



## 2023 ODA Annual Session Advertising Opportunities

CONNECT. LEARN. EXCEL.

### **Featured Exhibitor Listing – exhibit hall floor plan**

Features your company at the top of the exhibitor list on our online floor plan as well as relevant product searches, and formats your company name in bold type with a diamond icon. When opened, your profile will be displayed in color. (See the description on p.3.) *Featured listings provide 30%-40% greater exposure!*

### **Exhibit Floor Plan Ad**

Display your company logo at the top of the **exhibit hall map page** (<https://ohiodental2023.expofp.com/>). Clicks through to your company profile. (See the description on p.2.)

### **Display Ad – ODA Today**

Reach more than 5000 dentists & their staff, as well as students & faculty at Ohio's two dental schools, by advertising in the ODA's monthly publication. Published 12 times per year, *ODA Today* is Ohio's main source for dental news. Rates vary based on size and color options; please visit our [website](#) for details.

---

**Complete and submit this form to reserve your selections.**

_____	<b>\$250</b>	<b>Exhibit Floor Plan Ad</b> <i>Company logo only</i>	_____	<b>varies</b>	<b>Display ad in <i>ODA Today</i></b> <i>Complete request <a href="#">online</a> or use insertion order form in <a href="#">Media Kit</a></i>
_____	<b>\$350</b>	<b>Featured Exhibitor Listing</b> <i>Online floor plan</i>			

### **Contact Information**

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

Submit your completed form and artwork to **[amy@oda.org](mailto:amy@oda.org)**. Ads are reserved on a first-come, first-served basis.

# Floor plan ads

Floor plan ads allow exhibitors to demonstrate their premium status at the event and receive greater exposure on the floor plan. This option will show the company logo in the section at the top. A click on a logo would open the exhibitor's profile and highlight the booth they are in.

The screenshot displays a digital floor plan interface for an event. On the left, a sidebar titled "Visit by GES" contains several filter buttons: "Booth 1505", "Conferences", "Corporate", "Data Analytics", "Exhibitions", "Gamification", "Interactive Technology", "Lead Generation", "Marketing", and "Registration". Below these filters is a section for "Visit by GES" with a description: "Visit by GES gives you the whole story on every interaction at your event, helping you understand your visitor journey and providing rich behavioural insight to sell smarter, boost your rebook and ultimately grow your events. Visit technology comprises visitor registration, visitor engagement, exhibitor lead capture and organiser intelligence." Below this is a "Smart Badge for Visitors" section with a video player showing a badge and a "YouTube" logo.

The main area of the floor plan features a large blue "Engagement Stage" on the left. To the right of the stage is a large green area with a white handshake icon and a red arrow pointing to it. Below this green area is a grid of booths. The booths are labeled with numbers and names: 1505 Visit by GES, 1504 Gleanin, 1503 Pigeonhole Live, 1502 Kastekust, 1404 25 x 3 / 15 m², 1403 EventMobi Swogo, 1402 EventMobi Swogo, 1205 Aventri, 1304 Eventboost, 1303 On Hold, 1302 VenulQ, 1204 SalesStratus, 1203 Inf-event, and 1202 Guidebook. The top of the interface has a navigation bar with logos for VISUAL HIVE, VENUIQ, noba event wi-fi, EXPOSURE ANALYTICS, and explori.

## Featured listings

Featured listings allow exhibitors to showcase their company and receive 30%-40% greater exposure on a floor plan. They are shown at the top of the exhibitor list and [category](#) search and have more prominent formatting (bold and diamond icon).

The screenshot shows the demo.expofp.com website. On the left is a list of featured exhibitors, each with a diamond icon, a name, and a booth number. On the right is a floor plan map with various zones and booth numbers.

Exhibitor	Booth Number
1 Wimpole Street	1306, 2206
Crowd Connected	V4314
Event Industry News	3102, 3201
Apple	3402, V4016, V4018
Attend2it	1213
Aventri	V4310, V4312

The floor plan map includes zones like Coffee, Marketing Stage, and various booth numbers (3201, 3301, 3102, 3105, 3106, 3183, 3184, 3202, 3203, 3204, 3205, 3302, 3303, 3304, 3305, 3402, 3403, 3404, 3406, 4206, 4207, 4208, 4209, 4210, 4211, 4212, 4213, 4214, 4215, 4216, 4217, 4218, 4219, 4220).

When opened, exhibitor profile is displayed in rich colors:

The screenshot shows the exhibitor profile for Event Industry News. On the left is a video player with a red 'Save' button and a 'How To Attract Sponsorsh...' title. On the right is a floor plan map with various zones and booth numbers.

The video player includes a 'Save' button, a 'How To Attract Sponsorsh...' title, and a 'YouTube' logo.

The floor plan map includes zones like Coffee, Marketing Stage, Round Table, and various booth numbers (3201, 3301, 3102, 3105, 3106, 3183, 3184, 3202, 3203, 3204, 3205, 3302, 3303, 3304, 3305, 3402, 3403, 3404, 3406, 4206, 4207, 4208, 4209, 4210, 4211, 4212, 4213, 4214, 4215, 4216, 4217, 4218, 4219, 4220).