



2024 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 as well as 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://ohiodental2024.expofp.com/>). Clicks through 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.

Complete and submit this form to reserve your selections.

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

Contact Information

Company _____ Contact Name _____

Phone _____ Email _____

Signature _____

Submit completed form and artwork to **amy@oda.org**. Ads 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.

Visit by GES

Booth 1505 Conferences Corporate
Data Analytics Exhibitions Gamification
Interactive Technology Lead Generation
Marketing Registration

Visit by GES gives you the whole story on every interaction at your event, helping you understand your visitor journey and providing rich behavioural insight to sell smarter, boost your rebook and ultimately grow your events. Visit technology comprises visitor registration, visitor engagement, exhibitor lead capture and organiser intelligence.

Smart Badge for Visitors t...

1505 Visit by GES

1504 Gleanin

1503 Pigeonhole Live

1502 Kastekust

1404 25 x 3 / 7.5 m²

1403 EventMobi Swongo

1402

1205 Aventri

1304 Eventboost

1303 On Hold

1302 VenuIQ

1204 SalesStratus

1203 InEvent

1202 Guidebook

Engagement Stage

VISUAL HIVE VENUIQ noba event wi-fi EXPOSURE ANALYTICS explori

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 a web browser interface for an expo floor plan. On the left, there is a list of exhibitors with their booth numbers. The top three are featured: '1 Wimpole Street' (1306, 2206), 'Crowd Connected' (V4314), and 'Event Industry News' (3102, 3201). Below them are 'Apple' (3402, V4016, V4018), 'Attend2it' (1213), and 'Aventri' (V4310, V4312). On the right, a map shows the floor plan with various zones: a green 'Coffee' zone, a blue 'Marketing Stage' zone, and a blue box for '3102 Event Industry News Exposure Analyti...'. The browser address bar shows 'demo.expofp.com' and the page has 'smart av' and 'event industry news' logos.

When opened, exhibitor profile is displayed in rich colors:

This screenshot shows the exhibitor profile overlay for 'Event Industry News' on the floor plan. The overlay is divided into three sections: a top section with a 'Save my News' button and text about social media feeds; a middle section with a video titled 'How To Attract Sponsorsh...' featuring a man speaking; and a bottom section with a photo of an event stage. The background floor plan shows various booths, including 'Coffee', 'Marketing Stage', 'Round Table', and 'Snack Bar'. The 'Event Industry News' booth is highlighted in black with its name and '3102 Event Industry News Exposure Analyti...'. Other logos like 'BLITZ', 'VISUAL NIVE', 'LINEUP Ninja', and 'FIRST SIGHT MEDIA' are visible at the top of the overlay.