

PROSPECTUS

Australia's Premier Dental Event

DELIVERING MORE PEOPLE, MORE OFTEN, FOR LONGER



20 - 23 March 2024
ICC Sydney

MESSAGE FROM THE CEO

Greetings,

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

Held 20 - 23 March 2024 at ICC Sydney, SIDCON & ADX Sydney provides your business the opportunity to reach the greatest number of decision makers from dental practices nationwide.

SIDCON & ADX Sydney 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.

SIDCON & ADX Sydney 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 SIDCON & ADX Sydney today.

We look forward to seeing you there.

A handwritten signature in blue ink that reads "K. A. De Britt".

Kym De Britt, CEO
Australian Dental Industry Association

WHY SPONSOR?

As a sponsor of SIDCON & ADX Sydney, 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.



EXHIBITING

20 - 23 March 2024 ICC Sydney

Exhibiting at ADX Sydney will get you additional discounts at future ADX events

WANT HIGH PRIORITY BOOTH SELECTION?
Talk to us about sponsorship opportunities 1300 943 094.



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	MEMBER	\$5,150 + GST
	NON-MEMBER	\$6,565 + GST	NON-MEMBER	\$7,090 + GST
FOUR STAND ISLAND	MEMBER	\$24,500 + GST	MEMBER	\$26,000 + GST
	NON-MEMBER	\$33,000 + GST	NON-MEMBER	\$35,500 + GST
SIX STAND ISLAND	MEMBER	\$32,500 + GST	MEMBER	\$35,500 + GST
	NON-MEMBER	\$45,000 + GST	NON-MEMBER	\$49,000 + GST
EIGHT STAND ISLAND	MEMBER	\$42,000 + GST	MEMBER	\$45,000 + GST
	NON-MEMBER	\$58,000 + GST	NON-MEMBER	\$62,000 + GST

See adx.sydney > Exhibitor Resources for Exhibitor & Sponsor Terms and Conditions
To secure your exhibition space, contact exhibitions@adia.org.au or on 1300 943 094

Hi there,

SIDCON & ADX Sydney 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, SIDCON & ADX Sydney offers you a variety of sponsorship opportunities to get your brand, products or services in front of people who are ready to buy, and position you as a subject matter expert. The marketing plan includes many options to directly market your brand to new audiences – before, during and after the event.

Sponsorship is a great way to draw people to your stand, build a reputation for awesomeness and ensure they look for you at future events. 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.

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

PROGRAM



20 – 23 MARCH 2024

SYDNEY INTERNATIONAL DENTAL CONFERENCE (SIDCON) AND ADX SYDNEY EXHIBITION

The event starts with the 1-day plenary-style Sydney International Dental Conference, providing ample opportunities to present your brand to a captive audience. Then it's all systems go with three packed days of exhibition, clinical CPD and business learnings. And for those with young children, there's even free childcare.

Signature events within the program include:

- 20 March 2024 SIDCON day 1
- 21 March 2024 ADX Opening Breakfast
- 21-23 March 2024 ADX Sydney + CPD + SIDCON days 2 - 4
- 22 March 2024 Australian Dental Industry Awards Gala Dinner
- 23 March 2024 Women in Dentistry Breakfast

- Inspirational conference sessions
- Learning Lab business education sessions
- Continuing Professional Development clinical education
- Cafes & coffee
- Fun activities

SPONSORSHIPS OPPORTUNITIES SUMMARY

THE CHOICE IS YOURS!

AS A SIDCON AND ADX SYDNEY SPONSOR, YOU CAN:

Choose from a suite of existing, structured options **OR** Create your own package from individual sponsorship elements and new ideas.

OPPORTUNITY	ADIA MEMBER*	NON-MEMBER*	AVAILABILITY	PAGE
TIERED PARTNERSHIPS				
Principal Partner	\$49,999	\$74,999	EXCLUSIVE	<u>6</u>
Major Partner	\$29,999	\$44,999	THREE	<u>6</u>
Supporting Partner	\$19,999	\$29,999	SIX	<u>6</u>
SIDCON				
Luna Park Networking	\$19,999	\$29,999	EXCLUSIVE	<u>7</u>
MC – <i>Andrew Klein</i>	\$14,999	\$21,999	EXCLUSIVE	<u>7</u>
Opening Keynote Speaker – <i>Malcolm Turnbull</i>	\$15,999	\$22,999	EXCLUSIVE	<u>7</u>
Closing Keynote Speaker – <i>Amna Karra-Hassan</i>	\$12,999	\$19,999	EXCLUSIVE	<u>7</u>
SIDCON Speakers	FEE FREE!		FIVE	<u>8</u>
Plenary Room	\$11,999	\$18,999	EXCLUSIVE	<u>8</u>
Lunch Break	\$8,999	\$13,499	EXCLUSIVE	<u>8</u>
Barista Coffee Cart	\$7,999	\$11,999	TWO	<u>8</u>
Refreshment Break	\$4,999	\$7,499	EXCLUSIVE	<u>8</u>
EVENTS				
Luna Park Networking	\$19,999	\$29,999	EXCLUSIVE	<u>9</u>
Opening Breakfast Speaker – <i>Dr Richard Harris</i>	\$19,999	\$29,999	EXCLUSIVE	<u>9</u>
Women in Dentistry Breakfast Speaker – <i>Jana Pittman</i>	\$19,999	\$29,999	EXCLUSIVE	<u>9</u>
Australian Dental Industry Awards				
Gala Dinner Principal Sponsor	\$19,999	\$29,999	EXCLUSIVE	<u>10</u>
Gala Dinner Speaker – <i>Craig Reucassel</i>	\$9,999	\$14,999	EXCLUSIVE	<u>10</u>
Individual Awards	\$4,999	\$6,999	EIGHT	<u>10</u>



As well as benefits relating to each sponsorship, all sponsors automatically receive marketing benefits including promotion via the SIDCON / ADX Sydney website and app. Even more value-add benefits are provided when investment reaches the Supporting Partner level.

OPPORTUNITY	ADIA MEMBER*	NON-MEMBER*	AVAILABILITY	PAGE
ADX VISITOR EXPERIENCE				
Gelato	\$24,999	\$37,499	EXCLUSIVE	11
Relaxation Zone	\$24,999	\$37,499	EXCLUSIVE	11
Lanyard, Name Badge and Badging Kiosk	\$20,999	\$29,499	EXCLUSIVE	11
Blimp	\$19,999	\$29,999	EXCLUSIVE	11
Café	\$19,999	\$29,999	TWO	12
Car Giveaway	\$19,999	\$29,999	EXCLUSIVE	12
Fairy Floss	\$19,999	\$29,999	EXCLUSIVE	12
Popcorn	\$19,999	\$29,999	EXCLUSIVE	12
Selfie Robot	\$19,999	\$29,999	EXCLUSIVE	13
Personalised Items	\$17,999	\$25,999	EXCLUSIVE	13
Photo Booth	\$16,999	\$24,999	EXCLUSIVE	13
Selfie Mosaic	\$16,999	\$24,999	EXCLUSIVE	13
Sketch Bot	\$16,999	\$24,999	EXCLUSIVE	14
Bag Minding	\$15,999	\$23,999	EXCLUSIVE	14
Caricature Artist	\$14,999	\$22,499	EXCLUSIVE	14
Professional Photographer	\$14,999	\$22,499	EXCLUSIVE	14
Phone Charging	\$11,999	\$17,999	EXCLUSIVE	15
Game Zone	\$9,999	\$14,999	EXCLUSIVE	15
Event App	\$7,999	\$11,999	EXCLUSIVE	15
Hydration Station	\$5,999	\$8,999	TWO	15
Childcare	\$4,999	\$7,499	EXCLUSIVE	16
Mascots	\$999	\$4,749	NO LIMIT	18
Dedicated WiFi	\$4,999	\$7,499	EXCLUSIVE	16
SUBJECT MATTER EXPERTISE				
CPD Presenter Sponsorship	FEE-FREE!	FROM \$5,999	FORTY	16
Learning Lab Presentation	\$1,499	\$2,999	TWENTY-ONE	16
BRANDING				
Exhibitor Hi-vis Vests	\$13,999	\$20,999	EXCLUSIVE	17
Learning Lab Branding	\$11,999	\$17,999	EXCLUSIVE	17
Registration Kiosk	\$7,999	\$11,999	EXCLUSIVE	17
Signage	FROM \$4,999	FROM \$7,499	VARIOUS	17
Marketing Campaign	\$2,999	ADIA MEMBERS ONLY	THIRTY	18
Mascots	FREE FOR ADIA MEMBERS	\$4,749	NO LIMIT	18
Floor Decals	\$1,749	\$3,499	TEN	18
CPD External Wall	\$899 / METRE	\$1,349 / METRE	FIFTY METRES	18

* all prices are in Australian dollars, ex-GST

TIERED PARTNERSHIPS

Book your sponsorship by Tuesday 25 July 2023 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.

SIDCON

OPENING KEYNOTE SPEAKER

MALCOLM TURNBULL

MEMBER \$15,999 + GST

NON-MEMBER \$22,999 + GST



EXCLUSIVE

Show your true leadership by presenting SIDCON opening speaker, Malcolm Turnbull. While best known for his work in politics and as Australia's 29th Prime Minister, Turnbull is also a successful entrepreneur and businessman who worked his way to the top of a major global investment banking firm. He founded several businesses at home and abroad and is credited with his key role in bringing the internet to Australia. Speaking on technology, this session is not to be missed ... and your brand can be directly associated!

CLOSING KEYNOTE SPEAKER

AMNA KARRA-HASSAN

MEMBER \$12,999 + GST

NON-MEMBER \$19,999 + GST



EXCLUSIVE

What better way to make a lasting impact on SIDCON attendees than presenting closing speaker Amna Karra-Hassan, founder of the Auburn Giants Australian Football Club! Align your brand with her inspirational and engaging keynote, you can elevate your brand among your ideal customers. Amna motivates, educates, and inspires her audience to unlock their full potential, driving them towards personal and professional growth, opening her audience's eyes to what can be done when everyone says that it can't.

MC

ANDREW KLEIN

MEMBER \$14,999 + GST

NON-MEMBER \$21,999 + GST



EXCLUSIVE

A knowledgeable, engaging, witty MC can really make an event pop. SIDCON MC Andrew Klein brings the whole event together with keen observations and insights, all while weaving your brand messaging into his topical banter!

Book your sponsorship by Tuesday 25 July 2023 for priority selection of your space

LUNA PARK NETWORKING

MEMBER \$19,999 + GST

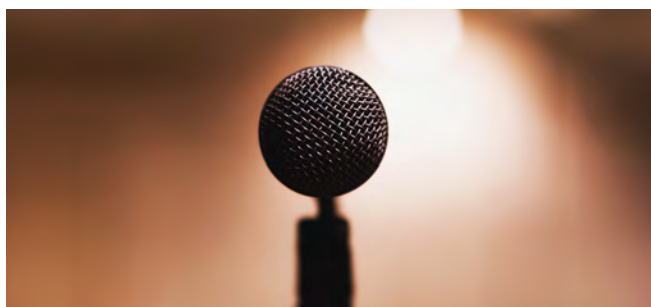
NON-MEMBER \$29,999 + GST



EXCLUSIVE

The Luna Park social function will be a night to remember as a celebration for the dental community. Starting with a ferry ride to iconic Luna Park, the evening includes fun rides and opportunities to network and catch-up with sector colleagues. Extensive branding before, during and afterwards, plus networking throughout the event makes your sales staff familiar friendly faces when attendees visit your booth at the trade show. This is great exposure for your business at a major event in the event program. Includes naming rights, pre-, during and post-event branding plus the attendee list.

SIDCON SPEAKERS FEE FREE!!

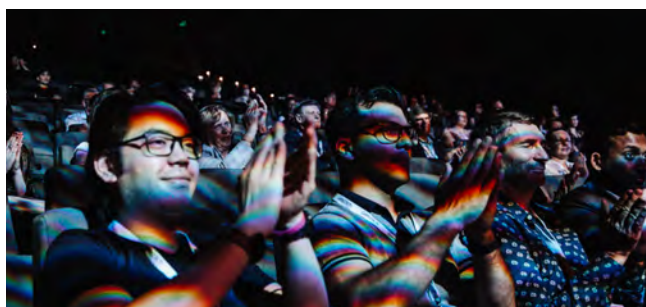


FIVE OPPORTUNITIES

Do you have an international-quality broad-appeal clinical CPD speaker in your network? This is your chance to align your brand with a quality speaker with expertise that relates to your products or services. By presenting the speaker, you naturally come to mind when the audience wants to learn more. No sponsorship fee is payable to ADIA: all you need to do is cover their costs! Contact national.office@adia.org.au or 1300 943 094 to propose your speaker.

PLENARY ROOM

MEMBER \$11,999 + GST
NON-MEMBER \$18,999 + GST



EXCLUSIVE

Unlock extraordinary branding opportunities by sponsoring the SIDCON plenary room and achieve brand awareness at scale. Picture your brand surrounded by passionate professionals, all eager to collaborate and make a difference to their patients. As a sponsor, your brand will shine brightly, leaving a lasting impression on an enthusiastic audience. Don't miss this chance to embed your brand during these international-quality sessions.

BREAKS

LUNCH

MEMBER \$8,999 + GST
NON-MEMBER \$13,499 + GST

REFRESHMENT

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



EXCLUSIVE

Here's your chance to make a significant impact and seize the opportunity to nourish minds and fuel networking opportunities. By investing in this vital moment, you'll not only satisfy hunger but also create a welcoming environment for attendees to connect, share ideas, and forge meaningful connections. Your sponsorship will be recognised as a testament to your commitment to fostering collaboration and innovation within the industry.

BARISTA COFFEE CART

MEMBER \$7,999 + GST
NON-MEMBER \$11,999 + GST



TWO OPPORTUNITIES

Our attendees need their daily boost and you're right there when they need it. Providing free barista coffee to all SIDCON attendees via a branded coffee cart means you're a welcome oasis before and during the conference. This engagement attracts an elevated level of interest due to the consistent and repeated need for coffee and networking.

EVENTS

Book your sponsorship by Tuesday 25 July 2023 for priority selection of your space

LUNA PARK NETWORKING

MEMBER \$19,999 + GST

NON-MEMBER \$29,999 + GST



EXCLUSIVE

SIDCON closes with a night to remember at Sydney's iconic Luna Park. This unique networking extravaganza welcomes all SIDCON attendees, plus exhibitors and sponsors, to network socially, enjoy the rides and make new connections. With thrilling rides, stunning views, and a vibrant atmosphere, Luna Park offers the perfect backdrop for your brand to shine. As the night before ADX Sydney, this is the perfect way to elevate your brand even before the show opens - and positions your sales staff to hit the ground running the next day, with all their new dental friends! Don't miss this chance to leave a lasting impression.

OPENING BREAKFAST

— **DR RICHARD HARRIS**

MEMBER \$19,999 + GST

NON-MEMBER \$29,999 + GST



EXCLUSIVE

Inspire attendees by aligning your brand with Dr Richard Harris, physician and cave diver, who played a key role in the 2018 Thailand cave rescue. As the first event of ADX Sydney, the Opening Breakfast is the ideal way to have your brand as the first engagement in people's minds. Be the first brand message that your ideal customers hear - even before ADX opens. Host a table of current customers or prospects and escort them straight to your stand, so your booth has a buzz of excited customers right from the first moments of the show.

WOMEN IN DENTISTRY BREAKFAST

— **JANA PITTMAN**

MEMBER \$19,999 + GST

NON-MEMBER \$29,999 + GST



EXCLUSIVE

The ADX Women in Dentistry breakfast is the perfect opportunity to showcase your business as a supporter of the largest demographic in dentistry: women! Join Olympian Jana Pittman as she enthuses the audience with her story of courage, tenacity and growth. Engage more deeply with a large audience of clinicians, entrepreneurs and business owners, ready to do business. And ensure you and your clients have a positive start to the day. Plus you can host a table of current customers or prospects and escort them straight to your stand for the final day of ADX Sydney.

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

DENTAL INDUSTRY AWARDS

The Australian Dental Industry Awards acknowledge both individuals and businesses within the dental industry for their dedication to business outcomes and, as a result, the oral health of Australia. Members are doing amazing work to support the oral health of all Australians. Supporting the Australian Dental Industry Awards is an unparalleled opportunity to reach Australian dental industry businesses with a focus on quality, innovation and continuous improvement.

The Gala Dinner, held as part of ADX Sydney in March 2024 will be an entertaining night of fun, frocks and fabulousness. This premium event provides a rare opportunity for your company to strengthen relationships with the dental industry, and align your brand with excellence.



Ryan Green
National President

GALA DINNER SPEAKER – CRAIG REUCASSEL

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



EXCLUSIVE

ABC TV presenter, comedian and Chaser Craig Reucassel is a warm, funny, thought-provoking presenter. Renowned for his work on the Chaser, he more recently presented ABC TV series War on Waste, which reached over 7 million viewers and led to hundreds of high-impact initiatives across the country. Align your brand with his presentation and promote your message to ADIA members in a fun, social environment.

AUSTRALIAN DENTAL INDUSTRY AWARDS GALA DINNER PRINCIPAL SPONSOR

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



EXCLUSIVE

As principal sponsor of the Australian Dental Industry Awards, you position your brand in front of the most successful dental industry suppliers. With several brand impression and speaking opportunities across the length of the Awards process, plus a table to host your best customers, your name will be indelibly linked with quality.

INDIVIDUAL AWARDS

MEMBER \$4,999 + GST
NON-MEMBER \$6,999 + GST



LIMITED OPPORTUNITIES

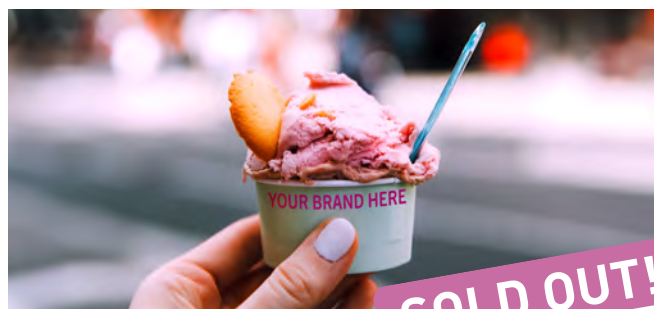
With naming rights, your brand can be clearly associated with your preferred aspect of dental industry excellence. With eight Awards to choose from across business and individual contributions, your presentation of your Award provides a special chance to clearly position your business at the event. With additional branding, marketing and promotion of your business, this is an opportunity not to be missed.

ADX VISITOR EXPERIENCE

Book your sponsorship by Tuesday 25 July 2023 for priority selection of your space

GELATO

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



EXCLUSIVE

Draw in some warm leads with the ultimate ADX treat! Sponsor the delightful gelato cart and unlock a world of sweetness and joy. Picture attendees gathering around, eyes wide with anticipation, as artisans serve forth delicious gelato. Transform the event into a culinary wonderland and associate your brand with pure bliss. Seize this opportunity to enchant guests and leave them craving more.

RELAXATION ZONE

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

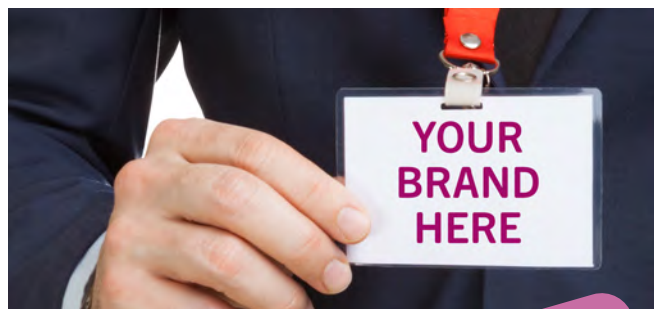


EXCLUSIVE

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. And while waiting, visitors are absorbing your messaging! Immensely popular and with your support, visitors can rejuvenate, energise and get back into the action.

LANYARDS, NAME BADGES & BADGE KIOSKS

MEMBER \$20,999 + GST
NON-MEMBER \$29,499 + GST



EXCLUSIVE

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

KIOSK-ONLY BRANDING
MEMBER \$7,999 + GST
NON-MEMBER \$11,999 + GST

BLIMP

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



EXCLUSIVE

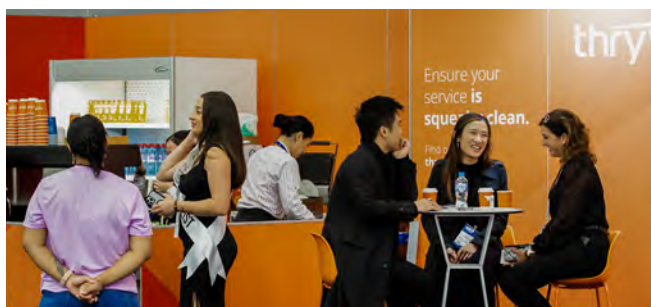
The sky's the limit as your custom-branded blimp floats, reinforces your message and even drives traffic to your stand and promote your brand. The remote-controlled blimp flies around inside the exhibition for the duration of the event. It reaches a height of up to eight metres, which will allow visitors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

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

ADX VISITOR EXPERIENCE

CAFÉ

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



TWO OPPORTUNITIES

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.

CAR GIVEAWAY

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



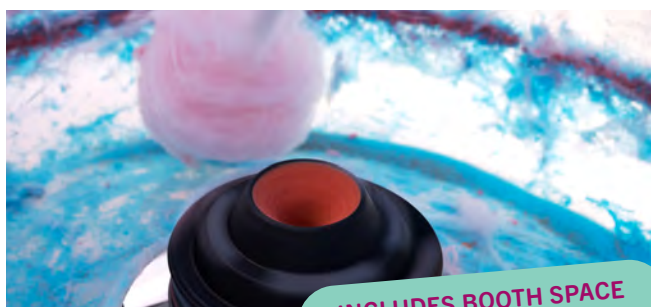
EXCLUSIVE

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.

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FAIRY FLOSS

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



EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

Tap into enthusiastic nostalgia with the whimsical delight of fluffy fairy floss, featuring your brand or brand colours. With the tantalising aroma drawing people in, you can be the sweetest sponsor at ADX. Engage attendees with your messaging while they're waiting for their tasty treat, and this enchanting treat acts as a brand ambassador as visitors walk around the hall, driving more traffic to your stand.

POPCORN

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



EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

Make your brand pop at ADX Sydney! Ignite the senses and capture attention with the freshly popped popcorn on your stand. Chat with attendees as they wait their serving of fresh popcorn, then have them roam the hall as brand ambassadors, driving more traffic to your stand. With our strategic placement and enticing aroma, your brand will be the talk of the show. Gain valuable exposure, generate warm leads, and connect with your target audience.

ADX VISITOR EXPERIENCE

Book your sponsorship by Tuesday 25 July 2023 for priority selection of your space

SELFIE ROBOT

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



EXCLUSIVE

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.

PERSONALISED ITEMS

MEMBER \$17,999 + GST
NON-MEMBER \$25,999 + GST
plus purchase of items to be personalised



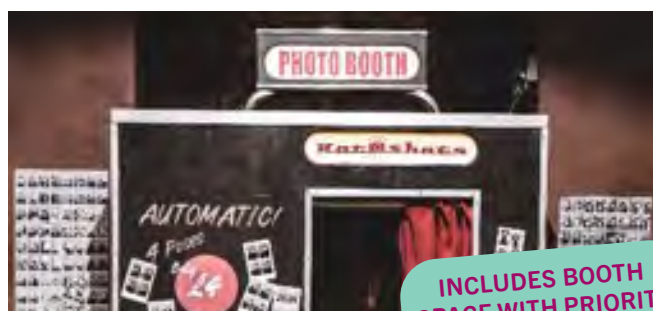
EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

Elevate your brand's lasting impact and excavate valuable customer insights in real time, by providing personalised items! With an inbuilt tech solution, you can capture leads, find out more about your potential customers, guarantee return visits to your stand. Choose from a range of customisable branded items, so your most valuable visitors go home with a personal keepsake, ensuring your brand stays with clients long after the event. Maximise visibility of your brand, leave a lasting impression, and unlock the power of personalisation!

PHOTO BOOTH

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



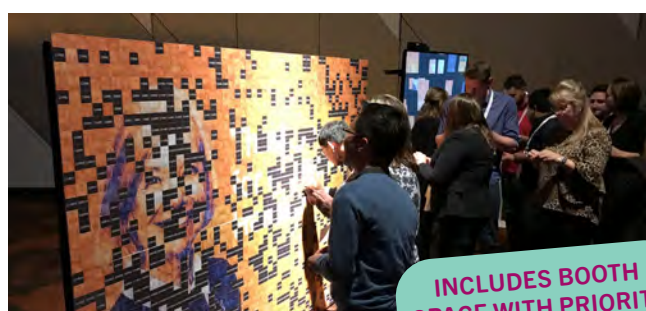
EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

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.

SELFIE MOSAIC

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



EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

Imagine the impact of seeing your brand emerging from the canvas, represented in a giant, interactive photo mosaic created by your visitors. This fun and engaging experience is sure to capture attention, create social media content and leave a lasting impression. This is the perfect way to draw traffic to your brand, create a memorable experience for visitors and increase brand relationships.

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

ADX VISITOR EXPERIENCE

SKETCH BOT

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



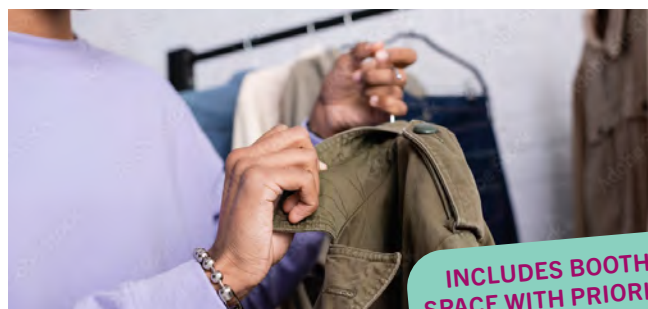
EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

Demonstrate your innovation and impress current and future clients with cutting-edge tech. Incorporating the latest in robotics and AI, visitors are wowed by a captivating and interactive texperience, resulting in a stunning and accurate branded portrait. By drawing the image right before your guests' eyes, this engagement increases stand dwell time and interaction with your messaging, and creates a lasting impression for all.

BAG MINDING

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



POPULAR WITH DELEGATES

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

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 their possessions.

CARICATURE ARTIST

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



GREAT BRAND LONGEVITY

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

Captivate your audience for longer as they sit for their own personal portrait, all while engaging with your brand messaging. 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.

PROFESSIONAL PHOTOGRAPHER

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



EXCLUSIVE

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

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.

Book your sponsorship by Tuesday 25 July 2023 for priority selection of your space

ADX VISITOR EXPERIENCE

PHONE CHARGING

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.

GAME ZONE

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



INNOVATIVE

INCLUDES PRIORITY SELECTION OF YOUR BOOTH SPACE, PLUS PROCUREMENT AND SET-UP OF CONSOLE GAME

Captivate attendees with a comfy place to take a load off and engage with your brand as they play a simple console game or interactive game with friends. 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.

Book your sponsorship by Tuesday 25 July 2023 for priority selection of your space

EVENT APP

MEMBER \$7,999 + GST
NON-MEMBER \$11,999 + GST

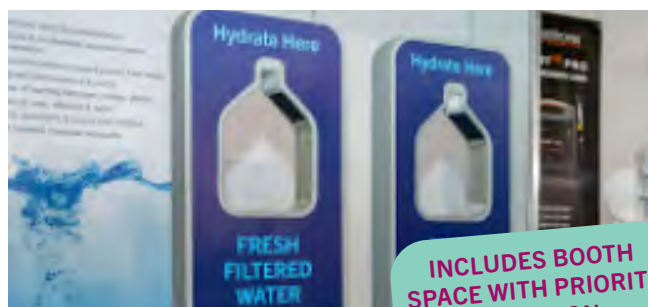


EXCLUSIVE

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.

HYDRATION STATION

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



TWO OPPORTUNITIES

INCLUDES BOOTH SPACE WITH PRIORITY SELECTION

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.

ADX VISITOR EXPERIENCE

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 SIDCON & ADX Sydney, 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.

DEDICATED WIFI

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

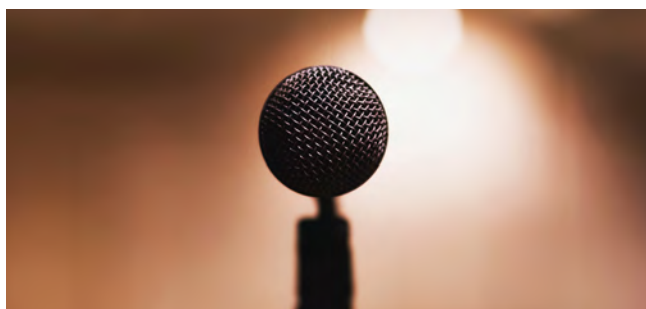


EXCLUSIVE

Unlock limitless connectivity and become the internet hero by sponsoring the trade show WiFi! Power up the digital experience for attendees with seamless, high-speed internet access. With visitors needing to type in your preferred code to access free WiFi, your brand will be gratefully at top of mind. You can even provide the passcode from your stand, to drive foot (as well as internet) traffic.

SUBJECT MATTER EXPERTISE

CPD PRESENTER SPONSORSHIP
FEE-FREE FOR ADIA MEMBERS!
NON-MEMBER FROM \$5,999 + GST



LIMITED

Do you have a fantastic broad-appeal CPD speaker in your network? Select a speaker whose expertise aligns with your products or services for maximum impact. Then your brand is acknowledged as presenting the speaker. For even more value and engagement, have the speaker answer questions or do demos on your stand. By presenting the speaker, you naturally come to mind when the audience wants to learn more. No sponsorship fee is payable to ADIA: all you need to do is cover their costs! Contact national.office@adia.org.au or 1300 943 094 to propose your speaker.

LEARNING LAB PRESENTATION

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



**45 MINUTES
INCLUDING Q&A**

TWENTY-ONE OPPORTUNITIES

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. Offer your attendees CPD certificates in accordance with the Dental Board of Australia guidelines. Demonstrate your produce or service to an interested audience. Or even hold a private event! The space is yours to do as you wish.

BRANDING

EXHIBITOR HI-VIS VESTS

MEMBER \$13,999 + GST
NON-MEMBER \$20,999 + GST



EXCLUSIVE

Are your ideal customers the ADX exhibitors? Every year, exhibition staff need high-vis vests on the trade show floor to bump in and out. Provide free vests with your brand to all exhibitors, something they can wear at all future events.

LEARNING LAB BRANDING

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



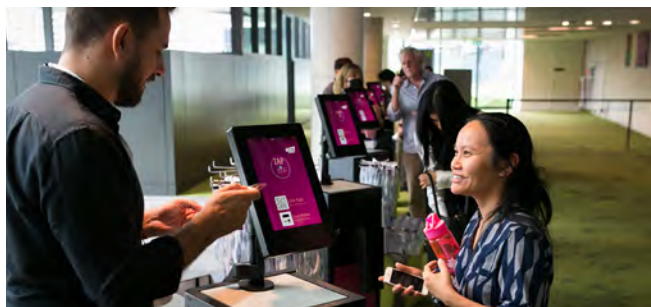
SOLD OUT!

EXCLUSIVE

Learning Labs are eye-catching branded custom-built spaces on the SIDCON & ADX Sydney 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.

REGISTRATION KIOSK (KIOSKS ONLY)

MEMBER \$7,999 + GST
NON-MEMBER \$11,999 + GST



EXCLUSIVE

Be among the first brands that visitors see, by sponsoring the ADX registration kiosks! Showcase your brand's innovation and efficiency as visitors seamlessly check in and access the event. Your logo prominently displayed on every kiosk ensures maximum visibility and recognition. Leave a lasting impression and be the gateway to a remarkable ADX experience.

SIDCON & ADX SYDNEY SIGNAGE

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



VARIOUS OPPORTUNITIES

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

BRANDING

MARKETING CAMPAIGN

MEMBER \$2,999 + GST



ADIA MEMBERS ONLY

Do you have an amazing activation, activity or engagement planned for ADX Sydney? 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. With a custom direct email plus social media across all our platforms, ADIA members can draw attention to their ADX activity even before the event starts.

MASCOTS

NOW FREE FOR MEMBERS!*

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.

* Contact ADIA for more information
partnerships@adia.org.au or 1300 943 094.

FLOOR DECALS

MEMBER \$1,749 + GST

NON-MEMBER \$3,499 + GST



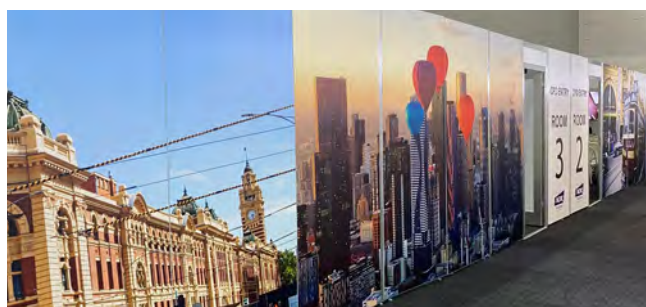
TEN OPPORTUNITIES

Step into a world of vibrant expression and make your mark on the trade show floor with your captivating decals! Own a piece of the event's landscape by purchasing a unique decal that promotes engagement and reflects your creativity - such as a hopscotch board! Stand out amidst the crowd, leave a lasting impression, and turn heads with your own fun decal at ADX.

CPD EXTERNAL WALL

MEMBER \$899 / METRE + GST

NON-MEMBER \$1,349 / METRE + GST

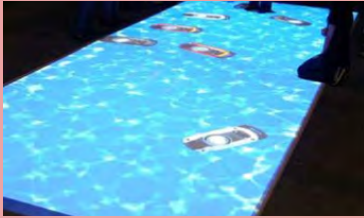


FIFTY METRES

Elevate the ambiance and inspire attendees with your branded artwork on the outside of the CPD rooms. Make a bold statement, infuse creativity, and leave a lasting impression as your brand becomes an integral part of the event's aesthetic. Or promote engagement and create branded social media content by including colouring-in, messaging or community art that emerges throughout the event.

OTHER IDEAS

INTERACTIVE LIGHT PROJECTIONS



CELEBRITY CUT-OUTS



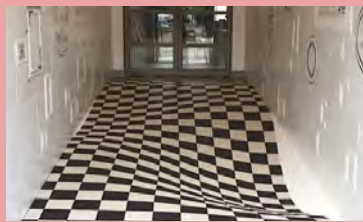
CAR RACING



LIVING WALL / ART INSTALLATION



ILLUSION



STAND-OUT ON-STAND GIVEAWAY

Whether it's a car or a practice fit-out, a week in an exotic location or a lifetime subscription to a magazine they love, marketing your wonderful prize will create a crescendo of excitement culminating on Saturday afternoon, bringing to your brand More people, More often, For longer. Contact us to market the fantastic prize to our database and social media.

INDOOR GARDEN



INTERLOCKING BRICK SYSTEM

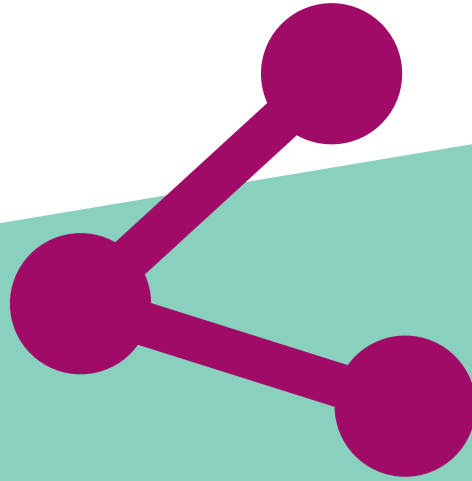


INTERACTIVE MESSAGE WALL



PRIVATE BREAKFAST (MORNING TEA, LUNCH, OR AFTERNOON TEA)

What better way to show appreciation to your key customers by treating them to an exclusive event? You could even invite them to bring a plus 1 from their dental school days to bring in new customers for you. A little hospitality is always a thoughtful touch. Contact us to discuss venue and catering options.



CONTACTS

Standard and custom exhibition stands at SIDCON & ADX Sydney:

exhibitions@adia.org.au | 1300 943 094

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

partnerships@adia.org.au | 1300 943 094

adx.sydney

Help tell the story

#ADXexpo
#ADXSydney



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

1300 943 094

