

# Exhibition and Event Sponsorship Prospectus

2022



## Contents

### About the British Dental Association.....3

### BDA Seminars.....4-9

Seminar events are designed for dentists on clinical or business topics. Each event has expert speakers, and will deliver quality cpd with valuable networking time. Seminars are an excellent way for the trade to get in front of decision making dentists.

### BDA Conferences..... 10

The conferences are designed for different groups of the dental team, and are tailored focused events with a variety of speakers for the delegates to engage with. Each conference has plenty of opportunity for delegates to interact and engage with the trade.

### BDA Training Essentials.....11

Training events are designed for the whole dental team, and will provide delegates with focussed cpd on valuable topics for the dental practice and individuals practice. These events are great opportunities for the trade to promote specific products and services that relate to the training topic.

### BDA Webinars..... 12

Our weekly live webinars cover everything from clinical to business topics and regularly attract between 250 and 500 delegates. We then host an on demand version, giving you an additional branding opportunity. Our Branch and Section network also host online events with sponsorship opportunities.

### Booking form.....13

### Advertise in a BDA e-newsletter.....14

### Advertising in the BDJ Portfolio.....15

## About the British Dental Association

The British Dental Association (BDA) occupies a unique place in UK dentistry. With over 17,000 members, our connections with the profession are unparalleled, allowing our voice to be heard by government, policy makers and regulators, nationally and internationally.

## Branch and Section Events

Exhibition and sponsorship opportunities are also available at our locally organised Branch and Section face to face and online events. There is a growing network of regional events each year with the opportunity to provide speakers for 1-2 hour evening lectures. Clinical topics and speakers usually attract the most attendees. If you have premises that can host interactive, hands-on workshops then this would be of interest to the Branches and Sections too.

To be put in touch with the right person locally please contact Susan Graves in the first instance.

[susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

## Why Exhibit or Sponsor at a BDA event?

- Reach your desired audience over a focused seminar, training course or conference, providing your organisation the opportunity to meet face to face with dentists and the dental team
- The BDA is the association membership body available for all dentists in the UK, consequently our events are key dates to meet and engage with dentists
- By exhibiting at BDA events and activities you are helping support dentistry, as the BDA's sole purpose of running events is to support the profession
- Dentists have the time at BDA events to research, source and engage with organisations, therefore our events are a valuable occasion for the industry and dental profession to engage.

## BDA Seminars

Exhibiting at a BDA Seminar provides an excellent opportunity to meet and interact with dentists, gather data, showcase your products and increase sales all in a friendly relaxed atmosphere.

### Preparing for retirement

Friday 18 March 2022 | London

Friday 17 June 2022 | Chester

#### Overview

A comprehensive and independent guide to retirement planning. This event is run three times a year by the BDA and attracts dentists who are interested in learning about the following areas:

- To gain financial advice on retirement
- To understand the benefits provided by the NHS pension scheme.
- To learn how to manage the changes retirement brings.
- To understand the issues associated with the sale of your practice.

Sponsored by MediEstates and Goodman Grant

Exhibition stand:  
£500 + VAT

Inserts:  
N/A

Expected delegates:  
45+

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

## Masterclass

### A day with Dr Didier Dietschi Bio-aesthetic smile rehabilitations

Direct bonding, indications and contemporary clinical protocols

LONDON | Friday 4 March 2022

#### Overview

This in-person seminar will focus on layering and shading concepts to identify the most efficient approach to smile rehabilitation. It will present various 2D and 3D digital imaging and treatment planning protocols to improve treatment efficiency, functional and aesthetic outcome.

Sponsored by NSK



Exhibition stand:  
£600 + VAT

Inserts:  
N/A

Expected delegates:  
100 -150

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

## Occlusion in a modern and risky world

Friday 6 May 2022 | Leeds

### Speakers

**Peter Briggs** Specialist Practitioner, Hodsoll House Dental Practice, Kent, and Regional Postgraduate Dental Dean for London and Kent, Surrey and Sussex.

**Phil Taylor** Dean of The Faculty of Dental Surgery RCS Edinburgh and Professor Emeritus Prosthodontics QMUL

### Learning content and objectives

This seminar provides an opportunity to explore the theory and clinical practice of occlusion in the 21st century. Through case examples and video demonstrations, speakers Phil Taylor and Peter Briggs will discuss a wide range of procedures available to the busy, modern dental practitioner.

- Understand the relevance and application of a range of techniques available to the modern dental practitioner
- Become better informed through evaluation and review of current evidence
- Understand modern approaches to common clinical challenges

**Sponsorship: £1000+VAT**

Exhibition stand:  
**£450+VAT**

Inserts:  
**N/A**

Expected delegates:  
**45+**

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

## Dento-legal matters: what you need to know

Thursday 28 April 2022 | London

### Speakers

**Len D’Cruz, Andrew Colman, Marios Lambis, Sarah Przybylska, Stephen Brassington, Tracy Sell-Peters Hilary Firestone, Sharon Caro**

### Learning content and objectives

Understand the role of the dental expert and how you can excel as an expert witness and gain insight into the work of a dental expert

- Learn how to excel as an expert
- Understand the process of a hearing
- Know how to prepare for court appearances
- Key learnings from recent legal cases.

Exhibition stand:  
**£450+VAT**

Inserts:  
**N/A**

Expected delegates:  
**45+**

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

# Masterclass

## A day with Dr Basil Mizrahi

### Contemporary treatment of the worn dentition

Friday 16 September 2022 | London

#### Overview

This comprehensive one-day course will discuss all aspects of the treatment of various types of tooth wear. It will be clinically orientated and delegates will come away feeling more confident and better able to treat this increasingly common problem.

Sponsorship £3000+VAT



Exhibition stand:  
**£600 + VAT**

Inserts:  
**N/A**

Expected delegates:  
**70 -100**

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

# BDA Conferences

BDA Conferences focus on best working practice for dentists and dental care professionals.

Our conferences attract large number of decision making dentists, making them a valuable time for the industry to engage with dentists, and for dentists to research, source and purchase products and services.



Conferences with exhibition and sponsorship opportunities includes

- CDS Group study days
- Southern Counties Conference
- LDC Annual Conference
- Scottish Dental Conference and Exhibition
- Community Dental Services Annual Presidential and Scientific Meeting

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

## BDA Training Essentials

Exhibiting at a BDA Training Essentials course provides a valuable opportunity to meet and showcase your services, products and brand to dentists and dental care professionals at a focused topical training event.

Training Essentials is a portfolio of courses to help meet the training needs of the whole dental team. These effective courses cover a range of topics, including all core and recommended CPD areas.

**Popular topics include:** Business essentials, Leading the dental team, Medical emergencies, IRMER, Record Keeping, DPO training, complaint handling, compliance, NHS claiming regulations and **\*New\* for 2022** Stress management and well-being for a healthy dental team.

Due to the current situation regarding COVID-19 we are reviewing our events on an ongoing basis and will keep you informed on whether we will postpone, cancel or hold virtually.



## BDA Webinars

We work with industry leaders to deliver CPD opportunities that dental professionals can view from the safety and comfort of home. Our weekly live webinars cover everything from clinical to business topics and regularly attract on average between 250 and 500 delegates. We then host an on demand version, giving you an additional branding opportunity.

Our webinars have two branding opportunities;

**Webinar sponsorship - £1,500 + VAT** – which allows you to select your own topic and speaker

**Digital PowerPoint slide - from £150 + VAT** – which we show a number of times before the webinars begins.

## BDA Online Events

We also run a number of online events through the year, ranging from 15-person training courses to larger clinical events which can attract up to 100+ delegates. Topics include;

- Buying a dental practice
- IRMER
- Record keeping
- Dealing with challenging patients
- Adult and child safeguarding
- Reception and telephone skills

Along with the above opportunities you can also sponsor regional webinars through our Branch and Section online events.

Digital slides  
150+VAT

Inserts:  
N/A

Delegates:  
300-600+

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 4175

# Booking form

PLEASE COMPLETE CLEARLY USING BLOCK CAPITALS

Booking and invoice address/contact

Title: \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Position \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_ Tel \_\_\_\_\_

| Name of Event/s | Date | Sponsorship/<br>exhibition<br>stand<br>Y/N | Digital slide<br>Y/N | Total |
|-----------------|------|--|----------------------|-------|
|                 |      |  |                      |       |
|                 |      |  |                      |       |
|                 |      |  |                      |       |
|                 |      |  |                      |       |

Grand Total (including VAT 20%) £ \_\_\_\_\_

PO number/ Ref number: \_\_\_\_\_

## Cancellation policy

If for any reason you wish to cancel your promotional opportunity, you should confirm your cancellation in writing either by email to [events@bda.org](mailto:events@bda.org). Cancellations received 29 days or more prior to the event date will be entitled to a 100% credit voucher or refund. However, sponsors and exhibitors are unable to cancel their promotional opportunity once their logos have been printed on promotional literature, and in this situation would be liable for 100% of the cost. For cancellations received between 28 days and the event date, the organisation is liable for 100% of the cost.

All events will be invoiced separately unless otherwise requested.

Please return your booking form to [susan.graves@bda.org](mailto:susan.graves@bda.org)/ 020 7563 4175

# Advertise in one of our BDA newsletters

|                                  | What is it?  | Target audience   | Circulation | Frequency    |
|----------------------------------|--|---|-------------|--------------|
| <b>England</b>                   | Regular news/info  | Existing BDA members in England                                       | 13,250      | Fortnightly  |
| <b>N.Ireland</b>                 | Regular news/info  | Existing BDA members in Northern Ireland                              | 500         | Fortnightly  |
| <b>Wales</b>                     | Regular news/info  | Existing BDA members in Wales   | 640         | Fortnightly  |
| <b>Scotland</b>                  | Regular news/info  | Existing BDA members in Scotland                                      | 1,170       | Fortnightly  |
| <b>Non-member</b>                | Regular news/info (recruitment)  | Non-member, UK GDC registered dentists                                | 8,890       | Monthly      |
| <b>Student</b>                   | Regular news/info  | Existing BDA Student members  | 1,750       | Monthly      |
| <b>BDA Good Practice</b>         | Regular news/info  | Good Practice member 'organisations' (practice email address)         | 1,450       | Monthly      |
| <b>Expert</b>                    | Updated documents and relevant advice from Expert Solutions                | Existing Expert members   | 2,120       | Monthly      |
| <b>Extra</b>                     | Advice on best practice  | Existing Extra members  | 1,480       | Monthly      |
| <b>Community Dental Services</b> | Committee news and info  | Existing BDA members who work in Community Dentistry                  | 1,060       | Twice yearly |
| <b>FDs</b>                       | Reminder of benefits valuable to FDs at particular stage of their training | Existing members who are newly qualified. Occasionally non-member FDs | 395         | Monthly      |
| <b>Young dentists</b>            | Regular news/info  | Member dentists who graduated in the past 10 years                    | 2,930       | Monthly      |
| <b>Associates</b>                | Regular news/info  | Existing BDA members who are Associates                               | 4,100       | Monthly      |



## Advertising opportunities with the BDJ Portfolio

If you decide to exhibit at a BDA event why not combine it with advertising or PR in the BDJ Portfolio? We have a range of print and digital solutions to meet your needs, using the latest technology to provide detailed performance reporting.

There are varying packages available from full page adverts to inserts and wrap arounds, and enhanced profiles to help you make the most of your exhibition opportunity.

Prices start from £100 + VAT for your company profile in the Product News section in BDJ In Practice, circulated to the entire BDA membership, prior to the event (subject to meeting print deadlines).

Please contact Susan to discuss which advertising route is right for your organisation.

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