



September 21-24, 2020
The Grand America Hotel
SALT LAKE CITY | UTAH

DISCOVERY

ZONE



EXHIBITOR & SPONSOR PROSPECTUS



National
Association
of
Dental
Plans



For updates & details visit
nadpconverge.org



CONTENTS

WELCOME NOTE.....2

EXHIBITS.....3-6

 Who is walking the exhibit hall floor?.....3

 10 Reasons Why to Exhibit.....4

 Prices & Benefits.....5

 Exhibit Hall Hours.....6

SPONSORSHIPS.....7-8

 Sponsorship Opportunities.....7

 Thank you 2019 Sponsors.....8

DIGITAL RETARGETING.....9-12

 What is it? How Does it Work?.....9

 Why Retargeting?.....10

 Retargeting for Events.....11

 Packages & Pricing.....12

EVENT GEOFENCING.....13-14

 What is it? How Does it Work?.....13

 Pricing.....14

CONTACT US.....15

Make the **DISCOVERY ZONE** Your Profit Zone!

The CONVERGE Discovery Zone and NADP offer year-round opportunities to promote your products and services to decision-makers representing hundreds of dental plan leaders from across the nation! Now is the time to take advantage of the many exciting business development opportunities the Discovery Zone and NADP have to offer.

Discovery Zone Opportunities

Discovery Zone exhibitors best explain the value of participation:

- *“Attendees were the exact people that we wanted to meet.”*
- *“Great forum to meet with industry leaders and decision makers.”*
- *“I liked how the breaks were planned to direct attendees to exhibit hall.”*
- *“People actually hung-out in the exhibit hall...it seemed to be THE location.”*

Additional features include:

- dedicated exhibit time structured in ways that build traffic
- one-on-one appointments with top prospects outside exhibit hall hours
- two days of dynamic networking, learning, and business opportunities where you can connect with clients and prospects
- advance attendee list, downloadable as excel spreadsheet with attendee contact information for pre event marketing.

In addition, DZ Demos are 12-minute demonstrations by exhibitors and are an event highlight returning in 2020 – another reason to act now to secure exhibit space and apply to present a DZ Demo to share your newest products and services. Limited spots available.

Enhance Your Investment Before, During and After CONVERGE

Special Pricing for Sponsors and Exhibitors:

Digital Retargeting will help you build your brand, create awareness, and increase conversions by retargeting our highly qualified audiences, wherever they visit online. Engage with customers and new prospects leading up to, during, and after CONVERGE with custom retargeting campaigns.

Exclusively for Sponsors and Exhibitors:

Geofencing campaigns are a unique way to get your message in front of an audience when you know where they’ll be, and when. Allowing you to target hyper-specific locations, geofencing is an inexpensive way to reach an audience you might otherwise miss through digital retargeting.

NADP represents more than 90% of the industry – a concentration of buyers, thought-leaders and decision-makers unmatched anywhere else. Talk about a business development opportunity!



R. Bolden
 Ron Bolden
 NADP Board Chair
 Cigna



Eme Augustini
 Eme Augustini
 NADP Executive Director

WHO IS WALKING THE DZ FLOOR?

ATTENDANCE

550+

industry professionals gathered at 2019 CONVERGE for professional development and networking opportunities.



NETWORKING



98%

of attendees found CONVERGE 2019 a great opportunity to network with colleagues.

EXHIBITORS



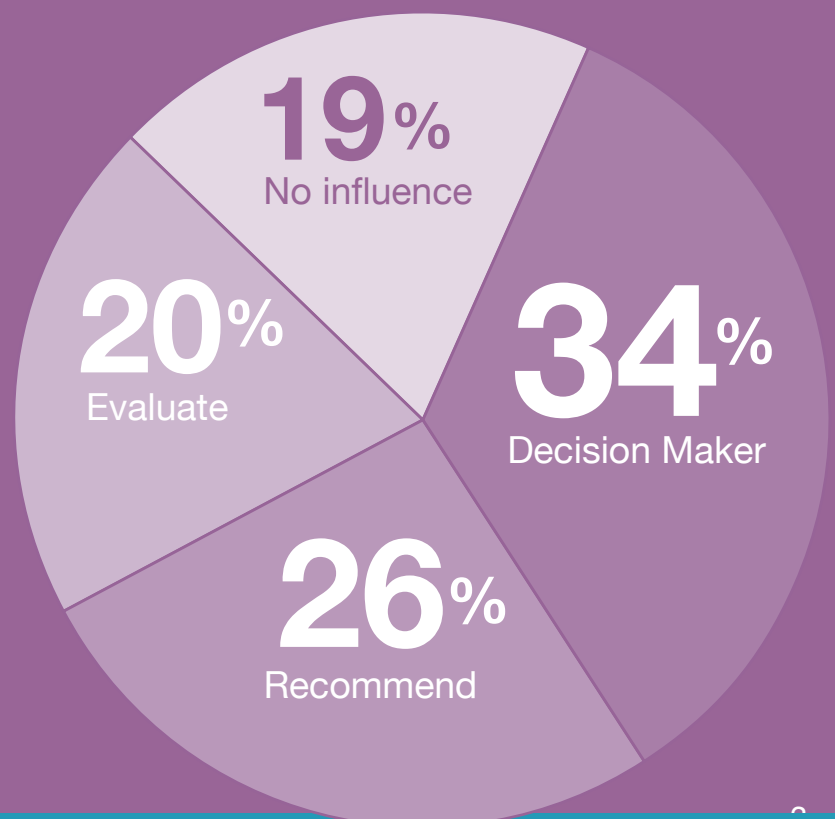
100%

of exhibitors rated their experience as good or excellent.

ATTENDEE PROFILE

Professional Relations	22%
Government Relations	12.5%
Operations	12%
Benefits	11%
Sales	10.5%
CEO	9%
Marketing	8.5%
Actuary	8.5%
Other	4%
Technology	0.68%

PURCHASE INFLUENCE



Interested in exhibiting? Contact us at exhibit@nadh.org.



REACH YOUR TARGET MARKET



With a marketshare of about  **90%**

NADP represents the vast majority of your prospective and current customers: dental plans. The dental benefit industry leaders and decision-makers come together for two and a half days of dynamic networking and professional development opportunities at CONVERGE, NADP's annual conference.



TOP 10 REASONS to EXHIBIT in the Discovery Zone



1. Build or reposition your brand.
2. Increase awareness of your products & services.
3. Survey market awareness about your products & services.
4. Survey attendees about new product & service ideas.
5. Schedule appointments with clients or prospects.
6. Generate publicity about your brand.
7. Launch new products.
8. Research competitors' products & messaging.
9. Stay informed on industry trends.
10. Connect with key clients & business partners.



Interested in exhibiting? Contact us at exhibit@nadp.org.

DISCOVERY

ZONE

BENEFITS

- One 10'x10' booth space
- 8' back drape and 3' side drape
- One 6' draped table
- Two chairs and one wastebasket
- Identification sign (7" x 44")
- Two full registrations
- Attendee list access after securing a booth
- Security service for non-exhibit hours
- Listing on nadpconverge.org and in mobile event app
- Recognition on entrance unit and printed material
- Ability to schedule appointments in the Discovery Zone

NOTE: Additional furniture, carpet, electricity, Internet access and all other accessories must be handled directly with NADP's Exhibit General Contractor/Decorator as provided in the Service Manual/Exhibitor Kit. Computer equipment may be obtained from NADP's designated AV vendor. Registration of additional booth personnel at a discounted rate (see below).



PRICES

	Member	Non Member	Additional Exhibit Staff
Early Bird (before 4/30/20)	\$2,450	\$2,700	\$745
Pre Registration (before 6/30/20)	\$2,700	\$2,950	\$845
Regular Registration (after 6/30/20)	\$2,950	\$3,200	\$945

2019 EXHIBITORS

- Actuarial Worksite Marketing Services
- Amplifon Hearing Health Care
- BFC
- CAQH
- Change Healthcare
- Clarity Software Solutions, Inc
- Context 4 Healthcare
- Dear Doctor
- DentalXChange
- Dentistat/go2dental
- EyeMed
- FAIRHealth, Inc.
- Group MarketShare
- Information Capture Solutions
- Javelina from Mphasis
- Jet Dental
- LCA Vision
- MultiPlan / DentaLens
- NEA powered by VYNE
- P & R Dental Strategies, LLC
- Pacira BioSciences
- PreViser Corporation
- Procter & Gamble
- RevSpring
- Santech Solution
- SKYGEN USA
- Smart Data Solutions
- SmileLove
- Tesia Clearing House
- Toothpic
- Virtual Dental Care
- VPay
- VSP
- West Monroe
- Z Dental
- Zelis Healthcare

Interested in exhibiting? Contact us at exhibit@nadp.org.

DISCOVERY ZONE HOURS*



Monday, Sept. 21	8:00a – 4:00p 4:00p – 5:00p	Exhibitor Set-Up Times Exhibitor meeting in the DZ Demo space
Tuesday, Sept. 22	8:00a – 8:30a 10:30a – 12:00p 1:30p – 2:30p 2:30p – 3:00p 3:00p – 5:00p 5:00p – 6:00p	Discovery Zone open (breakfast) Dedicated Discovery Zone time with DZ Demos (no breakout sessions scheduled) Client appointments allowed in Discovery Zone (Breakouts happening simultaneously) Discovery Zone break Client Appointments allowed in Discovery Zone (Breakouts happening simultaneously) Cocktail hour in Discovery Zone
Wednesday, Sept. 23	8:00a – 8:30a 10:30a – 11:45a 12:00p – 1:15p 1:15p – 1:45p 2:00p – 5:00p	Discovery Zone Open (Breakfast) Client Appointments allowed in Discovery Zone (Breakouts happening simultaneously) Walk-Around Luncheon in Discovery Zone and DZ Demos Giveaways in the Discovery Zone (winners must be present to win) Discovery Zone Tear Down and Move-Out

*Discovery Zone hours subject to change as final schedule is developed.

Setup & Tear Down

Set up and tear down are **not** permitted from 5:00p on Monday, Sept. 21 through 2:00p on Wednesday, Sept. 23.

For additional Discovery Zone booth information, contact us at exhibits@nadp.org • call 972-458-6998 x 102 or visit nadpconverge.org.



mobile event app

550 total users of the 2019 CONVERGE mobile app.

26K
OVERALL ENGAGEMENTS

4.3K
USER CONTRIBUTIONS

26.8K NUMBER OF MINUTES MOBILE APP WAS OPEN AT CONVERGE 2019 BY USERS

Exhibitors and sponsors will receive recognition in the CONVERGE 2020 mobile app, as well as on nadpconverge.org.

SPONSORSHIP OPPORTUNITIES

In 2019, 34% of CONVERGE attendees are the key decision makers regarding purchasing, another 26% recommend and 20% evaluate. Take advantage of available CONVERGE sponsorship opportunities to promote your brand to this target audience. With a sponsorship, you will have increased visibility for your company, products and services; expand your audience by reaching industry decision makers in one centralized location; enhanced engagement via multiple opportunities to connect face-to-face with current and potential clients; and demonstrated support of the industry and association!

Sponsorship Levels and Benefits:

Platinum / \$15,000

Four (4) full conference registrations; company logo on screen where A/V equipment is utilized; full color company name and logo featured on CONVERGE web site, pre-webinar slides and all print and electronic marketing materials for CONVERGE and webinars. Can register up to an additional 15 attendees at the additional Exhibitor rate in effect at the time of registration.

Gold / \$10,000

Two (2) full conference registrations; company logo on screen where A/V equipment is utilized; full color company name and logo featured on CONVERGE web site, pre-webinar slides and all print and electronic marketing materials for CONVERGE and webinars. Can register up to an additional 10 attendees at the additional Exhibitor rate in effect at the time of registration.

Silver / \$5,000

One (1) full conference registration; company logo on screen where A/V equipment is utilized; full color company name and logo featured on CONVERGE web site, pre-webinar slides and all print and electronic marketing materials for CONVERGE and webinars. Can register up to an additional 7 attendees at the additional Exhibitor rate in effect at the time of registration.

Bronze / \$2,500

Company logo on screen where A/V equipment is utilized ; full color company name and logo featured on CONVERGE web site, pre-webinar slides and all print and electronic marketing materials for CONVERGE and webinars.

To see a list of available sponsorship opportunities, please visit nadpconverge.org/sponsors. Interested in a sponsorship? Contact us at sponsorship@nadp.org.

thank you
2019 SPONSORS

SKYGEN USA™



Anthem.®

DentaQuest®



Interested in a sponsorship? Contact us at sponsorship@nadp.org.

New for exhibitors & sponsors in 2020: **DIGITAL RETARGETING**

WHAT IS RETARGETING?

Retargeting works by keeping track of people who visit our sites and displaying your retargeting ads to them as they visit other sites online. Retargeting keeps your brand front and center. Every time a CONVERGE attendee (or website visitor) sees your retargeting ad, your brand gains traction and more recognition. The click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure.

HOW DOES IT WORK?

1

A dental benefits industry executive and potential customer visits any NADP website.

2

The campaign is activated, and viewers are now “cookied” to allow for your brand’s ads to be displayed on other sites.

3

Your ads are served to potential customers’ computers and devices on thousands of websites they visit in their normal online daily browsing.



Why RETARGETING?

Maximize visibility and increase ROI with digital ad retargeting.



Build your brand, create awareness, and increase conversions by retargeting our highly qualified audiences, wherever they visit online.



Guaranteed Reach. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.



Quantifiable ROI. Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.



365-Day Engagement. Engage with customers and new prospects leading up to, during, and after CONVERGE with custom retargeting campaigns. When the event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... RETARGETING to the rescue! Those cookies still exist, allowing you to continue reaching these beauty pros in the many months ahead!

EVENT RETARGETING: 365-Day Exposure

PRE-EVENT

- Build brand awareness
- Drive booth traffic
- Promote at-event activity

VISIT US AT BOOTH #415!
Attend our DZ Demo @12p!

Thank You for Visiting us @ CONVERGE!
Download our NEW white paper here.

POST-EVENT

- Send event followup
- Nurture leads
- Offer special incentives

Year-Round Exposure

- Keep your brand top-of-mind
- Earn steady leads all year
- As NADP's audience grows, so do your advertising opportunities!

**NEW PRODUCTS AND THINGS
ANNOUNCED.**

LEARN MORE →

RETARGETING PACKAGES

FULL RETARGETING

With our retargeting package you can reach our digital audience wherever they go. We retarget over 100,000 dental benefits industry professionals that visit nadp.org and other NADP websites across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

PRICES

20,000 Impressions	\$1,795
35,000 Impressions	\$2,495
70,000 Impressions	\$4,495
100,000 Impressions	\$5,995

CONVERGE ATTENDEE RETARGETING

With our retargeting package you can reach our digital audience wherever they go. This package specifically retargets over 500 registered CONVERGE (exhibits and sponsors) attendees across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

PRICES

20,000 Impressions	\$2,795
35,000 Impressions	\$3,495
70,000 Impressions	\$5,495
100,000 Impressions	\$6,995

Special Pricing & Discounts for Exhibitors & Sponsors!
Contact Lauren Oakley for more info - LOAKLEY@NADP.ORG.

Ad Sizes & Specs
.jpg or .gif static images only
(no flash)

For maximum reach and performance, all three of these sizes should be provided.

300 x 250px

728 x 90px

160 x 600 pixels

Don't Have a Creative Department? No Problem.
NADP Can Design Your Ads! \$300 per retargeting campaign.

Exclusively for exhibitors & sponsors: EVENT GEOFENCING

WHAT IS GEOFENCING?

Geofencing campaigns are a unique way to get your message in front of an audience when you know where they'll be, and when. Allowing you to target hyper-specific locations, geofencing is an inexpensive way to reach an audience you might otherwise miss through digital retargeting.

HOW DOES IT WORK?

1

A dental benefits industry executive and potential customer visits any NADP website.

2

The campaign is activated, and viewers are now “cooked” to allow for your brand’s ads to be displayed on other apps to CONVERGE attendees during the conference.

3

Your ads are served to potential customers’ mobile devices on thousands of apps they use in their normal daily routines while attending CONVERGE.



GEOFENCING PRICES

GEOFENCING is a type of retargeting campaign that targets users at a specific location. Any campaign budget depends on several factors, including audience size, campaign length, and desired number of impressions per person. This is a great opportunity for even more branding exposure to CONVERGE attendees.

CONVERGE 2020 Geofencing Campaign - \$2,000

Note: This is a one-time package at a one-time fee for this event. Only one geofence campaign per company. You will receive a link for real-time analytics you can monitor during the event.

Artwork

Your ad creatives should be eye-catching, simple, and contain a direct call to action, such as “register now” or “sign up today.”

For simplicity’s sake, limit the content of your creatives to a few essential elements: a strong, branded visual, a bold headline, and a specific call to action. It’s important to remain on brand with every element of your creative image because you want your audience to instantly recognize your brand.

Because Geofencing is a mobile-only campaign type (meaning ads can only be shown on mobile devices), only mobile-friendly creative sizes are supported. Here are the sizes compatible with Geofencing campaigns:

300 x 50
300 x 250
320 x 50
320 x 480
336 x 280
728 x 90

**Don’t have a creative department?
NADP can design your ads. \$100 per ad.**

It is best to add creatives in as many of those sizes as you have the bandwidth to create, because it will maximize the locations where you can serve impressions.

Interested in Geofencing? Contact loakley@nadp.org!

CONTACT US TODAY!

SPONSORSHIPS

sponsorship@nadp.org

972-458-6998 x 123

EXHIBITORS

exhibit@nadp.org

972-458-6998 x 102

ADVERTISING

(Special Pricing for Exhibitors and Sponsors)

loakley@nadp.org

972-458-6998 x 105

