



NATIONAL
DENTAL
ASSOCIATION

113TH

**NATIONAL CONVENTION
RICHMOND 2026**

GREATER RICHMOND CONVENTION CENTER - HALL D

ARCHITECTS OF CHANGE

JULY 16 - 19, 2026



EXHIBITOR *PROSPECTUS*

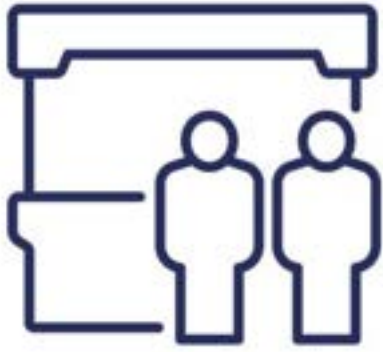


Why Exhibit at NDA?

The NDA Exhibit Hall is the central hub of our Annual Convention. It's where minority oral health decision makers, educators, practitioners, students, and partners connect with organizations shaping the future of dentistry.

THE OBJECTIVE OF THE EXHIBITOR HALL IS TO PROVIDE OPPORTUNITIES FOR MINORITY ORAL HEALTH DECISION MAKERS TO EXPAND THEIR KNOWLEDGE BASE WITH LEADING EXHIBITORS SHOWCASING THEIR PRODUCTS AND SERVICES.

BY ENGAGING WITH OUR EXHIBITORS, NDA MEMBERS GAIN ACCESS TO CURRENT TRENDS, BEST PRACTICES, AND RESOURCES THAT INCREASE HEALTH EQUITY, CREATE MENTORING OPPORTUNITIES, AND ELEVATE THE PROFILE OF OUR PROFESSION.



TRAFFIC DRIVERS

To ensure visibility and engagement, the Exhibit Hall will feature:

- **President's Welcome Reception** held inside the Exhibit Hall.
- **Main session room** located within the hall.
- **CE classroom** on the expo floor.

REASONS TO EXHIBIT

- Direct access to decision makers in oral health.
- Generate new leads and build lasting relationships.
- Share best practices with NDA members.
- Become a valued member of the NDA Family — **we value our exhibitors!**



PRICING

ATTENDEE PROFILE

(Expected 750-1,500)

- **DENTISTS (NEW & ESTABLISHED)**
- **DENTAL INSTITUTIONS & FACULTY**
- **RESEARCHERS & RESIDENTS**
- **DENTAL STUDENTS, HYGIENISTS, ASSISTANTS**
- **CORPORATE PARTNERS, ASSOCIATIONS, DSOS**
- **TECHNICAL & NON-TECHNICAL EXHIBITOR**

10'x10' Booths

Inline:

\$1,500 (by Jan 1, 2026)

\$2,000 (after Jan 2 - March 1)

\$2,500 (March 2 - May 15)

Premium:

\$2,500 (by Jan 1, 2026)

\$2,500 (after Jan 2 - March 1)

\$3,000 (March 2 - May 15)

Each booth includes draping, signage, table, 2-chairs, wastebasket and one tote-bag insert. Furnishings, power, labor, and shipping are not included.

KEY DEADLINES

January 1, 2026 - Early bird deadline

March 1, 2026 - Advance deadline

May 15, 2026 - Late deadline - full payment due + COI submission deadline

January 2, 2026 - Exhibitor Service Kit available from Show Strategy



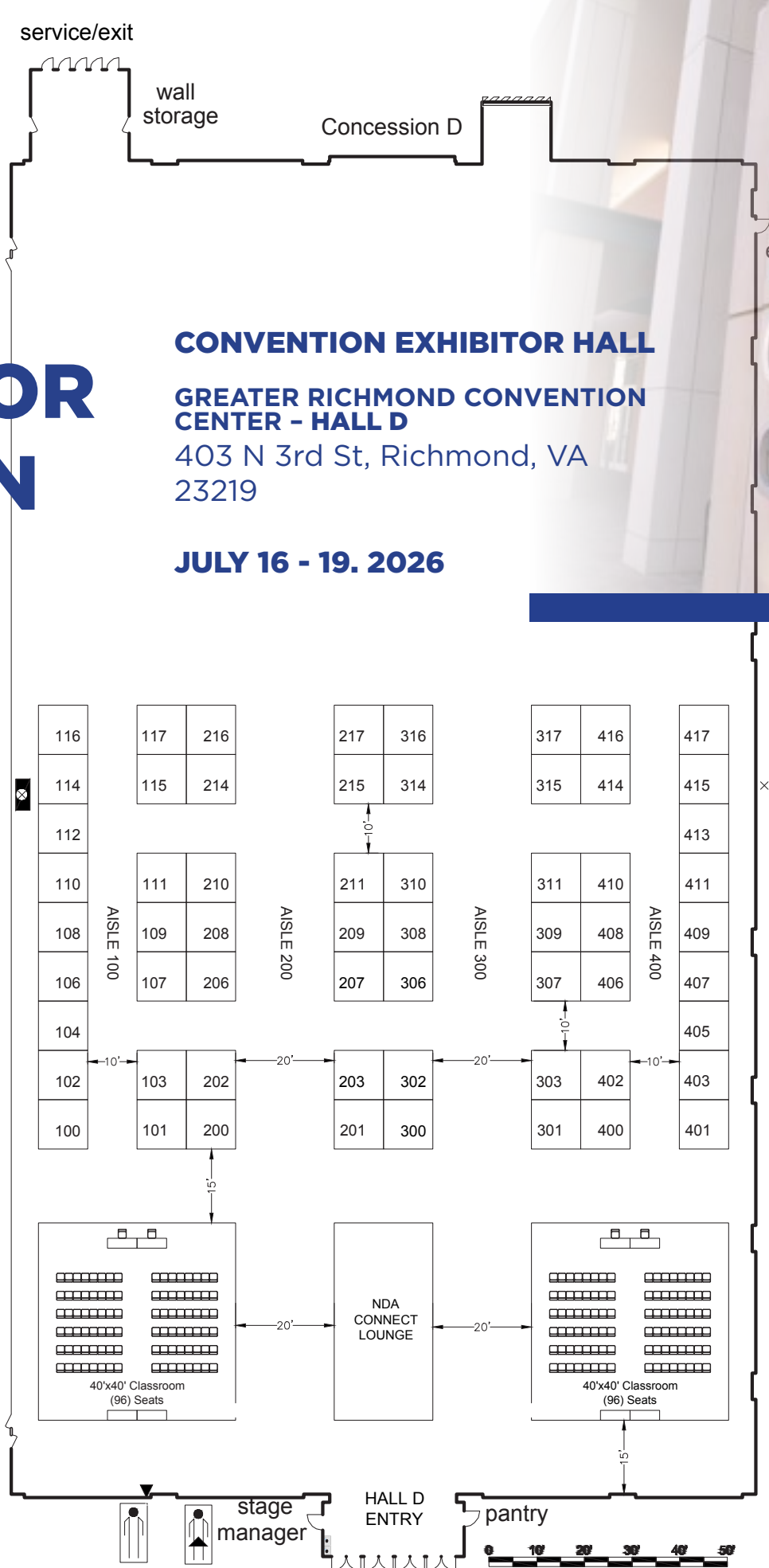
FLOOR PLAN

CONVENTION EXHIBITOR HALL

GREATER RICHMOND CONVENTION CENTER - HALL D

403 N 3rd St, Richmond, VA 23219

JULY 16 - 19. 2026



Exhibitors with any questions or concerns,

Please reach out to Tonya Horsley at thorsley@ndaonline.org or via phone at (202) 885-9492 to discuss.

EXHIBIT HALL SCHEDULE

THURSDAY JULY 16, 2026

DAY 1

8:00 am – 3:00 pm | **Move In**

7:00 – 10:00 pm | **President's Welcome Reception**

FRIDAY JULY 17, 2026

DAY 2

11:00 am – 5:00 pm | **Exhibit Hall Open**

SATURDAY JULY 18, 2026

DAY 3

11:00 am – 5:00 pm | **Exhibit Hall Open**

5:00 pm – Midnight | **Move-out**

BOOTH ASSIGNMENT POLICY

Space is assigned in the order agreements and deposits are received. If top choices are unavailable, NDA will assign the next best option, including corner booths if available.

HOW TO APPLY

1. Complete the Exhibitor Agreement form with booth preferences

Visit

<https://www.ndaonline.org>

2. Return Engagement & Advertising form

Email - **Karla Dozier**

kdozier@ndaonline.org

TERMS & CONDITIONS

- The booth deposit required: **\$1,500 per booth by January 1, 2026**
- **COI is required by May 15, 2026.**
- **Cancellations by Jan 31, 2026: \$500 cancellation fee;**
- **No refunds after Feb 1, 2026 (unless your booth is resold).**
- **Exhibitor badges: 2 included per booth; additional exhibitor staff badges \$150 each.**
- **June 1, 2026 – advertising deadline**
- **Full Terms & Conditions provided with agreement.**





About our General Services Contractor

Show Strategy, Inc. is a diverse, comprehensive General Services Contractor (GSC) that provides strategic consulting, design, general service contracting, fabrication, and labor resources for exhibitions, conferences, corporate events, and venues nationwide.

Founded in 2017 by Chicago native Glenn Charles, Jr., Show Strategy was established to redefine what true client-focused partnership looks like in the live events industry—delivering cost-effective, design-forward, and process-driven solutions that consistently exceed expectations. Since its inception, Show Strategy has designed, managed, and built some of the most notable live events, art fairs, conventions, exhibits, and brand experiences in the country—executed in major venues around the world with labor forces spanning diverse regions and disciplines. At its core, Show Strategy operates with a simple philosophy:

“Embed our DNA in our clients’ brands and execute the most seamless, memorable experience for all stakeholders.”

As a trusted partner, the company blends creativity, technical precision, and operational excellence to deliver unmatched value without compromising vision. Show Strategy’s nimble management approach allows clients to maintain efficient, scalable operations that positively impact long-term growth and event success. With expanding operations in Chicago and Miami, Show Strategy continues to set new standards for innovation, sustainability, and inclusivity across the live events and convention industry.

ENGAGEMENT OPPORTUNITIES

Join us at the 2026 National Dental Association Convention, taking place In Richmond, VA July 16-19, for an incredible opportunity to connect with industry leaders, dental professionals, and fellow exhibitors. As an exhibitor, you'll have access to exclusive networking events designed to foster meaningful connections and business growth. Don't miss your chance to engage at our Welcome Reception, President's Gala, daily Exhibit Hall hours, and more. Let's build relationships that shape the future of dentistry, see you in July!

Thursday, July 16, 2026

Opening Plenary Session

President's Welcome Reception

Expo Floor

Friday, July 17, 2026

Exhibit Hall

11:00 AM - 5:00 PM

Saturday, July 18, 2026

Women's Health Symposium Luncheon

\$150 to Attend

President's Gala

Members Free / \$200 for Non Members

Sunday, July 19, 2026

Social Justice Breakfast

\$75 to Attend

Golf Tournament

additional information to come



EXHIBITOR SETUP

Thursday, July 16, 2026

8:00 AM - 3:00 PM



HOURS OF OPERATION

Exhibit Hours

11:00 AM - 5:00 PM

*lunch will be served In the exhibit hall on Friday July 17, 2026



EXHIBITOR MOVE OUT

Saturday, July 18, 2026

5:00 PM - Midnight

NDA Convention

Souvenir Journal

Ad Order Form



Please fill out all fields on this order form and submit via email to kdozier@ndaonline.org by the deadline, **June 1, 2026**. Be sure to indicate your preferred payment method on the form to ensure processing.

Ad Size

- | | | |
|--|--|--|
| <input type="checkbox"/> Back Cover \$4,500 | <input type="checkbox"/> Inside Back Cover \$3,800 | <input type="checkbox"/> Inside Front Cover \$3,800 |
| <input type="checkbox"/> Center Page \$3,600 | <input type="checkbox"/> Full Page \$2,400 No. of Ads _____ | <input type="checkbox"/> 1/2 Page Horizontal \$2,100 No. of Ads _____ |
| <input type="checkbox"/> 1/4 Page Vertical \$1,800 No. of Ads _____ | <input type="checkbox"/> Convention Bag Insert \$1,000 No. of Ads _____ | |

Contact Information

Contact Name _____
Company Name _____
Phone Number _____ Email _____

Payment Information

- ☐ ACH / Wire Transfer ☐ Check ☐ Credit Card

For Credit Card Payment

Card Number _____ Exp. Date _____ CVV Code _____

Contact Name _____

Print name as it appears on card _____

- ☐ I _____ authorize the National Dental Association to charge my credit card above for agreed upon sponsorship. All checks should be made payable to "National Dental Association". Our Mailing Address is: 3517 16th St NW Washington, D.C. 20010

Signature _____ Date _____

All advertisements must be submitted according to the following specifications. Electronic files are preferred in the following formats: TIFF, EPS, JPG or PDF files that are optimized, 2/C, only color grayscale (no RGB files), minimum 300 dpi with embedded fonts. Final publication trim size 8.5"x11". Full page Ad with bleed: 8.75"x11.25". Live Area 7.5"x9.125". Half Page Ad with bleed: 8.75"x5.125". Live area 7.5"x4". Quarter Page Ad with bleed only: 3.875"x5.125". The publisher reserves the right to reject any advertising which is not in keeping with the publication standards. The advertiser agrees to assume liability for all content (including text, representation, and illustration) of advertisement printed. **Deadline for submission is June 1, 2026**



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RICHMOND **2026**

ARCHITECTS OF CHANGE

JULY 16 - 19

SAVE THE DATE



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National Office

3517 16th Street NW, Washington, DC 20010



@NationalDentalAssociation

(202) 885-9492



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www.ndaonline.org