

# **ADX ONLINE**

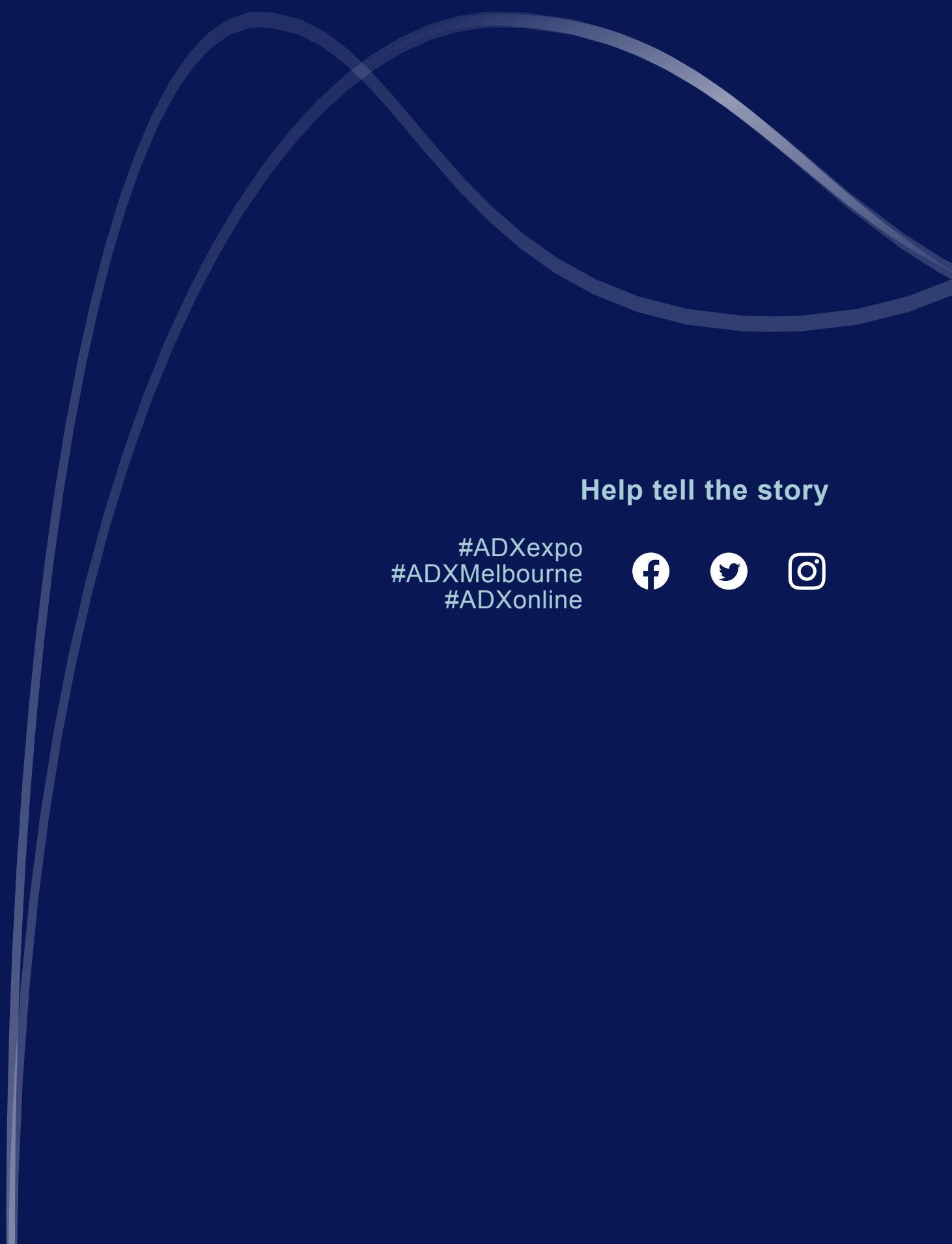
## Sponsorships Guide

Australia's first  
virtual dental  
trade show



**10-21 May 2021**

MORE PEOPLE, MORE OFTEN, FOR LONGER



**Help tell the story**

#ADXexpo  
#ADXMelbourne  
#ADXonline



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# ADX ONLINE



We're delighted to launch Australia's first virtual dental tradeshow, ADX Online. Introduced to augment ADX Melbourne, ADX Online will be an online marketplace to provide access to more people, more often, for longer.

## MORE PEOPLE

We know that 70% of ADX attendees are local, meaning a large proportion of dental professionals in Australia are missing out on ADX. By providing a convenient way to engage with ADX without leaving their practice or home, there are greater opportunities to help them See, Buy, Learn.

## MORE OFTEN

Visitors can dip in and out of ADX Online as they wish, so can drop by for a chat any time during business hours. They don't need to close their practice or lose valuable clinical days in order to attend ADX. This way, they can make most use of their breaks, late cancellations by patients and later opening hours to engage with your business multiple times throughout the event.

## FOR LONGER

By running for two weeks, time in market for your brand and message is extended considerably beyond ADX Melbourne.

ADX Online has a number of great features above and beyond ADX Melbourne:

- Automatic contact details lead capture of everyone who engages with your brand
- Smart matching actively drives the most valuable potential leads your way

Best of all, exhibiting via ADX Online is free for all ADX Melbourne exhibitors and sponsors who confirm their space by 14 February 2021!

Over the next several pages, you will find more information about the opportunities that ADX Online presents, as well as some neat ways to boost your brand to your audience.

A handwritten signature in blue ink that reads "K. A. De Britt". The signature is fluid and stylized, with the first letters of each name being capitalized and prominent.

Kym De Britt  
CEO



# ADX ONLINE

*more  
more  
for* **PEOPLE  
OFTEN  
LONGER**

For virtual booth enquiries  
contact:

**Jan Van Dyk**

Exhibitions Operations Manager

[jan.vandyk@adia.org.au](mailto:jan.vandyk@adia.org.au)

1300 943 094

For sponsorships, partnerships  
and business-focussed Learning  
Lab seminar presentations,  
contact:

**Nikki Kelso**

Director of Corporate  
Engagement

[nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au)

1300 943 094

The clinical CPD program at  
ADX Online is being curated  
by the ADA NSW Centre for  
Professional Development.

To apply to present CPD  
sessions at ADX Online, contact:

**Abby Corrigan**

ADA NSW Centre for

Professional Development

[abby.corrigan@adacpd.com.au](mailto:abby.corrigan@adacpd.com.au)

1800 737 346

# ADX ONLINE FAQs

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## HOW WILL WE PROCEED AS COVID-NORMAL?

We are living in very unusual times of unprecedented rapid change. ADX Melbourne may be subject to COVID restrictions and not viable to proceed. Exhibition space will be free to all exhibitors and sponsors who have registered to exhibit at ADX Melbourne before 14 February 2021. ADX Online will provide myriad opportunities to interact with current and potential customers online, regardless of whether ADX Melbourne proceeds.

## HOW MUCH DOES IT COST TO EXHIBIT AT ADX ONLINE?

Your virtual booth at ADX Online is free for ADX Melbourne exhibitors, partners and sponsors confirmed by 14 February 2021. See page 5 for more information about pricing for other exhibitors.

## HOW WILL CUSTOMERS KNOW TO COME TO ADX ONLINE?

ADIA will be actively marketing ADX Online to current and potential attendees. We strongly recommend that you also let your database know that you'll be at ADX Online. We will be providing all exhibitors with a link that you can promote to your database: by clicking on that link, they'll go straight to your booth after registration.

## HOW WILL PEOPLE FIND ME?

There are several ways that visitors can find you. They can click into the exhibition hall and navigate through the exhibitors to find you. Alternatively, they can gain express entry straight to your booth if they:

- click the link you provide them, delivering them straight to your booth once they're registered;
- click on your logo in any of the sponsorship areas and it will go straight to your booth;
- select your logo from the display in the virtual foyer;
- click on your name from the exhibitor list in the virtual foyer

## WHAT IF I DON'T HAVE ENOUGH STAFF FOR BOTH ADX MELBOURNE AND ADX ONLINE?

We know that ADX Melbourne is a huge opportunity, but also hard work for your staff. For this reason, ADX Online will open after ADX Melbourne has closed and bumped out. We strongly encourage you to be an active part of ADX Online in order to maximise your results.

## I HAVE A LARGE BOOTH AT ADX MELBOURNE. HOW DOES THAT WORK FOR ADX ONLINE?

The great thing about ADX Online is that the resources within your booth (information you provide to visitors) is unlimited. So if you wanted to, you could fit it all into one of the template options. You could split out your brands into multiple smaller booths for a small fee. You could even arrange with the platform provider to do a 3D render of your physical booth (for a fee). It's up to you.

## MY ADX MELBOURNE BOOTH IS GOING TO BE AMAZING. HOW CAN I GET THE SAME IMPACT IN ADX ONLINE?

Our platform is infinitely flexible. You can create a custom booth (or even a 3D rendering of your ADX Melbourne booth) via the exhibitor portal, once your booth is confirmed (additional charges may apply). You can also consider additional promotions via sponsorship. See page 7 for more information.

## HOW DO I GIVE OUT PRODUCT SAMPLES OR BROCHURES AT ADX ONLINE?

There are a couple of great ways to get your information out to visitors. First of all, you can display digital brochures on your stand. They're free to upload, and those "brochures" can even be videos, slide decks or any other digital item. ADIA can also pre-populate the ADX Online showbag with your digital item (see page 8 for more information). And, if you have special items or samples that you want to give away, you just need to promote that on your booth. It can be simple such as "click here to go into the draw to win" or "the first 200 to click here will win". That way, you can collect any data you need to qualify your leads, and it's another marketing message opportunity when you send them the item directly.

## HOW DO I DEMONSTRATE A PHYSICAL PRODUCT IN AN ONLINE PLATFORM?

There are lots of ways to engage visitors with your brand at ADX Online, even if you sell physical product. Of course, you can provide written information, demo videos and webinars via your booth. You can book appointments in advance so you can have a video meeting with potential customers. Most exciting, though, is the platform provider has offered to provide 3D rendering of your product (additional charges apply).

## I WORK CLOSELY WITH OTHER EXHIBITORS. HOW CAN I PROMOTE OUR RELATIONSHIP TO ATTENDEES?

We love that ADIA members can cross-promote one another. As part of your booth, you will receive a link that provides express entry to your booth. If you want to grant express entry to your booth from a partner's booth or website, just provide that link to the other exhibitor(s) you work with. Chat with your partner and include their link behind their logo on your booth, too. You can also provide their express link to your customers via the chat function, if they could benefit from visiting your partners.

## HOW DO I INCREASE MY PRESENCE IN ADX ONLINE?

First and foremost, actively marketing your participation to your database is the best way to make sure your current and potential customers know you'll be at ADX Online. Emailing a personalised invitation to everyone in your database can go a long way to increasing your number of visitors. During ADX Online, use the dedicated link that ADIA will provide (free of charge) that will shortcut visitors to your booth once they're registered. Finally, you may wish to consider one of the many ADX Online sponsorship opportunities. See page 7 for more information.

## HOW DO I USE ADX ONLINE?

Full training will be provided to all exhibitors and sponsors, so you can maximise your impact of participating at ADX Online. We'll also be providing tips and advice in the Exhibitor Portal to help you help us make ADX Online a roaring success.

## WHAT IF I CAN'T EXHIBIT AT ADX MELBOURNE?

ADX Online is a great opportunity to reach new customers, even if you aren't able to join us at ADX Melbourne. Whether you're working from home or back in the office, you are able to select a booth-only package. See below for more information.

## HOW MUCH IS A VIRTUAL BOOTH AT ADX ONLINE?

	EARLYBIRD Before 14 February 2021	AFTER 14 February 2021
<b>ADX MELBOURNE EXHIBITORS &amp; SPONSORS:</b>	<b>FREE</b>	<b>\$499 + GST</b>
<b>ADIA MEMBER:</b>	<b>\$499 + GST</b>	<b>\$999 + GST</b>
<b>ADIA NON-MEMBER:</b>	<b>\$699 + GST</b>	<b>\$1499 + GST</b>

### Includes:

- Your selection from five template booth styles
- Ability to brand the booth to your corporate colours
- Automatic lead capture
- Smart matching to promote lead quality
- Unlimited resource uploads (videos, brochures, catalogues)
- Live chat & video calls with attendees
- ... and more

# INCREASE YOUR IMPACT

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## Hi there,

We are so pleased to launch Australia's first virtual dental trade show. We've partnered with a platform that knows trade shows, and more importantly, knows ADX. They know what we're all trying to achieve together, and they're here to help us make that happen for you.

A virtual booth is just the start of additional marketing opportunities offered by ADX Online. Every hyperlinked instance of your logo can go wherever you want – to your website, to a sign-up page or a shortcut to your booth. Being virtual, every single engagement is an automatic lead capture for you. Sponsors (including those from ADX Melbourne) will be featured on a sponsor board in the foyer with a shortcut to their booth.

Prices are unreasonably reasonable, so don't delay, and select your sponsorship before they're all gone. To find out more about the sponsorship opportunities (or if you have a creative idea of your own), please contact Nikki Kelso ([nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) | 1300 943 094) so we can work together to make your dream a reality.

We look forward to seeing you in the virtual,

Nikki Kelso  
Director of Corporate Engagement





# SPONSORSHIP OPPORTUNITIES

## ADX ONLINE SPONSOR

By sponsoring ADX Online as a whole, you have a fantastic opportunity to deeply engage with every single visitor. Your brand is featured in all of our promotions about ADX Online, on the outside of the “venue”, on the registration page, on social media and more. And not only will there be multiple instances of your branding actively promoted to our entire database, but you will receive the automatic lead capture of every single visitor to the platform (subject to privacy regulations; excludes exhibitor details).

**\$19,999 + GST**

## ONLINE LEARNING LABS

Include your pre-recorded webinar in one of the ADX Online Learning Labs. This means people can engage with you even before navigating to your booth. Upload your business learning, product demonstration or other video and choose whether you want it available on-demand or broadcast only at certain times. Receive automatic lead capture of every visitor who engages with your content.

### ADX MELBOURNE LEARNING LAB SPONSORS

**FREE!**

All ADX Melbourne Learning Lab sponsors receive free ADX Online Learning Lab sponsorship. If you haven't yet booked your ADX Melbourne Learning Lab, contact [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) | 1300 943 094.

### ADX ONLINE LEARNING LAB

**\$999 + GST (FREE FOR ADX MELBOURNE LEARNING LAB SPONSORS)**

- 45-minute video

### ADX ONLINE LEARNING LAB MINI

**\$499 + GST**

- 15-minute video

## “OUTDOOR” EXPOSURE

### “OUTDOOR” BANNER (LIMIT 4)

**\$999 + GST**

**BUNDLE ALL FOUR BANNERS FOR \$2,999 + GST**

Achieve message cut-through by having your logo displayed on one of four virtual banners outside of the ADX Online “venue”, where branding real estate is limited. Your banner can provide express entry to your booth and automatic lead capture. Maximise your impact by purchasing all four banners and save. Bundle in the video for even more savings.

### “OUTDOOR” VIDEO (EXCLUSIVE)

**\$1,999 + GST**

Achieve message cut-through by having your video displayed on a big screen outside of the ADX Online “venue”, where branding real estate is limited.

### PACKAGE – EXCLUSIVE VIDEO AND ALL FOUR BANNERS

**\$3,999 + GST**

## LOUNGE

**\$1,999 + GST**

Set up your own virtual lounge for visitors to engage with one another, chat, and absorb your brand messaging.

- Naming rights “Your company name Lounge”
- Your choice of virtual fit-out branding and colour scheme
- Your choice of engagement opportunities – video playing on loop, logos, express entry to your booth etc

# SPONSORSHIP OPPORTUNITIES (CONTINUED)

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## FOYER BANNER (LIMIT 2)

**\$1,999 + GST**

**BUNDLE BOTH BANNERS \$3,499 + GST**

The foyer is the most-visited place of ADX Online. It is the first place visitors see (unless they have entered via express entry). It is where they engage with ADIA for more information. It is how they navigate to the exhibition hall Learning Labs, CPD and social lounges. Achieve message cut-through by having your logo displayed on one of two banners in the foyer. Your banner logo can provide express entry to your booth. Maximise your impact by purchasing both banners and save.

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## WELCOME VIDEO BRANDING

**\$2,999 + GST**

Co-brand with ADIA the video in the foyer. This message from ADIA National President Tanya McRae and CEO Kym De Britt introduces people to ADX Online and provides simple advice on how visitors can make the most of the event.

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## VIRTUAL SHOWBAG

**\$199 + GST**

- Have your digital item pre-populated into every ADX Online visitor's virtual showbag.
- (Free of charge for ADX Melbourne brochure wall sponsors)

## GAMIFICATION SPONSOR (LIMIT 3)

**\$2,499 + GST**

**BUNDLE ALL 3 GAMES FOR \$5,999 + GST**

Gamification is a key way that visitors can be encouraged to spend more time and explore more widely at the event. There are three games within ADX Online and each sponsor will capture leads for every visitor who checks their score or mascot or participates in the game. To increase engagement in the game, sponsorship is limited to those companies able to donate a prize worth over \$3,000 – this could be in the form of product or service, but for maximum engagement we recommend a more general prize (iPad, weekend away etc). As gamification sponsor, you can even choose some of the points-gaining criteria (eg visit 2 booths starting with the same letter of your company, click on your logo “walking around” in the foyer, watch 2 webinars, connect with someone in the lounge etc).

## PACKAGE – WELCOME VIDEO & GAMIFICATION

**\$7,999 + GST**

By sponsoring both the Welcome Video and all three Gamification options, the welcome video will promote your prizes and encourage people to participate in the games.

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## EXIT DOOR BRANDING (CLICK TO GO BACK TO THE FOYER)

**\$499 + GST PER DOOR**

Display your brand on each of the “exit” doors between the exhibition hall and the foyer. Clicking the top half of the door goes to the foyer. Clicking on your brand provides express entry to your booth.

## PACKAGE – BUNDLE ALL 10+ DOORS

**\$3,999 + GST**

## USEFUL INFORMATION

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### WHY NOT DESIGN YOUR OWN SPONSORSHIP PACKAGE THAT DELIVERS EXACTLY WHAT YOU NEED?

- Your creativity is protected: if you come up with a new idea for your sponsorship, nobody else can use it
- All sponsorship subject to approval and compliance with applicable legislation and the ADIA Code of Practice
- 50% deposit with booking will secure your sponsorship. Benefits will commence on payment of balance owing
- All our communications are aimed at bringing you More people, More often, For longer
- Benefits are subject to the timely provision of required information, content and imagery

## CALL US NOW ON 1300 943 094

## Help tell the story

#ADXexpo  
#ADXMelbourne  
#ADXonline



For more information please contact  
[exhibitions@adia.org.au](mailto:exhibitions@adia.org.au)  
[partnerships@adia.org.au](mailto:partnerships@adia.org.au)  
[membership@adia.org.au](mailto:membership@adia.org.au)

1300 943 094



Australian Dental  
Industry Association

