

Northern Virginia Dental Society

2026-2027

SPONSORSHIP PROSPECTUS

*Opportunities for
Exhibitors, Sponsors, and Advertisers*



Northern Virginia
DENTAL SOCIETY

ADA[®]

ABOUT NVDS

Northern Virginia Dental Society

The Northern Virginia Dental Society (NVDS) was established in 1931 and boasts a membership of approximately 1,300 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.

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.

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.



GENERAL TERMS

- Acceptance of a sponsor, exhibitor, advertisement, or discount provider 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 and AGD PACE.
- 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 classified or display ads in NVDS digital and print publications.

What Is a Discount Provider?

A limited number of *invited* providers that offer special pricing to NVDS members.

A single organization may support NVDS as an exhibitor, sponsor, advertiser, and/or provider. 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.



2026-2027 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 for all five in-person CE meetings by Sep. 1, 2026 to save \$500!
Space is limited.

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, October 9, 2026
Friday, November 13, 2026

Friday, February 26, 2027
Friday, March 19, 2027
Friday, April 30, 2027

Benefits for All Exhibitors

- Two complimentary meeting registrations, including complimentary breakfast and lunch for attendees
- Dedicated exhibitor table
- Exhibitor recognition in NVDS newsletter, *NOVA News*, mailed to all members
- Logo on event flyer mailed to all NVDS members
- Logo on event e-blasts sent to all NVDS members
- Logo on event signage (not exclusive)

Additional Benefits for Full Season Exhibitors

- \$500 discount off the total registration fees.
- Exhibitor recognition for NVDS webinar in January 2027 (details pending) at no additional cost.
- 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).



2026-2027 Continuing Education: **CE Premier Exhibitor**

The Premier CE Exhibitor package provides an exhibitor with enhanced visibility before, during, and after a specific NVDS continuing education program. Designed to maximize exposure to attending dentists, this exclusive package demonstrates your company's commitment to professional education through prominent event-specific recognition, targeted communications, and expanded branding opportunities. **Only one Premier CE Exhibitor will be featured per CE meeting.** A company may participate as the Premier CE Exhibitor for one or more programs. Questions? Please contact the NVDS office at 703-642-5298 or info@nvds.org.



Premier CE Exhibitor Add-On Fee (in addition to exhibitor fee)
\$2,500 per CE meeting

Additional Benefits for a Premier CE Exhibitor

- Recognition of company at the podium by an NVDS leader
- "Premier Exhibitor" signage with company logo displayed at meeting room entrance(s)
- "Premier Exhibitor" signage with company logo displayed at exhibit table
- One full-page, single-sided, B&W flyer in attendee handouts (company provides PDF)
- Quarter-page color ad in one issue of *NOVA News* sent to all NVDS members (a \$350 value)
- Exclusive designation as the Premier Exhibitor (one per course)
- Recognition on slides before the speaker's presentation
- One optional 30-second video shared on NVDS social media (created by exhibitor and subject to NVDS approval)
- Recognition in the NVDS post-event email to attendees with the opportunity to include a direct link to a company's website or digital resource
- Company logo featured on the course event webpage
- Company logo featured in course-specific promotional emails

Deadline for Full Benefits

Registration and payment must be received at least 30 days prior to the CE program to receive the full range of Premier CE Exhibitor benefits. Opportunities are limited and available on a first-come, first-served basis. Register early to secure your Premier CE Exhibitor status.



2026-2027 Continuing Education: **Exhibitors** *(continued)*

NVDS is pleased to present an outstanding lineup of speakers for the 2026–2027 continuing education (CE) season, featuring a diverse range of timely topics designed to enhance clinical care, practice success, and professional growth. Below are NVDS's full-day, in-person CE programs held on Fridays throughout the year. Please refer to the NVDS website and Exhibitor Contract for complete information. Exhibitor opportunities are limited, so we encourage you to reserve your space early.

Questions? Please contact the NVDS office at 703-642-5298 or info@nvds.org.



Dr. Ashleigh Briody
Topic: Oral Pathology
Friday, October 9, 2026



Dr. Marc Gottlieb
Topic: Pain Management
Friday, November 13, 2026



Local Speakers Seminar
Multiple Topics and Speakers
Friday, February 26, 2027



Dr. Marianna Evans
Topic: Airway
Friday, March 19, 2027



Ms. Teresa Duncan
Topic: Billing and Coding
Friday, April 30, 2027

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

Botox Live Patient 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 5-minute presentation to all attendees during the lunch break on Thursday. There is also an optional opportunity to attend the Friday session for additional engagement with attendees, if desired. The audience will be comprised of 24 dentists plus dental staff registrants.

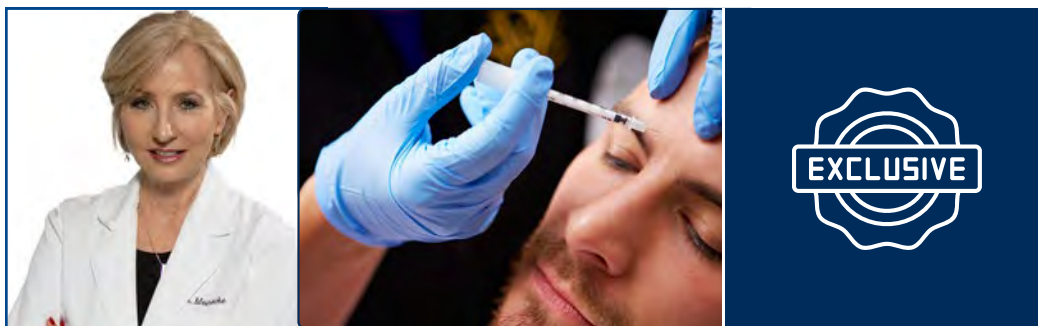
Thursday, December 3, 2026 and Friday, December 4, 2026
8:30 a.m. - 4:00 p.m.
YM Dental Lab - Chantilly

Exhibitor Fee: \$500

Contact NVDS to receive the exhibitor agreement and additional details about exclusive opportunity

Botox Exhibitor Benefits

- Sole NVDS exhibitor
- Company-provided brochure placed at lunch tables for all attendees (one piece)
- Two complimentary registrations, including breakfast and lunch for attendees
- Special mention at the podium by an NVDS leader
- Opportunity to **address attendees for 5-minutes at lunch** (Thursday 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 exhibitor in the NVDS Newsletter, *NOVA News*, post-event
- Highly visible placement of logo on the course webpage on the NVDS website



Tooth Talks: The Mid-Atlantic Dental Meeting: Sponsorships



ADA



10.17.26

Tooth Talks: The Mid-Atlantic Dental Meeting is a new, one-day continuing education and networking program for dentists and team members in Northern Virginia and Washington, DC. The program features a nationally known keynote speaker, moderated panels, structured sponsor engagement periods, a competitive networking experience, and a closing reception.

- **Date:** Saturday, October 17, 2026
- **Time:** 8:30 AM – 5:30 PM
- **Location:** Hotel AKA Alexandria
- **Audience:** 150 dentists from Northern Virginia and Washington, DC
- **Format:** CE program, luncheon, competitions, sponsor engagement, reception

Why Sponsor or Exhibit at Tooth Talks?

- **Regional Reach:** Engage dentists from Northern Virginia and Washington, DC, in one setting
- **Enhanced Visibility:** Get noticed by becoming a founding supporter of this new event
- **Decision-Makers:** Connect directly with dentists who influence purchasing & referrals
- **Attendee Engagement:** Generate excitement by contributing to our competitive activities
- **Trusted Affiliation:** Strengthen your brand by partnering with NVDS and DCDS



Keynote Speaker
Melissa Seibert,
DMD, MS, ABGD

Separate Tooth Talks Sponsorship Prospectus

Please use the QR code or visit [NVDS.org](https://nvds.org) to view the remaining sponsorship opportunities for Tooth Talks. While all sponsor agreements and payments should be submitted to the DC Dental Society, you can also contact NVDS with any questions.



DC Dental Society
2001 K Street, NW, 3rd Floor North
Washington, DC 20006
Phone: +1.202.367.1163
info@dcdental.org
www.dcdental.org

Dental Collective: **Exclusive Exhibitor**

Dental Collective: Innovations and Insights Exchange

A Dental Discussion Forum for NVDS Members

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

The event is offered in the fall and spring, and features a buffet dinner and refreshments, structured small-group discussions, and insights into key topics. Approximately 40 member dentists at all career stages attend.

Participating dentists earn two (2) continuing education (CE) credits.

**Exhibitor
One or Both
Events!**

**Wednesday, September 23, 2026
6:00 - 8:30 p.m.**

**Wednesday, March 10, 2027
6:00 - 8:30 p.m.**

Exhibitor Fee: \$500 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 exhibitor in the NVDS Newsletter, *NOVA News*
- Logo on the course webpage on the NVDS website

**Dental
Collective**



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 **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 6, 2026
Tuesday, November 10, 2026
Tuesday, February 9, 2027
Tuesday, April 13, 2027
Tuesday, June 8, 2027

Congeniality begins at 6:00 p.m. and the buffet dinner at 6:30 p.m. 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.

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



Live Patient Clinic Course: **Exclusive Exhibitor**

Support Live Patient CE at the Northern Virginia Dental Clinic

Support both professional education and access to care through this exclusive exhibitor opportunity at the Northern Virginia Dental Clinic's live patient courses. Presented in partnership with NVDS, these hands-on programs provide dentists with advanced clinical training while delivering much-needed dental treatment to underserved patients in our community.

Participation is limited to 12 doctors. Past programs have focused on dental extractions and endodontic care. As the sole exhibiting company, you will receive prominent recognition and valuable face-to-face interaction with participating dentists while demonstrating your commitment to improving oral health access in Northern Virginia. Preference may be given to exhibitors who are also able to provide clinical supplies, instruments, materials, or other resources that align with the course content and enhance patient care. Session dates and topics are pending.

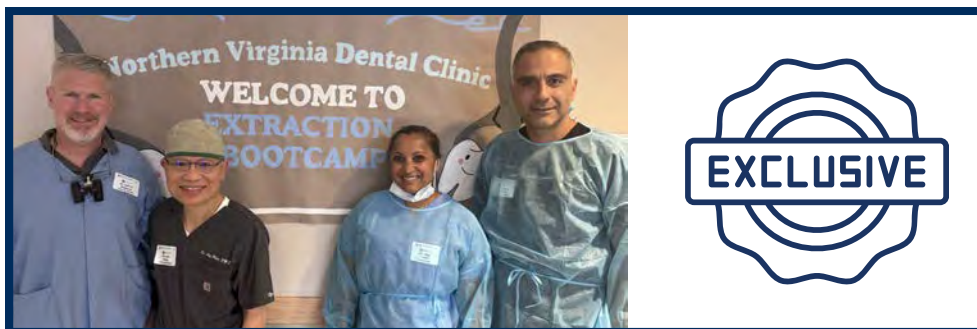
Dates To Be Determined

8:00 a.m. - 4:00 p.m.

Northern Virginia Dental Clinic - Fairfax

Exhibitor Fee: \$500

- Sole exhibitor
- Company-provided brochure placed at meal tables for all attendees (one piece)
- Two complimentary registrations, including breakfast and lunch for attendees
- Special mention at the podium by an NVDS leader
- Opportunity to **address attendees for 5-minutes at breakfast.**
- 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 exhibitor in the NVDS Newsletter, *NOVA News*, post-event
- Highly visible placement of logo on the course webpage on the NVDS website



Member Mixer: **Happy Hour Sponsor**



NEW!

Mix and Mingle with Member Dentists

The new Sponsored Member Mixer provides companies and specialists with a unique opportunity to connect with NVDS member dentists across all career stages in a fun and informal setting.

NVDS manages event promotion, registration, and attendee communications, while the sponsor serves as host and works directly with the venue to create the attendee experience. Structured as a direct-cost partnership rather than a traditional sponsorship, the Member Mixer offers a distinctive way to build your brand and connect with early-career, mid-career, and established dentists throughout the Northern Virginia dental community.

While similar to the NVDS New Dentist happy hours, Member Mixers are not limited to early-career dentists.

- Exclusive sponsor of an NVDS member social event
- Opportunity for sponsor representatives to attend and engage with NVDS members
- Ability to provide approved promotional items or brochures for distribution to attendees
- Ability to display company-branded signage at the event
- Recognition in NVDS promotional channels, including email, website, and social media
- Access a list of dentist attendees and their email addresses
- Post-event recognition on NVDS social media and in the next issue of NOVA News

This sponsorship is structured as a direct-cost partnership, with the sponsor assuming all event-related expenses in lieu of a fee.



The sponsor agrees to the following:

- Secure a venue in Northern Virginia, such as a restaurant, with sufficient space to accommodate at least 25 NVDS member dentists plus sponsor representatives in a reserved area.
- Negotiate event logistics directly with the venue, including F&B and room fees.
- Cover all event-related venue costs, including food & beverage (appetizers) and room fees.
- Coordinate with NVDS to select an event date (typically a Thursday evening).
- Limit attendance to NVDS member dentists and sponsor representatives.
- Understand that NVDS will manage event registration, promotion, and attendee communications, and that all interested dentists must register through NVDS directly.
- Refrain from formal sales presentations, as this is a networking-focused event.
- Comply with all venue policies, applicable regulations, and any insurance requirements.
- Indemnify and hold NVDS harmless from any event-related claims or liabilities.

2026 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. ABM dinner guests are limited to NVDS members.

Thursday, August 27, 2026
6:00 - 10:00 p.m.
Falls Church Marriott Fairview Park

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

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



New Member Orientation: **Giveaways and Prizes**

Sponsor Giveaways or Prizes for the New Member Orientation

Help NVDS create a warm, memorable welcome for our newest members.

Support the next generation of dentists while introducing your company in a meaningful way. Sponsors are invited to donate fun, practical, or professionally useful prizes to be awarded during NVDS New Member Orientation. While sponsors do not attend the event, each prize will be presented by an NVDS leader with recognition of the sponsoring company. Branded packaging, brochures, and business cards may be included to reinforce your company's visibility and make a lasting impression.

In-Kind Sponsorship Opportunity (No Sponsorship Fee)

- **Provide a giveaway for every attendee and/or one or more prizes for the lucky winner(s)**
- Multiple prizes per sponsor are welcome
- Prizes may feature your company's name and/or logo
- Include a company brochure and business card with each item
- Company is responsible for delivery of the prize to NVDS office at least one week before the event
- All giveaways are subject to NVDS approval
- NVDS reserves the right to reassign unused prizes to another eligible member event if needed

Ideas for Potential Prizes and Giveaways

- 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

Thursday, November 5, 2026
Thursday, April 22, 2027

Contact info@nvds.org
to learn more or contribute.

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 500 branded pens to be distributed at the NVDS continuing education meetings and other NVDS events throughout the year. Your pens will reach approximately 750 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 to 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



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 5 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 2026-2027
- NVDS can manage the lanyard order and production

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

Sponsorship Fee:
NVDS places order: **\$1,500**

Sponsorship Fee:
Company places order: **\$750**



Register by October 1

2027 Shred-A-Thon: **Exclusive Sponsorship**

Support One of NVDS's Most Popular Member Appreciation Events

The annual NVDS Shred-A-Thon draws approximately 100 member dentists for a convenient, high-value service and offers an exclusive opportunity for one sponsor to connect directly with attendees. The event includes a prominently placed 6-foot exhibitor table outside the NVDS office (rain or shine), allowing the sponsor to engage with members throughout the morning and distribute promotional materials. With additional recognition through NVDS communication channels, this sponsorship offers valuable brand visibility and direct access to Northern Virginia dentists in a relaxed, community-focused setting.

Friday, June 18, 2027
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: Reserve your spot today!

Sponsorship Fee: \$1,000 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 identified as “sponsored content” (not an endorsement by NVDS)
- Content may include: Up to **500 words, plus 1-2 images, 1 logo, and up to 5 links**
- No attachments can be included in the email due to system limitations
- Blast emails will be reserved on a first-come, first-served 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 and click rate data are available upon request



LIMITED TO TWO CAMPAIGNS PER YEAR

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 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.

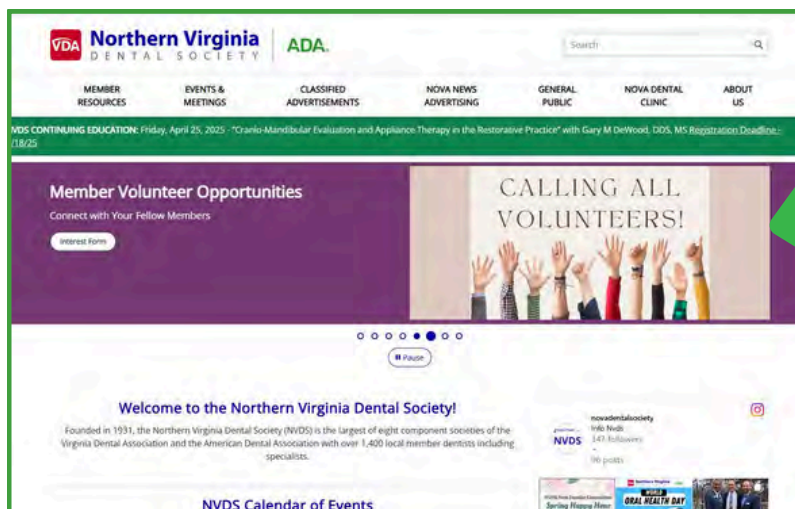
Sponsorship Fee: \$300 (\$100 per month for 3 months)

Benefits

- Prominent ad placement on the rotating carousel on the NVDS homepage
- Quarter-long exposure (3 months)
- 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 1,300 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

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

All 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.



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.

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)

DISPLAY Advertisements - Rate Card

Type of Print Display Ad	Dimensions	Fee
Full page (inside front cover)	6-7/8" W x 9-5/8" H	6.875" W x 9.625" H \$ 950
Full page (inside back cover)	6-7/8" W x 9-5/8" H	6.875" W x 9.625" H \$ 950
Full page	6-7/8" W x 9-5/8" H	6.875" W x 9.625" H \$ 875
½ page	6-7/8" W x 4-5/8" H	6.875" W x 4.625" H \$ 550
1 column – vertical	3-1/8" W x 9-5/8" H	3.125" W x 9.625" H \$ 550
¼ page	3-1/8" W x 4-5/8" H	3.125" W x 4.625" H \$ 350

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"

Content Marketing



Terms

- One sponsored article per issue
- 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)
- 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 Advertisements: **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:

nvds.org/classifieds

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) and AGD PACE 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.

Member Discounts: **Limited Participation**

Member Discounts

Exclusive Savings for NVDS Members

Deliver Measurable Member Value to NVDS Member Dentists!

Position your company as a trusted resource for more than 1,300 Northern Virginia Dental Society member dentists through the NVDS Member Discounts Program. This opportunity allows participating companies to offer exclusive savings or preferred pricing on products and services relevant to dental professionals, while gaining ongoing visibility through NVDS promotional channels. The Member Discounts Program reflects NVDS's continued commitment to enhancing membership value and expanding practical resources for our dental community.

This program is well suited for companies offering practice consulting, legal or financial services, insurance, technology solutions, equipment, supplies, marketing services, staffing support, wellness services, and other items relevant to dentists. Contact Lross@nvds.org.

Program Highlights

- Opportunity to promote an exclusive offer to NVDS members
- Direct exposure to dentists across all career stages
- Flexible participation for a wide range of products and services

Vendor Requirements

To maintain the integrity and value of the program, participating vendors must:

- Offer a discount or preferred pricing exclusive to NVDS members
- Provide pricing that exceeds publicly available offers to non-member dentists in Virginia
- Offer a minimum discount of 10%, unless otherwise approved by NVDS
- Honor the discount for eligible existing clients at renewal or next order, when applicable
- Verify NVDS membership before applying member pricing
- Provide promotional materials and program details for NVDS marketing use
- Refrain from implying endorsement by NVDS

Review Process

Although NVDS does not endorse any company, including Member Discount providers, participation is by approval only. As this is a pilot program, NVDS reserves the right to limit participation and decline applications. The review process is done quarterly and a separate agreement is required for approved providers. Contact Lross@nvds.org to learn more.

nvds.org/member-resources/nvds-member-discounts-program

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

2026-2027 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 Dec. 2026.

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

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

- 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).
 10/9/2026 11/13/2026 2/26/2027 3/19/2027 4/30/2027
- Premier CE Exhibitor:** \$2,500 - Add-on fee per meeting (in addition to exhibitor fee)
Check box next to selected meeting date(s).
 10/9/2026 11/13/2026 2/26/2027 3/19/2027 4/30/2027

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

NAME OF COMPANY TO BE USED ON NVDS PROMOTIONAL MATERIALS (IF DIFFERENT THAN ABOVE)

#1 - NAME & EMAIL OF REPRESENTATIVE ATTENDING CE MEETING

#2 - NAME & EMAIL OF REPRESENTATIVE ATTENDING CE MEETING

2026-2027 Exhibitor Agreement - Special CE Events

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.

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

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

<input type="radio"/> Botox Course Exhibitor:	<u>\$500</u>
<input type="radio"/> Dental Collective Exhibitor	<u>\$500 per course</u> <input type="checkbox"/> 9/23/2026 <input type="checkbox"/> 3/10/2027
<input type="radio"/> Clinic Course Exhibitor:	<u>\$500 per course</u> (dates and topics pending)

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

DATE

NAME OF COMPANY TO BE USED ON NVDS PROMOTIONAL MATERIALS (IF DIFFERENT THAN ABOVE)

#1 - NAME & EMAIL OF REPRESENTATIVE ATTENDING CE MEETING

#2 - NAME & EMAIL OF REPRESENTATIVE ATTENDING CE MEETING

2026-2027 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 emailed. NVDS reserves the right to reject a sponsor or advertiser for any reason. Additional NVDS terms are in the prospectus.

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

Please email the completed form to info@nvds.org, fax to 703-750-2261, or mail to:

Northern Virginia Dental Society, 4330 Evergreen Ln, Ste N, Annandale, VA 22003-3259

<input type="checkbox"/>	Annual Business Meeting - \$1,500 on 8/28/26
<input type="checkbox"/>	Member Mixer - Direct-cost sponsorship <input type="radio"/> Fall 2026 <input type="radio"/> Spring 2027
<input type="checkbox"/>	Executive Committee Meeting - \$500 Each <input type="radio"/> 10/6/26 <input type="radio"/> 11/10/26 <input type="radio"/> 2/9/27 <input type="radio"/> 4/13/27 <input type="radio"/> 6/8/27
<input type="checkbox"/>	Shred-A-Thon - \$1,000 on 6/18/27
<input type="checkbox"/>	Display Ad in <i>NOVA News</i> <input type="radio"/> Full Inside Pg Cover-\$950 <input type="radio"/> Full Pg-\$875 <input type="radio"/> 1/2 Pg-\$550 <input type="radio"/> 1/4 Pg-\$350
<input type="checkbox"/>	Orientation Giveaway <input type="radio"/> Giveaways for every attendee (35 x 2 events) <input type="radio"/> Individual prize(s)
<input type="checkbox"/>	Pen Sponsorship - \$500 + Pens
<input type="checkbox"/>	Lanyard Sponsorship - \$1,500 - \$750
<input type="checkbox"/>	Rotating Ad on Website - \$300
<input type="checkbox"/>	Sponsored Newsletter Article - \$1,000
<input type="checkbox"/>	Sponsored Email Campaign - \$1,000
<input type="checkbox"/>	Member Discounts (request for information)

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

DATE