



# Bay Area Dental Expo 2025

August 22 and 23 @ Santa Clara Convention Center

## Exhibitor Prospectus

Presented by



in collaboration with



# Bay Area Dental Expo 2025

The Bay Area Dental Expo is a pioneering event focusing on dental innovation and the future of the dental profession. Attendees will connect with colleagues, learn from more than 15 cutting-edge speakers across two stages, meet with exhibitors, and much more. The content is carefully curated to showcase emerging technologies such as digital imagery, 3D printing, machine learning, AI-assisted diagnostics and design, teledentistry solutions, and next generation therapeutics. Attendance is anticipated to exceed 800 dentists and team members from the Bay Area and beyond, drawn by the unique theme of the Expo. Rather than simply focusing on continuing education, the Bay Area Dental Expo is positioned to become an incubator for pioneering ideas, a showcase for new technologies and an ideal opportunity to associate your brand, service or product with the concept of dental innovation.

## Location

The Bay Area Dental Expo is taking place at the Santa Clara Convention Center, in the heart of Silicon Valley. This location is ideally situated off the 101 freeway with comfortable hotels, ample parking and excellent food options available. Please visit [santaclaraconventioncenter.com](http://santaclaraconventioncenter.com) or call (408) 748-7000 for more information.

## Parking

Parking is free and easily accessible. Third floor parking allows for direct building access into the Santa Clara Convention Center. Handicapped parking is located in front of the Santa Clara Convention Center.

## Preferred Hotels

Hilton Santa Clara  
4949 Great America Pkwy,  
Santa Clara, CA 95054  
(408) 330-0001

Hyatt Regency Santa Clara  
5101 Great America Pkwy,  
Santa Clara, CA 95054  
(408) 200-1234



SCAN HERE  
TO BOOK  
YOUR STAY

## EXHIBIT HALL

Our Exhibit Hall will provide an excellent space for exhibitors to showcase their products and services to prospective clients.

### Exhibit Hall Schedule

Move in: Thurs. Aug. 21 | 2 pm – 6 pm  
Move out: Sat. Aug. 23 | 2 pm - 6 pm  
Exhibit Hall Hours: Fri. Aug. 22 | 8 am – 8 pm  
Sat. Aug. 23 | 8 am – 2 pm

Please do not ship any items to the convention center; all shipments must be coordinated with our General Service Contractor/Decorator, **Colt Expo**.

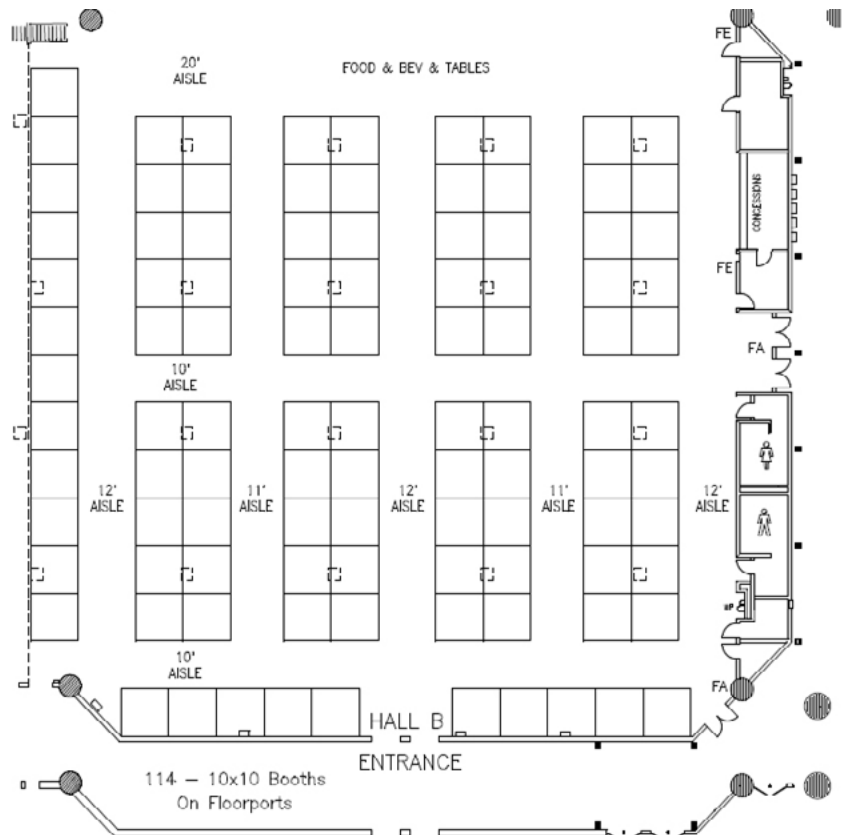
Exhibitors may “hand-carry” booth materials with a total weight of less than 40 lbs. to their booth. Exhibitors can “hand carry” materials through the convention center front doors.

Colt Expo provides comprehensive event support, product ordering and information via their website, email or by phone. Please contact them at:

### Colt Expo

<https://coltexpositions.com>  
[info@coltexpositions.com](mailto:info@coltexpositions.com)  
1095 Essex Ave, Richmond, CA 94801  
(510) 436-7500

### EXHIBIT HALL FLOOR PLAN



## BOOTH PACKAGES

### Elite - Booth cost plus \$3000

Logo and recognition on event signage, website, social, t-shirt, bag and guidebook, ad in-app, priority booth selection with up to 6 reps, drawing/announcement time on vendor stage, 3-minute speaker introduction on Main Stage, 50% discount on additional opportunities

### Premier - Booth cost plus \$1600

Logo and recognition on event signage, website, social, bag and guidebook, Advertisement in-app, priority booth selection with up to 6 reps (after Elite level), 25% discount on additional opportunities

### Enhanced - Booth cost plus \$900

Small logo and recognition on event signage, website, social, and guidebook, priority booth selection with 4 reps (after Premier and Elite levels), 15% discount on additional opportunities.

### Essential - Booth cost only

Up to four exhibitor badges; Text listing in Expo Guidebook and App

	Early Bird (before Feb 28)	Regular (March 1 - June 30)	Late (After July 1)	
Single Booth	\$2400	\$2700	\$3000	All Exhibitor booth spaces are 10' x 10' and include: <ul style="list-style-type: none"><li>• 8' high back drape</li><li>• 3' high side rails</li><li>• One 6' x 24" skirted table</li><li>• Four chairs</li><li>• One line ID sign</li></ul>
Corner Booth*	\$2700	\$3000	\$3300	
Add Contiguous Booth	+\$1600	+\$1900	+\$2200	
Extra Registrant	\$150	\$200	\$250	

Please note: Exhibitors with Early Bird or Regular registrations will be included in the Expo Guidebook and App. Late registrations may not qualify for inclusion.

## REACH MORE CUSTOMERS

### Expo Badge Spotlight (1 available): \$1500

Your logo and booth number on the back of every badge at the Bay Area Dental Expo!

### Branded Lanyards: \$1500

Your logo on all badge lanyards at the Bay Area Dental Expo!

**Advertise in our Event Guide Book:** Featuring a floor map, exhibitor directory, speaker information, and more. Half page ad (4.5" x 3.7") : \$400 | Full page ad (4.5" x 7.5"): \$600

### Speaker Sponsorship: \$500

3-minute introduction of speaker prior to presentation (selected by Speaker's team). Includes tabling in front of Theater 15 minutes before and after the presentation.

### Banner Ad in the official Bay Area Dental Expo App: \$300

### Expo Exhibitor Spotlight Email: \$300

Tell attendees where to find you at the Expo! Emails can be scheduled beginning 30 days from the date of the Expo and reach thousands of dental professionals.

### Swag Bag Insert: \$300

Our team can insert samples, flyers or brochures in every attendee's swag bag for you. Samples and promotional items are strongly encouraged.

### Expo Souvenir Giveaway at Your Booth: Prices vary

Guarantee traffic to your booth with our Bay Area Dental Expo Souvenir giveaway announcements. Items available include the Official Bay Area Dental Expo 2025 T-Shirt, Coffee Mug, Mouse Pad, and, Pop Socket. Contact Shadi Kanaan for more information at [shadik@sccds.org](mailto:shadik@sccds.org).



## DIRECTING ATTENDEES TO THE EXHIBIT HALL

### Daily Complimentary Breakfast in the Exhibit Hall

Each morning from 8 am until 9 am, our attendees will be welcomed to the Bay Area Dental Expo and encouraged to take advantage of our Complimentary Breakfast at the rear of the Exhibit Hall featuring pastries, yogurt, fruit and beverages. This is a great time to connect with attendees over a cup of coffee before the day's activities begin.

### Refreshment Breaks

Complimentary water, coffee and tea will be available in the Exhibit Hall during breaks throughout the day.

### Evening Reception

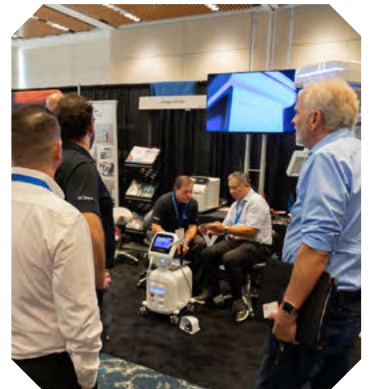
On Friday evening following our Showcase Speakers, attendees will be encouraged to come to the Exhibit Hall for networking, photo opportunities, meet and greet sessions with our speakers, light bites and a cash bar.

### Booth Quest Team Challenge

Attendees are grouped into four teams and earn points for their team by visiting booths and collecting stickers or stamps on their scorecards. The team with the most points wins a collective prize, and all participants are entered into a grand prize drawing, with extra entries for members of the winning team.

### Exhibitor Show Specials

The Bay Area Dental Expo team can notify attendees about your show specials with live announcements in the Exhibitor Hall, after presentations on our stages, and via push notifications through the Bay Area Dental Expo app. Contact us today to learn how we can help you get the word out!



## TERMS AND CONDITIONS

### Payments, Cancellations and Refunds

Booths that are not paid in full by July 1, 2025, may be made available for resale. If full payment is not received by this date, the company will forfeit any deposits made, and the booth will be returned to inventory for resale. Refunds for cancellations will be issued as follows: a full refund (minus a \$100 processing fee) is available for cancellations received by May 15, 2025; a 50% refund (minus a \$100 processing fee) is available for cancellations received between May 16, 2025, and June 30, 2025; and no refunds will be issued for cancellations made after July 1, 2025. Exhibitor cancellation requests must be submitted in writing by July 1, 2025.

### Booth Confirmations

Booth confirmations will be emailed to the company corporate contact as listed on the Exhibitor Contract. Please make sure that [shadik@sccds.org](mailto:shadik@sccds.org), [katiel@sccds.org](mailto:katiel@sccds.org), and [aliyaj@sccds.org](mailto:aliyaj@sccds.org) are saved in your "safe recipients" list. The first round of booth assignments will be confirmed May 1, 2025.

### Corner Spaces

Corner spaces must be reserved, while other exhibitor spaces will be assigned on a first-come, first-served basis according to the following priority order: first priority is given to convention sponsors, second priority to SCCDS Premier Sponsors, and third priority to all other exhibitors.

### Rules and Regulations

A full list of rules and regulations is available at [bayareadentalexpo.com/exhibitors](http://bayareadentalexpo.com/exhibitors) and will also be provided via email upon registration.



## WHY YOUR COMPANY CAN'T MISS THE BAY AREA DENTAL EXPO

The 2025 Bay Area Dental Expo is set to be bigger and better than ever, and we've made significant enhancements based on your feedback to ensure a seamless and rewarding experience for exhibitors. This year, we're offering more food options, streamlined badging and check-in processes, complimentary water, coffee, and tea throughout the day, and an earlier move-out time on Saturday for added convenience. Our improved, centralized layout minimizes walking distances and maximizes attendee engagement with the Exhibit Hall.

Last year's event was a resounding success, selling out for both attendees and exhibitors, highlighting the high demand for this premier dental industry gathering. To accommodate this growing enthusiasm, we've increased both attendee tickets and booth spaces by more than 25%. With enhanced strategies to keep attendees flowing through the Exhibit Hall, your company will have more opportunities than ever to connect with potential clients and industry leaders. Don't miss your chance to be part of the 2025 Bay Area Dental Expo—your gateway to unparalleled exposure and success!

## TESTIMONIALS

**"Loved the meeting and Shadi and team were so helpful! [..]"**  
- Steven Haaksma, BQ Ergonomics

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**"Excellent. Will come back next year!"**  
- Dr. Rishi Salwan Practice Sales

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**"The conference is well organized and perfectly executed. I am very proud to be part of it!"**  
- Dr. Wenyan Shi, CEO, The ADA Forsyth Institute

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**"[...]vibrant, outstanding, and unique. It was exactly like TED style. I never saw it like that in the field of dentistry. I truly enjoyed it and was thrilled!"**  
- Takahiro Ogawa, DDS, PhD



**BAY AREA DENTAL  
EXPO** 

For Exhibitor Sales and Information, contact:  
Shadi Kanaan, SCCDS Executive Director  
[shadik@sccds.org](mailto:shadik@sccds.org)  
408.289.1480

[bayareadentalexpo.com](http://bayareadentalexpo.com)