ACADEMY of GENERAL DENTISTRY

AGD2027
THE PREMIER MEETING FOR GENERAL DENTISTRY

CHICAGO, IL
JULY 8 - 10
AGD2027.ORG

2027 Scientific Session

Exhibitor Space Reservation Now Open

Celebrate with us in 2027!

1952 – 2027
75th
ANNIVERSARY

Hyatt Regency Chicago, IL
Thursday, July 8 - Saturday, July 10, 2027

Reserve Your Space Today
Scan the QR code to get started.

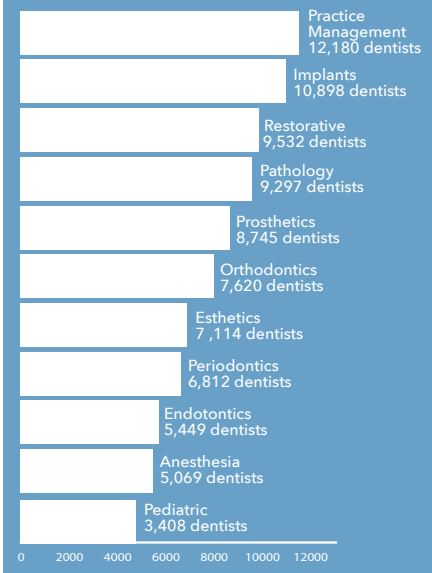
Why Exhibit at AGD2027 Scientific Session?

AGD's Scientific Session is the premier meeting for general dentistry covering dentistry from A to Z.

Reach Dentists Who Buy
- 80%+ practicing general dentists
- 84% more likely to purchase from exhibitors
- Buyer incentive: attendees spending $2,500 + to receive $100 room credit at Hyatt Regency Chicago

Why AGD
- General dentists = broad purchasing authority
- CE-driven audience actively evaluating solutions
- More targeted than large-scale meetings

In 2025, 28,290 individual AGD members reported taking at least one CE course during the year, with 27,599 taking CE from the following subjects.

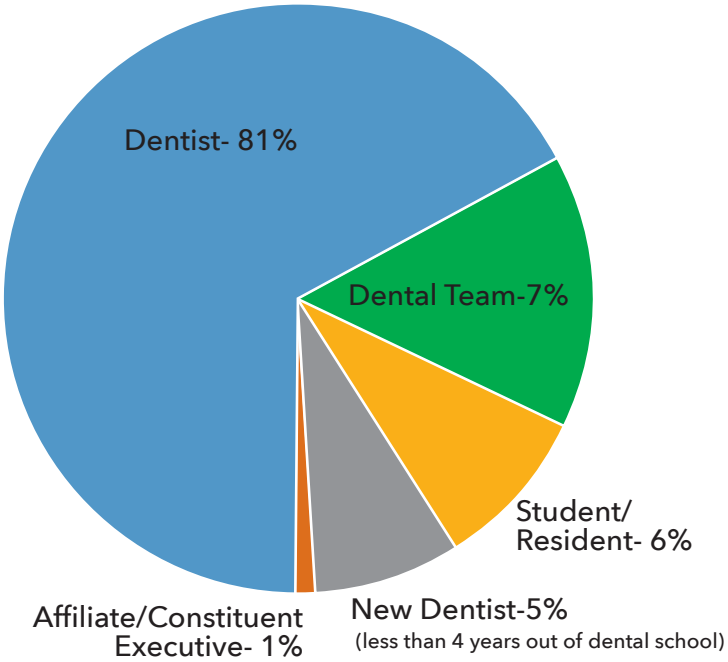


Here's what others are saying about AGD's Scientific Session

"Highly engaged audience and strong business connections.."

~ Suzeanne Harms, CSTM
Senior Trade Show Manager, Glidewell

Who You'll Meet



Year-Round Reach

- 28,000 + dentist engaged in AGD CE annually
- Key areas: Implants
- Restorative
- Practive Management
- Esthetics

Average Attendance:

Over 1,000 Dentists attend, with over 1,800 total in attendance

The AGD Exhibit Hall

A Central Hub for Connection
The exhibit hall is a focal point of the AGD Scientific Session—bringing together general dentists, industry partners, and new professionals in a highly engaged, CE-driven environment.

Exhibit Hall Schedule

Wednesday
Exhibitor Registration: 9:00 AM – 6:00 PM
Move-In: 10:00 AM – 6:00 PM

Thursday
Exhibit Hours: 11:00 AM – 5:30 PM
Dedicated Hours: 11:00 AM – 1:00 PM | 4:00 PM – 5:30 PM

Friday
Exhibit Hours: 10:00 AM – 5:00 PM
Dedicated Hours: 11:00 AM – 1:00 PM | 4:00 PM – 5:00 PM

Saturday
Exhibit Hours: 9:00 AM – 1:00 PM
Dedicated Hours: 11:00 AM – 1:00 PM |
Schedule subject to change

Get Started

Secure your booth and explore opportunities:

agd.org/agd-meeting/exhibit-hall

exhibits@agd.org

What Driives Traffic

The AGD strives to keep attendees returning to the exhibit hall throughout the Scientific Session. The below events and programs help keep traffic following through the hall:

- Buyer incentive program ($2,500+ spend)
- Daily Learning Lab presentations
- President's Reception in the exhibit hall
- Sweet Treat Social & interactive activations
- Exhibitor game card & raffle
- On-floor education and speaker sessions
- Hands-on course classrooms within the Exhibit Hall

Exhibitor Benefits

- 8ft high draped back wall and 3ft high draped side rails with company identification sign.
- Free half page ad in AGD Publications for booth paid in full by April 1, 2027
- 8+ hours of dedicated exhibit time
- Company listing on website & mobile app
- Three complimentary exhibitor badges
- Pre- and post-show attendee mailing lists
- Continuous attendee engagement throughout the meeting

Exhibitor Notes

- Booth furnishings, electrical, internet, AV equipment, and lead retrieval are not included in the booth fee. These can be ordered through the GES Expresso Portal. Hyatt Regency Chicago exhibit hall is carpeted.

- All exhibiting companies, including booth personnel, contractors, and affiliate staff attending the AGD Scientific Session, are required to make their hotel reservations within the designated room block at Hyatt Regency Chicago. Hotel link will be provided in early 2027.

- Participation in the official housing block is a condition of exhibiting. Companies that do not reserve accommodations within the designated room block will be subject to a $250 fee per exhibiting company. This policy helps AGD meet its contractual commitments and maintain the competitive rates and benefits offered to exhibitors and attendees.

AGD Scientific Session Exhibit Hall Floor Plan

Exhibit

The Scientific Session exhibit hall is a focal point of the event and a vital part of the attendee experience.

Booth Options & Fees

Standard Booth Pricing

Booth Type	Pricing
10x10 Inline	$2,900
10x10 Corner	$3,500
10x20 Inline	$5,800
10x20 Corner + Inline	$6,400
10x20 Double Corner	$7,000
20x20 Island	$14,000

Additional sizes and premium placements available upon request

Non-Profit/Government Rate: 501(c)3 or 501(c)6

Booth Type	Pricing
10x10 Inline	$1,800

Reserve Your Space

agd.org/agd-meetings/exhibit-hall
exhibits@agd.org

Ways to Engage at AGD2027

Maximize your presence at AGD2027 with curated packages designed to drive awareness, engagement, and meaningful connections with attendees.

Packages

Brand Awareness Package (~$10K)
(Limited availability up to 4)
Designed to maximize visibility before and during the meeting.
- 10x10 exhibit booth
- Social media push
- Mobile app banner
- Exhibitor game card square
- Logo recognition on the event website homepage

Engagement Package (~$15K-$20K)
(Limited availability up to 3)
Built to drive attendee interaction and booth traffic.
- 10x10 exhibit booth
- Joy Pop-Up activation
- Dessert Happy Hour
- Mobile app push notification
- Exhibitor game card square
- Welcome foyer floor cling

Thought Leadership Package (~$20K-$25K)
Position your company alongside AGD education and professional development opportunities.
- 10x10 exhibit booth
- New Dentist Lounge course
- Hands-On Participation Course
- Scientific Session Daily Ad
- Meterboard signage

Premier Partner Package (~$30K+)
A high-visibility presence customized to align with your goals.
- Premium exhibit booth placement
- Custom bundled opportunities
- Priority placement on select supporter opportunities
- Exclusive branding elements
- Tailored visibility throughout the meeting

Build a Package That Fits Your Goals
Packages can be customized based on your objectives. Our team is happy to work with you to create a tailored presence at AGD2027.
exhibits@agd.org

A La Carte Opportunities

Build Your Presence at AGD2027
Supporter opportunities are designed to help companies increase visibility, drive booth traffic, and engage with attendees throughout the Scientific Session.

$1,000 - $2,000 Opportunities

Mobile App Banner – $1,000
Prominent rotating banner on the app dashboard to drive awareness and booth traffic.
Limited to 3

Scientific Session Daily Ad – $1,000
Clickable ad placement in the daily attendee email to drive visibility and engagement during the meeting.
Limited availability

Exhibitor Game Card Square – $1,000
Drive guaranteed booth visits by participating in the attendee game card experience.
Limited availability

Meter board signage – $1,000
Reinforce your brand presence throughout the educational areas of the meeting. (2 meter boards

Podcast Recording Station – $1,200
Extend your brand reach through recorded content shared beyond the event.
Limited availability

Mobile App Push Notification – $1,500
Send a real-time message directly to attendees' devices to promote your booth, giveaway, or session.
Limited to 3

Dessert Happy Hour – $1,500
Attract attendees with a high-traffic networking break featuring refreshments with signage at station.
Limited availability

Mobile App Splash Screen – $2,000 (Exclusive)
Your brand is the first thing attendees see each time they open the event app.

$2,500 - $4,000 Opportunities

Social Media Push – $2,500
Extend your reach with a post across AGD's social channels, connecting with thousands of dental professionals.
Limited availability

Student/New Dentist Reception – $2,500 | $7,000 Exclusive
Connect with the next generation of dentists in a relaxed networking setting.

Coffee Bar – $2,500 | $7,000 Exclusive
Keep attendees refreshed while associating your brand with a high-traffic gathering point.

Welcome Foyer Branding – $2,500-$4,000
Capture attention immediately as attendees enter the meeting space.
Limited availability

Registration Bag Insert – $2,500
Place your promotional material directly into the hands of every attendee.

Joy Pop-Up – $3,000
Create buzz with a surprise activation that draws targeted attendees directly to your brand.
Limited to 5

Digital Screen Signage – $3,000 (Non-Exclusive)

Learning Lab Session – $4,000
Host an interactive educational session and position your brand alongside engaged attendees.

New Dentist Lounge Course – $4,000
Engage early-career dentists in a focused learning environment connected to your expertise.

Hands-On Participation Course – $4,000
Provide attendees with direct, hands-on experience with your products or technology.

President's Reception Drink Feature – $4,000
Align your brand with a signature cocktail at a premier networking event.

Registration Bags – $4,000 (Exclusive)
Your logo travels with attendees throughout the meeting and beyond.

Free Standing Sign / Column Wrap – $4,000
Direct attendees to your booth with strategically placed signage.

$5,000+ Opportunities

e-Poster Research Awards – $5,000 (Exclusive)
Align your brand with innovation and recognition of emerging research.

Custom Keycard - $5,000

Convocation Ceremony Feature – $5,000 | $12,000 Exclusive
Associate your brand with one of the most prominent moments of the meeting.

Lanyards – $8,000 (Exclusive)
High-visibility branding worn by attendees throughout the event.

Guestroom Elevator Doors - $12,000 (limited 2 availability)

Entrance Escalator Branding – $10,000 (Exclusive)
High-impact placement in a major traffic area for maximum visibility.

Get Started Today!

Visit https://www.agd.org/agd-meeting/exhibit-hall for up-to-date information, application and terms.

Contact the AGD team for more information on any of the offerings and/or to create custom exhibit and marketing packages to align with your business goals. Corporate sponsorship of the AGD is also available.business goals.

AGD.Exhibits@agd.org

Jake Peavy
Manager, Business Development