

Exhibition and Event Sponsorship Prospectus

2026 - 2027



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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.



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
- Gain practical insight through real cases and clinical video demonstrations.

Sponsor: NSK UK

Exhibition stand:
SOLD OUT

Inserts:
N/A

Expected delegates:
100-150 +

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



Core CPD study day

Friday 25 September 2026 | London

BDA Speakers

A one-day programme designed to help all members of the dental team renew, revise and refresh their knowledge on the GDC's 'highly recommended' CPD topics.

Delegates will learn and apply effective measures in the dental setting so as to reduce potential risk factors (to both patients and members of the dental team) and provide patients with high quality care.

Topics include:

- Complaint management
- Disinfection and decontamination
- Medical emergencies
- Oral cancer: early detection
- Record keeping
- Safeguarding

Exhibition stand:
SOLD OUT

Inserts:
N/A

Expected delegates:
50-70 +

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

Conscious sedation and dental care – a practical guide

Friday 3 February 2027 | London

Speakers

Natalie Bradley and Clare Lawrence

Consultants in Special Care Dentistry, King's College Hospitals, London

This day event explores how sedation can be offered in a general practice setting. It will discuss which cases are typically more complex and which patient groups may need to be referred to a specialist setting. Practical clinical challenges and new developments in the field of sedation will also be included.

Learning objectives

- The practicalities of offering sedation in your practice
- Pre-assessment protocols for determining which patients need sedation
- Understand the legal requirements of sedation and how to minimise dento-legal risk
- Sedation for patients with complex needs
- Understand the practical clinical challenges of delivering sedation

Exhibition stand:
£400 +VAT

Inserts:
N/A

Expected delegates:
30-50

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

A day with Dr Didier Dietschi

Smile enhancement with direct bonding

Friday 5 March 2027 | London

Dr Didier Dietschi is internationally renowned for his theoretical and practical teaching programmes on adhesive and aesthetic restorations.

An overview of direct bonding indications in a modern approach to aesthetic, including the impact of tooth wear, will all be covered too.

Learning objectives

- Review indications of direct bonding to improve smiles in today's world
- Discuss the use of direct bonding in tooth wear management
- Understand 2D & 3D digital imaging and treatment planning tools
- Explore the natural layering and shading concepts and understand why it became the gold standard
- Provide an overview modern protocols which both simplify composite application and improve aesthetic outcome

Sponsorship: £3000+VAT

Exhibition stand:
£700+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**
- **Armed Forces Study Day**
- **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

7-9 October 2026 | North Wales

The conference will explore how community dentistry is for everyone.

Sessions include:

- Aetiology of malocclusion and interceptive measures to improve outcomes
- A patient's journey with oral cancer
- Addressing health inequalities in cleft care through community dentistry
- Dental radiography for special care
- From Boundaries to Bridges - Caring for our population
- Living with obesity- A psychological perspective
- Making the GA experience special
- Orthodontic assessment and IOTN
- The modern weight loss revolution: Clinical implications for the dental practitioner

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

Friday 27 November 2026 | London

Overview

The BDA's LDC Officials' day event is an ideal opportunity for organisations to attract and promote their services upto 180 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 £3000 +VAT



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

10-11 June 2027 | Leeds

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).

Sponsors: Practice Plan and Wesleyan

Exhibition stand:
£945

Inserts:
£300

Expected delegates:
200 - 250+

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

Armed Forces Study Day

Thursday 1 July 2027 | London

The Armed Forces Group Annual Study Day will take place at Woburn House Conference Centre.

All BDA Armed Forces Group members and non-members are invited to attend, including those retired and currently employed as a CDP on a MOD Contract. The Group's AGM will be followed by three lectures with speaker Ian Needleman.

This annual event is a great opportunity to network with Dentists.



Exhibition stand:
£400 +VAT

Inserts:
N/A

Expected delegates:
40-50

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

Newsletters

The average open rate in 2024 across all newsletters is 48% and click rate of 13%

	Content	Audience	Circulation	Frequency
The Latest	Latest news and exclusive member content	Members in each UK nation	8,200	Monthly
Non-member	Regular news/info (recruitment)	Non-member, UK GDC registered dentists, DCPs	12,200	Monthly
Associates	Latest news and exclusive member content.	Associate members	2,850	Monthly
Expert	Exclusive advice and practice management templates	Expert members	1,800	Monthly
Clinical content	Clinical content provided by the British Dental Journal (BDJ)	Dentists, dental students and DCPs looking for clinical information.	2,400	Monthly
Extra	Advice on best practice	Existing Extra members	1,050	Monthly
BDA Good Practice	Regular news/info	Good Practice member 'organisations' (practice email address)	1,400	Monthly
Community Dental Services	Committee news and info	Existing BDA members who work in Community Dentistry	900	Bi-monthly
Student	Latest news and exclusive member content	Student members	430	Monthly

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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