Exhibition and Event Sponsorship Prospectus
2019/2020
About the British Dental Association

The British Dental Association (BDA) occupies a unique place in UK dentistry. With over 17,500 members, our connections with the profession are unparalleled, allowing our voice to be heard by government, policy makers and regulators, nationally and internationally.

Branch and Section Events

Exhibition and sponsorship opportunities are also available at our locally organised Branch and Section events. There is a growing network of around 400+ regional events each year with the opportunity to provide speakers for 1-2 hour evening lectures. Clinical topics and speakers usually attract the most attendees. If you have premises that can host interactive, hands-on workshops then this would be of interest to the Branches and Sections too.

To be put in touch with the right person locally please contact Susan Graves in the first instance.

susan.graves@bda.org / 020 7563 4175

Why Exhibit or Sponsor at a BDA event?

- Reach your desired audience over a focused seminar, training course or conference, providing your organisation the opportunity to meet face to face with dentists and the dental team
- The BDA is the association membership body available for all dentists in the UK, consequently our events are key dates to meet and engage with dentists
- By exhibiting at BDA events and activities you are helping support dentistry, as the BDA’s sole purpose of running events is to support the profession
- Dentists have the time at BDA events to research, source and engage with organisations, therefore our events are a valuable occasion for the industry and dental profession to engage.

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BDA Seminars

Exhibiting at a BDA Seminar provides an excellent opportunity to meet and interact with dentists, gather data, showcase your products and increase sales all in a friendly relaxed atmosphere.

Preparing for retirement

**Friday 13 March 2020 | York SOLD OUT**
*New date TBC for November 2020*

Overview
A comprehensive and independent guide to retirement planning. This event is run three times a year by the BDA and attracts dentists who are interested in learning about the following areas:

- To gain financial advice on retirement
- To understand the benefits provided by the NHS pension scheme.
- To learn how to manage the changes retirement brings.
- To understand the issues associated with the sale of your practice.

Sponsored by MediEstates and Goodman Grant

<table>
<thead>
<tr>
<th>Exhibition stand:</th>
<th>Inserts:</th>
<th>Expected delegates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>£500 + VAT</td>
<td>£150 + VAT</td>
<td>70-90</td>
</tr>
</tbody>
</table>

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

Clinical Expert Series
Dr Basil Mizrahi

**New date:** Friday 25 September 2020 | London

Due to the popularity of 2019’s Contemporary treatment of the worn dentition. We have added an extra date for Dr Basil Mizrahi’s advanced clinical seminar in helping you make the right restorative decisions.

**Learning content and objectives**

- Treatment of localised anterior wear vs generalised wear
- What to consider when placing veneers on worn teeth
- Increasing vertical dimension - how to decide when and by how much
- Posterior onlays - preparation design, material choice, how to bond them
- Full mouth adhesive and conservative rehabilitation – techniques, considerations and sequence.

Sponsored by NSK

<table>
<thead>
<tr>
<th>Exhibition stand:</th>
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</thead>
<tbody>
<tr>
<td>£600 + VAT</td>
<td>£150 + VAT</td>
<td>70 -100</td>
</tr>
</tbody>
</table>

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
The risk of litigation - is it real and should you be worried?

Friday 24 January 2020 | London
Friday 3 July 2020 | London

Speakers
Len D’Cruz GDP and Practice Owner, Essex and Senior Dento-legal Advisor, BDA
Kevin Lewis Former Dental Director, Dental Protection
Jane Merivale Dento-legal Advisor, BDA

Learning objectives
• Discover a range of proven techniques for managing patient expectations and maximising their satisfaction while minimising the potential for complaints, litigation and other forms of dento-legal challenge
• Be better equipped to manage situations and people when things don’t go to plan.

Exhibition stand: £400 + VAT
Inserts: £100 + VAT
Expected delegates: 40-70

Aesthetic management of the missing dentition

Friday 27 March 2020 | London

Speakers
Dr Subir Banerji
Programme Director MSc Aesthetic Dentistry, King’s College London and Private Practice London

Dr Andrew Chandrapal
Dentist in General Practice, Buckinghamshire and Past President, British Academy of Cosmetic Dentistry

Learning objectives
• A clinically oriented overview on the management of anterior diastema’s and the partially dentate
• Evidence based options with tips for optimal outcomes
• Evaluate the options with reference to the available evidence
• Be able to evaluate long term outcomes of the clinical cases presented.

Exhibition stand: £450 + VAT
Inserts £100 + VAT
Expected delegates: 50-70

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
**Tooth Whitening**

**Science, myths and reality**

**Practical applications for your dental practice**

Friday 6 March 2020 | London
Friday 12 June 2020 | Leeds

**Speaker**

Dr Linda Greenwall BDS MGDS RCS MSc MRD RCS FF GDP FICD BEM
Specialist in Restorative Dentistry and Prosthodontics

**Overview**

To provide delegates with an indepth knowledge of tooth whitening and dental bleaching to achieve successful results for their patients and practice.

**Learning objectives**

- Explain the scientific basis of bleaching and identify the various dental bleaching techniques
- Apply the knowledge of shade assessments for dental bleaching
- Recognise the consent process and information patients require prior to undertaking tooth whitening procedures
- Manage problems associated with tooth whitening and dental bleaching

**Exhibition stand:** £450 + VAT
**Inserts:** £100 + VAT
**Expected delegates:** 50-90

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

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**Dento-legal matters: what you need to know**

Friday 3 April 2020 | London

**Speakers**

Sharon Caro, Andrew Colman, Len D’Cruz, Hilary Firestone, Marios Lambis, Sarah Przybylska, Tracy Sell-Peters

**Overview**

The BDA is pleased to announce an innovative day designed for dental practitioners currently working as dento-legal experts or those interested in exploring and developing the requisite skills to become an expert.

A study day for all dentists who are working as or have an interest in becoming a dento-legal expert.

**Learning objectives**

- Gain insight into the work of a dental expert
- Learn how to excel as an expert witness
- Understand the process of a hearing
- Know how to prepare for court appearances
- Key learnings from recent legal cases.

**Exhibition stand:** £400 + VAT
**Inserts:** £100 + VAT
**Expected delegates:** 40-70

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
Managing failures in restorative dentistry

Friday 12 June 2020 | Birmingham
Friday 19 June 2020 | Manchester
Friday 26 June 2020 | London

Speakers

Louis MacKenzie GDP, Birmingham and clinical lecturer, University of Birmingham School of Dentistry and King’s College London
AJ Ray-Chaudhuri Consultant in Restorative dentistry and Specialist in Restorative dentistry. Periodontics, Prosthodontics & Endodontology

Learning objectives

• Demonstrate the contemporary evidence base for the prevention of restorative failure
• Provide an update on clinical techniques for the early detection, accurate diagnosis and minimally invasive management of existing direct and indirect restorations that are showing signs of failure
• Improve your understanding of common failures in adhesive bridges and removable prosthodontics and how to avoid them
• Practical tips to help you avoid and manage failures in adhesive bridges and removable prosthodontics.

Sponsored by Oral B

Exhibition stand: £450 + VAT
Inserts: £100 + VAT
Expected delegates: 60-80

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

Minimally invasive aesthetic dentistry
Preventing disease and restoring broken down teeth in a digital world

Friday 24 April 2020 | London
Friday 25 September 2020 | Manchester

Speakers

Avijit Banerjee Chair in Cariology and Operative Dentistry / Hon. Consultant, Guys, Dental Hospital, Kings’ College London
Alif Moosajee Principal Dentist, Oakdale Dental

Learning content and objectives

• Defining and providing evidence for selective caries removal protocols for managing the deep carious lesion minimally invasively
• Outlining bio-active materials used to restore deep cavities, preserving tissues and pulp vitality with an emphasis on direct aesthetics
• Understand aesthetic indirect restorations in the analogue and digital world
• Providing predictable aesthetics with minimal invasion
• Modern paradigms in prepping for bonded restorations.

Sponsored by GCUK

Exhibition stand: £450 + VAT
Inserts: £100 + VAT
Expected delegates: 50 -100

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
Occlusion in a modern world
occlusions, occlusal restoration, TMD and vertical dimension

Friday 10 July 2020 | Leeds
Friday 18 September 2020 | London

Speakers
Peter Briggs Consultant in Restorative Dentistry, QMUL, London and Specialist Practitioner
Phil Taylor Consultant in Restorative Dentistry QMUL, London and Clinical Director for Dentistry and OMFS at BartsHealth NHS Trust

Learning objectives
• Understand the relevance and application of a range of techniques available to the modern dental practitioner
• Become better informed by current evidence
• Improve confidence in managing patients with occlusal problems safely

BDA Conferences

BDA Conferences focus on best working practice for dentists and dental care professionals.

Our conferences attract large number of decision making dentists, making them a valuable time for the industry to engage with dentists, and for dentists to research, source and purchase products and services.

Conferences with exhibition and sponsorship opportunities includes
• CDS Group study days
• Southern Counties Conference
• LDC Annual Conference
• Scottish Dental Conference and Exhibition
• Community Dental Services Annual Presidential and Scientific Meeting

Exhibition stand: £450 + VAT
Inserts: £100 + VAT
Expected delegates: 60-80

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
### BDA Southern Counties Branch
#### Presidential Conference and Dinner

**Dental implants in general practice**

**Friday 1 May 2020 | West Sussex**

**Programme**

This year the 2020 programme will focus on dental implants in general practice.

**Topic areas to include:**
- Management of the implant patient, from planning through to completion and follow up
- Management of failed implant cases that land up in general practice needing help
- The benefits of modern techniques that are simplifying implant dentistry.

**Pre-conference dinner**

**30 April 2020 West Sussex**

A drinks reception and presidential dinner will take place the evening before at the same venue corporate partners are welcome to attend.

**Sponsorship:** £1,500 + VAT

| Exhibition stand: £400 + VAT | Inserts: £150 + VAT | Expected delegates: 80 + |

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### LDC Annual Conference 2020

**4 and 5 June 2020 | Brighton**

The BDA Events team help organise the LDC Conference and black-tie Dinner each year working on behalf of the Annual Conference of LDCs Agenda Committee.

The conference is a unique event with the attendance of 250 to 300 influential decision making dentists from all over the UK guaranteed, it presents an excellent opportunity for organisations to raise their profile in the profession.

Delegates comprise LDC Representatives and Observers nominated by their LDC together with members of the BDA’s General Dental Practice Committee (GDPC).

**Sponsored by: BDA Indemnity**

| Exhibition stand: £850 + VAT | Inserts: £250 + VAT | Expected delegates: 250 - 280 |

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
Scottish Dental Conference and Exhibition

4 September 2020 | Glasgow

Overview

The BDA Scottish Conference has been held annually since 1964. The meeting has always proved to be a popular event for BDA members in Scotland and is open to non-members and other members of the dental team. Each year it attracts over 200 delegates.

For 2020, the event will build on the success of our previous events, the event continues to attract senior dentists, the key decision makers, in addition to junior dentists, nurses and a range of dental care professionals.

Exhibiting at this event provides an excellent opportunity to meet dentists from all over Scotland and will enable you to gather data, showcase your products and increase sales all in a friendly relaxed atmosphere.

Exhibition stand: £0 + VAT
Inserts: £0 + VAT
Expected delegates: 00-00

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

Community Dental Services Annual Presidential and Scientific Meeting

Are you ok? The view from the other side
Thursday 8-9 October 2020 | Windsor
Topics include *:
- Autism
- Eating disorders
- Learning disabilities
- Living with epilepsy
- Mental health
- Stroke patients
- ...with a focus on patient perspectives
*Subject to change

Sponsor: Wrights The Dental Supply Co

Exhibition stand: £450 + VAT
 Inserts: £100 + VAT
Expected delegates: 150 - 200

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
LDC Officials Day 2020

*New date TBC for 2020 | London*

Overview

The BDA’s LDC Officials’ day event is an ideal opportunity for organisations to attract and promote their services to influential decision making dentists from all over the UK.

This information sharing/training day is an annual event organised by the BDA with the aim of providing an update to Representatives from LDC’s across the UK on key issues.

Delegates comprise nominated LDC Representatives together with members of the BDA’s General Dental Practice Committee (GDPC).

Sponsor: Samera Ltd

Exhibition stand: £600 + VAT
Inserts: £150 + VAT
Expected delegates: 150 - 200

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

BDA Training Essentials

Exhibiting at a BDA Training Essentials course provides a valuable opportunity to meet and showcase your services, products and brand to dentists and dental care professionals at a focused topical training event.

Training Essentials is a portfolio of courses to help meet the training needs of the whole dental team. These effective courses cover a range of topics, including all core and recommended CPD areas.

Popular topics include: Record Keeping, DPO training, complaint handling, compliance, oral cancer, NHS claiming regulations, IRMER.
NHS Claiming Regulations

Understand the pitfalls and controls and explore the ‘grey’ areas of the NHS regulations with the use of case studies and discussions with experts.

9 July 2020 | London

Speakers
Richard Birkin, Head of Advice Liaison and Development, BDA.
Len D’Cruz, GDP, London and Dento-legal Advisor, Dental Protection Ltd

Learning objectives
- Be familiar with the relevant NHS bodies administering and monitoring NHS dentistry.
- Understand the legislation behind NHS treatments and claims.
- Know how legislation is enforced relating to NHS/private boundaries and submission of forms and data.
- Understand the key legal terminology and important definitions within NHS regulations and how these are interpreted.
- Understand the pitfalls and controls around NHS regulations.

An IRMER course in dental radiography & radiation protection

Ensure you are complying with obligations under current legislation and good working practice.

Friday 11 September 2020 | London
Friday 28 February 2020 | London

Speaker
Paul Nixon Consultant in Maxillofacial Radiology, Liverpool University Dental Hospital and Royal Liverpool University Hospital

Learning objectives
- Understand the principles of radiation physics.
- Be aware of the risks of ionising radiation.
- Understand the radiation doses in dental radiography and the factors affecting them.
- Recognise the principles of radiation protection.
- Be up to date on the statutory requirements, selection criteria and quality assurance.
- Understand the various imaging modalities available including digital imaging and 3D (CBCT).

Exhibition stand: £300 + VAT
Inserts: £100 + VAT
Expected delegates: 30-50

To discuss further, contact: susan.graves@bda.org / 020 7563 4175

Exhibition stand: £300 + VAT
Inserts: £100 + VAT
Expected delegates: 50-80

To discuss further, contact: susan.graves@bda.org / 020 7563 4175
Booking form
PLEASE COMPLETE CLEARLY USING BLOCK CAPITALS

Booking and invoice address/contact
Title:______ First Name_______________Surname________________
Position____________________Company _______________________
Address ___________________________________________________
_________________________________Postcode _________________
Email ________________________Tel __________________________

Name of Event | Date | Insert Y/N | Power Y/N | Total
---|---|---|---|---

Grand Total (including VAT 20%) £______________

PO number/ Ref number: ___________

Cancellation policy
If for any reason you wish to cancel your promotional opportunity, you should confirm your cancellation in writing either by email to events@bda.org, or by post to Events Team, BDA, 64 Wimpole Street, London W1G 8YS. Cancellations received 29 days or more prior to the event date will be entitled to a 100% credit voucher or refund. However, sponsors and exhibitors are unable to cancel their promotional opportunity once their logos have been printed on promotional literature, and in this situation would be liable for 100% of the cost. For cancellations received between 28 days and the event date, the organisation is liable for 100% of the cost.

All events will be invoiced separately unless otherwise requested.

Please return your booking form to susan.graves@bda.org/ 020 7563 4175

Advertise in one of our BDA enewsletters

<table>
<thead>
<tr>
<th>What is it?</th>
<th>Target audience</th>
<th>Circulation</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>England</strong></td>
<td>Regular news/info</td>
<td>Existing BDA members in England</td>
<td>13,250</td>
</tr>
<tr>
<td><strong>N.Ireland</strong></td>
<td>Regular news/info</td>
<td>Existing BDA members in Northern Ireland</td>
<td>500</td>
</tr>
<tr>
<td><strong>Wales</strong></td>
<td>Regular news/info</td>
<td>Existing BDA members in Wales</td>
<td>640</td>
</tr>
<tr>
<td><strong>Scotland</strong></td>
<td>Regular news/info</td>
<td>Existing BDA members in Scotland</td>
<td>1,170</td>
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<td><strong>Non-member</strong></td>
<td>Regular news/info (recruitment)</td>
<td>Non-member, UK GDC registered dentists</td>
<td>8,890</td>
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<tr>
<td><strong>Student</strong></td>
<td>Regular news/info</td>
<td>Existing BDA Student members</td>
<td>1,750</td>
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<td><strong>BDA Good Practice</strong></td>
<td>Regular news/info</td>
<td>Good Practice member ‘organisations’ (practice email address)</td>
<td>1,450</td>
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<td><strong>Expert</strong></td>
<td>Updated documents and relevant advice from Expert Solutions</td>
<td>Existing Expert members</td>
<td>2,120</td>
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<tr>
<td><strong>Extra</strong></td>
<td>Advice on best practice</td>
<td>Existing Extra members</td>
<td>1,480</td>
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<tr>
<td><strong>Community Dental Services</strong></td>
<td>Committee news and info</td>
<td>Existing BDA members who work in Community Dentistry</td>
<td>1,060</td>
</tr>
<tr>
<td><strong>FDs</strong></td>
<td>Reminder of benefits valuable to FDs at particular stage of their training</td>
<td>Existing members who are newly qualified. Occasionally non-member FDs</td>
<td>395</td>
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<tr>
<td><strong>Young dentists</strong></td>
<td>Regular news/info</td>
<td>Member dentists who graduated in the past 10 years</td>
<td>2,930</td>
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<tr>
<td><strong>Associates</strong></td>
<td>Regular news/info</td>
<td>Existing BDA members who are Associates</td>
<td>4,100</td>
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</table>
Advertising opportunities with the BDJ Portfolio

If you decide to exhibit at a BDA event why not combine it with advertising or PR in the BDJ Portfolio? We have a range of print and digital solutions to meet your needs, using the latest technology to provide detailed performance reporting.

There are varying packages available from full page adverts to inserts and wrap arounds, and enhanced profiles to help you make the most of your exhibition opportunity.

Prices start from £100 + VAT for your company profile in the Product News section in BDJ In Practice, circulated to the entire BDA membership, prior to the event (subject to meeting print deadlines).

Contact Susan to discuss which advertising route is right for your organisation.

susan.graves@bda.org / 020 7563 4175