

Exhibition and Event Sponsorship Prospectus

2025-2026



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BDA events are designed for dentists and their team, covering both clinical and business topics. Each event has expert speakers, and will deliver quality CPD with valuable networking time too. Our events are an excellent way for the trade to get in front of decision makers.

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Our weekly live webinars cover everything from clinical to business topics and regularly attract between 150 and 300+ delegates. We then host an on demand version, giving you an additional branding opportunity.

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About the British Dental Association

The British Dental Association (BDA) occupies a unique place in UK dentistry. 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 face to face events. There is a growing network of 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.

BDA Events

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

A day with Reena Wadia

The perio masterclass

Friday 6 February 2026 | London

An exclusive one-day Perio masterclass for dentists, hygienists and therapists. Delivered by Reena Wadia and designed to keep dental professionals at the forefront of periodontal care.

Learning objectives

- Update on key periodontal guidelines including the classification, S3 treatment guidelines and referral guidelines.
- Tips to maximise patient conversion and improve patient compliance in practice.
- Practical tips on ultrasonic and hand instrumentation to improve treatment results.
- Discuss the latest evidence-base update on the links between gum health and general health.

Sponsorship: £2000+VAT

Exhibition stand:
£500 + VAT

Inserts:
N/A

Expected delegates
50-60 +

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



A day with Dr Basil Mizrahi:

Contemporary treatment of the worn dentition

Friday 26 June 2026 | London

This comprehensive one-day course will discuss all aspects of the treatment of various types of tooth wear. It will be clinically orientated and delegates will come away feeling more confident and better able to treat this increasingly common problem.

Learning 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.

Sponsorship £2,000+VAT

Exhibition stand:
£500 +VAT

Inserts:
N/A

Expected delegates:
50-60 +

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



A day with Francesca Vailati

Understanding occlusal instability and functional conflicts

Friday 18 September 2026 | London

Dr. Francesca Vailati, internationally renowned for her expertise in adhesive dentistry and functional rehabilitation.

This event is designed for dentists wanting to understand, diagnose and manage occlusal instability through a modern, minimally invasive approach.

Learning objectives

- Understand the concept of occlusal instability and its impact on long-term restorative success
- Learn to diagnose functional conflicts through clinical signs and patient analysis
- Master the functional evaluation process, from occlusion to muscles
- Discover how a precise diagnosis can extend the longevity of restorations
- Gain practical insight through real cases and clinical video demonstrations.

Sponsorship £2,000+VAT

Exhibition stand:
£600 +VAT

Inserts:
N/A

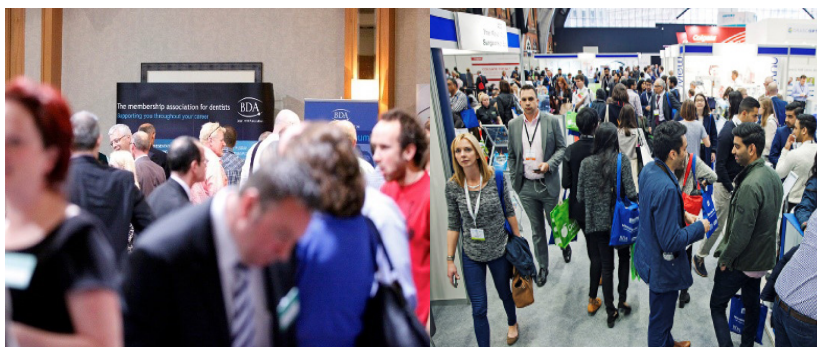
Expected delegates:
100-150 +

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

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**
- **Community Dental Services Annual Presidential and Scientific Meeting**

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

BDA CDS Group Annual Presidential and Scientific Meeting 2026

7-9 October 2026

North Wales

Overview

This popular annual event will look at the complex issues found in the Community Dental Service workload of today. Multiple sessions with speakers covering various issues affecting NHS dentistry

Topics include:

- Anaesthetics
- Bite into performance: Oral health meets sports nutrition
- Childhood neglect - Improving outcomes
- Evidence-based prevention and oral health
- Pensions

Sponsored by WRIGHTS



Exhibition stand:
£500+VAT

Inserts:
N/A

Expected delegates:
150 - 200

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

LDC Officials' Day

28 November 2025 | London

Overview

The BDA's LDC Officials' day event is an ideal opportunity for organisations to attract and promote their services upto180 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).

Sponsorship LILY HEAD PRACTICE SALES



Exhibition stand:
£SOLD OUT

Inserts:
N/A

Expected delegates:
150 - 200

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

LDC Annual Conference

4-5 June 2026 | Manchester

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 200 to 250 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).

Sponsorship: £4,995

Exhibition stand:
£945

Inserts:
£300

Expected delegates:
200 - 250+

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

BDA Webinars

We work with industry leaders to deliver CPD opportunities that dental professionals can view from the safety and comfort of home. Our weekly live webinars cover everything from clinical to business topics and regularly attract on average between 150 and 300 delegates. We then host an on demand version, giving you an additional branding opportunity.

Webinar sponsorship - £1,500 + VAT – Sponsor a BDA selected speaker and topic or select your own speaker and topic (to be agreed with the BDA).



Sponsorship:
£1,500+VAT

Inserts:
N/A

Delegates:
150-300+

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/s	Date	Sponsorship/ exhibition stand Y/N	Inserts 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. 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 newsletters

Newsletters

The average open rate in 2023 across all newsletters is 53% and click rate of 16.15%

	Content	Audience	Circulation	Frequency	Cost
The Latest	Latest news and exclusive member content	Members in each UK nation	10,700	Fortnightly	£1000
Non-member	Regular news/info (recruitment)	Non-member, UK GDC registered dentists, DCPs	10,880	Monthly	£500
Associates	Latest news and exclusive member content.	Associate members	3,220	Monthly	£500
Expert	Exclusive advice and practice management templates	Expert members	1,950	Monthly	£500
Clinical content	Clinical content provided by the British Dental Journal (BDJ)	Dentists, dental students and DCPs looking for clinical information.	2,330	Monthly	£500
Extra	Advice on best practice	Existing Extra members	1,040	Monthly	£500
BDA Good Practice	Regular news/info	Good Practice member 'organisations' (practice email address)	1,330	Monthly	£500
Community Dental Services	Committee news and info	Existing BDA members who work in Community Dentistry	940	Quarterly	£200
Student	Latest news and exclusive member content	Student members	525	Monthly	£250

All costs are per edition. **The Latest** is priced as a single dispatch to reach the four nations (England, Northern Ireland, Wales and Scotland). Prices shown are excluding VAT.

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



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).

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

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