

**GET YOUR
BOOTH TODAY!**



The ODA intends to host its 155th Annual Session in-person, September 29 – October 2, 2021 at the Greater Columbus Convention Center in Columbus, Ohio. The convention will feature over 50 continuing education seminar, keynote sessions, social events and the Exhibit Hall. Select courses will be held virtually, including pre-recorded content as well as live streaming. Registration for attendees is scheduled to open on June 1, 2021.

Why Exhibit at the ODA 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, then convert those leads into sales.

Learn more at

www.oda.org/events-ce/annual-session-2021



FREE Exhibitor Benefits

PRE-SHOW

- Free one-time mailing list of attendees with approval of marketing piece
- Access to online Exhibitor Success & ROI Center containing information on proven strategies to attract attendees to your booth and prepare your exhibit staff
- Exhibitor listing on the ODA website with booth number and company information
- Show specials featured online and on mobile app

EVENT

- Mobile app with meeting information and on-site guide to help attendees navigate the exhibit hall floor
- Company listing with booth number in printed on-site guide
- Free sign hanging for multiple booth configurations
- Free exhibitor registrations for first five company representatives
- Virtual booth options available, which will extend beyond show dates

2021 EXHIBIT HALL HOURS

Thursday, September 30 – 12:00-6:30

Friday, October 1 – 10:00-6:30

Saturday, October 2 – 9:00-1:00



OUR BOOTHS

Premium booth \$1705

Intermediate booth \$1505

Standard booth \$1245

Individual booths are 10 ft x 10 ft. Booths may be combined to create larger spaces.

Booths are assigned based on the date submitted, so don't delay!

Booth registration will be available online by June 1. Be sure you are on our email notification list! Send addresses to amy@oda.org.

The ODA Annual Session is... AFFORDABLE

EXHIBIT BOOTH PRICES

Premium booths \$1,705

Intermediate booths \$1,505

Standard booths \$1,245

ALL SPACES INCLUDE

- Pipe & drape sides and backdrop
- Company sign
- Five complimentary badge registrations per 10x10 space; additional badges may be purchased

EXHIBITOR FRIENDLY

The ODA Annual Session continues to develop programs that will drive attendees to the exhibit hall floor, making the event more successful for exhibitors.

CONVENIENT

Located at the Greater Columbus Convention Center in downtown Columbus, the Annual Session is a central location to market to dentists and dental teams from five different states.

TRAFFIC DRIVERS



Fireside Chats – interactive, engaging and live presentations on the trade show floor, free to attendees



Prize Drawings – attendees can enter to win great prizes while shopping in the Exhibit Hall



Promotion – the exhibit hall is promoted on our website, on social media and in ODA Today before and during the Annual Session



Social events in the Exhibit Hall – prior examples include:

- Marketplace Mixer: featuring free appetizers and cash bars to enjoy while shopping
- Sip & Shop: featuring two free drinks for attendees, and drawings for great prizes
- Grab a Bite, Grab a Deal!: \$10 food vendor coupons given to the first 250 attendees on Saturday

Visit www.oda.org/events-ce/annual-session-2021 for details

Questions? Contact Us!



Amy Szmania
ODA Exhibit Hall Manager



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