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## 2024 EXHIBITOR PROSPECTUS

The 158th ODA Annual Session

**SEPTEMBER 12-14, 2024**

Greater Columbus Convention Center and  
Hilton Downtown Columbus



## WHY EXHIBIT AT THE OHIO DENTAL ASSOCIATION ANNUAL SESSION?

The ODA Annual Session is one of the largest dental conferences in the five-state region. It provides you with an opportunity to connect with interested dentists and buyers, educate and promote your products and services, and convert those leads into sales.

# The ODA Annual Session is...

## AFFORDABLE

### Exhibit Booth Prices

Premium booths	\$1,832
Intermediate booths	\$1,617
Standard booths	\$1,344

### All spaces include

- Pipe & drape sides and backdrop.
- Company sign.
- Five complimentary badge registrations per 10x10 space; additional badges are available for purchase.

*Furnishings such as tables, chairs and carpeting are not included and are available for rental through the official show decorator, Fern Exposition & Events. You may also supply your own furnishings. The Exhibit Hall floor is not carpeted.*

## EXHIBITOR FRIENDLY

The ODA Annual Session continues to develop programs and social events that drive attendees to the Exhibit Hall, making the event more successful for exhibitors.

Exhibiting companies have the opportunity to participate in educational programs, such as the Preventative Products Roundtable for dental hygienists.

## CONVENIENT

Located at the Greater Columbus Convention Center in downtown Columbus, the Annual Session is an easily accessible, central location for dentists and dental teams from five surrounding states

### Facility Information

**Greater Columbus Convention Center (GCCC)**  
Exhibit Hall B  
400 N. High Street  
Columbus, OH 43215  
[columbusconventions.com](http://columbusconventions.com)

**Hilton Columbus Downtown (Headquarters Hotel)**  
402 N High Street  
Columbus, OH 43215  
<https://book.passkey.com/go/ODA2024>

# The ODA creates incentives to drive attendee traffic into the Exhibit Hall, including:

### Food & Drink:

Social events are scheduled in the Exhibit Hall each day, in addition to cash bars set during regular hall hours. Multiple concession options are available for lunch in and around the Exhibit Hall.

### Prize Drawings:

Attendees can enter to win prizes each day, based on the dollar amount of purchases made in the Exhibit Hall.

### Promotion:

The ODA Annual Session is promoted extensively on our website ([www.oda.org](http://www.oda.org)), in emails, on social media and in ODA Today before and throughout the meeting.

### Options available to confirmed exhibitors upon request include:

- Pre-show mailing list.  
*(Available upon approval of mailing piece.)*
- Show logos.
- Advertising options.
- Sponsorships.
- Lead retrieval service.

The official event mobile app features an exhibitor list, hall map, and exhibitor show specials.

### Free CE Opportunities:

Table Clinics, presented by dentists, dental residents, dental students and auxiliary staff are featured in the Exhibit Hall.

# FREE Exhibitor Benefits include:

### Pre-Show

- Mailing list of attendees available at no cost with approval of marketing piece.
- Access to online Exhibitor Success & ROI Center, which contains information and webinars detailing proven strategies to attract attendees to your booth and prepare your exhibit staff.
- Exhibitor listing online which includes options for brochures, videos, social media links and more.
- Company information on the Annual Session mobile app.
- Show specials featured online and on the mobile app.
- Companies contracted by March 1, 2024 will be listed in the Annual Session Preview Program, the printed publication containing information about all courses and events.

### During Event

- Exhibitor list on event mobile app with meeting information and on-site guide to help attendees navigate the Exhibit Hall.
- Free overhead sign hanging for multiple booth configurations (must be pre-arranged).
- Five company representatives register for free, with additional badges available for purchase.
- Free lunch provided to exhibitors on Friday.
- Free "Exhibit Hall Only" passes available to all attendees on Saturday.

### Post-Show

- Exhibitor list available at [www.oda.org](http://www.oda.org) and on virtual CE platform through December 31.

## 2024 SHOW SCHEDULE

Wednesday, Sept 11  
8:00 a.m. – 5:00 p.m.  
*Move in*

Thursday, Sept 12  
8:00 a.m. – 11:00 a.m.  
*Set up*

Thursday, Sept 12  
12:00 p.m. – 6:00 p.m.  
*Hall Open*

Friday, Sept 13  
9:00 a.m. – 4:00 p.m.  
*Hall Open*

Saturday, Sept 14  
9:00 a.m. – 2:00 p.m.  
*Hall Open*

Saturday, Sept 14  
2:00 p.m. – 6:00 p.m.  
*Tear down*



## Questions? Contact Us!

Amy Szmania  
ODA Exhibit Hall Manager  
(614) 486-2700  
[amy@oda.org](mailto:amy@oda.org)

Booth assignments are based on the date contracts are submitted, so complete an exhibitor contract online today!

[www.oda.org/events-ce/annual-session/exhibitors/register/](http://www.oda.org/events-ce/annual-session/exhibitors/register/)

