPPORTUNITIES

Book your sponsorship by Friday 19 August 2022 for priority selection of your space

Learning Labs are eye-catching branded custom-built spaces on the ADX Melbourne floor. Named and promoted using your brand, it provides an opportunity for you to engage deeply with interested customers and help them run a more successful business.

GAME ZONE

MEMBER \$9,999 + GST
NON-MEMBER \$14,999 + GST



INNOVATIVE

INCLUDES SINGLE BOOTH SPACE WITH PRIORITY SELECTION. UPGRADE TO DOUBLE AND SAVE!

Book your sponsorship by Friday 19 August 2022 for priority selection of your space

Captivate attendees with a comfy place to take a load off and engage with your brand as they play a simple console game. A leaderboard promotes friendly competition and return visitors. For maximum value and lead capture, do a prize draw at the end of the show to give the console and game away.

Contact us today
on 1300 943 094
or email nikki.kelso@adia.org.au to discuss inclusions!

ENGAGEMENT SPONSORSHIPS

HYDRATION STATION

MEMBER \$5,999 + GST
NON-MEMBER \$8,999 + GST



TWO OPPORTUNITIES

Dental professionals regularly emphasise the importance of drinking more water and touring the exhibition is thirsty work, making the hydration station a fantastic opportunity to promote your business and your sustainability messaging. Includes water stations, connection, and the freedom to design the space to meet your brand identity.

CHILDCARE

MEMBER \$4,999 + GST
NON-MEMBER \$7,499 + GST

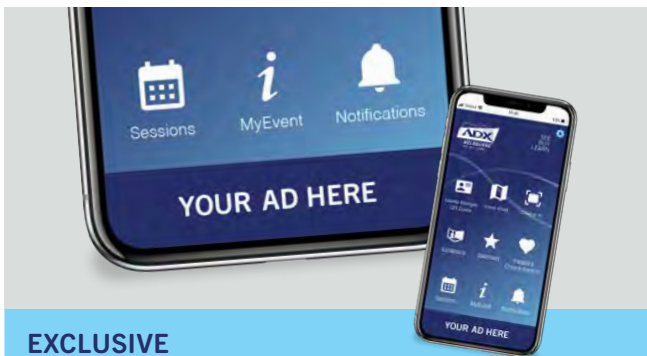


EXCLUSIVE

Almost half of the parents surveyed can only attend the event because there of the free childcare. ADIA provides a safe and fun environment for children requiring care during ADX Melbourne, so parents can spend more time engaging with content and exhibitors, which creates positive association for your brand. Pram parking helps keeps floors clear and reassures parents that their prams, strollers, kids' bikes and scooters are safe and secure while parents are away.

APP

MEMBER \$4,999 + GST
NON-MEMBER \$7,499 + GST



EXCLUSIVE

The event app helps visitors, delegates and exhibitors alike make the most of their experience – finding exhibitors, accessing the CPD and Learning Labs programs, checking on exhibitor specials and more. With a host of useful features, this small investment provides a big impact, with many months of advertising to a growing social community.

MARKETING CAMPAIGN

\$2,999 + GST



ADIA MEMBERS ONLY

Do you have an amazing activation, activity or engagement planned for ADX Melbourne? Let us help you get the message out to our audience. If you are providing an unexpected engagement or activation, something that will surprise and delight, something out of the ordinary, we can boost your exposure via a dedicated marketing campaign. EDM + your choice of social media posts or targeted advertising NB This benefit is limited to ADIA members who are promoting an activity.

ENGAGEMENT SPONSORSHIPS

LEARNING LAB PRESENTATION

MEMBER \$1,499 + GST
NON-MEMBER \$2,999 + GST



45 MINUTES INCLUDING Q&A

Use the Learning Lab space to present your session, conduct a market research panel, host a private event, or conduct a demonstration. Includes AV & headphone system plus marketing via the Learning Labs program. Engage with warm leads and capture attendee contact details as warm leads in a more structured manner by:

- offering non-scientific CPD in accordance with the Dental Board of Australia guidelines
- promoting and selling your product / service range, directly to an audience who have an interest in buying
- taking the time to promote your brand more subtly via attendee learning sessions.

ADX MELBOURNE SIGNAGE

FROM \$4,999 + GST



MYRIAD OPPORTUNITIES

There are myriad signage opportunities at ADX Melbourne. From escalators to hanging banners, windows to pillar wraps, signage can make a huge impact, as the first brand people see at ADX Melbourne.

MASCOTS

MEMBER \$999 + GST
NON-MEMBER \$4,749 + GST



EXCEPTIONAL ENGAGEMENT

Want to expand the footprint of your exhibition stand? Mascots are brand ambassadors that can roam the hall, distribute your branded gifts and create social media content. They can be giant-head figures like you see at a sporting match, people in costume, or roaming entertainers. Your mascot boosts your impact even further by interacting with visitors, posing for photos and generating social media content for your brand. They can even hand out branded items for added engagement.

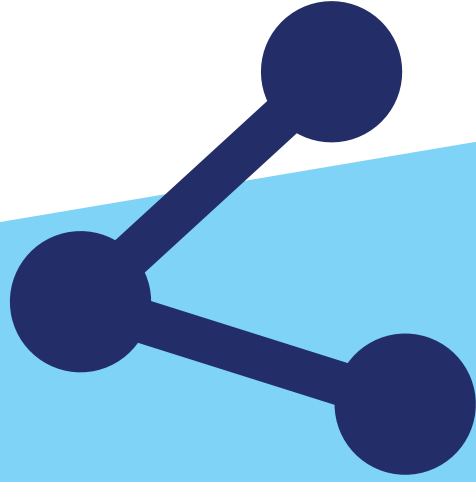
CUSTOM PACKAGES

CONTACT US



THE SKY IS THE LIMIT

Have your own ideas? We'd love to create a custom package to meet your needs. Call us on 1300 943 094 or email nikki.kelso@adia.org.au.



CONTACTS

Standard and custom exhibition stands at ADX Melbourne:

Jan Van Dyk, Exhibitions Operations Manager
jan.vandyk@adia.org.au | 1300 943 094

**Sponsorships, partnerships, clinical CPD and other engagement opportunities
(including packages that incorporate a stand):**

Nikki Kelso, Director of Corporate Engagement
nikki.kelso@adia.org.au | 1300 943 094

Cover Photo by Paul Skorupskas on Unsplash

adx.melbourne

Help tell the story

#ADXexpo
#ADXMelbourne



For more information please contact
exhibitions@adia.org.au
partnerships@adia.org.au
membership@adia.org.au

1300 943 094



Australian Dental
Industry Association

