

march 15, 2012 | 1:00 p.m. - 8:00 p.m. CST
 march 16, 2012 | 9:00 a.m. - 4:00 p.m. CST

RDH Event is a virtual tradeshow that provides you with the opportunity to increase sales and brand awareness with over 1,200 dental hygienists from the comfort of your desk. RDH Event provides the attendees with free continuing education, networking opportunities, and the option to visit the exhibit hall to learn about new products and services. This is a unique way to reach a new audience since the majority of our attendees do not attend regular tradeshows due to budgetary or time constraints. You can survey the attendees, offer free samples, receive valuable feedback through one-on-one communication, drive sales by offering show specials, and much more.

EXHIBITOR AND SPONSOR PACKAGES:

ALL PACKAGES INCLUDE:

- Recognition as a sponsor on the website and promotional material
- Access to the booth manager portal for building your booth and accessing your leads
- Networking opportunities in the lounge and in your booth
- Full virtual support before, during, and after the show

<p>Level: Diamond Quantity: One Price: \$10,000 net Guarantee: Full registration file</p>	<p>Level: Platinum Quantity: Two Price: \$7,500 net Guarantee: 1,000 leads</p>	<p>Level: Gold Quantity: Unlimited Price: \$5,000 net Guarantee: 750 leads</p>	<p>Level: Exhibitor Quantity: Unlimited Price: \$3,500 net Guarantee: 300 leads</p>
<p>Package Perks:</p> <ul style="list-style-type: none"> • Booth prominently centered in exhibit hall • Keynote session sponsorship • Promotion on the Jumbotron during the show to help drive traffic • Banner ad posted in the exhibit hall • Option to add two questions to the registration form • One "in-show" e-mail sent to all attendees during the show • Eight Content tabs in the booth 	<p>Package Perks:</p> <ul style="list-style-type: none"> • Booth prominently placed in the exhibit hall (arranged on a first come, first served, flanking Diamond booth) • Up to three marquee promotions during the live event to help drive traffic • Banner ad posted in the exhibit hall • One "In-Show" e-mail sent to all attendees during the show • If necessary, leads will be supplemental with additional attendee records to meet lead guarantee • Six content tabs in the booth 	<p>Package Perks:</p> <ul style="list-style-type: none"> • Placement in the exhibit hall (arranged first come, first served, flanking Platinum booths) • One marquee message during the live event • Banner ad posted in the exhibit hall • If necessary, leads will be supplemental with additional attendee records to meet lead guarantee • Five content tabs in the booth 	<p>Package Perks:</p> <ul style="list-style-type: none"> • Booth placed in the exhibit hall (arranged first come, first served, flanking Gold booths) • If necessary, leads will be supplemental with additional attendee records to meet lead guarantee • Four content tabs in the booth

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ADDITIONAL SPONSORSHIP OPPORTUNITIES:

Level: Continuing Education Commercial Support Sponsorship

Quantity: One sponsor per session

On-demand (pre-recorded): \$2,400 net

PDF CE Course: \$750 net

(PDF of INeedCE.com previously sponsored CE course – participant course fee will be waived)

Package Perk:

- Sponsors will receive the contact information for every person that participates in the sponsored course.

Level: Show Sponsor

ITEM	EXHIBITOR RATE	NON-EXHIBITOR RATE
FREE SAMPLE BOOTH TAB	\$1,000 net per tab	\$1,250 net per
NEW PRODUCTS BOOTH	\$750 net per tab	\$1,000 net per
COFFEE BREAK SPONSOR	\$1,000 net	\$1,500 net
<i>First 100 attendees to enter the lounge at a specified time will receive a \$5 Starbucks gift card. Sponsor will receive the contact information for the winners.</i>		
ICE CREAM BREAK SPONSOR	\$1,000 net	\$1,500 net
<i>First 100 attendees to enter the lounge at a specified time will receive a \$5 Baskin-Robbins gift card. Sponsor will receive the contact information for the winners.</i>		
IN-SHOW E-MAIL	\$1,000 net	not available
<i>An e-mail will be sent to every registrant during show hours to: drive traffic to your booth, promote trivia game in your booth, reminder to enter prize drawing, etc.</i>		
LOUNGE SPONSORSHIP (both live days)	\$1,500 net both live days	\$1,750 net
BANNER AD	\$500	not available

SALES CONTACT INFORMATION:

East

David Hurlbrink

Phone: 717-244-3148

Fax: 717-244-3149

davidh@pennwell.com

Midwest/West

Machele Galloway

Phone: 918-831-9756

Fax: 918-831-9804

macheleg@pennwell.com

DEADLINES:

Deadline for on-demand CE presentation sponsorship: **February 17, 2012**

Deadline for booth space and sponsorships: **March 6, 2012**