

SPONSORSHIP & EXHIBITION PROSPECTUS

WORLD DENTAL CONGRESS

SYDNEY 2023

24 - 27 September 2023
International Convention Centre



Educating for Dental Excellence

Acknowledgement of Country

We respect and honour Aboriginal and Torres Strait Islander Elders past, present and emerging. We acknowledge the stories, traditions and living cultures of Aboriginal and Torres Strait Islander peoples on this land, Australia, and commit to building a brighter future together.



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Image: Connor Meakins, Unsplash



A Welcome Message from FDI President **Prof. Ihsane Ben Yahya**

As President of FDI World Dental Federation (FDI), it is my greatest honour to invite you on this journey to our first face-to-face FDI World Dental Congress (WDC) in four years. We are delighted to be co-hosting this meeting with, our member, the Australian Dental Association (ADA). The WDC brings together leaders across the world in dental practice, research, academia, and industry to deliver the highest quality and most innovative and effective continuing education (CE). I am sincerely overjoyed by the opportunity to be reunited with you all in person.

To advance the art and science of dentistry, the WDC will provide a cutting-edge scientific programme with hundreds of CE-accredited sessions, interactive fora, and an extensive dental Exhibition. The dental profession and the dental industry are essential partners in delivering oral health to populations around the world. Bridging the gap between the two is even more important today, as new materials and technology are developed to accommodate the latest treatment philosophies, so we hope companies will mark this key date, 24 to 27 September, in the calendar and leverage the Congress to profile the great work they do.

The WDC will bring together thousands of dentists, dental team staff, students, new professionals, and international practitioners. Companies can therefore, benefit by showcasing their innovative products and services or alternatively, there is an opportunity to share scientific messages and research through an Industry Symposia. Whichever strategy you decide is best for your company, the WDC team are here to support you and we very much look forward to meeting you.

Every element is in place to deliver a Congress that serves to strengthen ties between the dental profession, industry innovators and committed stakeholders to raise the voice of the oral health community and advance the practice of dentistry worldwide.

Let's work together to lead the world to optimal oral health.

See you in Sydney!



A Welcome Message from ADA President **Dr Stephen Liew**

After the last few years, it is my absolute pleasure as Federal President of the Australian Dental Association to invite you to join members of the profession from across the world at the FDI World Dental Congress (WDC) from 24 to 27 September 2023.

This landmark worldwide dental event will bring the global dental profession to Sydney, where we will host to the event across the entire International Convention Centre, one of the newest & most modern facilities of its type in the world.

Thousands of delegates from across the globe are expected, who will soak up seven information streams in the Main Scientific Programme & associated teaching sessions, along with a myriad of networking opportunities and a huge multi-hall exhibition.

Our Local Organising Committee & Scientific Division has worked tirelessly since 2019 to plan the event and include incredible social events to showcase our world-class harbour city. We were particularly pleased to have the magnitude of the event recognized by support from the NSW Government & our latest corporate partner, Qantas.

Exhibiting to dentists and their teams, local and international, presents a rare chance for exposure in what will be the largest exhibition of dental products and services ever held in Australia, and we are excited to offer your brand and business the opportunity to participate as Sponsors and Exhibitors.



Bottom image: Ethan Ou, Unsplash



Sydney

A city that inspires

Sydney consistently ranks as a leading global and Asia Pacific hub – and Australia’s number one destination for global meetings.

As the largest economy in Australia and the ninth largest in the Asia Pacific Region, Sydney is perfectly positioned to help people and organisations shape a brighter and more prosperous future for local and global communities.

A hive of innovation and thought leadership, the city is making global headlines for being the academic and business hub for Australia’s signature industry sectors.

Sydney brings a new and unique global perspective, close proximity to Asian growth markets, and the quality infrastructure and experienced local industry you need. All this, capped off with costs comparable with its global big city peers.

Sydney has the capacity to inspire serious change, particularly in the sectors that align with its competitive strengths. This means greater opportunities to engage with government, academia/research, industry and business, and collaborate with world-leading expertise.

Top Image: Destination NSW; Bottom image: Photoholic, Unsplash

Expect a warm welcome

Sydney is the first stop on many Australian itineraries, and for good reason. It’s an inviting blend of the exhilarating and easy-going. It is a destination of great natural beauty, with a climate that allows year-round enjoyment of beaches, parks and harbour.

The city is Australia’s most multicultural city, with more than 250 languages spoken, and nearly 40% of its people born overseas. Sydney boasts a diverse range of cultures, cuisines and entertainment and every neighbourhood has its own distinctive energy and character. For such a diverse city, Sydney enjoys a remarkable social cohesion and consistently ranks as one of the safest, friendliest and most peaceful cities in the world. The mild climate allows easy access to the great outdoors every day of the year.

Sydney is perfectly positioned to help people and organisations shape a brighter and more prosperous future for local and global communities.



About the venue

The International Convention Centre (ICC) Sydney is Australia's leading convention, exhibition and entertainment precinct, located at the intersection of the city's academic, cultural and technology hubs. Distinguished by its striking design, ICC Sydney stands apart as a symbol of excellence in Australia's most cosmopolitan city.

More than a venue, ICC Sydney functions as an incubator of ideas and advocate for community, giving clients the opportunity to contribute to the city's cultural capital in meaningful ways. ICC Sydney's commitment to community, dedicated team of event experts and best-in-class ICT infrastructure all make it well placed to deliver engaging and extraordinary events every time.

www.iccsydney.com.au



Who attends?

The FDI World Dental Congress brings together leaders from across the world in dental practice, research, academia and industry to present the highest quality and most innovative and effective continuing education.

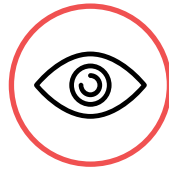
This event brings together thousands of dentists, dental hygienists, dental assistants, dental prosthetists and a number of other dental professionals from Australia and around the world.



Top and Bottom image: Getty Images

Benefits of Sponsoring and Exhibiting

The FDI World Dental Congress 2023 can provide your organisation with:



Maximum exposure of your brand at a world event devoted to those in the Dental Industry.



Access to a broad network of industry partners.



An opportunity to build and reinforce strategic relationships within Dentistry.



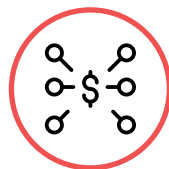
The chance to affiliate your brand with a unique and dynamic global Congress.



An opportunity to network with industry colleagues and develop strategic relationships with key decision makers.



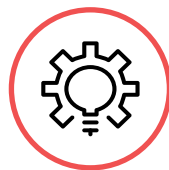
The opportunity to demonstrate your organisation's commitment to the dental profession and industry.



A cost effective way to reinforce your organisation's brand and build brand awareness amongst a relevant audience.



Showcase your expertise and capabilities, and educate the industry.



An opportunity to present latest innovations and new products or services to a relevant audience and showcase your expertise and capabilities.



Increased marketing opportunities including visibility via the Congress website and associated marketing materials.

Programme at a Glance

23 September 2023, Saturday

18:00 – 21:00 Congress Opening
(including Opening Ceremony)

24 September 2023, Sunday

08:00 – 18:00 Exhibition

08:00 – 09:45 Welcome & Scientific programme

10:00 – 10:30 Morning Tea

10:45 – 12:30 Scientific programme

12:45 – 14:15 Industry Symposia / Lunch & Learns

12:45 – 14:15 Lunch Break

14:30 – 17:15 Scientific programme

26 September 2023, Tuesday

08:00 – 18:00 Exhibition

08:00 – 09:45 Scientific programme

10:00 – 10:30 Morning Tea

10:45 – 12:30 Scientific programme

12:45 – 14:15 Industry Symposia / Lunch & Learns

12:45 – 14:15 Lunch Break

14:30 – 17:15 Scientific programme

19:00 – 23:30 Sydney Night

25 September 2023, Monday

08:00 – 18:00 Exhibition

08:00 – 09:45 Scientific programme

10:00 – 10:30 Morning Tea

10:45 – 12:30 Scientific programme

12:45 – 14:15 Industry Symposia / Lunch & Learns

12:45 – 14:15 Lunch Break

14:30 – 17:15 Scientific programme

19:00 – 23:00 Gala Dinner

27 September 2023, Wednesday

08:00 – 17:00 Exhibition

08:00 – 09:45 Scientific programme

10:00 – 10:30 Morning Tea

10:45 – 12:30 Scientific programme

12:45 – 14:15 Industry Symposia / Lunch & Learns

12:45 – 14:15 Lunch Break

14:30 – 17:20 Scientific programme & Close

**Timings subject to change.*

Important Dates

24 September 2022

Pre-programme registration opened

15 November 2022

Exclusive booking period for
FDI Priority Partners concluded

16 November 2022

Start of booking period for
all other Exhibitors

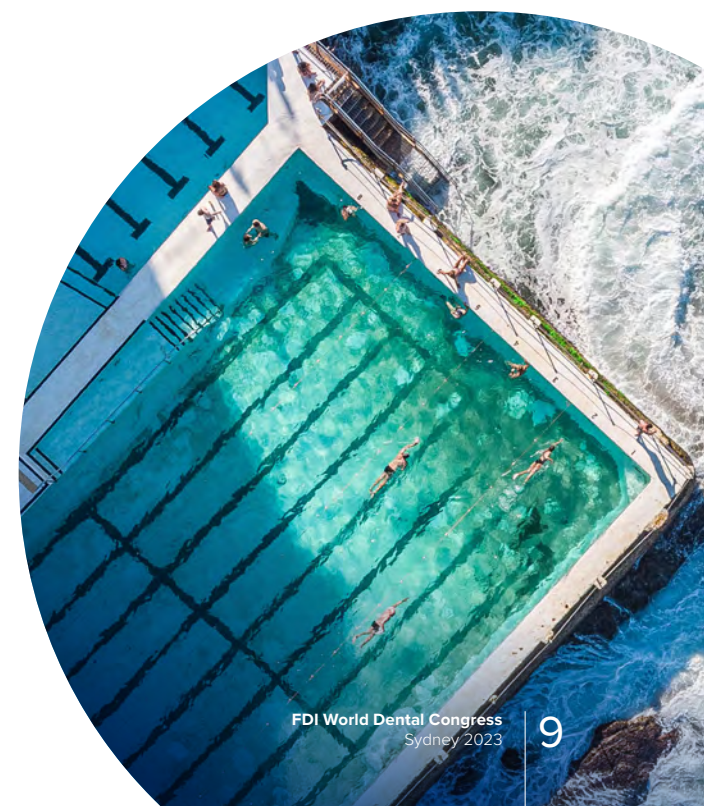


Image: Kelvin Li, Unsplash

FDI World Dental Congress
Sydney 2023

Sponsorship

Entitlements

Congress sponsors receive the following benefits and entitlements as outlined in the individual sponsorship offerings:

- Recognition as a sponsor (with company logo) on the Congress website and Congress App, hyperlinked to the Sponsor's homepage
- Recognition as a sponsor in the final Congress Programme and final Exhibition Catalogue
- Sponsor's company logo included in the Congress Sponsor's acknowledgement feature
- Access to the Congress delegate list. The list will be provided to the sponsor at seven days prior to the event and again four weeks after the Congress (in accordance with applicable privacy acts, only those delegates who have provided consent to be listed will be included).

Opportunities

The following pages feature selected sponsorship opportunities for the FDI World Dental Congress 2023 and provide Congress supporters with a number of ways to enhance their visibility and association with the event.

To discuss sponsorship opportunities please contact the Congress Management Team at FDIWDC2023@ada.org.au

We can tailor a sponsorship solution for your organisation to maximise return on investment, and remain open to event support suggestions and negotiation.

Sponsorship Options	Additional Inclusions	Net Cost* (each)
Principal (multiple sponsorships available)	<p><i>(Tailored packages possible)</i></p> <ul style="list-style-type: none"> • Exclusive recognition by FDI/ADA as a principal sponsor of the event • Naming rights to one of the Congress concurrent sessions subject to AmDA CERP requirements (selected by sponsor, agreed by speaker – when Congress Programme is finalised) • Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) • Two (2) Congress registrations, which includes admissions to Opening Ceremony and Sydney Night (event may be renamed by organisers) • Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	Minimum AUD \$60,000
FDI Headquarter Hotel (HQ) (Hyatt Regency Sydney)	<ul style="list-style-type: none"> • Naming rights signage recognition at multiple locations within the Congress HQ Hotel (to be agreed by sponsor and FDI/ADA) and on the general sponsors website page and published material etc. • Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) • Two (2) Congress registrations, which includes admissions to Opening Ceremony and Sydney Night • Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$50,000
Congress Opening Sat 23 Sep 2023 (Evening) ICC Sydney	<p><i>This event is open to registered Congress delegates</i></p> <ul style="list-style-type: none"> • Naming rights recognition of the event (limited – drinks & canapes), and on the general sponsors website page and published material etc. • Brand signage in multiple locations at the venue as agreed with FDI/ADA • Opportunity to provide a sponsor supplied promotional item to each attendee • Eight (8) admissions for sponsor nominated guests to attend the Opening Ceremony • Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) • Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$50,000
Gala Dinner Mon 25 Sep 2023 Sydney Town Hall	<p><i>This event is open to registered Congress delegates at additional admission cost (approx. 700+ guests)</i></p> <ul style="list-style-type: none"> • Naming rights recognition of the event (sit down dinner), and on the general sponsors website page and published material etc. • Brand signage in multiple locations at the venue as agreed with FDI/ADA • Opportunity to provide a sponsor supplied promotional item to each attendee • Four (4) admissions for sponsor nominated guests to attend the Gala Dinner • Full page advertisement in final Congress Programme • Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$40,000
Sydney Night Tue 26 Sep 2023 Campbell Stores at Circular Quay West	<p><i>This event is open to registered Congress delegates at additional admission cost (approx. 1500 guests)</i></p> <ul style="list-style-type: none"> • Naming rights recognition of the event (limited stand up – drinks & canapes), and on the general sponsors website page and published material etc. • Brand signage in multiple locations at the venue as agreed with FDI/ADA • Opportunity to provide a sponsor supplied promotional item to each attendee • Six (6) admissions for sponsor nominated guests to attend the Sydney Night • Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) • Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$55,000

*10% Australian Goods & Services Tax (GST) to be added to net prices shown.

Sponsorship Options	Additional Inclusions	Net Cost* (each)
Speakers Lounge	<ul style="list-style-type: none"> Naming rights recognition as the Speakers Lounge sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Half page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$15,000
VIP Lounge	<ul style="list-style-type: none"> Naming rights recognition as the VIP Lounge sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Half page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$15,000
Congress Programme (digital publication)	<ul style="list-style-type: none"> Recognition as the Congress Programme sponsor with logo and sponsorship category featured on the back cover of the final Congress Programme Full page advertisement in final Congress Programme (artwork supplied by sponsor) Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$25,000
Exhibition Catalogue (digital publication)	<ul style="list-style-type: none"> Recognition as the final Exhibition Catalogue sponsor on all relevant material – website, Congress Programme etc. Sponsor's name, logo and sponsorship category featured on the front cover of the final Exhibition Catalogue Full page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Mini Congress Programme (publication)	<ul style="list-style-type: none"> Recognition as the Mini Congress Programme sponsor on all relevant material – website, Congress Programme etc. Sponsor's name and logo prominently displayed on front cover (this is the only recognition opportunity available in the publication) Full page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$20,000
Exhibition Floor Plan (multiple offerings – subject to availability)	<ul style="list-style-type: none"> Sponsor's logo placed on the Exhibition floor plan marking the sponsor's stand – displayed throughout the Congress venue and Exhibition Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$5,000
Exhibition Happy Hour (3 available, Sun-Tue, Times TBC)	<ul style="list-style-type: none"> Naming rights recognition as an Exhibition Happy Hour sponsor (limited drinks & canapes) on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Full page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Accompanying Persons Congress Programme	<ul style="list-style-type: none"> Naming rights recognition as the Accompanying Persons (AP) Congress Programme sponsor on all relevant material – website, separate AP Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Opportunity to provide a sponsor supplied promotional item to each Accompanying Person Sponsor representation at AP Congress Programme (as agreed with FDI/ADA) Full page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$25,000
Speaker (multiple available)	<ul style="list-style-type: none"> Recognition as a Speaker sponsor on all relevant information – website, Congress Programme, onsite signage and speaker introduction slide, subject to AmDA CERP requirements Two (2) admissions for sponsor nominated guests to attend the designated speaker session/s (can be multiple) only 	AUD \$30,000

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Sponsorship Options	Additional Inclusions	Net Cost* (each)
Session (multiple available)	<ul style="list-style-type: none"> Recognition as a Session sponsor on all relevant information – website, Congress Programme, onsite signage and session introduction slide, subject to AmDA CERP requirements Two (2) admissions for sponsor nominated guests to attend the designated session only 	AUD \$20,000
E-Poster Area	<ul style="list-style-type: none"> Naming rights recognition as the E-Poster sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Sponsor's name and logo prominently displayed on E-Poster panels Full page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$20,000
LIVE Demonstration Area Sponsor	<p>* The LIVE demonstration area, located in the Exhibition, will allow delegates to see procedures/product/devices LIVE in action</p> <ul style="list-style-type: none"> Naming rights recognition as sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Sponsor's name and logo prominently displayed in the LIVE demonstration area, as agreed with FDI/ADA Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$30,000
Congress App	<ul style="list-style-type: none"> Naming rights recognition as the Congress App sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Sponsor's logo and presence (as agreed with FDI/ADA) incorporated into the Congress App Sponsor's logo displayed in all publications/correspondence/advertisements/ promotions of the Congress App, across all mediums Daily push notifications onsite at Congress (as agreed with FDI/ADA) Full page advertisement in final Congress Programme (artwork supplied by sponsor) Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels Additional promotional benefits within the Congress App as agreed with FDI/ADA 	AUD \$50,000
Dedicated WiFi	<ul style="list-style-type: none"> Naming rights recognition as the Dedicated WiFi sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Full page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Catering Area - Level 1 access via Level 2 (Lower) (multiple days/times available)	<ul style="list-style-type: none"> Naming rights recognition as the Catering Area sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Sponsor will have naming rights to the catering area including use of their brand throughout the area over a specific period agreed with FDI/ADA Opportunity to hold a corporate event within the catering area (event costs borne by sponsor) – day/time to be agreed with FDI/ADA Half page advertisement in final Congress Programme (artwork supplied by sponsor) Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$40,000

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Sponsorship Options	Additional Inclusions	Net Cost* (each)
Catering Area – Level 4 (Upper) (multiple days/times available)	<ul style="list-style-type: none"> Naming rights recognition as a Catering Area sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage (as agreed with FDI/ADA) Sponsor will have naming rights to the catering area including use of their brand throughout the area over a specific period agreed with FDI/ADA Opportunity to hold a corporate event within the catering area (event costs borne by sponsor) – day/time to be agreed with FDI/ADA Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$30,000
SAFE Event	<p><i>Branded hand sanitiser and other onsite material required to keep the Event Safe*</i></p> <ul style="list-style-type: none"> Naming rights recognition as the SAFE Event sponsor on all relevant material – website, Congress Programme etc. and onsite venue materials and signage (as agreed with FDI/ADA) Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels <p><i>*In accordance with government regulations at time of the event</i></p>	AUD \$30,000
Device Charging Facility (multiple available)	<p><i>Device charging lounges located in several locations throughout the venue and Exhibition</i></p> <ul style="list-style-type: none"> Naming rights recognition as a Device Charging Facility sponsor on all relevant material – website, Congress Programme etc. and onsite selected signage (as agreed with FDI/ADA) Sponsor's name and logo prominently displayed. Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$25,000
Privacy Pod (multiple available)	<p><i>Private meeting spaces for Delegates and Exhibitors</i></p> <ul style="list-style-type: none"> Naming rights recognition as a Privacy Pod sponsor on all relevant material – website, Congress Congress Programme etc. and onsite selected signage (as agreed with FDI/ADA) Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$10,000
Delegate Satchels	<ul style="list-style-type: none"> Naming rights recognition as the Delegate Satchel sponsor on all relevant material – website, Congress Programme etc. and co-branded on delegate satchel with FDI/ADA Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels 	AUD \$35,000
Delegate Notepads	<ul style="list-style-type: none"> Naming rights recognition as the Delegate Notepads sponsor on all relevant material – website, Congress Programme etc. and co-branded on delegate notepads with FDI/ADA Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$25,000
Delegate Pens	<ul style="list-style-type: none"> Naming rights recognition as the Delegate Pens sponsor on all relevant material – website, Congress Programme etc. and co-branded on delegate pens with FDI/ADA Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$25,000

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Sponsorship Options	Additional Inclusions	Net Cost* (each)
Reusable Water Bottles	<ul style="list-style-type: none"> Naming rights recognition as the Water Bottle sponsor on all relevant material – website, Congress Programme and co-branded on reusable water bottles with FDI/ADA Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$25,000
Water Stations	<ul style="list-style-type: none"> Naming rights recognition as the Water Stations sponsor on all relevant material – website, Congress Programme and co-branded on reusable water bottles with FDI/ADA Sponsor's logo placed on water stations throughout the Congress venue and Exhibition Full page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$10,000
Wayfinding Technology	<ul style="list-style-type: none"> Naming rights recognition as the Wayfinding Technology sponsor on all relevant material – website, Congress Programme and Exhibition catalogue etc. Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$15,000
Digital 'Smart Wall'	<ul style="list-style-type: none"> Naming rights recognition as the Digital Smart Wall sponsor on all relevant material – website, Congress Programme and Exhibition Catalogue etc. Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$15,000
Lanyards	<ul style="list-style-type: none"> Naming rights recognition as the Lanyards sponsor on all relevant material – website, Congress Programme etc. & co-branded on lanyards with FDI/ADA (lanyard design by FDI/ADA) Full page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Name Badges	<ul style="list-style-type: none"> Naming rights recognition as the Name Badges Sponsor on all relevant material – website, Congress Programme and co-branded on name badges with FDI/ADA Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$15,000
Morning Breaks Tea & Coffee (4 available, Sun-Wed)	<ul style="list-style-type: none"> Naming rights recognition as a Break sponsor on all relevant material – website, Congress Programme and onsite selected area signage etc. (as agreed with FDI/ADA) Opportunity to provide a sponsor supplied promotional item to each attendee at your sponsored Morning Break Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Crèche	<ul style="list-style-type: none"> Naming rights recognition as the Crèche on all relevant material – website, Congress Programme and onsite selected area signage etc (as agreed with FDI/ADA) Half page advertisement in final Programme (artwork supplied by sponsor) 	AUD \$25,000
Coffee Cart (multiple available)	<ul style="list-style-type: none"> Naming rights recognition as a Coffee Cart sponsor on all relevant material – website, Congress Programme etc. Sponsor's logo placed on coffee cart positioned within the Congress or Exhibition venue Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$10,000
Gift (multiple available)	<ul style="list-style-type: none"> Naming rights recognition as a Gift sponsor to the Congress, on all relevant material – website, Congress Programme etc. (as agreed with FDI/ADA) Full page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$15,000

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Sponsorship Options	Additional Inclusions	Net Cost* (each)
Prize (multiple available)	<ul style="list-style-type: none"> Naming rights recognition as a Prize sponsor to the Congress, on all relevant material – website, Congress Programme etc. (as agreed with FDI/ADA) Full page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$15,000
Premium Swagbag (VIP registration)	<ul style="list-style-type: none"> Naming rights recognition as the Premium Swagbag sponsor for VIP Registration to the Congress, on all relevant material – website, Congress Programme etc. (as agreed with FDI/ADA) Opportunity to provide a sponsor supplied promotional item to each VIP registrant Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Wellness Zone	<ul style="list-style-type: none"> Recognition as the Wellness Zone (incorporating Yoga & Meditation lessons etc.) sponsor on all relevant material – website, Congress Programme and onsite selected area signage etc. (as agreed with FDI/ADA) Sponsorship of Wellness activities to be agreed with FDI/ADA Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Delegate Health Checks	<ul style="list-style-type: none"> Recognition as the delegate Health Checks sponsor on all relevant material – website, Congress Programme and onsite selected area signage etc. (as agreed with FDI/ADA) Sponsorship of Health Check assessment by qualified personnel (e.g. Blood Pressure, Cholesterol etc.) Half page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Games & Entertainment Area (multiple available)	<ul style="list-style-type: none"> Recognition as a Games and Entertainment Area sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage etc (as agreed with FDI/ADA) Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$10,000
Social Photo Booth (multiple available)	<ul style="list-style-type: none"> Recognition as a Social Photo Booth sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage etc. (as agreed with FDI/ADA) Half page advertisement in final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$10,000
Charity Drive	<ul style="list-style-type: none"> Recognition as an Charity Drive sponsor on all relevant material – website, Congress Programme etc. and onsite selected area signage etc. (as agreed with FDI/ADA) Details of Charity Drive to be finalised e.g. FDI2023 'Charity Fun Run' – along Sydney Harbour Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Congress Merchandise	<ul style="list-style-type: none"> Recognition as the Congress Merchandise sponsor on all relevant material – website, Congress Programme etc. and onsite at selected points of sale (as agreed with FDI/ADA) FDI 2023 merchandise including event pins, T-shirts, Australiana etc. (final list TBC) Full page advertisement in final Congress Programme and final Exhibition Catalogue (artwork supplied by sponsor) 	AUD \$20,000
Congress Survey (multiple available)	<ul style="list-style-type: none"> Naming rights recognition as a Congress Survey sponsor to the Congress with a specific event Survey (before/during or after the event) (as agreed with FDI/ADA) Half page advertisement in final Congress Programme (artwork supplied by sponsor) 	AUD \$5,000

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Advertising Opportunities

Advertisement in publications for the Congress:

Congress Programme	Inside Front Cover	SOLD	Full Colour, Full Page	AUD \$3,610 + GST
	Inside Back Cover		Full Colour, Full Page	AUD \$3,610 + GST
	Outside Back Cover		Full Colour, Full Page	AUD \$3,960 + GST
	Full Page		Full Colour, Full Page	AUD \$3,290 + GST
Exhibition Catalogue	Inside Front Cover	SOLD	Full Colour, Full Page	AUD \$3,610 + GST
	Inside Back Cover		Full Colour, Full Page	AUD \$3,610 + GST
	Outside Back Cover	SOLD	Full Colour, Full Page	AUD \$3,960 + GST
	Full Page		Full Colour, Full Page	AUD \$3,290 + GST

*To confirm available advertising and to book your ad in the above documents, please contact the Congress Management Team FDIWDC2023@ada.org.au

Deadlines for advertising in the Congress Programme Book and final Exhibition Catalogue:

Deadline	Day	Date	
Booking	Friday	31st March 2023	Deadlines extended to Friday 7 July
Materials	Friday	28th April 2023	

Above dates are close of business, Australian Eastern Standard Time.

- Specifications will be provided by the Congress Management Team upon receipt of your booking.
- A copy of all advertising must be submitted to the Congress Management Team for approval.

*10% Australian Goods & Services Tax (GST) to be added to net prices shown.

Image: Photoholic, Unsplash

Onsite Branding & Promotion

There are a number of opportunities for Exhibitors and Sponsors to feature branding and promotion through the Congress venue and via the Congress App. A specific onsite branding and promotions catalogue will be provided separately upon request.

Please contact the Congress Management Team to request this document FDIWDC2023@ada.org.au



Exhibition

The FDI World Dental Congress 2023 in Sydney offers a multi-hall Exhibition space across two levels of the International Convention Centre, with Exhibition halls in close proximity to presentation rooms allowing quick and easy access throughout the centre.

A number of custom designed catering spaces will be featured in the Exhibition areas to increase the amount of time delegates and visitors spend in the Exhibition.

Exhibitor Entitlements

- A listing of your company including booth/space location in the final Exhibition Catalogue
- Recognition as an Exhibitor (with corporate logo) on the Congress website and Congress App, hyperlinked to the Exhibitor's homepage
- Attractive advertising rates in the final Exhibition Catalogue and Congress Programme – refer to page 17
- Complimentary teas and lunches on Exhibition days – catered for 2 Exhibitors per 9 sqm (3m x 3m) space

iccsydney.com.au/exhibitions

Image: Getty Images

Planning for the Exhibition

The Exhibition industry within Australia, and throughout the world, continues to recover from the enormous impact of Covid 19 lockdowns.

Labour shortages, as well as other material, logistical and construction issues require everyone involved to work together to ensure that your participation at this Congress is highly successful.

To help your organisation's participation in FDI World Dental Congress 2023, we recommend you:

- 1** Determine what type of stand you need – booth, system upgrade hire or full custom.
- 2** Start your planning NOW and engage suppliers to ensure availability of supply.
- 3** Engage your existing supplier or ask the Congress Management Team for contacts within the Australian industry. If you are an international Exhibitor, or do not have the internal event staff, there are locally based companies who offer a full-service turn-key solution.
- 4** Consider simplifying your design to reduce potential labour, supply, and installation issues.
- 5** Ensure you meet the deadlines provided.
- 6** If you experience any difficulties in sourcing suppliers, reach out to the Congress Management Team for assistance.

Exhibition Booth Options

Stand Type	Size	Price per sqm	Price total 9sqm
Raw Space (Custom Stand)	3m x 3m (9sqm)	AUD \$700 + GST	AUD \$6,300 + GST
Standard Booth (Shell Stand)	3m x 3m (9sqm)	AUD \$778 + GST	AUD \$7,000 + GST

*10% Australian Goods & Services Tax (GST) to be added to net prices shown.

Important Note: Designs and measurements of custom built stands must be approved by the Congress Management Team and the venue. Other exhibitor conditions and requirements such as height restrictions and presentation standards, are specified in the official Congress Exhibitor Manual.

For all booth design and inclusions, please refer to pages 20 and 21.

Standard Booth (Shell Stand) Upgrades

Harry the Hirer has created some upgrade options for your consideration such as signage and backdrops, rigged banner printing, raised flooring and furniture packages. Please refer to pages 22 and 23 for more detail.

Deadline for orders: Friday 25 August 2023

For all enquiries, please contact **Sheri Van Den Eishout** on sheriv@harrythehirer or **+61 3 9429 6666**.



Top image: Mads Schmidt Rasmussen, Unsplash

Bottom Image: Christopher Burns, Unsplash

Booth Design

Standard shell scheme inclusions

Wall System - Nero The Nero exhibition booth combines a modern flush finish with a feature black-profile frame encompassing the stand space. Each wall panel is a complete set consisting of an aluminium frame skinned on both sides with 3mm white PVC. Wing walls (1mh) are constructed using black S40 Octanorm build system with single white MDF infills.

Screws, nails, bolts, glue, paint and double-sided adhesive tape and velcro will permanently damage the panels. Exhibitors are requested not to use them.

Stand signage	All open aisle frontages will have a printed fascia sign with the stand number and company name. All fascia signage must be confirmed by Tuesday 22 August 2023. Any stand name signs not confirmed by the due date will be printed with the company name as supplied by the Congress Organiser.
Lighting	2 x energy efficient spotlights are supplied per 9sqm.
Power	1 x single 4amp power point per stand, regardless of size.
Carpet	Please note that all shell scheme booths will be carpeted. Booths are supplied with Onyx 1 sqm carpet tiles.

A counter is included in the stand package. Other furniture options are available at the exhibitors' request. Additional costs will apply.

Extras – for any additions to your booth, furniture, additional lighting, signage or alterations to the standard shell, please contact our main stand builder **Harry The Hirer**.



Raw Space (custom stands)

Carpet / Flooring not included

Exhibitors installing a raw space (custom stand) must provide the contact details of their appointed stand contractor, together with a design layout showing the dimensions and 3D plan of the stand design for approval by ADA and the ICC Sydney by Tuesday 1 August 2023. Designs must be sent to [Nicolette Hughes](#) and should contain information such as stand layout, stand elevation, walls / solid structure heights and electrical fittings.

Height Restrictions

- Solid structures - The height restriction for all solid structures on a custom stand is 4.5 metres, unless otherwise approved in writing by [Nicolette Hughes](#) and ICC Sydney. All dual storey stands on any level will require engineer certification prior to build, and following construction prior to occupation.
- Banners and signage - The height limit on related banners and signage is 6 metres – this is from the base of the stand to the top of the banner. Lighting rigs, without exhibitor branding, above this height will be allowed.

Custom Stand Walls

- If your custom stand immediately adjoins another stand then you must supply an acceptable dividing wall (at least 2.4 metres in height). Any exhibitor using any adjoining walls without prior permission or payment will be billed by the 'owner' of the wall (usually a display contractor) for the use of their walls.
- Non-transparent wall construction is not permitted to extend more than 50% in any aisle-side of any display stand. After 50% is reached, open construction is mandatory.

Stand disposal requirements

Exhibitors who wish to dispose of their stands must pre-book this service with [ICC Exhibition Services](#) prior to attendance onsite. When collecting custom stand plans, it would be great if it's possible to collect whether they require to dispose of their stand.

PLEASE NOTE: THE EXHIBITOR MUST NOT ASSIGN, SHARE, TRANSFER, SUB-LET, SUB-LICENSE OR OTHERWISE EXCEPT UPON WRITTEN CONSENT OF ADA.

Image: ICC Sydney, 108126-ICC Sydney_
Lower Level_Exhibitio-56



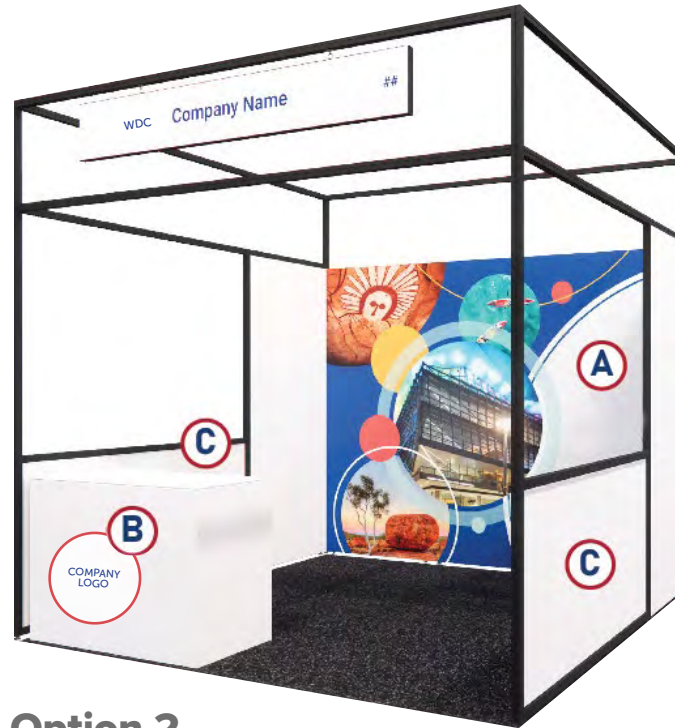
Signage & Backdrop Printing Options



Option 1

3m x 3m Printed Forex Signage Panels

1 x Printed Panel	1m x 2.4m	\$440 + GST
3 x Printed Panels	3m x 2.4m	\$1,320 + GST



Option 2

3m x 3m Fabric Banner

3 Metre Fabric	3m x 3m	\$1,460 + GST
*Fascia upgrade optional	\$210 per fascia (ex GST, labour, delivery)	

Great signage will further elevate your display and make you stand out from others in the room. We have provided a few package options for your offering.

Signage Upgrade Options

A	Blockout Fabric Banner 2970mmW x 2354mmH
B	Forex Digital Print Infill for Counter 1148mmW x 825mmH
C	Forex Digital Print Infill 1148mmW x 825mmH

Artwork due date: 25th August 2023

To discuss these upgrade options, please contact **Harry The Hirer. Sheri Van Den Elshout**, Account Manager, +61 3 9429 6666, sheriv@harrythehirer.com.au

Rigged Banner Printing Options



Option 1 Circular Fabric Banner (Donut)

3m Circular Banner	\$6,320 + GST ex. rigging cost
3 x Printed Panels	\$3,680 + GST ex. rigging cost



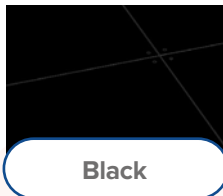
Option 2 Double Sided PVC Banner

3m x 1m PVC Banner	\$870 + GST ex. rigging cost
6m x 1.5m PVC Banner	\$3,480 + GST ex. rigging cost

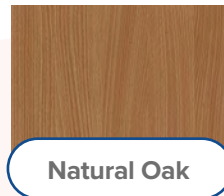
Raised Flooring Options



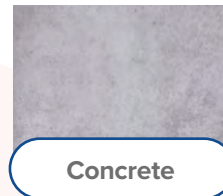
White



Black



Natural Oak

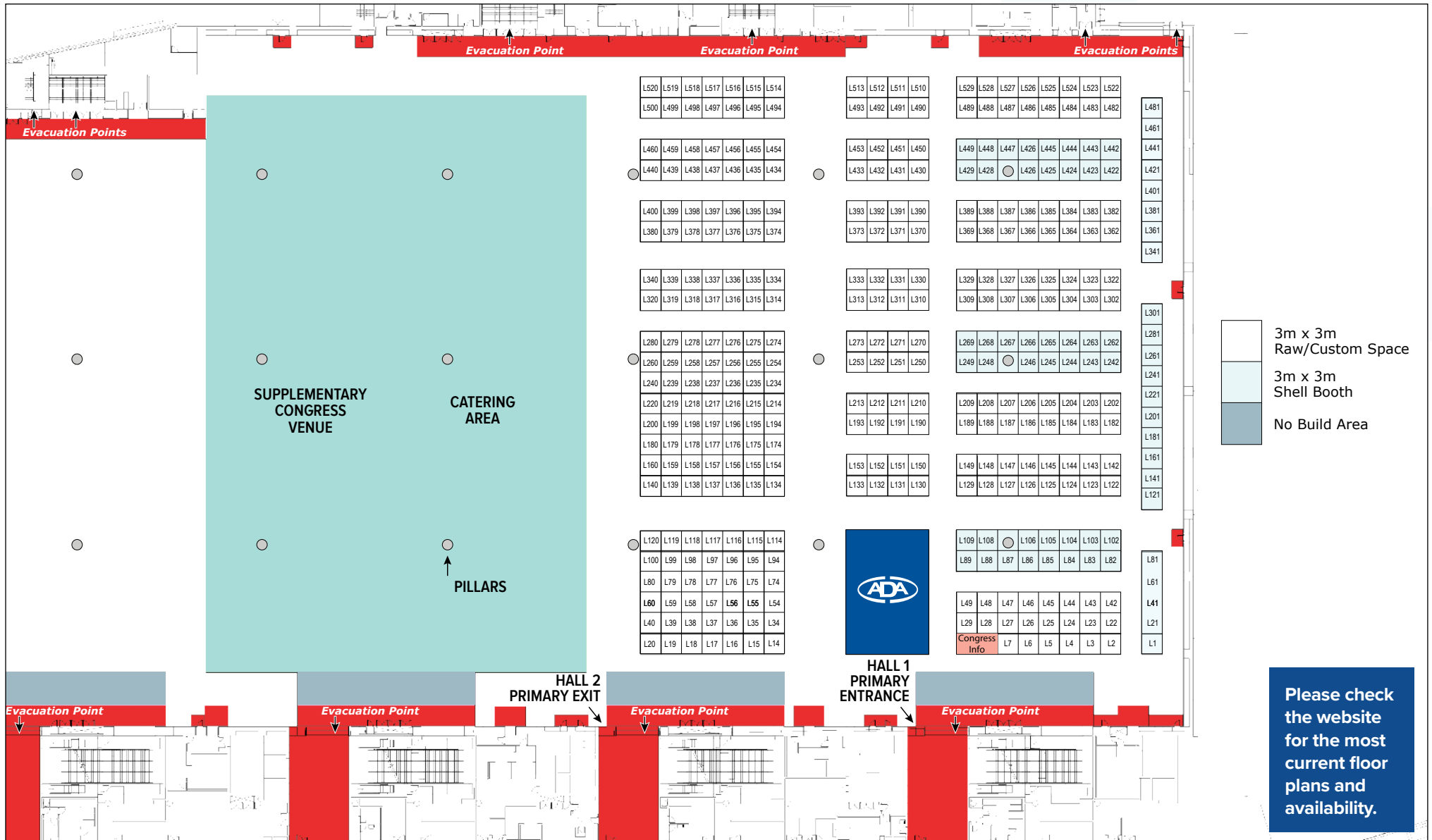


Concrete



To discuss these upgrade options, please contact **Harry The Hirer. Sheri Van Den Elshout**, Account Manager, +61 3 9429 6666, sheriv@harrythehirer.com.au

Exhibition Floor Plan Access from Level 2, Halls 1-2



Please check the website for the most current floor plans and availability.

Exhibition Floor Plan Level 4, Halls 5 - 7



Please check the website for the most current floor plans and availability.

Sponsorship and Exhibition Booking Form



Company information

Company Name: _____

ACN/ABN (if applicable): _____

Contact Name: _____

Position: _____ Mobile: _____

Email: _____

Address: _____

City: _____ Postcode: _____

Country: _____

Type of company

Manufacturer Distributor Service Provider

Domestic Product Agents Foreign Product Agents

Associations, Media, Educational Institutions

Other _____

Exhibition booth order

Standard Shell Stand Custom Space Only

Location Preference 1: _____

Location Preference 2: _____

Location Preference 3: _____

Total Booth Size (sqm): _____ (≥ 9sqm)

Total Booth Price AUD + GST: _____

Type of product

Dental Implant Equipment and Materials

Prosthodontics Equipment and Materials

Periodontics Equipment and Materials

Oral Surgery Equipment and Materials

Oral Imaging Equipment and Materials

Orthodontics Equipment and Materials

Endodontics Equipment and Materials

Paediatric Dentistry Equipment and Materials

Dental Laboratory Equipment and Materials

Oral Pharmaceuticals and Oral Healthcare Products

Sterilization/Disinfection and Infection Control Product

Dental Hospital Management Hardware and Software

Other _____

Sponsorship preference selection

Preference 1: _____

AUD + GST: _____

Preference 2: _____

AUD + GST: _____

Preference 3: _____

AUD + GST: _____

Booking Authorised by:

I have read and understood the detail of the Sponsorship and Exhibition prospectus and this application form.

I guarantee that we will promote our participation in the 2023 FDI World Dental Congress to our relevant client base, from our booking date through to the relevant event dates. Promotional material will be supplied subject to conditions

Terms

I am a duly authorised person to make this agreement binding on behalf of the Exhibitor's company and I have read the General Conditions. I understand and guarantee that;

- a) This agreement is binding on the Exhibitor upon acceptance by the Organiser
- b) This Agreement cannot be cancelled except through the provisions specified in the below cancellation policy
- c) The terms of this Agreement will be kept absolutely and strictly confidential and not disclosed to any person outside of the Exhibitor's company
- d) The Exhibitor acknowledges that this agreement is subject to the General Conditions included in the full Sponsorship and Exhibition Prospectus and to any additional obligations notified in writing by the Organiser (including the Exhibitor's Manual)

How to Book and Pay

Please fill in the Sponsorship and Exhibition booking form and send to Congress Management via email FDIWDC2023@ada.org.au. Bookings are made on a first come first served basis after priority companies are booked. Reservations are only confirmed upon receipt of the relevant deposit.

Terms of Payment

The Congress Management team will issue an invoice for each payment. All payments should be completed within 2 weeks of receipt of relevant invoice. Congress Management are entitled to cancel bookings if payment is not received within the specified time. All payments made until this time will be forfeited.

Cancellation Policy

All cancellations must be made in writing (*in English*) to the Congress Management team.

- Organisers shall retain 20% of the agreed Sponsorship and Exhibition fees if cancellation is made before 31st March 2023
- Organisers shall retain 60% of the agreed Sponsorship and Exhibition fees if cancellation is made between 1st April 2023 and 22nd August 2023
- All Sponsorship and Exhibition cancellations made after 22nd August 2023 are subject to full payment and no refunds will be made
- Due to COVID-19 the above cancellation deadlines have been extended to the maximum possible dates, taking into account the fees necessary to cover the organisers contractual obligations to the Congress venue
- Should international or Australian domestic border closures prevent participation by Sponsors and Exhibitors, the above cancellation structure will apply
- If Exhibition stand space is cancelled, the organisers will endeavour to resell the area. If successful, the resale value will be refunded to the original Exhibitor.

Signature _____ Date _____

Full name _____

Please complete, sign and return this form to: FDIWDC2023@ada.org.au

GENERAL CONDITIONS

INTERPRETATION AND DEFINITIONS

1. In this Agreement the context or subject matter otherwise, indicates or requires:

“Organiser” means Australian Dental Association – ARBN 131 755 989

“Amount Payable” means the total costs payable by the Exhibitor to the Organiser as specified in the Agreement to participate in the Exhibition.

“Exhibition” means the Exhibition, Expo or Event specified in the agreement

“Exhibitor” means the person or company identified in the Organiser’s Application Form for Exhibition display space.

“Exhibition Manual” means the Organiser’s manual of rules and regulations governing Exhibitors’ use of the Halls and the services and equipment provided for Exhibitors use, as amended from time to time by notice in writing to the Exhibitor.

“Space” means the Exhibition space allocated to and used by the Exhibitor as specified and marked on the Exhibition Floor Plan or any substitute space nominated by the Organiser.

2. An Agreement exists between the Organiser and the Exhibitor on these General Conditions when the Organiser accepts the Application signed by the Exhibitor.

3. Upon the acceptance of this Agreement, the Organiser in consideration of payment of the agreed fees, grants to the Exhibitor a license to occupy the Space for promotion of their product(s)/ service(s) from the duration of the Exhibition, including limited Bump In and Bump Out access as per the Exhibition Manual.

PAYMENTS

4. The Exhibitor must pay the Organiser the fee specified by the Organiser on or before the agreed date as indicated on the Agreement.

5. The Organiser may at its discretion and by written notice to the Exhibitor deem that the Exhibitor has cancelled the Agreement if payment is not received within 14 days of the payment date and then the provisions of Clauses 7-8 shall apply.

CANCELLATIONS

6. The Exhibitor may terminate this Agreement at any time prior to the Commencement Date of the Exhibition by giving the Organiser written notice (*in English*) of termination (cancellation fees will be enforced).

7. If the Exhibitor terminates the Agreement the Exhibitor agrees to pay the Organiser liquidated damages calculated at the date of receipt of notice of termination as specified as follow:

- Organisers shall retain 20% of the agreed Sponsorship and Exhibition fees if cancellation is made before 31st March 2023
 - Organisers shall retain 60% of the agreed sponsorship and Exhibition fees if cancellation is made between 1st April 2023 and 22nd August 2023
 - All Sponsorship and Exhibition cancellations made after 22nd August 2023 are subject to full payment and no refunds will be made
 - Due to COVID-19 the above cancellation deadlines have been extended to the maximum possible dates, considering the fees necessary to cover the organisers contractual obligations to the International Convention Centre, Sydney
 - If Stand space is cancelled, the Organisers will endeavour to resell the area. If successful, the resale value will be refunded to the original Exhibitor.
8. In addition to any rights of the Organiser, if the Exhibitor fails to occupy the Space at the Exhibition without terminating the agreement, the Organiser may occupy or cause the Space to be occupied in such a manner as it deems best in the interests of the Exhibition and without releasing the Exhibitor from any liability hereunder. In addition, the Exhibitor shall pay to the Organiser the amount specified in Clause 7 plus an administration charge of AUD\$250 + GST per square metre of Space for preparing and presenting the Space in the Exhibitors’ absence.
9. The Exhibitor will at its own expense effect and keep current at all times during the move in, operation all and move out period of the Exhibition a Public Liability Insurance Policy in respect of the Space, its display and all the Exhibitor’s Personnel whilst at the ICC in an amount of not less than Twenty Million Australian Dollars (AUD\$20,000,000) with an insurance office or company approved by the organiser.

10. In the event of non-compliance of Clause 9 the Organiser reserves the right to (a) arrange appropriate insurance cover and charge the Exhibitor accordingly for any associated costs and fees or (b) forbid the Exhibitor from occupying the Space until such time as requirements of Clause 9 is satisfied.

USE, ASSIGNMENT & SUBLETTING

11. The Exhibitor may not use the Space for promotion of any product(s) or service(s) other than those specified and my not assign, share, transfer, sub-let, sub-license or otherwise dispose of any part of the right granted to the Exhibition by the Organiser without the prior consent of the Organiser in writing.

ORGANISERS OBLIGATIONS & RIGHTS

12. The Organiser makes no warranties or representations as to the performance of the Exhibition in regarding the number of visitors attending the Exhibition or any level of business generated by the Exhibition.

13. The Organiser reserves the right to adjust the Exhibition floor plan and size of stands, if and where required.

14. The Organiser reserves the right in its absolute discretion to change the name, dates, location and times of the Exhibition, the Hall and location of the Space and shall not be liable to the Exhibitor for any loss, damage, cost or expense incurred by the Exhibitor in consequence of any such change.

15. The Organiser shall have complete discretion to determine the dates and times when the Exhibition shall be opened to the Exhibitor and to the public.

16. The Organiser will be responsible for the general cleaning of aisles and passages in the Exhibition daily.

17. The Organiser shall not be liable for damage to or loss of any exhibits howsoever caused (including, without limiting the foregoing, damage or loss caused by loss, theft, fire, water, storms, strikes, riots or direct forcible interference by or negligence of any person) except for damage or loss caused by direct forcible interference with the Exhibitors by the Organiser otherwise than in an emergency or in case of breach of this Agreement by the Exhibitor.

18. The Organiser will use its reasonable endeavours to ensure the supply of the Space and services mentioned in this Agreement and in the Sponsorship & Exhibitor Prospectus, but it shall not be liable to the Exhibitor for any losses, damages or expenses arising out of total or partial failure of such services caused by strike, lock out, accident, force majeure, COVID-19 or any other cause beyond the control of the Organiser including, but without limiting the generality of the foregoing, the cancellation and/or revocation at any time of the Organisers right and/or licence to use or occupy the Exhibition site or any part thereof for the purpose of holding the Exhibition. In the event of total or partial failure of any services or the prevention or abandonment of the Exhibition as a result of any occurrence beyond the control of the Organiser the Exhibitor shall not be entitled to a refund of any amounts paid by it nor shall it be relieved of the obligation to pay any amount due under this agreement nor shall the Organiser be liable in any way for any expenditure or liability or loss including consequential loss incurred or sustained by the Exhibitor.

EXHIBITOR'S OBLIGATIONS & RIGHTS

19. If the Exhibitor breaches or fails to comply with any term of this Agreement or the rules and regulations set out in the Exhibitor Manual or specified by the owner or operator of the ICC, then the Organiser may terminate this Agreement by notice in writing to the Exhibitor and may retain all monies paid in whole or partial (as the case may be) compensation for any loss incurred by the Organiser. The Organiser shall have the right to re-licence the Space to any other person on such terms as the Organiser may in its discretion think fit.

The Exhibitor shall be liable to the Organiser for any loss suffered by the Organiser on the re-licensing of the Space to the extent that it exceeds the money retained by the Organiser.
20. The Exhibitor must keep the Space clean and tidy to the satisfaction of the Organiser at all times during the course of the Exhibition.
21. If an entitled Exhibitor sells any goods from its stand it agrees to issue to every purchaser an official receipt clearly describing the goods sold and the amount paid. The receipt must be in a format acceptable to the Australian Taxation Office.
22. If an entitled Exhibitor sells any goods it agrees to indemnify the Organiser against any claim or action by any of its purchasers arising out of any failure by the Exhibitor or the purchaser to comply with the preceding paragraph.
23. The Exhibitor shall not remove any goods or display material during the course of the Exhibition without the prior written approval of the Organiser.
24. The Exhibitor shall not conduct or permit to be conducting any lottery, raffle, guessing competition, game of chance or side show during the Exhibition without appropriate Government approvals and license permits. Permits must be produced on demand by the Organiser.
25. The Exhibitor must ensure that all displays, demonstrations and activities comply with the terms of a) this Agreement, b) the Exhibitors' Manual and c) the rules and regulations of the owner or operator of the Exhibition venue and are in keeping with the standard, character, demeanour, quality, dignity, and atmosphere of the Exhibition. The Organiser reserves the right to reject any display or demonstration and to take all necessary remedies to make good the display.
26. The Exhibitor must ensure that their display structure, display materials, and all demonstrations, sales and promotional activities are strictly contained to the confines of the contracted Space. The Exhibitor's Personnel must also operate entirely within the contracted Space. Any Exhibitor operating outside of their contracted Space will incur an additional facility charge of AUD\$1,960 (+ GST) per hour for the use of non-contracted areas.

27. No installation, dismantling or removal of electrical, water, gas, drainage and telephone services or banner hanging for the Space may be carried out except by contractors previously approved in writing by the Organiser. The Exhibitor must pay all costs of such installation, dismantling and removal as they fall due.
28. The Exhibitor agrees to pay all proper charges for electricity, gas, water, waste disposal and telephones used on the Space.
29. Solid wall construction (non-transparent) is not permitted to extend more than 50% of the distance along any aisle-side of any Exhibition Space. After 50% distance is reached with solid wall, open side construction is mandatory.
30. The Exhibitor shall not paint, mark, damage, deface or otherwise alter the floors, walls or any part of any building housing any part of the Exhibition without the consent in writing of the Organiser. The Exhibitor will be solely responsible for any damage they cause to the ICC.
31. The Exhibitor shall be liable for all floor or wall damage caused by the Exhibitor's personnel, agents or contractors in going to or from the Space or in carrying any goods or exhibits to or from the Space.
32. At least twenty four (24) days before the commencement date the Exhibitor must provide the Organiser with a list of the names of each of the Exhibitor's Personnel who will be engaged in setting up, staffing and dismantling the Exhibitor's display (in the clause called "Exhibition Staff"). The organiser will provide name badges for each of the Exhibition Staff. Such name badges remain the property of the Organiser at all times; are non-transferable; must be worn by the people named on them at all times when in the Exhibition halls; must not be used by persons other than those named on them; and may be seized by the organiser in the case of misuse.
33. The Exhibitor shall comply with all laws, regulations ordinances and by-laws from time to time in force and issued by any governmental, statutory or other authority including those having responsibility for public health, fire and safety. The Exhibitor shall indemnify the Organiser against all proceedings or actions brought against the Organiser and liability incurred by it as a result of any breach by the Exhibitor of any applicable law, regulation, ordinance or by-law.

WARRANTIES AND LIABILITIES

34. The Exhibitor indemnifies the Organiser against all actions, claims, demands, loss, liability, cost and expense arising out of any damage to the walls, floors, ceilings, fixtures and fittings of the building in which it occupies space unless such damage has not been caused by any act or omission of the Exhibitor's personnel, proof of which shall lie on the Exhibitor.

35. The Exhibitor agrees to occupy and use the Space at the risk of the Exhibitor and hereby releases the Organisation to the full extent permitted by law from all claims demands of every kind and from all liability which may arise in respect of any accident or damage to property or injury to any person in the Space or elsewhere in the Exhibition.
36. The Exhibitor indemnifies the Organiser from and against all actions, claims, demands, loss, liability, damages, fines, costs and expenses, including but not limited to legal costs and expenses (as between solicitor and client) incurred by the Organiser or for which the Organiser may become liable in respect of any damage to property or loss or injury to any person which may be suffered or sustained in or upon and in relation to any part of the Space or arising out of or in consequence of any act or omission of the Exhibitor's Personnel in relation to the Exhibition or its site.

GENERAL

37. This Agreement contains the entire understanding of the parties in relation to its subject matter and there is no representation, warranty, promise, term, condition, right or obligation (whether oral or written, expressed or implied) which has been made, given, agreed, acquired, accepted or relied upon by either party other than those contained herein. No amendment to this Agreement shall be effective unless it is in writing and signed by the duly authorised representatives of both parties.
38. The Organiser may at its own option at any time as the agent of the Exhibitor remedy any default by the Exhibitor under this Agreement and the full amount of any expenses incurred by the Organiser in so doing shall constitute a liquidated debt due and owing by the Exhibitor to the Organiser and shall be paid by the Exhibitor to the Organiser on demand.
39. The Organiser shall have the right from time to time on giving written notice to the Exhibitor to make, vary and enforce such rules and regulations as it may think desirable for the proper running of the Exhibition and breach by the Exhibitor of such rules and regulations shall be deemed to be a breach of this Agreement.
40. If for any reason a provision of this Agreement or part of one shall be illegal, invalid or unenforceable in any jurisdiction it shall be read down or severed to the extent necessary so that it may not be so construed. The illegality, invalidity or unenforceability of any provision, or part of one, in any jurisdiction shall not affect the legality, validity or enforceability of any other provision, that provision in any other jurisdiction.

Contact us

Congress Management Team
Australian Dental Association

P: +61 2 8815 3333

E: FDIWDC2023@ada.org.au



*We look forward
to welcoming you to
Sydney in 2023*



world-dental-congress.org

Images: Getty Images