

Northern Virginia Dental Society

2025-2026

SPONSORSHIP PROSPECTUS

*Opportunities for
Exhibitors, Sponsors, and Advertisers*



Northern Virginia
D E N T A L S O C I E T Y

ADA®

Revised 9/25/2025

ABOUT NVDS

Northern Virginia Dental Society

The Northern Virginia Dental Society (NVDS) was established in 1931 and boasts a membership of approximately 1,400 local dentists, encompassing both general practitioners and specialists, and serving communities in Arlington, Fairfax, Loudoun, Fauquier, Prince William, Stafford, Rappahannock, Culpeper, Madison, Orange, Greene, Spotsylvania, and neighboring cities.

NVDS is the largest component of the Virginia Dental Association (VDA) and larger than 22 state components in the American Dental Association (ADA).

The purpose of the NVDS is to promote the ideals of the profession of dentistry and to foster professional relationships among dentists. The Society also seeks to safeguard the interests and well-being of the public. NVDS member dentists have each made a commitment to uphold the ADA Code of Ethics and the practice standards set forth by all three levels of our tripartite organization.

The mission of the Northern Virginia Dental Society is to represent and serve the members of the Society and the public by fostering quality oral health care through continuing education, open communication, and legislation.

Why Support NVDS?

NVDS offers a variety of sponsorship, exhibitor, advertising, and partnership opportunities at various price points to businesses seeking to market their services or products to our members and their staff. Our valued commercial supporters are recognized in various ways for the crucial role they play in sustaining the quality of our programs, events, and member benefits. Contact the NVDS central office to discuss these and other opportunities in more detail.

Elevate Your Brand

Enhance awareness of your products and services among dentists and staff in the region.

Build Your Network of Dentists

Develop successful, long term relationships with local dentists and their staff.

Showcase Your Support for Dentistry

Contribute to networking opportunities and excellence among local member dentists.



GENERAL TERMS

- Acceptance of a sponsor, exhibitor, or advertisement does not constitute an endorsement by the Society.
- All sponsors, exhibitors, and advertisers are subject to approval by the NVDS Board of Directors.
- NVDS may refuse commercial support if it believes the organization or representative did not comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service; has a conflict with or violates the NVDS bylaws or policy, or the ADA Code of Ethics; or is deemed offensive or abusive in nature.
- All dates, fees, benefits, and terms in this prospectus are intended to be as comprehensive and accurate as possible but are subject to change at the discretion of NVDS.
- Sponsorship opportunities have limited availability and are offered on a first-come, first-serve basis, unless otherwise stated.
- NVDS cannot create graphics for a company.
- Marketing opportunities associated with continuing education (CE) courses are subject to additional terms and conditions as required by ADA CERP.
- Please refer to the NVDS terms and agreements for additional details.

What Is an Exhibitor?

Exhibitors showcase their products and services during one or more NVDS continuing education (CE) meetings.

What Is a Sponsor?

Sponsors provide financial or in-kind support of non-CE events or programs, which may or may not include in-person representatives from the company.

What Is an Advertiser?

Advertisers support display ads in NVDS digital and print publications.

A single organization may support NVDS as an exhibitor, sponsor, or advertiser, Categories are not mutually exclusive.

Please contact the NVDS Central Office in Annandale, Virginia if you are interested in any exhibitor, sponsorship, advertising, or other partnership opportunity, or have suggestions on other ways to support the Society



2025-2026 Continuing Education: **Exhibitors**

We invite you to join us as an exhibitor at our continuing education (CE) events, which offer an outstanding opportunity for you to strengthen relationships with your current clients in the region and connect with potential new ones. This captive meeting of dentists in a single location offers an ideal platform for you to showcase your products and services, saving you valuable time and resources. Our all-day, in-person CE events consistently attract a large number of attendees due to the exceptional quality of our programs and the 15 hours of approved CE credits dentists must complete every year to maintain their licensure with the Virginia Board of Dentistry.

Register to exhibit at all five CE meetings in advance to save \$500!

Space is limited so sign up today.

Full Season Exhibitor Fee: \$1,000 per CE meeting for a total of \$5,000
Regular Exhibitor Fee: \$1,100 per CE meeting for a total of \$5,500

Friday, November 7, 2025
Friday, December 5, 2025

Friday, February 6, 2026
Friday, March 6, 2026
Friday, April 10, 2026

Benefits for All Exhibitors

- Two complimentary meeting registrations, including complimentary breakfast and lunch for attendees
- Dedicated exhibitor table
- Exhibitor recognition on specific NVDS CE course webpage
- Exhibitor recognition in NVDS newsletter, *NOVA News*, mailed to all members
- Logo on the event flyer mailed to all NVDS members
- Logo on event signage
- Logo on event e-blasts sent to all NVDS members



Additional Benefits for Full Season Exhibitors

- \$500 discount off the total registration fees.
- One featured sponsor post on NVDS Instagram account during the 2025-2026 CE season.
- Company logo on the NVDS home page carousel on a shared (compiled) slide with other full season exhibitors.
- Entry into a lottery to be a “featured exhibitor” at a single CE meeting, including a 5-minute speaking opportunity at a break and prominent table signage (5 spots available).

2025-2026 Continuing Education: **Exhibitors** *(continued)*

NVDS is delighted to share our impressive lineup of speakers for the 2025-2026 season who will present on a diverse set of topics to enhance dental care and practice.

Please refer to the NVDS website and the Exhibitor Contract for additional details. As the available exhibitor spaces are limited, we encourage you to secure your spot now. If you have any questions, please contact Erin Matlock in the NVDS office at 703-642-5298 or ematlock@nvds.org.

Friday, November 7, 2025



**Dental Insurance
in a Day
for the Team**

Teresa Duncan, MS

Friday, December 5, 2025



**New Trends in
PRF Therapy in
Implant Dentistry,
Periodontology and
Facial Esthetics**

Richard Miron, DDS, MSc, PhD

Friday, February 6, 2026



**From Design to
Delivery:
Digital Dentistry,
3D Printing & the Art
of Case Presentation**

Diana Tadros, DDS

Friday, March 6, 2026



**Dentist's Role in
Sleep-Disordered
Breathing:
Orthodontist
Perspective**

Audrey Yoon, DDS, MSD

Friday, April 10, 2026



**Materials and
Techniques to
Improve Your
Conservative,
Adhesive Dentistry**

Nate Lawson, DMD PhD

**Complete the form at the
end of this packet to
register as an exhibitor.
Space is limited!
Register today!**

NEW

Botox Live Patient Training CE Course: **Exclusive Exhibitor**

Exclusive Exhibitor Opportunity at the **Botox Live Patient Training Certification Course**

This premier, two-day, hands-on course, led by Dr. Gigi Meinecke, offers dentists specialized training in both upper and lower face cosmetic indications, as well as masseter and temporalis (TMJ) applications. Participants at this two-day event will earn 12 CE credit hours. As the sole exhibitor, you will have exclusive access and be able to connect directly with a focused audience of dental professionals. You will also be invited to give a 10 minute presentation to all attendees during the lunch break on Friday, May 8. There is also an optional opportunity to attend the Saturday session for additional engagement with attendees, if desired. The audience will be comprised of a minimum of 9 dentists to a maximum of 24 dentists with up to 72 additional dental staff registrants.

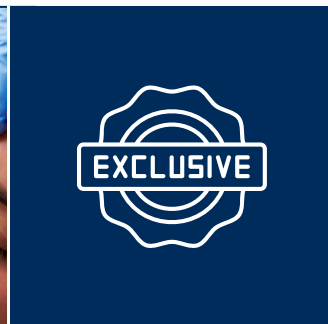
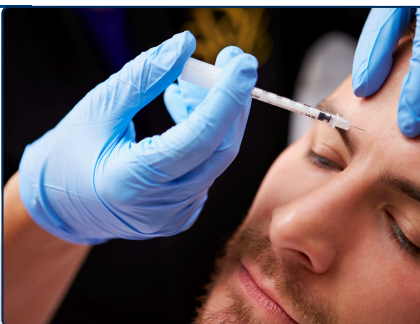
Friday, May 8, 2026 and Saturday, May 9, 2026
8:30 a.m. - 4:00 p.m.
YM Dental Lab - Chantilly

Contact NVDS for more details.

NVDS will send the agreement and additional details
about exclusive exhibitor opportunity

Exhibitor Fee: \$750

- Sole exhibitor table at the meeting
- Company-provided brochure placed at lunch tables for all attendees (one piece)
- Two complimentary registrations, including breakfast and lunch for attendees (both days)
- Special mention at the podium by an NVDS leader
- Opportunity to address attendees for 10-minutes at lunch (Friday only).
- Company logo in promotional emails and print flyers sent to all NVDS members
- Company logo and contact information in emails sent to event registrants
- Acknowledgment of sponsorship in the NVDS Newsletter, *NOVA News*, post-event
- Highly visible placement of logo on the course webpage on the NVDS website



2025 Annual Business Meeting: **Exclusive Sponsor**

The Annual Business Meeting (ABM) and Installation of Officers is one of the highlights of the NVDS calendar and offers a networking reception, banquet, an inspiring guest speaker, election of the NVDS Officers and Executive Committee members, new member inductions, presidential citation award recipients, the Lifetime Achievement Award recipient, and remarks from the incoming and outgoing NVDS Presidents. Enjoy exclusive access to members during the reception and after dinner. The ABM dinner is limited to members only.

Thursday, September 11, 2025
6:00 - 10:00 p.m.
Falls Church Marriott Fairview Park

***This Sponsorship
Is No Longer Available.
Contact Us about 2026!***

A single ABM sponsor will be selected via a random lottery process.



**Email the info@nvds.org by May 30, 2025
if you wish to be included in the lottery.**

Sponsorship Fee: \$1,500

- Sole exhibitor table in the ABM reception area.
- Company-provided brochure placed at tables for all ABM attendees (one piece)
- 2 complimentary tickets to the ABM reception (cash bar)
- 2 complimentary plated dinners (in reception area)
- Special mention at the podium by an NVDS leader during the banquet
- Company logo in promotional emails and print flyers sent to all NVDS members
- Company logo and contact information in emails sent to event registrants
- Acknowledgment of sponsorship in the NVDS Newsletter, NOVA News, pre-and post-event
- Highly visible placement of logo on the ABM webpage on the NVDS website
- Company logo on the rotating carousel on NVDS home page



Dental Discussion Forum: **Exclusive Exhibitor**

Dental Collective: Innovations and Insights Exchange

A New Dental Discussion Forum for NVDS Members

Are you looking to engage directly with an focused audience of dentists? Partner with NVDS as the exclusive exhibitor for a new study-club type forum designed to foster meaningful conversations among members on both clinical and non-clinical topics in dentistry.

Participating dentists will earn two (2) continuing education (CE) and have the opportunity to:

- **Gain Insights** – Explore emerging trends, critical issues, and potential solutions in dentistry.
- **Share Perspectives** – Contribute to interactive roundtable discussions.
- **Expand Networks** – Connect with general dentists and specialists from diverse backgrounds.
- **Gain Pearls of Wisdom** – Discover practical takeaways to enhance dental practice.

The event will be offered in the fall and spring, and feature a light buffet dinner and refreshments, structured small-group discussions, and insights into key topics. We anticipate approximately 25 dentists at all career stages will attend.

Wednesday, September 24, 2025

6:00 - 8:30 p.m.

Topic: “Artificial Intelligence in Dentistry:
A Discussion in Ethical Considerations”

Wednesday, March 18, 2026

6:00 - 8:30 p.m.

Topic: To Be Determined

Sponsorship Fee: \$350 per Event

- Sole exhibitor table at the meeting.
- Two complimentary registrations.
- Special mention at the podium by an NVDS leader
- Opportunity to address attendees for 5-minutes.
- Company logo in promotional emails and print flyers sent to all NVDS members
- Company logo and contact information in emails sent to event registrants
- Acknowledgment of sponsorship in the NVDS Newsletter, NOVA News, pre-and post-event
- Highly visible placement of logo on the course webpage on the NVDS website

**The Sponsorship
Is No Longer Available.
Contact Us about 2026-2027**



Executive Committee Meetings: **Speaking Opportunity**

The NVDS Executive Committee is comprised of the Board of Directors and the chairs and co-chairs of the standing committees. There are typically 35 leaders in attendance per meeting. There is an opportunity for one exclusive sponsor per meeting. As a sponsor of a meeting, you can network with our leaders during the reception and have a dedicated time **10 minutes** at the podium to share your insights into your industry and related trends, and how your company can support the needs of dental practices. Presentations should be educational in nature.

Tuesday, October 14, 2025 - **Filled**

Tuesday, November 11, 2025 - **Filled**

Tuesday, February 10, 2026

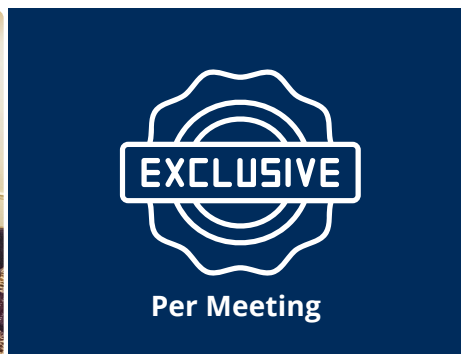
Tuesday, April 14, 2026

Tuesday, June 9, 2026

Congeniality begins at 6:00 pm and the buffet dinner at 6:30 pm. The sponsor will be invited to speak during dinner. Meeting venues will vary by date. Sponsors are excluded from the meal and must leave the meeting immediately following their remarks. NVDS reserves the right to decline or cancel a sponsor for a particular meeting due to business on the agenda or other reasons (e.g., weather). A vendor may sponsor a maximum of one Executive Committee meeting per year and must provide the planned topic to NVDS staff in advance. Sponsors must be approved in advance. The meeting venues vary by date.

Sponsorship Fee: \$500 per Meeting

- Sole sponsor of a particular Executive Committee meeting
- Invitation for two representatives to attend the reception (cash bar)
- **Opportunity to provide a 10-minute presentation to attendees at the podium** (no AV)
- Company places a brochure at tables for all Executive Committee attendees (one piece)
- Company recognition on the Executive Committee meeting agenda
- Recognition on pre-meeting email sent to Executive Committee members
- Recognition in the Executive Committee meeting minutes
- Company brochure (PDF) emailed by NVDS to all Executive Committee members, including those who were unable to attend the live meeting.



New Member Orientation: Giveaway Prize

Sponsor a Prize for New Member Orientation

Help NVDS give a warm and memorable welcome to our newest members

We are seeking sponsors to donate fun or practical prizes to be awarded at our New Member Orientation events. While sponsors will not attend in person, each prize will be presented by an NVDS leader with special recognition given to the sponsoring company. Include branded materials and/or packaging to highlight your contribution. Support new dentists and introduce your business at the same time. Your contribution can make a lasting impression!

There is NO sponsorship fee – this is an in-kind opportunity

- Suggested retail value per giveaway: **Minimum \$15 | Maximum \$100**
- A minimum of one donation. **You do NOT need to provide a giveaway for every attendee**
- Multiple prizes per sponsor are welcome
- Prizes may be branded with your company's name and/or logo
- Include a company brochure and business card with each prize
- Company is responsible for delivery of the prize to NVDS office at least one week before the event
- NVDS must approve all prizes in advance and reserves the right to decline a giveaway
- NVDS may reassign giveaways for members at other NVDS events if necessary

Suggested Prize Ideas

- Books (e.g., cookbook)
- Clothing (e.g., hat, vest, shirt)
- Gift card (e.g., Starbucks)
- Gift basket (e.g., non-perishable food)
- Tech gadget (e.g., Apple Air Tag)
- Kitchen items (e.g., cutting board)
- Office accessories (e.g., journal)
- Professional tools & supplies
- Sports items (e.g., pickleball set)
- Travel accessories (e.g., tumbler)
- Wellness items (e.g., hand held fan)

Thursday, November 13, 2025
Thursday, April 9, 2026

Contact info@nvds.org
to learn more or contribute a prize!

GIVEAWAY



Pen Sponsorship: **Exclusive, Full-Year Opportunity**

Put your brand directly into the hands of NVDS members and their staff. As the exclusive Pen Sponsor, your company will provide **1,000** branded pens to be distributed at the NVDS continuing education meetings and other NVDS events throughout the year. Your pens will reach approximately 750–1,000 members over the course of the year and be recognized in our signage and newsletter.

The company will provide the pens with blue or black ink and is responsible for any shipping charges deliver the pens to the NVDS office. NVDS will be responsible for bringing the pens to each event. This is a unique opportunity to promote your brand with consistent, hands-on exposure throughout the year.

Sponsorship Fee:
\$500 + Pens

**The Sponsorship
Is No Longer Available.
Contact Us about 2026-2027**

Register by October 1

Lanyard Sponsorship: **Exclusive, Full-Year Opportunity**

Put your brand front and center at every NVDS continuing education meeting. As the exclusive Lanyard Sponsor, your company's name will be featured on high-quality lanyards worn by all attendees at our 6 CE events throughout the year. This sponsorship offers unmatched visibility and reinforces your support of the dental community at every handshake, introduction, and conversation.

Sponsorship includes:

- Custom lanyards featuring your company name.
- Company chooses the lanyard color, font color, and logo text from the available options.
- Lanyards are provided to every NVDS CE meetings in 2025-2026
- Sponsorship includes one social media mention.
- **NVDS will manage the lanyard order and production.**

This turnkey opportunity provides high-impact exposure with no hassle and lasting brand recognition.

Sponsorship Fee:
\$1,500

**The Sponsorship
Is No Longer Available.
Contact Us about 2026-2027**

Register by October 1

2026 Shred-A-Thon: **Exclusive Sponsorship**

The Northern Virginia Dental Society hosts an annual Shred-A-Thon for member dentists. The 2026 event is tentatively scheduled for Friday, June 19, 2026, from 9:00 am to 12:00 pm outside of our office in Annandale, Virginia. One Shred-A-Thon sponsor will receive a 6-foot table prominently placed outside our office, rain or shine. The single sponsor will be invited to share its materials and engage directly with the participating dentists who bring their boxes for shredding. We will ensure the sponsorship gains maximum visibility through our communication channels and anticipate approximately 100 NVDS members will attend. Additionally, complimentary coffee and donuts will be provided to members inside our office.

Friday, June 19, 2026
NVDS Central Office in Annandale



Sponsorship Fee: \$1,000

- Sole exhibitor table at the event
- Company logo in promotional emails and print flyers sent to all NVDS members
- Company logo and contact information in emails sent to event registrants
- Acknowledgment of sponsorship in NVDS newsletter, *NOVA News*, pre-and post-event
- Company logo on the event webpage on the NVDS website
- 2 complimentary tickets to the entire event
- Company tagged in NVDS Instagram and LinkedIn post-event



Digital Advertising: **Sponsored Email Campaign**

Get Noticed! Send a Blast Email to All NVDS Member Dentists

Promote your business directly to Northern Virginia Dental Society members through an exclusive Sponsored Email Campaign. This unique opportunity includes a dedicated, stand-alone email sent by NVDS on your behalf to all members with an active email address. This option is ideal for spotlighting a product or service, announcing time-sensitive updates, or strengthening brand awareness.

The email will be sent by NVDS staff through the Constant Contact platform and may receive higher engagement due to their direct and trusted delivery from the Society.

Space is limited to two blasts per year: Fall 2025 and Spring 2026. Reserve your spot today!

Sponsorship Fee: \$1,500 per Email

Terms

- All content must be approved by NVDS and adhere to our advertising guidelines
- NVDS reserves the right to refuse any sponsored email request for any reason
- Each email will be clearly identified as “sponsored content” (not an endorsement by NVDS)
- Content may include: Up to **500 words, 2 images, and 3 links** to the vendor’s website
- No attachments can be included in the email due to system limitations.
- A vendor may reserve one email blast per year.
- Blast emails will be reserved on a first-come, first-serve basis.
- NVDS will send a test version for vendor approval prior to launch
- Send date will be determined collaboratively but NVDS reserves the right to adjust if needed
- NVDS will not share member email addresses with any vendor
- Open rate data is available upon request
- NVDS will not share member email addresses with any vendor.



Digital Advertising: Website Advertisement

Place a Rotating Ad on the NVDS Home Page

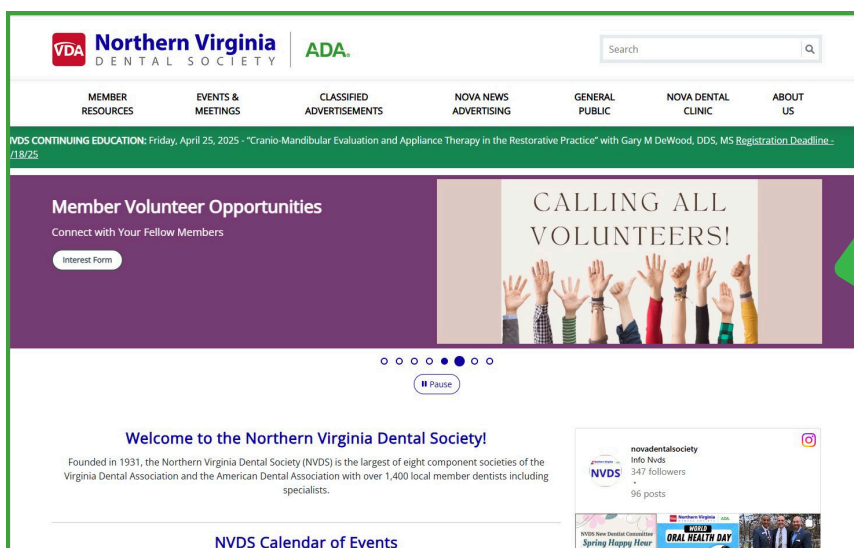
This exclusive opportunity allows your company's message to be prominently featured on the NVDS homepage for a three months. Enjoy continuous exposure to a highly engaged audience of member dentists and other site visitors. This is an ideal opportunity to showcase your products or services while benefiting from exclusive website placement that is visible to both desktop and mobile users.

Sponsorship Fee: \$1,000 per Quarter (3 months)

- Prominent ad placement on the rotating carousel on the NVDS homepage
- Quarter-long exposure (3 months)
- Exclusive sponsorship: only one ad sponsor per quarter
- Visibility to all site visitors, including members and non-members
- Placement alongside NVDS news and announcements
- First-come, first-served reservation process
- All ad content is subject to NVDS approval to ensure alignment with Society guidelines
- NVDS reserves the right to refuse or remove any rotating ads for any reason
- Sponsorship fees are non-refundable once ad is live; ads removed early will not be prorated
- Full season exhibitors will be also included in a shared, compiled slide separate from this sponsorship program

Specifications

- **Recommended Image Size:** 620 x 263 pixels
- **Image type:** PNG or JPG - created by sponsor
- **Title:** Up to 35 characters
- **Secondary Text:** Up to 250 characters
- **Button Text:** Up to 25 characters
- **Button Link:** Direct URL to company website
- **Slide Theme Color:** Select dark blue, red, purple, light blue, or light gray



Print Newsletter: Display & Classified Ads

NOVA NEWS is the official publication of Northern Virginia Dental Society. Its circulation of more than 1,400 includes all member dentists, associate members and advertisers. In addition to the printed version, NOVA NEWS is featured on the Society website as a PDF. NOVA News is published bi-monthly. Submissions must be received and confirmed by NVDS before the deadline in order to be included.

Submission Guidelines

All advertising submissions must comply with the NOVA NEWS Advertising Guidelines on the NVDS website. The editor reserves the right to edit or reject all ads. NOVA NEWS will not accept advertisements that contain NVDS member/dentist (s) as endorsements. Payment in advance is required for placement of ads (for non-members.) All rates are for one issue only. Advertiser must contact NVDS Central Office to rerun or place a new ad in a future issue.

NOVA News Issue	Ad Deadline
Jan / Feb	Jan 1
Mar / Apr	Mar 1
May / Jun	May 1
Jul / Aug	Jul 1
Sep / Oct	Sep 1
Nov / Dec	Nov 1

Please check your ad for grammar, punctuation, spelling, etc. NVDS will not edit submitted ads. All display ads must be camera-ready or in an acceptable electronic format, adhering to the exact dimensions below or they may not be accepted. Electronic files must be in JPEG, PNG, or PDF formats (Word, Excel, Power Point, Publisher, PageMaker and web images are not acceptable.) Large files may be compressed with Stuffit or WinZip. Color or grayscale images should be 300 ppi, black and white images such as text (no grayscale) should be 600 ppi. Layout/design is not included in the NVDS ad price. Contact Tracey Dougherty at tdougherty@nvds.org.

DISPLAY Advertisements - Rate Card

Type of Display Ad	Dimensions	Fee
Full page (inside front cover)	6-7/8" W x 9-5/8" H	\$ 975
Full page (inside back cover)	6-7/8" W x 9-5/8" H	\$ 975
Full page	6-7/8" W x 9-5/8" H	\$ 875
½ page	6-7/8" W x 4-5/8" H	\$ 525
1 column – vertical	3-1/8" W x 9-5/8" H	\$ 525
¼ page	3-1/8" W x 4-5/8" H	\$ 375

CLASSIFIED Advertisements - Rate Card

Type of Classified Ad	Fee
NVDS Member (max 50 words)- print version	No fee
NVDS Member (max 50 words) – on website	No fee
NVDS Non-Member (max 50 words)- print version	\$110.00 (per issue)
NVDS Non-Member (max 50 words) – on website	\$110.00 (per month)



Print Newsletter: **Sponsored Article**

The Northern Virginia Dental Society invites you to share your industry expertise with our members through a new sponsored article opportunity. The program is intended to provide educational value to members, boost your company's visibility, and build trust with member dentists. The sponsored article will be placed in our printed newsletter, NOVA News, and distributed to all NVDS member dentists. Submit a sponsored article to highlight your company's expertise, gain long-lasting visibility, and show your support for dentists and their staff. Article will be included in the table of contents on the first page of the printed newsletter with special call-out box.

Sponsorship Fee: \$1,000 per Article

Specifications

- Approximately 250 words (1/2-page or single column)
- Submit article as plain text or Word file, and not as an image or PDF
- Include the company name, logo (or image), and website address
- Include the name of the author, including title
- Include primary contact name, title, email address, and phone number for member use

Topic Requirements

All sponsored content must be educational in nature and relevant to dentistry (e.g., clinical, finance, HR, compliance, technology, etc.).

Examples of Appropriate Topics

- "Understanding Cybersecurity Risks in Dentistry"
- "Tax Planning Strategies for Practice Owners"
- "How to Improve Patient Communication"

Examples of Inappropriate Topics

"Why [Company X] is the Best Choice for Dentists"
"Introducing Our New Product Solution"



Terms

- One sponsored article per issue (**Filled: Sep/Oct 2025**)
- The placement of the article within the issue is at the discretion of NVDS
- A maximum of six sponsored articles accepted per year
- All articles will be labeled as "Sponsored Content" (not an NVDS endorsement)
- NVDS will attempt to back-to-back industry features to ensure diversity in content
- Priority will be given based on submission date
- Content must comply with the NVDS Advertising Standards
- NVDS editorial team reviews and approves all submissions
- **NVDS reserves the right to edit and reject submissions for any reason.**

Digital and Print Ads: **Form and Standards**

Classified Ads Form

Please use the online form on the NVDS website to submit your classified advertisements for publication in an upcoming issue of NVDS' bi-monthly newsletter and/or the NVDS website. Please call Tracey Dougherty at 703-642-5298 or email tdougherty@nvds.org if you have any questions.



Payments

Send your check or payment information to:

NORTHERN VIRGINIA DENTAL SOCIETY
4330 EVERGREEN LN STE N
ANNANDALE VA 22003-3238

NVDS Standards for Advertisements

- All advertising submitted is subject to review and, where needed, editing.
- Advertising must not be deceptive or misleading.
- Further information may be requested from advertisers.
- Advertising deemed to be in conflict with the ADA Principles of Ethics and Professional Code <https://www.ada.org/about/principles/code-of-ethics> of conduct will not be accepted; also, advertisements found to be offensive, discriminatory, promoting bigotry, or engaging in personal attacks will be refused. Any product, service, or company involved in regulatory proceedings or litigation may be declined.
- Advertisers must guarantee that all products meet applicable state of Virginia and Federal regulatory requirements. Appearance in NVDS publications or online does not imply that these products and services, do, in fact, meet these requirements. It is the advertiser's responsibility to comply with state and Federal regulations.
- Advertisements may reference scientific literature if such references are truthful and accurate. The NVDS may request further documentation if needed.
- Paid political advertisements for candidates for public office will not be accepted. This is not intended, in any way, to prohibit or discourage individuals from seeking office in their local government, ADA, VDA, or component societies.
- Advertisements for tobacco and cannabis products and alcoholic beverages will not be accepted.
- Educational courses may be advertised if the requirements of the ADA Continuing Education Recognition Program (CERP) are met. Also, courses sponsored by state or component dental societies meeting the requirements of the Academy of General Dentistry for recognition may be advertised. Courses sponsored by commercial entities will be considered for publication on an individual basis.
- The words "Paid Advertisement" must appear in any advertising simulating editorial content.
- Testimonial advertising and quotes must be truthful, accurate, and placed only with the written consent of the individual, agency, or organization quoted.
- NVDS will not accept advertisements that contain dentist(s) names as endorsements.

2025-2026 Exhibitor Agreement

By signing this agreement and submitting payment, the signatory understands and agrees the business is a confirmed exhibitor pending approval by NVDS. Cancellations made less than 60 days before the meeting are nonrefundable. Neither party is liable for cancellations or delays caused by events beyond their control, including, but not limited to, natural disasters, war, government action, or public health emergencies that make the event impracticable or impossible. Sharing tables with another company is prohibited. Registration is confirmed by email. Agreement EXCLUDES the Botox course in May 2026.

All fees must be paid at the time of exhibitor registration.

Please email the completed form to ematlock@nvds.org, fax to 703-750-2261, or mail to:
Northern Virginia Dental Society, 4330 Evergreen Ln, Ste N, Annandale, VA 22003-3259

Select Exhibitor Type:

☐ **Full Season Exhibitor:** \$5,000 - Save \$500 by registering for all five CE meetings in advance.

☐ **Regular Exhibitor:** \$1,100 per meeting - Check the box next to selected meeting date(s).

☐ 11/7/2025 ☐ 12/5/2025 ☐ 2/6/2026 ☐ 3/6/2026 ☐ 4/10/2026

COMPANY NAME

NAME OF CONTACT PERSON

CONTACT EMAIL ADDRESS

BUSINESS PHONE

FAX NUMBER

_____ ENCLOSED IS OUR CHECK (MAKE PAYABLE TO NVDS)

TOTAL AMOUNT \$ _____

****OR****

CREDIT CARD NUMBER

NAME ON CARD

EXPIRATION DATE

SECURITY CODE

BILLING ZIP CODE

NAME OF COMPANY TO BE USED ON MEETING ADVERTISING MATERIALS (IF DIFFERENT THAN ABOVE)

SIGNATURE

PLEASE BE ADVISED THAT ALL EXHIBITORS ARE LIMITED TO TWO (2) REPRESENTATIVES AT EACH PROGRAM.

#1 - _____
NAME & EMAIL OF REPRESENTATIVE ATTENDING THE CE MEETING

#2 - _____
NAME & EMAIL OF REPRESENTATIVE ATTENDING THE CE MEETING

Northern Virginia Dental Society | 703.642.5298 | info@nvds.org | nvds.org

2025-2026 Sponsorship & Advertisement Agreement

By signing this agreement and submitting payment, the signatory confirms understanding that sponsorship or advertising is subject to NVDS approval and confirmation. Cancellations made less than 60 days prior to a sponsored meeting are nonrefundable. Neither party is liable for cancellations or delays due to events beyond their control, including natural disasters, war, government action, or public health emergencies that render an NVDS event impracticable or impossible. Sponsorships and advertisements may not be shared with another company. Confirmations will be sent by email. NVDS reserves the right to reject any sponsor or advertiser for any reason. Additional NVDS terms and policies are outlined in the prospectus.

All fees must be paid upon confirmation of sponsorship or advertisement.

Please email the completed form to ematlock@nvds.org, fax to 703-750-2261, or mail to:
Northern Virginia Dental Society, 4330 Evergreen Ln, Ste N, Annandale, VA 22003-3259

Please select your sponsorship opportunity:

- ☐ Display Ad in NOVA News ☐ Full Pg Cover-\$975 ☐ Full Pg-\$875 ☐ 1/2 Pg-\$525 ☐ 1/4 Pg-\$375
- ☐ ~~Discussion Forum - \$350 Each ☐ 9/24/2025 ☐ 3/18/2026~~
- ☐ Executive Committee - \$500 Each ☐ ~~11/11/2025~~ ☐ ~~2/10/2026~~ ☐ 4/14/2026 ☐ 6/9/2026
- ☐ ~~Pan Sponsorship - \$500 + Pens~~
- ☐ ~~Lanyard Sponsorship - \$1,500~~
- ☐ Rotating Ad on Website - \$1,000
- ☐ Sponsored Article - \$1,000
- ☐ Sponsored Email - \$1,500

COMPANY NAME

NAME OF CONTACT PERSON

CONTACT EMAIL ADDRESS

BUSINESS PHONE

FAX NUMBER

_____ ENCLOSED IS OUR CHECK (MAKE PAYABLE TO NVDS)

TOTAL AMOUNT \$ _____

****OR****

CREDIT CARD NUMBER

NAME ON CARD

EXPIRATION DATE

SECURITY CODE

BILLING ZIP CODE

SIGNATURE

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