

09 | 10 | 11
NOV 2023

PORTO | EXPONOR
PORTUGAL

32^o 
CONGRESSO · OMD



SPONSORSHIP DOSSIER

INTRODUCTION

THE LARGEST DENTISTRY CONFERENCE IN PORTUGAL RETURNS HOME

In 2023, the annual meeting of Portuguese dentistry is back in Porto to celebrate an important milestone: the 25th anniversary of the creation of the Portuguese Dental Association (OMD).

The 32nd Conference of the Portuguese Dental Association (OMD) will take place from 9 to 11 November, at Exponor, in Matosinhos.

In this edition, the Organizing and Scientific Committees have defined the preventive approach in dentistry as the event's central topic. Emphasising the relevance of oral health in systemic health, the importance of literacy will be underlined in order to understand the dental consultation as a necessary routine.

We continue to focus on the excellence of the scientific programme and to promote hands-on courses, dissemination of knowledge through scientific presentations and networking, activities that have characterised Expodentária. Because we know that knowledge is passed on through people.

The OMD Conference is a driving force for continuous training and professional development, as well as a space where dental professions come together. Therefore, we have not neglected the recreational and social aspects.

To mark the 25th anniversary of the OMD, attendees can expect a series of initiatives, which will have the traditional conference party as its high point.

In this 32nd edition, come and celebrate Portuguese dentistry with us!



EXPODENTÁRIA PORTUGAL 2023

EXPODENTÁRIA PORTUGAL WITH MORE THAN 10.000 VISITORS IN 2022

The Conference of the Portuguese Dental Association takes place at the same time as the largest and most important national fair of dental equipment and material: Expodentária Portugal.

Its increasing success, in which interest grows year after year, proves that this is a privileged place to make business happen.

Expodentária has a vast exhibition area, in which the most renowned brands in the sector are represented. The figures for last year's edition are proof of this, as it was attended by 108 companies (occupying 469 stands) and welcomed more than 10,000 visitors.

With a vast exhibition area, Exponor is fitted with all the necessary infrastructures and facilities to hold an event of the size of the OMD Conference. Located in a central point with easy access, the Oporto International Fair is being adapted to offer the best conditions to receive conference attendees, exhibitors and visitors.

The essential partnership with the industry, which enthusiastically supports this event every year, has allowed Expodentária to sell out the fair stands in record time, enhancing the synergies between exhibitors and visitors, and contributing to the success and quality of this great event.

We are certain that this edition will once again be a success, thanks to the trust placed in our work.

We will be expecting you in Porto!





PORTO, THE CITY THAT HAS DAZZLED FORBES

It is generally agreed that Porto is on the list of travellers' preferences and that, in the last decade, it has been adding awards in the area of tourism.

The secret to such charm is easily revealed by those who discover this destination: the city is a living, dynamic heritage that regenerates and reinvents itself, always maintaining its character and charm.

Porto's charm, typical of cities that border the river and the sea, is reflected in its historic streets, contemporary nightlife, museums and booming cultural programmes, as well as in the perfect symbiosis between traditional and modern, between the locals and the hundreds of tourists.

These are the reasons why Porto has been elected by Forbes as one of the 50 must-visit places in 2023.

This most widely read business magazine in the United States has dubbed Porto a "hot destination", highlighting some of the northern city's attributes: "excellent food, even better wine and affordable prices", "an architecture studded with tiles, and sea views from the plethora of viewpoints throughout the city".

"It's easy to see why so many eyes are on this northern Portuguese city," the article concludes.

See for yourself all the charms of Porto at: www.visitporto.travel/.



SPONSORSHIP

ORDINARY SPONSOR

Invite your customers to attend the 32nd OMD Conference at an early-bird price, valid until 14 July 2023.

In order to become an Ordinary Sponsor, buy registration packages for the 32nd OMD Conference. Orders must be sent in writing until 28 July 2023, to the following email address:

expodentaria@omd.pt.

PACKAGES	ATTENDEE PASSES	QUANTITY	UNIT PRICE	TOTAL AMOUNT
01	Dentists	25	80 €	2000 €
01	Dentists	50	75 €	3750 €
02	Dentists	75	70 €	5250 €
03	Dentists	100	65 €	6500 €
Extra packages over 100 registrations (in multiples of 25)				2000 €

REQUIREMENTS:

- Being an exhibitor at Expodentária, holding at least 2 stand units (18 sq.m.);
- Final guest list must be sent to OMD by 13 October 2023;
- After that date, names on the guest list cannot not be changed;
- Complimentary attendee passes will be customised, bearing the sponsor's logo;
- The organisation shall email the image file(s), so that complimentary attendee passes may be distributed;
- The sponsor's logo will be featured on the OMD official website (www.omd.pt), linked to the sponsor's webpage.

BENEFITS:

- Logo included in the sponsors' section;
- Priority in the choice of the stand location at Expodentária, according to the date of written confirmation of the sponsorship, and in the following order:
 - 1st choice to Platinum Sponsors
 - 2nd choice to Gold Sponsors
 - 3rd choice to Silver Sponsors
 - 4th choice to Bronze Sponsors
 - 5th choice to Ordinary Sponsors

SPONSORSHIP

BRONZE SPONSOR | TYPE 1 | SPONSORED LECTURES

It sponsors the presence of an internationally renowned key speaker, as previously approved by the Scientific Committee.

The lecture takes place in an auditorium, on a day, time and schedule defined by the CC, duly identified with the name of the sponsoring company.

REQUIREMENTS:

- Supporting all the speaker's expenses, such as fee, travel and accommodation expenses, transfers and others to be specified;
- Being an exhibitor at Expodentária, holding at least 2 stand units (18 sq.m.), worth 3,900 € (+ applicable VAT).

BENEFITS:

- Sponsor's logo featured on the OMD official website (www.ond.pt), linked to the sponsor's webpage;
- Sponsor's logo featured on the Conference Info Brochure (digital format);
- Sponsor's logo featured on the scientific programme;
- Priority in the choice of the stand location at Expodentária, according to the date of written confirmation of the sponsorship and in the following order:
 - 1st choice to Platinum Sponsors
 - 2nd choice to Gold Sponsors
 - 3rd choice to Silver Sponsors
 - 4th choice to Bronze Sponsors
 - 5th choice to Ordinary Sponsors
- Advertising material in the room where the workshop takes place, including:
 - Decoration of the lectern (to be provided by the sponsor);
 - 1 slide or maximum 20-second video, provided by the sponsor, to be displayed at the opening or during the interval of the workshop.

SPONSORSHIP

BRONZE SPONSOR | TYPE 2 | SPONSORED HANDS-ON

It sponsors a hands-on workshop to be carried out, as approved by the OMD Conference Scientific Committee, on one of the three Conference days.

- The workshop must have two editions – one in the morning and one in the afternoon;
- Each workshop has a 3-hour duration;
- Number of places: 20 participants in each edition;

Up to 50% of the attendees may be the sponsor's guests.

- Those enrolled in the hands-on workshops will mandatorily be on-site attendees.

REQUIREMENTS:

- Being an exhibitor at Expodentária, holding at least 2 stand units (18 sq.m.), worth 3,900 € (+ applicable VAT);
- Providing all the necessary material and devices to carry out the hands-on workshop, in coordination with the lecturer(s) and the Organising Committee;
- Sponsorship price: 3,000 € (+ applicable VAT).

BENEFITS:

- Sponsor's logo featured on the OMD official website (www.ond.pt), linked to the sponsor's webpage;
- Sponsor's logo featured on the Conference Info Brochure (digital format);
- Sponsor's logo featured on the scientific programme;
- Priority in the choice of the stand location at Expodentária, according to the date of written confirmation of the sponsorship and in the following order:
 - 1st choice to Platinum Sponsors
 - 2nd choice to Gold Sponsors
 - 3rd choice to Silver Sponsors
 - 4th choice to Bronze Sponsors
 - 5th choice to Ordinary Sponsors
- Advertising material in the room where the workshop takes place, including:
 - Roll-up banner in the room where the workshop takes place (to be provided by the sponsor);
 - Sponsor's logo featured on the screen next to the entrance door;
 - 1 slide or maximum 20-second video, provided by the sponsor, to be displayed at the opening or during the interval of the workshop;
 - A writing pad and a pencil on each desk (to be provided by the sponsor).

SPONSORSHIP

BRONZE SPONSOR | TYPE 3 | SPONSORED SCIENTIFIC AWARDS

- 7 awards for best scientific communications, to be awarded in the following categories:
 - Oral presentation of preclinical research
 - Oral presentation of systematic review
 - Oral presentation of clinical cases
 - Poster on preclinical research
 - Poster on clinical research
 - Poster on systematic review
 - Poster on clinical cases

O patrocinador está presente em palco e entrega os prémios juntamente com os presidentes da Comissão Organizadora e da Comissão Científica da OMD, no auditório onde vai decorrer esta cerimónia.

REQUIREMENTS:

- Supporting the cost of the scientific awards, worth 7,500 € (+ applicable VAT);
- Being an exhibitor at Expodentária, holding at least 2 stand units (18 sq.m.), worth 3,900 € (+ applicable VAT).

BENEFITS:

- Sponsor's logo featured on the OMD official website (www.ombd.pt), linked to the sponsor's webpage;
- Sponsor's logo featured on the Conference Info Brochure (digital format);
- Sponsor's logo featured on the scientific programme;
- Priority in the choice of the stand location at Expodentária, according to the date of written confirmation of the sponsorship and in the following order:
 - 1st choice to Platinum Sponsors
 - 2nd choice to Gold Sponsors
 - 3rd choice to Silver Sponsors
 - 4th choice to Bronze Sponsors
 - 5th choice to Ordinary Sponsors
- Advertising material in the room where the workshop takes place, including:
 - 1 slide or maximum 20-second video, provided by the sponsor, to be displayed at the opening and during the interval;
 - Sponsor's logo featured during the presentation of the awards.

SPONSORSHIP

SILVER SPONSOR

Global sponsorship of the OMD Conference. Therefore, the sponsor's logo will be featured in all the areas and promotional material of the event.

BENEFITS:

Advertising

- Sponsor's logo featured on all official documents;
- Sponsor's logo featured on the Conference promotional posters;
- Sponsor's logo featured on national and international promotional leaflets;
- Sponsor's logo featured on the scientific programme;
- Sponsor's logo featured on Conference Info Brochure;
- Sponsor's logo featured on advertising placed on national and international journals;
- Sponsor's logo featured on the OMD official website (www.ond.pt), linked to the sponsor's webpage;
- Sponsor's logo featured on sponsors section in the Conference app, available for Android and iPhone;
- Sponsor's logo featured on OMD social media (Facebook, Instagram, etc...);
- Sponsor's logo featured on 6 OMD Conference-related e-news, distributed among all dentists and attendees throughout the year, including a direct link to the sponsor's webpage, whether regular webpage or specifically created for this purpose, the content of which is the exclusive responsibility of the sponsor;
- Sponsor's logo featured on 3 OMD e-news sent out on each of the Conference dates to all dentists and attendees, including a direct link to the sponsor's webpage, whether regular webpage or specifically created for this purpose, the content of which is the exclusive responsibility of the sponsor.

Advertising on OMD News Bulletin

- Full page advert on odd page of the OMD News Bulletin throughout the year, except for the issue corresponding to the Conference (20% discount offered for that issue).

Advertising during the Conference

- Sponsor's advertising material, of the sponsor's exclusive responsibility, included in speakers' and attendees' virtual kits as pdf or video files;
- Sponsor's logo featured on banners during the Conference;
- Sponsor's logo featured on screens and placards strategically distributed around Expodentária;
- Sponsor's logo featured on static slide signalling the beginning and end of scientific sessions.

SPONSORSHIP

Expodentária Portugal

- Minimum mandatory area: 18 sq.m.;
- Priority in the choice of the stand location at Expodentária, according to the date of written confirmation of the sponsorship and in the following order:
 - 1st choice to Platinum Sponsors
 - 2nd choice to Gold Sponsors
 - 3rd choice to Silver Sponsors
 - 4th choice to Bronze Sponsors
 - 5th choice to Ordinary Sponsors

REQUIREMENTS::

- 2 stands at Expodentária 13,000 € + VAT
- 4 stands at Expodentária 14,500 € + VAT
- 6 stands at Expodentária 17,500 € + VAT
- 8 stands at Expodentária 20,000 € + VAT

GOLD SPONSOR

The Gold Sponsor is a sponsor combining the silver and bronze (type 1, 2 or 3) sponsorships.

PLATINUM SPONSOR

This is the most prestigious sponsorship of the OMD Conference.

The benefits of this type of sponsorship are numerous, combining all the possibilities available to the Conference sponsors, in order to maximise exposure.

This sponsor's logo usually appears side by side the OMD logo, and is featured in all the information material, as well as the promotional, marketing and advertising campaigns carried out for the dissemination of the OMD Conference.

SPONSORSHIP

PLATINUM SPONSOR

The **Platinum Sponsor** is the sponsor combining the silver sponsorship with one of the following options:

1| **Official Dinner celebrating the 32nd edition of the OMD Conference – 9 Nov.** – dinner for 200 people, attended by all OMD ruling bodies, the scientific committee, the organising committee, key speakers, moderators, workgroups, employees and institutional OMD guests. The Platinum Sponsor will receive 20 dinner invites, and is entitled to decorate the tables and print the menus. The official dinner is organised by OMD in collaboration with the Platinum Sponsor;

a. Price: 20,000 € (+ applicable VAT)

2| **Advertising along the tunnel connecting Expodentária to the Auditoriums (right)**

40-metre-long and 3-metre-high wall to be covered with self-adhesive vinyl. Final artwork in digital file to be supplied by the sponsor (technical characteristics of the file to be supplied in due time by the OMD).

Up to three 75' LCDs for dynamic advertising included (video content to be supplied by the sponsor).

Price: 20,000 € (+ applicable VAT)

3| **Advertising along the tunnel connecting Expodentária to the Auditoriums (left)**

40-metre-long and 3-metre-high wall to be covered with self-adhesive vinyl. Final artwork in digital file to be supplied by the sponsor (technical characteristics of the file to be supplied in due time by the OMD).

Up to three 75' LCDs for dynamic advertising included (video content to be supplied by the sponsor).

Price: 20,000 € (+ applicable VAT)

REQUIREMENTS AND BENEFITS:

The Platinum Sponsor has all the benefits of the Silver Sponsor.

In addition, the Platinum Sponsor will have a 400-to-500-seat room and host a speaker of their choice (as approved by the OMD Scientific Committee).

The speaker's lecture will be 45 minutes long, during one of the afternoon breaks (4.00-5.30 pm) of one of the three days of the Conference, with deferred online broadcasting. The precise date will be defined according to the date of written confirmation of the sponsorship.

GENERAL REQUIREMENTS

GENERAL REQUIREMENTS FOR ALL SPONSORS

- After the sponsor's confirmation message, sent in written form to expodentaria@omd.pt, the company will receive an email containing all the necessary information to formalise the agreement;
- In order to be a sponsor, the company must be an exhibitor at Expodentária, in accordance with the requirements specified for each sponsorship option;
- Each sponsorship option has a limited number of sponsors. All incoming requests are handled on a first-come, first-served basis, according to the date of the sponsorship confirmation email.

CRITERIA FOR STAND ALLOTMENT AT EXPODENTÁRIA

- All sponsors are entitled to choose the location of their stands at Expodentaria, before the other exhibitors.
- Priority in the choice of the stand location is as follows:
 - 1st choice to Platinum Sponsors
 - 2nd choice to Gold Sponsors
 - 3rd choice to Silver Sponsors
 - 4th choice to Bronze Sponsors
 - 5th choice to Ordinary Sponsors
 - 6th choice to exhibitors (in accordance with the rules set forth in the Guidelines for Exhibitors)

Thorough reading of the **Guidelines for Exhibitors** is advised, as it contains all the information ruling the exhibitors' participation at Expodentária Portugal, the dental trade fair featured in the OMD Conference. This document is available for download from the OMD official website: <https://www.omd.pt/congresso/2023/expodentaria/manual-expositor/>.

In addition, also recommended is the **OMD Handbook of Best Practices for Sustainable Events** (<https://www.omd.pt/congresso/2023/expodentaria/manual-sustentabilidade/>).

PRICE LISTS

EXPODENTÁRIA

NO. OF STANDS	TOTAL AREA	FREE OFFER ⁽¹⁾	TOTAL AMOUNT ⁽²⁾
1	9 m ²	-	2.000,00€
2	18 m ²	-	3.900,00€
3	27 m ²	-	5.750,00€
4	36 m ²	-	7.500,00€
5	45 m ²	-	8.500,00€
6	54 m ²	-	9.300,00€
7	63 m ²	-	11.150,00€
8	72 m ²	L	12.900,00€
9	81 m ²	L	13.900,00€
10	90 m ²	L	14.650,00€
11	99 m ²	L	16.250,00€
12	108 m ²	L	18.000,00€
13	117 m ²	L	19.850,00€
14	126 m ²	L	21.400,00€
15	135 m ²	L	22.550,00€
16	144 m ²	L	23.700,00€
17	153 m ²	L	24.750,00€
18	162 m ²	L	25.900,00€
19	171 m ²	L	27.050,00€
20	180 m ²	L	28.200,00€
Addition of extra 9-sq.m. module			1.150,00€

Code:

L = Sponsor's logo on the map of Expodentária
 (1) + applicable VAT.

CONFERENCE REGISTRATIONS

PROFESSIONAL CATEGORY	Until 13 July	Until 2 November	After 2 November
Dentists	80,00 €	140,00 €	220,00 €
Young dentists	50,00 €	110,00 €	150,00 €
Recently licenced dentists (Out. 2022 – Out. 2023)	0,00 €	0,00 €	0,00 €
Senior dentists	0,00 €	0,00 €	0,00 €
Students	45,00 €	80,00 €	140,00 €
Stomatologists; Dental technicians; Dental hygienists	125,00 €	185,00 €	260,00 €
Other Portuguese Professional Categories	150,00 €	210,00 €	300,00 €
Other Foreign Professional Categories covered by agreement	150,00 €	210,00 €	300,00 €
Other Foreign Professional Categories not covered by agreement	250,00 €	350,00 €	450,00 €
Dental assistants	75,00 €	100,00 €	150,00 €

