107th NATIONAL DENTAL ASSOCIATION VIRTUAL ANNUAL CONVENTION

JUNE 18 – JULY 23, 2020 • 16 CONTINUING EDUCATION COURSES • 21.5 C.E. CREDITS • VIRTUAL EXHIBITORS

Sponsors and Exhibitors OPPORTUNITIES
The COVID-19 pandemic has catapulted us into a whole new world. Ironically, the theme for this year’s convention, selected last year, before Coronavirus, is “Refocusing our Vision for the Future.” Very recently, we were finally able to provide definitive answers about our 2020 annual convention. And now, we have rallied to plan one of the most riveting and relevant programs in NDA history. It will bring together some of the health professions greatest minds and America’s most prolific leaders to address the disparities and vulnerabilities of populations most impacted by the COVID-19.

The convention will take place July 9-12, 2020; and will include pre-convention and post-convention sessions beginning on June 18, 2020 and ending on July 23, 2020. Many courses will address COVID-19 issues and others will feature cutting-edge techniques and digital technologies. The virtual continuing education sessions will be marketed broadly to the NDA’s vast network of inter-professional organizations and institutions, including dentists, nurses, physicians, and pharmacists. All sessions will be posted on the NDA website for future viewing. There will be many innovative opportunities for convention supporters offering increased visibility, exposure, and interaction with the attendees before, during and after the convention.

This revised prospectus includes the preliminary course schedule, sponsorship and exhibitor categories, and payment mechanisms. We hope you will accept our invitation to join us in support of our 2020 convention.

Sincerely,

Sheila L. Armstrong, DDS, FACD, FICD
President, National Dental Association

Please indicate each category of sponsorship amount $ __________

☐ Platinum ($75,000)  ☐ Gold ($50,000)  ☐ Silver ($25,000)  ☐ Bronze ($15,000)  ☐ Diamond ($10,000)  ☐ Ruby ($5,000)  ☐ Emerald ($2,500)  ☐ Opal ($1,500)

Please indicate your choice of Sponsored Events:
_____________________________________________________________________________________________________________________

Contact Name _______________________________________________________________________________________________________
Company Name _______________________________________________________________________________________________________
Phone No.__________________________________ Email Address ______________________________________________________________
☐ Check  ☐ Money Order  ☐ Purchase Order # _______________________________________

CREDIT CARD — ☐ Amex  ☐ Discover  ☐ Visa  ☐ MasterCard
Card Number __________________________________________________ Exp. Date _________________________ CVV Code ____________
Print name as it appears on Card _________________________________________________________________________________________
Signature ______________________________________________________ Date _________________________________________________
Support & Sponsorship Opportunities

**PLATINUM $75,000**  
- Acknowledged as *Session Sponsor* in all promotional materials  
- Present a 5-minute Video at the President’s Symposium  
- Opportunity for sponsor’s representative to serve as co-moderator for the President’s Symposium  
- Opportunity for sponsor’s representative to present virtual awards at designated functions  
- Opportunity for sponsor’s representative to serve as co-moderator at designated sessions  
- Sponsored sessions, including Ads, will be posted on the NDA website through December 31, 2020  
- Opportunity to secure two company video slots between sessions (2-minute max)  
- Opportunity to show one company video during other sessions that the company sponsors (2-minute max)  
- Company logo, banner, and Ads at top of screen throughout the company sponsored webinars  
- At end of session, company representative can give a 30 second long “closing remarks”  
- Sponsor’s logo, website address and co-moderator’s contact information as last slide.  
- Display company banner, flyer, logo and website address on the virtual platform lobby/waiting area where members chat and standby until session starts  
- Convention Ad space in eblast  
- 5 complimentary Convention registrations

**SILVER $25,000**  
- Opportunity to show 2-minute company commercial/video during sessions that the company sponsors  
- At end of session, company representative can give 30 seconds closing remarks  
- Company logo and website address on the virtual platform lobby/waiting area where members chat and standby until session starts  
- Company logo at top of screen throughout the company sponsored sessions  
- Sponsor’s logo, website address and company rep’s contact information as last slide of session that company sponsors  
- 3 complimentary registrations  
- Ad posted on NDA website through October 30, 2020  
- Convention Ad space in eblast

**BRONZE $15,000**  
- Opportunity to show 90 second company commercial/video during sessions that the company sponsors  
- Company logo, banner or ad at top of screen throughout the company sponsored webinars  
- Ad posted on NDA website through September 30, 2020  
- Convention Ad space in eblast  
- 2 complimentary registrations

**GOLD $50,000**  
- Opportunity to show 2.5 minute long company commercial/video during sessions that the company sponsors  
- Opportunity for company rep to co-moderate one session  
- At end of session, company representative can give a 30 second long “closing remarks”  
- Company to display a banner, digital flyer, logo, and website address on the virtual platform lobby/waiting area where members chat and standby until session starts  
- Company logo, banner, or ad at top of screen throughout the company sponsored webinars  
- Sponsor’s logo, website address and co-moderator’s contact information as last slide of session that company sponsors  
- Convention Ad space in eblast  
- 4 complimentary registrations  
- Ad posted on NDA website through November 30, 2020

**DIAMOND $10,000**  
- Opportunity to show 1 minute company video at company sponsored session  
- Company logo, banner or ad displayed at top of screen throughout the company sponsored session  
- Ad posted on NDA website through August 30, 2020  
- Convention Ad space in eblast  
- 1 complimentary registration

**RUBY $5,000** *(Webinar Sponsor)*  
- Opportunity to show a 1 minute long promotional video during sessions sponsored by your company  
- Sponsor’s logo, banner or ad displayed at top of screen throughout the company sponsored session  
- Sponsor’s website address and contact information as last slide of sponsored session.  
- Ad posted NDA website through August 30, 2020

**EMERALD $2,500** *(Webinar Co-Sponsor)*  
- Company logo, banner or ad displayed at top of screen throughout the company sponsored webinars  
- Sponsor’s website address and contact information on last slide  
- Ad posted on the NDA web site through July 30, 2020

**EXHIBITOR OPPORTUNITIES $1,500**  
Please select two of the options below as added value, in addition to the virtual exhibit hall,  
1. Company Live or Prerecorded 2-minute commercial during virtual meeting  
2. Company Banner in virtual platform lobby waiting room for members  
3. Company website link/logo on NDA’s Website for 30 Days  
4. Company digital flyer displayed on virtual platform during a session break
### Thursday, June 18, 2020 (Pre-convention course)**

8:00pm - 9:30pm  
"New COVID-19 Infection Control Guidelines for Health Professionals"  
**Moderator:** Leslie E. Grant, DDS, MSPA  
**Opening Remarks:** RADM Tim Ricks, DDS, MPH, FACD  
**Panelists:** Erin Hartnett, DNP, APRN-BC, CPNP; L. Faye Grimsley, PhD, CIH, MSPH; Kelli Mack, DDS; Leslie Fang, MD, PhD

### Thursday, June 25, 2020 (Pre-convention course)**

8:00pm - 9:30pm  
"Researchers’ Cutting-Edge Approaches to Combating COVID-19"  
**Moderator:** Janet Southerland, DDS, MPH, PhD  
**Panelists:** L. Faye Grimsley, PhD, CIH, MSPH; Donald J. Alcendor, PhD*; Kizzmekia S. Corbett, PhD*

### Thursday, July 9, 2020

9:00am - 12:00pm  
Minority Faculty, Administrators & Practitioners Forum  
"Refocusing Our Vision for the Future"  
**Moderator:** Kenneth B. May, DDS, MS  
**Presenters:** Karen P. West, DMD, MPH; Sonya G. Smith, EdD, JD; Ms. Allison Manswell, MBA  
**Sponsored by Colgate-Palmolive, National Dental Association Foundation & American Dental Education Association**

12:30pm - 1:45pm  
Student Research Update and Faculty Awards Program  
**Moderator:** Todd V. Ester, DDS, MA  
**Sponsored by Colgate-Palmolive & National Dental Association Foundation**

2:00pm - 5:00pm  
Minority Faculty, Administrators & Practitioners Research Forum  
"Oral and Systemic Health for Adolescents - Our Future"  
**Moderator:** George Taylor, DMD, MPH, DrPH  
**Sponsored by Colgate-Palmolive & National Dental Association Foundation**

### Friday, July 10, 2020

7:00pm - 8:00pm  
Practice Management Session

8:00pm - 9:00pm  
"Mastering Teledentistry for Communication with Patients and Multi-Disciplinary Health Providers"  
Paul Glassman, DDS, MA, MBA*  
**Sponsored by Colgate-Palmolive**

### Saturday, July 11, 2020

11:00am - 12:30pm  
President’s Symposium**  
"COVID-19’s Call to Action: The Moral Imperative for African American Health Providers"  
**Guest panel**  
**Co-sponsored by Colgate-Palmolive**

---

*S Invited  ** C.E. credits for dentists and nurses; C.E. credentials pending for physicians and pharmacists