

Exhibition and Event Sponsorship Prospectus

2024-25



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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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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.

Prevent, avoid, stop! Cutting out complaints in a changing world

Friday 21 March 2025 | London

BDA Speakers

Overview

This day offers plenty of practical advice to help everyone in the practice better communicate with patients; to pinpoint potential complaints to prevent them happening in the first place or to stop them from progressing and causing undue stress and strain if they do. The small things really can make a big difference!

Learning objectives

- Understand your different audiences and tailor the way you communicate with them
- Be equipped to better manage conflict in the workplace
- Find out the risks and 'rules' of social media
- Deliver personable customer care appreciating the impact of body language and tone

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 Pascal Magne: Creating natural aesthetic dentistry

Friday 28 March 2025 | London

Dr Pascal Magne will present a tentative checklist for aesthetic dentistry. Pascal will demonstrate that beauty and charm is not defined by a mathematical equation or a standardised recipe but is rather a complex sum of balanced elements creating a positive emotional response.

Learning objectives

- Consider the 14 objectives criteria to creating natural aesthetic dentistry
- Identify and discuss the subjective interpretation leading to the concept of balance in the smile
- Learn how clinical procedures can be optimised to apply aesthetic principles

Sponsorship £3000 +VAT

Exhibition stand:
SOLD OUT

Inserts:
N/A

Expected delegates:
200 +

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





Clinically applied occlusion and restorative dentistry

Friday 25 April 2025 | London

Speaker Andrew Barber

Specialist in Prosthodontics, Periodontics and Restorative Dentistry, Cheltenham

Andrew will highlight current understanding of how simple occlusal principles can be applied to everyday restorative dentistry challenges and will use patient case studies from clinical practice.

Aim

Digital, as well as conventional analogue approaches will be demonstrated and consideration will be given to occlusal goals for patients with natural teeth, dentures, bridgework, and dental implants.

Sponsorship £2,500+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 Linda Greenwall

Contemporary restorative and aesthetic techniques

Friday 9 May 2025 | London

Speaker Linda Greenwell

Specialist in Restorative Dentistry and Prosthodontics

This one-day event will discuss and review these new restorative approaches and treatment strategies. From the minimal invasive treatment option to those requiring more comprehensive treatments, Dr Greenwall will illustrate the importance of a full team approach.

Learning objectives

- Discuss digital scanning, digital wax ups and stents and the importance of good communication with your technician
- Know when to carry out whitening treatment for patients with tooth wear; manage sensitivity and select the perfect shade every time
- Discuss inlay/onlay design and digital manufacture along with bonding and cementation techniques
- Understand the importance

Sponsorship £2,500+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: Full arch dentistry

Friday 27 June 2025 | London

This clinically orientated event with Basil Mizrahi, will discuss all aspects involved with full arch treatment. Delegates will come away more knowledgeable and feeling more confident and better able to treat comprehensive cases.

Learning objectives

- Treatment planning and sequencing
- Vertical dimension – when and by how much to increase it
- Temporisation materials and techniques
- Chairside temporisation vs lab provisionals which ones and when
- Combining adhesive and mechanical dentistry in the same case
- Bite registration records
- Impressions

Sponsorship £2,500+VAT

Exhibition stand:
£500 +VAT

Inserts:
N/A

Expected delegates:
50-60 +

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



An IRMER update in dental radiography and radiation protection

Friday 11 July 2025 | London

Speaker Paul Nixon

Consultant in Maxillofacial Radiology, Liverpool University Dental Hospital and Royal Liverpool University Hospital

This update course is suitable for all dentists and DCPs who have already obtained their dental radiography certificate.

Learning objectives

- Understand the principles of radiation physics and the risks of ionising radiation
- Understand the radiation doses in dental radiography and the factors affecting them
- Be up to date on the statutory requirements, selection criteria and quality assurance.

Sponsorship £2,500+VAT

Exhibition stand:
£500 +VAT

Inserts:
N/A

Expected delegates:
60 +

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

Core CPD study day

Friday 19 September 2025 | London

Overview

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

Topics covered

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

Sponsorship £2,500+VAT

Exhibition stand:
£500 +VAT

Inserts:
N/A

Expected delegates:
60 +

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

CDS Group GA study days 2025

7 - 8 April 2025 | Birmingham

General anaesthesia for adult special care dental patients

General anaesthesia for paediatric dental patients

This two-day event covering general anaesthesia for adult special care dental patients and general anaesthesia for paediatric dental patients.

Aim

To consider anaesthesia for adult special care patients, with a focus on risk reduction. Sessions will cover planning for medically complex patients, planning a safety-aware service and managing behaviourally challenging patients safely.

Sponsorship £2,500+VAT

**Exhibition stand:
£500+VAT**

**Inserts:
N/A**

**Expected delegates:
150 - 200**

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

BDA CDS Group Annual Presidential and Scientific Meeting 2025

October 2025 | Belfast

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:

- Addressing dental care barriers for bariatric patients
- Conscious sedation or general anaesthesia for special care patients?
- Dentistry for the homeless
- Medication-related osteonecrosis of the jaw (MRONJ)
- Oral health improvement in prisons
- Saving the sixties
- Selfcare

Sponsor £2,500+VAT



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

December Date TBC 2025 | 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).

Sponsorship £3000+VAT



Exhibition stand:
£600 + VAT

Inserts:
N/A

Expected delegates:
150 - 200

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



LDC Annual Conference

5-6 June 2025 | Newcastle

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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