



ADX18 Sydney Advertising Opportunities

ADX18 Sydney – Australia's Premier Dental Event



ICC Sydney – Signage
From \$5,000 - \$15,000 ex GST

With a brand-new convention centre and brand-new space for *ADX18 Sydney* there are many custom opportunities available for promotional signage.



ADX18 Sydney – Exhibition App Advertising
\$1,000 ex GST

As a first for ADX exhibitions, *ADX18 Sydney* will be launching an exhibition app. This app is designed to help visitors and exhibitors alike make the most of their *ADX18 Sydney* experience. The app will have a host of useful features and will assist you with everything you need regarding *ADX18 Sydney*. Features will include, CPD check-in; exhibition map; session notes; networking and find your way around.

The *ADX18 Sydney* app will be launched in December 2017 and for \$1,000 you will have an opportunity to advertise on the app from that date through to the close of *ADX18 Sydney*.



ADX18 Sydney – Visitor Bag Inserts
(flyer or promotional item)
\$1,500 ex GST

Take up this opportunity to showcase your product or service to every visitor to *ADX18 Sydney* through placement of your marketing collateral in the *ADX18 Sydney* visitor bags.

Bag Insert: Place a flyer or piece of promotional collateral in the visitor bags.



ADX18 Sydney – “Z-Card” Advertising
\$500 ex GST

Each visitor to *ADX18 Sydney* shall receive a pocket-sized guide. This is a key reference for each visitor. The guide includes a map, a listing of those exhibiting at the trade show plus a summary of the Continuing Professional Development programme. By purchasing a panel(s) your business has secured advertising space.

This is a wonderful way to promote your business and let visitors know about the exhibiting products and offers on your stand. Advertising is limited and can be booked as a single panel or multiple panels to really make a presence. Each block measures 100mm wide by 75mm tall and is in full colour. ADIA can even organise your advertising design for a small charge.



ADX18 Sydney – Product Showcase
\$400 ex GST per session

ADX18 Sydney will feature a theatre to allow product promotions to be undertaken. Each session shall be a maximum of 45 minutes with a 15 minute turn-around. Benefits of this option include an opportunity to sell/promote your product directly to an audience; positioning your banners (maximum of two) at the entry to the showcase during your session and a listing and small description on the event app.

For More Information on Advertising Opportunities

Please email
or call 1300 943 094
or visit