

PARTNERSHIPS PROSPECTUS

ADELAIDE
CONVENTION
CENTRE

19 – 22
MAY 2027

4th **AUSTRALIAN
DENTAL CONGRESS**
ADELAIDE
2027  EDUCATING
FOR
DENTAL
EXCELLENCE





ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Kurna People of the Adelaide Plains as the Traditional Custodians of the land on which we live, work and gather. We acknowledge and honour the spiritual and cultural stewardship of this Country and recognise their deep and enduring relationship with its lands, waters, the sky, and all living things. We pay our respects to Kurna Elders past and present and recognise the important role of emerging leaders in sustaining and strengthening culture.

CONGRESS 2027 DESIGN **THE GREAT AUSTRALIAN ‘BITE’**

The “Great Australian Bite” design identity for the 2027 Congress draws inspiration from the dramatic South Australian coastline, reinterpreted with a unique colour play inspired by South Australian opals and the precision of dental X-ray imaging, merging natural geology with clinical science. The coastline is abstracted into layered, refracted forms that evoke movement, depth and light, reflecting both landscape and diagnostic imaging techniques. Integrated within the design are subtle emblems and motifs, including a kangaroo and a tooth, reinforcing a distinctly Australian narrative while anchoring the work in the dental sector. The result is a contemporary and recognisable visual identity that elevates the conference branding into a bold expression of place, profession and national identity.

WHY PARTNER WITH US

The Australian Dental Association is the peak national body for dentists. A voluntary member organisation with branches in every state and territory, it has three main objectives:

- To support members by enhancing their ability to provide safe, high quality professional oral health care
- To encourage the improvement of the oral and general health of the public
- Promotion of the ethics, art and science of dentistry

OUR MEMBERS

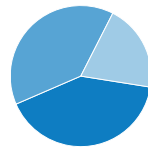
17,000+
ADA Members

58%
General Dentists

42%
Members are made up of over 13 specialties

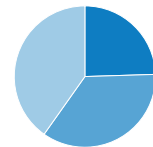
1 IN 5
Members are Practice owners

Gender



- 41% Female
- 39% Male
- 20% Other

Members by career stage



- 25% Early Career
- 36% Mid Career
- 41% Late Career

ADA COLLABORATIONS

15 Volunteer committees making an impact to the Australian oral health sector

21 Affiliated Societies actively partner with the ADA for the advancement of the dental profession as a whole

2 The ADA supports two charitable foundations in oral health care, The ADA Health Foundation and the Dental Research Foundation

ADA MEDIA STATS

2.7 MILLION
ADA annual website visits

9,490
Instagram followers

19,000
LinkedIn followers

26,000
Facebook followers

SNAPSHOT OF CONGRESS 2025, PERTH

2,658
Attendees

50%
from interstate

130
Exhibition booths

RATED 8/10
for positive feedback from delegates and exhibitors



CONGRESS PROGRAM OVERVIEW 2027

WED 19 MAY	THU 20 MAY	FRI 21 MAY	SAT 22 MAY	SUN 23 MAY
* Pre-Congress workshops Sundowner hosted at the ACC	Full Congress program & Expo * Foundation cocktail events * Expo/Sponsor night for social meet ups	*Breakfast events Full Congress program & Expo *Congress late night *Congress after party	Full Congress program & Expo	Post-Congress Workshops

*Sponsorable events at Congress

EXPO SCHEDULE

**TUE
18 MAY**

Exhibition Hall Build

**WED
19 MAY**

10.00am - 4.00pm
5.30pm - 7.30pm

Exhibitor bump in access
Congress Sundowner

**THU
20 MAY**

10.00am

5.30pm

Exhibition open
Expo pitch theatre (various times)
Exhibition closes
Expo/Sponsor social night

**FRI
21 MAY**

10.30am

4.30pm
7.30pm

Exhibition open
Expo pitch theatre (various times)
Exhibition closes
Congress late night

**SAT
22 MAY**

10.00am

3.00pm

Exhibition open
Expo pitch theatre (various times)
Exhibition closes

**SUN
23 MAY**

Exhibition dismantle

ADA PARTNERSHIP PACKAGE

At the ADA we want to build long lasting partnerships beyond the Australian Dental Congress and there are many ways to partner with us across the organisation.

For this reason, our Platinum, Gold and Silver packages are reserved, if you are interested in knowing more and expanding your reach outside of Congress, please contact the ADA Events team to discuss the options with our friendly team.

PREMIUM PACKAGES

PLATINUM	GOLD
KEYNOTE	SILVER



1 X CONGRESS LATE NIGHT (THEMED EVENING)

\$35K

The social highlight of Congress and back by popular demand, this festival themed and curated evening promises to be filled with music, entertainment and fun for all.

Package specific inclusions:

- Exclusive naming rights to Congress late night
- Branding throughout the event and via all media channels
- Option to choose a branded photo booth or one other form of entertainment
- Theming and entertainment chosen in conjunction with ADA
- Includes attendee transportation, branded wristbands
- Option to provide a giveaway / prize draw
- 3 push notifications and email reminders to attendees
- One 3x3 exhibition booth

*All package pricing is inclusive of GST.



10 X COPPER PARTNERS

\$18K

Copper partners have the luxury of choosing the best fit for their brand proposition and the added benefit of elevated involvement in Congress 2027.

All Copper partners will be acknowledged across all Congress creative assets and receive a 20% discount on exhibition space.

Choose one of the following for exclusive naming rights

1. Congress sundowner (welcome reception, 2 hours of F&B and entertainment)
2. Caffeine hit for three days (pre-start barista drinks for everyone before congress sessions start)
3. Community zones (allocated zones in expo for attendees to connect with colleagues)
4. Abstract poster presentation zone with limited coffee cart
5. Tech branding sponsor (app, registration, meeting spaces, website, CPD log platform, co-working space in expo)
6. Name badges (logo on name badges) & wrist brands
7. Fun run/activity sponsor (support the foundations and promote positive physical and mental wellbeing to attendees)

*All package pricing is inclusive of GST.



Tel: 02 8815 3333
Email: events@dada.org.au

EXHIBIT WITH THE ADA AT CONGRESS

\$6,800
SINGLE 3X3 = 9M²

SHELL SCHEME BOOTH



SPACE ONLY



3 X 3 = 9M²

\$6,800

3 X 3 = 9M²

\$6,800

Inclusions	Description	Booth	Space only
Attendance	Two Exhibitor registrations per booth.	✓	✓
Walls	2.8m high white smooth finish walls	✓	✓
Fascia	Organisation name on fascia up to 30 characters (fascia design to be confirmed).	✓	✓
Lights	Two (2) spotlights (2 x 120 watt spot on rack per 9m2).	✓	✓
Power	One standard power outlet (4 amp GPO).	✓	✓
Floor	Carpeted floor space.	✓	✓
Furniture	Table & two chairs, two style options available (café or bar style)	✓	✓
Promotion	<ul style="list-style-type: none"> Name and logo listing on website. 75-word organisation listing including links and contact details for one representative profile on the event app. 	✓	✓
Extras	<ul style="list-style-type: none"> Bookable private meeting pods (via the ADA zone) 2 x tickets to Welcome reception & Congress late night 5 x advance tickets to invite expo only attendees, ADA to help facilitate if required Exhibitors are invited to attend the open and closing ceremonies Includes full 3 x days catering 	✓	✓

EXHIBITION ENHANCEMENTS

Have a specific goal or objective in mind? Want to increase your presence and engage more attendees? Exhibitors have the option to add one of the selected extras with any booked booth or raw space:

Items available to enhance your exhibition experience

Quantity	Enhancements for \$3,000 each
18	1. 1 x 15 minutes Pitch Theatre presentation <ul style="list-style-type: none"> The Pitch theatre, hosted in the exhibition, is a place where attendees can go to hear all about your products, services and essential information. Sessions are allocated during lunch and break times Inclusive of AV, headsets and dedicated technician MC voiceover announcement in expo
10	2. Abstract presenter sponsorship <ul style="list-style-type: none"> Support attendance of an abstract presenter in the main program Abstracts are subject to review & acceptance by committee
10	4. Cocktail hour (on trade stands) – 1hr F&B <ul style="list-style-type: none"> At the end of a long day, why not host a small cocktail hour on your stand on Thursday evening The ADA will assist in inviting guests and promotion
6	3. Food & Beverage naming rights <ul style="list-style-type: none"> Highlight your brand and provide sustenance to attendees
4	5. Private invitation only social events (Thurs) <ul style="list-style-type: none"> Host your own exclusive event offsite on Thursday evening ADA will work with your team to secure a venue and invite guests to your exclusive social functions around Adelaide
3	6. Sustainable delegate bag inserts/giveaway <ul style="list-style-type: none"> The ADA branded bags were a huge hit in 2025, ensure each attendee sees what you have to offer Subject to approval of items & sustainability

Quantity	Enhancements for \$5,000 each
10	1. Sponsor an attendee (first nations/hardship/public dentist/student) <ul style="list-style-type: none"> Give someone the gift of education and help them to make smart connections Verbal acknowledgement by MC Meet & greet facilitated with attendee Invite to the VIP foundations networking event Gold label
6	2. Charitable affiliation with ADADF or ADRF <ul style="list-style-type: none"> 2 x invites to foundation VIP events Gold label displayed on your stand and highlighted across all congress assets Verbal acknowledgement by foundations president Funds go directly to your chosen foundation
4	3. Activations (Entertainment/Food/Beverage) in Expo <ul style="list-style-type: none"> Provide attendees with some much-needed fun and enlightenment during their down time MC voiceover announcement in Expo Logos projected onto expo walls during break times

EXHIBITION ENHANCEMENTS

Quantity	Enhancements for \$8,000 each
3	<ol style="list-style-type: none"> 1. Interviewed on the ADA Podcast <ul style="list-style-type: none"> • The ADA recently launched a Podcast program for members • Be only one of three organisations to be interviewed in the Podcast studio at Congress • Podcast to be aired to all members during and post Congress
1	<ol style="list-style-type: none"> 2. Grads meet up night <ul style="list-style-type: none"> • Access to networking with graduates on Thursday evening • Engaged audience and foster collegiate connections • ADA Team will work with your team to source venue and invite guests
1	<ol style="list-style-type: none"> 3. Orientation hour for first time delegates <ul style="list-style-type: none"> • Exclusive networking event for first time congress attendees • Provide a welcome speech to first time attendees • Opportunity to hand out promotional items before other exhibitors • ADA Team will promote and invite guests
Quantity	Upgrade for \$10K
3	<ol style="list-style-type: none"> 1. ACC - Walkway branding <ul style="list-style-type: none"> • Co-brand walkways with the congress brand • Advertise your exhibition stand location • Use to highlight new products or services • Choice of pillars/floor/stairs/walls to co-brand
3	<ol style="list-style-type: none"> 2. Pre/post-Congress workshop (hands on) <ul style="list-style-type: none"> • Provide attendees with an additional learning experience that attendees can use towards their CPD • Bookable at time of congress registration <ol style="list-style-type: none"> 1. Option to co-host a clinical or hands-on workshop in line with international keynote speakers and the ADA 2. Alternatively, propose your own workshop to the program committee for review
2	<ol style="list-style-type: none"> 3. Breakfast workshop (Fri) <ul style="list-style-type: none"> • Provide a targeted workshop for up to 40 people • Bookable at time of congress registration • Light breakfast included
1	<ol style="list-style-type: none"> 4. Child zone – Show support for dentists’ families and be the enabler for single parents to attend Congress <ul style="list-style-type: none"> • Brand Creche facilities • Kid friendly exhibition lounge with kids’ activities • Promoted and booked via the congress registration system
1	<ol style="list-style-type: none"> 5. Accompanying Partner Program <ul style="list-style-type: none"> • Support touring and partner excursions hosted around SA • Promoted and booked via the congress registration system
1	<ol style="list-style-type: none"> 6. Early Career mentoring event <ul style="list-style-type: none"> • Access to networking with early career attendees on Thursday evening • Support the facilitation of mentors and mentees • ADA Team will work with your team to source venue and invite guest attendance
1	<ol style="list-style-type: none"> 7. Congress Late night ‘After party’ <ul style="list-style-type: none"> • Give the late-night party goers somewhere to head for a night cap • ADA Team will work with your team to source venue and invite guests • Includes select theming / entertainment

APPLICATION FORM

CONTACT DETAILS:

Please note all correspondence including invoices will be sent to the contact supplied below.

Organisation:	<input type="text"/>		
Contact name:	<input type="text"/>		
Position:	<input type="text"/>		
Full address:	<input type="text"/>		
Email:	<input type="text"/>		
Telephone:	<input type="text"/>	Website:	<input type="text"/>
ABN:	<input type="text"/>	PO (if applicable for invoice) :	<input type="text"/>
Signature:	<input type="text"/>	Booking date:	<input type="text"/>

By signing this booking form, I confirm that I have read and agree to the T&C's.

PLEASE SELECT PACKAGE (SUBJECT TO AVAILABILITY AT TIME OF REQUEST):

All packages are priced in AUD and include GST

Copper Packages - \$18,000 (select one).



- | | |
|--|--|
| <input type="radio"/> Sundowner | <input type="radio"/> Tech sponsor |
| <input type="radio"/> Caffeine hit | <input type="radio"/> Name badges and wristbands |
| <input type="radio"/> Community zone | <input type="radio"/> Fun run/wellness activity |
| <input type="radio"/> Abstract poster zone | |

Exhibition space - \$6,800

*Floor plan coming soon



- Booth space
- Raw space

Investment No. required

<input type="text"/>
<input type="text"/>

Exhibition enhancements - various



- | | List choices | | List choices |
|--|--|---|--|
| <input type="radio"/> \$3,000 enhancements | <input type="text"/> <input type="text"/> <input type="text"/> | <input type="radio"/> \$8,000 enhancements | <input type="text"/> <input type="text"/> <input type="text"/> |
| <input type="radio"/> \$5,000 enhancements | <input type="text"/> <input type="text"/> <input type="text"/> | <input type="radio"/> \$10,000 enhancements | <input type="text"/> <input type="text"/> <input type="text"/> |

PAYMENT

A confirmation email with a tax invoice will be sent upon receipt of your booking form.

50% payment due within one month of invoice date. Remaining balance is due no later than 1 February 2027.

Please return completed forms to: events@ada.org.au

TERMS AND CONDITIONS

All bookings are subject to approval, and we reserve the right to refuse any application.

- By returning a booking form via electronically or printed copy confirms your acceptance of these terms and conditions.
- Australian Dental Association reserve the right to alter any aspect of the event program and floorplan without notice. Please refer to the event website for the latest information.
- Australian Dental Association will take all diligent care to fulfil the commitments as outlined in the Sponsorship & Exhibition Prospectus.
- Sponsors/exhibitors are responsible for providing all their requirements by the due dates if requested by the Organisers. Should items not be received by the required dates, you understand that fulfilment of this entitlement will be void.
- Sponsors are responsible for providing all the information and/or artwork required by the Organisers by the due dates requested by the Organisers, should items not be received by the required dates, you understand that fulfilment of this entitlement will be void.
- Australian Dental Association reserve the right to introduce additional exhibition space and sponsorship packages should the opportunity arise.
- The sponsor/exhibitor shall take all reasonable care when installing/dismantling their equipment and stand as not to cause damage to the venue, carpet, walls, ceilings, fixtures and floors and the shell scheme booths supplied by the appointed stand contractor including panels, fascia, spotlights, and furniture.
- The sponsor/exhibitor is responsible for the care of the participant whilst in their leased space and indemnifies the organisers for any injury, injury causing death that may be a result of the exhibitor's actions.
- Sponsors/exhibitors are responsible for the security of their own equipment and materials during the event and in transit to and from the host venue.
- All representatives must register officially and entry to the exhibition will not occur unless the attendee is wearing the appropriate identification.
- The sponsor/exhibitor is deemed liable for repairs if the structures are damaged.
- Exhibitor staff must provide their own safety vests and appropriate covered shoes for bump-in and bump-out days.
- The Organisers reserve the right to request removal of any items that may be deemed unacceptable and impacts fellow exhibitors.
- All promotion must be conducted from your reserved space.
- All organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/Exhibition package.
- Exhibitors must provide Public Liability insurance to a minimum of A\$20 million. A copy of the public and product liability certificate

must be submitted to the organiser no later than 3 months prior to the event date and ensure cover includes the event dates.

- No exhibitor shall sublet, share, assign or apportion part or all of their booked space except upon written consent from the Organising Committee.
- If an Organisation is found to not align their values with that of the Host Organisations, this may result in cancellation of your Sponsorship/Exhibition package.
- Management reserves the right, at its sole discretion, to change the date or dates upon which the Event is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part were caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike, pandemic, or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
- No sponsor/exhibitor will be listed in any official capacity until the deposit is received.
- Sponsors/Exhibitors are required to make the necessary payments as per the payment schedule below (unless otherwise negotiated):
 - 50% due within one month of invoice date.
 - Remaining 50% is due by no later than 1 February
 - Booking forms received after 1 February 2027 require full payment.

CANCELLATION AND DATES

Cancellation policy

- The submission of an application by a representative from your organisation is regarded as a firm booking.
- All cancellations must be made in writing to the Organisers and notice acknowledged in writing by the Organisers.
- Any reduction in exhibition allocation (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply.
- Should the balance payment be outstanding at time of cancellation, the exhibitor is liable for the balance as per the cancellation policy.
- There is no opportunity to transfer your exhibition booking to another ADA event.

Cancellation dates

- Before 31 December 2026: 50% deposit retained.
- From 1 January 2027: 100% cancellation fee and will be liable for full payment.

I acknowledge that I have read and understand the terms and conditions and cancellation policy in relation to our support of the 40th Australian Dental Congress.

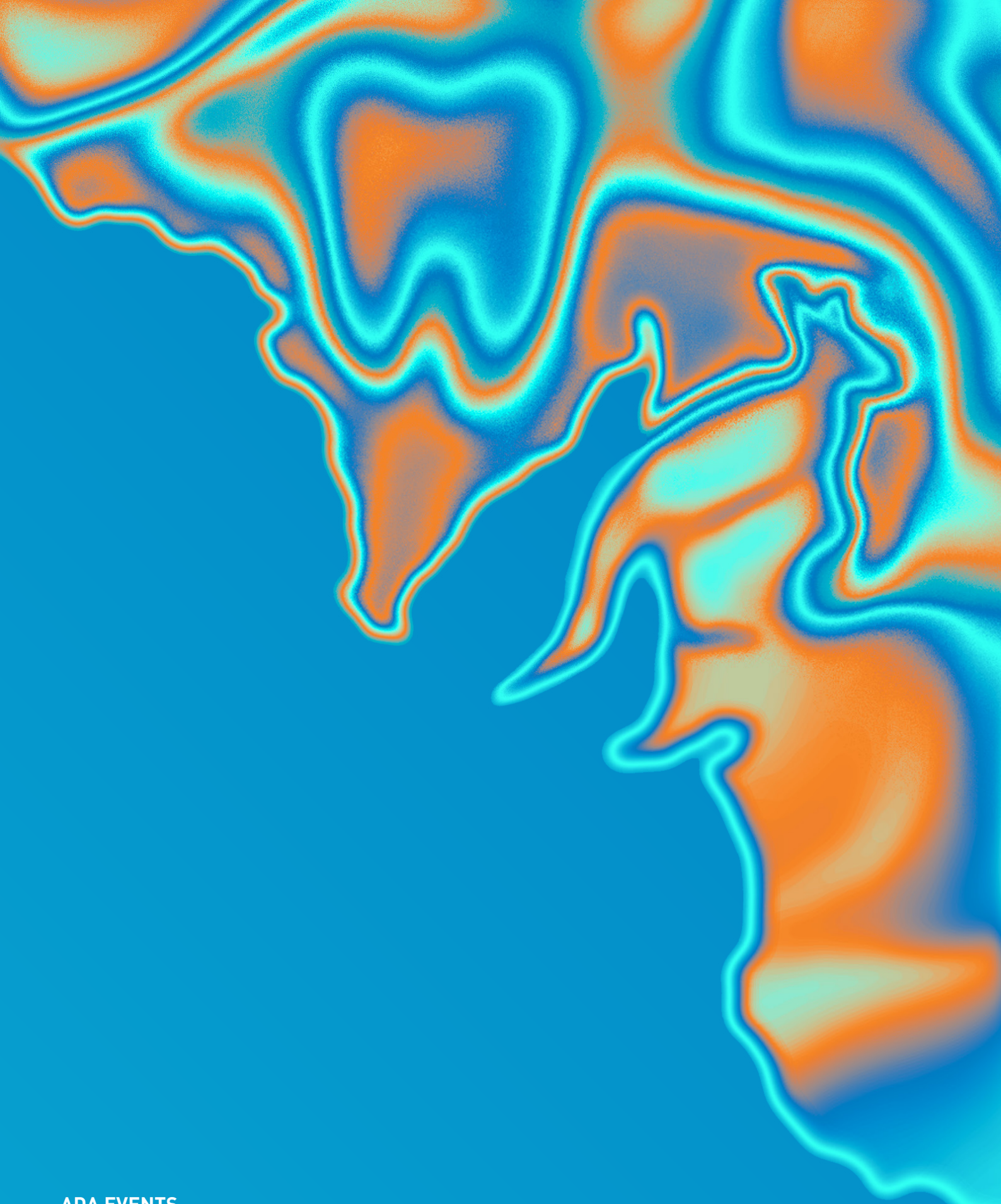
Organisation:

Contact name:

Position:

Signed:

Date:



ADA EVENTS

events@ada.org.au
02 8815 3333

ADA LTD.

Level 1, 14-16 Chandos Street,
St. Leonards, NSW 2026

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