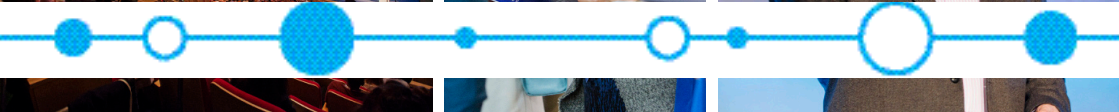




# Exhibition and Event Sponsorship Prospectus

2024-25



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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.

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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.

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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.

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Our weekly live webinars cover everything from clinical to business topics and regularly attract between 200 and 400+ 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.

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## About the British Dental Association

The British Dental Association (BDA) occupies a unique place in UK dentistry. With over 15,000 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.

## Core CPD study day

Friday 13 September 2024 | London

### BDA Speakers

#### Overview

A one-day programme to help all members of the dental team renew, revise and refresh their knowledge on the GDC's 'highly recommended' CPD topics.

#### Topics covered

- Complaint management
- Disinfection and decontamination
- Medical emergencies
- Oral cancer and early detection
- Record keeping
- Safeguarding

Exhibition stand:  
**£500 + VAT**

Inserts:  
**£150+VAT**

Expected delegates  
**60-80**

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



# Life beyond the UDA

Friday 20 September 2024 | Birmingham

## Overview

This event acknowledges the recent growth in the private dental market and it'll help those practitioners who may be interested in transitioning towards private practice navigate the process.

## Learning objectives

- Be able to make informed, purposeful decisions about how you can move your career and dental businesses forward
- Understand what is involved in transitioning towards private practice and how to navigate the process
- Discuss the economic outlook for England
- Consider patient attitudes towards Private dentistry
- Understand the role communication plays in engaging and motivating others to support you through changes you make.

**Sponsorship:Denplan**

Exhibition stand:  
**£500+VAT**

Inserts:  
**£100 +VAT**

Expected delegates:  
**80-100**

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



# Periodontal management for general dental practice

Friday 26 April 2024 | Manchester

Friday 20 September 2024 | London

**Speakers:** Ian Dunn, Rajan Nansi

## Learning objectives

- Discuss prognosis of periodontally-involved teeth rationally with patients
- Use BPE effectively and rapidly
- Assess periodontal patients in detail to arrive at the right diagnosis
- Instruct and motivate patients in self-care
- Perform non-surgical therapy efficiently
- Consider and plan the use of treatment adjuncts to periodontal treatment.

Exhibition stand:  
**£500 +VAT**

Inserts:  
**£150 +VAT**

Expected delegates:  
**50 - 70**

To discuss further, contact: [susan.graves@bda.org](mailto:susan.graves@bda.org) / 020 7563 417 5



# Tooth whitening and resin infiltration strategies

Friday 27 September 2024 | Manchester

Speaker: Linda Greenwell

## Overview

This one-day event will provide delegates with an in depth knowledge of tooth whitening and dental bleaching to achieve successful results for their patients and practice. Participants will also learn how to undertake effective resin infiltration for treatment of white spots and white marks during the hands on part of the day.

## Learning objectives

- Review the scientific basis of bleaching, having acquired knowledge and understanding of the process
- Review the key points of the EU directive concerning tooth whitening products
- Understand the causes of sensitivity and patient management during treatment
- Learn how to assess the indications and the contraindications for resin infiltration techniques

## Sponsorship: DMG

Exhibition stand:  
**£ 400 +VAT**

Inserts:  
**£150 +VAT**

Expected delegates:  
**40-50**

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

# A day with Dr Pascal Magne: Creating natural aesthetic dentistry

Friday 28 March 2025 | London

Dr Pascal Magne will present a tentative checklist for aesthetic dentistry. Pascal will demonstrate that beauty and charm is not defined by a mathematical equation or a standardised recipe but is rather a complex sum of balanced elements creating a positive emotional response.

## Learning objectives

- Consider the 14 objectives criteria to creating natural aesthetic dentistry
- Identify and discuss the subjective interpretation leading to the concept of balance in the smile
- Learn how clinical procedures can be optimised to apply aesthetic principles

**Sponsorship: £3000 +VAT**

Exhibition stand:  
**£700 +VAT**

Inserts:  
**N/A**

Expected delegates:  
**200 +**

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 CDS Group Annual Presidential and Scientific Meeting 2024

10 -11 October 2024 | Edinburgh

## Overview

This popular annual event will look at the complex issues found in the Community Dental Service workload of today. Multiple sessions with speakers covering various issues affecting NHS dentistry

## Topics include:

- Addressing dental care barriers for bariatric patients
- Conscious sedation or general anaesthesia for special care patients?
- Dentistry for the homeless
- Medication-related osteonecrosis of the jaw (MRONJ)
- Oral health improvement in prisons
- Saving the sixties
- Selfcare

## Sponsor: Wrights



Exhibition stand:  
**£500+VAT**

Inserts:  
**N/A**

Expected delegates:  
**150 - 200**

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

# LDC Officials' Day

Friday 29 November 2024 | London

## Overview

The BDA's LDC Officials' day event is an ideal opportunity for organisations to attract and promote their services to influential decision making dentists from all over the UK.

This information sharing/training day is an annual event organised by the BDA with the aim of providing an update to Representatives from LDC's across the UK on key issues.

Delegates comprise nominated LDC Representatives together with members of the BDA's General Dental Practice Committee (GDPC).

**Sponsorship: £3,500+VAT**



Exhibition stand:  
**£600 + VAT**

Inserts:  
**£150 + VAT**

Expected delegates:  
**150 - 200**

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

# LDC Annual Conference

**5-6 June 2025**

Newcastle

The BDA Events team help organise the LDC Conference and black-tie Dinner each year working on behalf of the Annual Conference of LDCs Agenda Committee.

The conference is a unique event with the attendance of 200 to 250 influential decision making dentists from all over the UK guaranteed, it presents an excellent opportunity for organisations to raise their profile in the profession.

Delegates comprise LDC Representatives and Observers nominated by their LDC together with members of the BDA's General Dental Practice Committee (GDPC).

**Sponsorship: TBC**

Exhibition stand:  
**£895**

Inserts:  
**£300**

Expected delegates:  
**200 - 250+**

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 topics include:**

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 200 and 400 delegates. We then host an on demand version, giving you an additional branding opportunity.

**Webinar sponsorship - £1,500 + VAT** – Sponsor a BDA selected speaker and topic or select your own speaker and topic (to be agreed with the BDA).

## 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.

**Sponsorship:**  
**£1,500+VAT**

**Inserts:**  
**N/A**

**Delegates:**  
**200-400+**

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/ exhibition stand Y/N	Inserts 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.

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