



## 2025 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 and in 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://ohiodental2025.expofp.com/>). Your ad will link 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 and to submit your ad request.

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

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

### **Contact Information**

Company \_\_\_\_\_

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

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

Signature \_\_\_\_\_

Submit completed form and artwork to **[amy@oda.org](mailto:amy@oda.org)**. Ads submitted for publication in *ODA Today* 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. The top navigation bar is highlighted with a red box and contains logos for VISUAL HIVE, VENUIQ, noba event wi-fi, EXPOSURE ANALYTICS, and explori. The left sidebar features a 'Visit by GES' section with filters for Booth 1505, Conferences, Corporate, Data Analytics, Exhibitions, Gamification, Interactive Technology, Lead Generation, Marketing, and Registration. Below this is a 'Visit by GES' description and a 'Smart Badge for Visitors' section with a YouTube video player. The main floor plan area shows a large blue 'Engagement Stage' and several booths. A red arrow points to a green booth area at the top right, which is highlighted by a red box around the top navigation bar. 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 VenuIQ, 1204 SalesStratus, 1203 Inf-event, and 1202 Guidebook.

## 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 website demo.expofp.com. On the left is a list of featured exhibitors, each with a diamond icon. 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 'Event Industry News Exposure Analysis'.

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 man speaking. On the right is a detailed floor plan map with various zones and booth numbers.

**Exhibitor Profile:**

- Event Industry News
- web browser, our social media feeds such as Twitter, Digg and Facebook or mobile devices such as the iPhone and iPad. This also means companies that advertise get the same exposure.
- How-To Attract Sponsorsh...

The floor plan map includes zones like 'Coffee', 'Marketing Stage', 'Round Table', 'Launchpad and Startup Zone', and 'Event Industry News Exposure Analysis'.