



2026 Media and Sponsorships

Build Your Brand by Connecting with General Dentists in the U.S., Canada and Beyond



Josh Shavel, Sales Executive • josh@ssmediasol.com

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Who is AGD?

Founded in 1952, the Academy of General Dentistry (AGD) is the only professional association that exclusively represents the needs and interests of general dentists. AGD provides a wide range of print and digital communications dedicated to assisting its members in becoming successful and accomplished practitioners.

AGD's readership surveys consistently show that AGD members are involved with purchasing decisions for their practices.

AGD's communication services are an excellent investment to expand your customer base. Please review the following pages, which detail the advertising options available for your company.

For all advertising inquiries, please contact Josh Shavel, advertising and exhibit sales representative, at josh@ssmediasol.com or 215.499.4076.



In 2024, over 30,000 AGD members reported taking at least one CE course during the year.

AGD members took courses in the following subjects:

Total Individuals with at least 1 CE in 2024	28,319
Total Individuals with at least 1 CE from	
Special Categories in 2024	20,712
Anesthesia	5,671
Endodontics	5,755
Implants	11,018
Orthodontics	6,892
Pediatrics	3,436
Periodontics	6,669
Prosthodontics	8,678

Print Publications

AGD Impact and General Dentistry

AGD Impact is AGD's newsmagazine. Published 12 times a year, *AGD Impact* provides readers with forward-thinking perspectives from AGD members and dentistry experts on topics such as practice management, dental products, new technology and current legislative activities. *AGD Impact* features in-depth storytelling to cover what's happening inside the association as well as the latest industry trends.

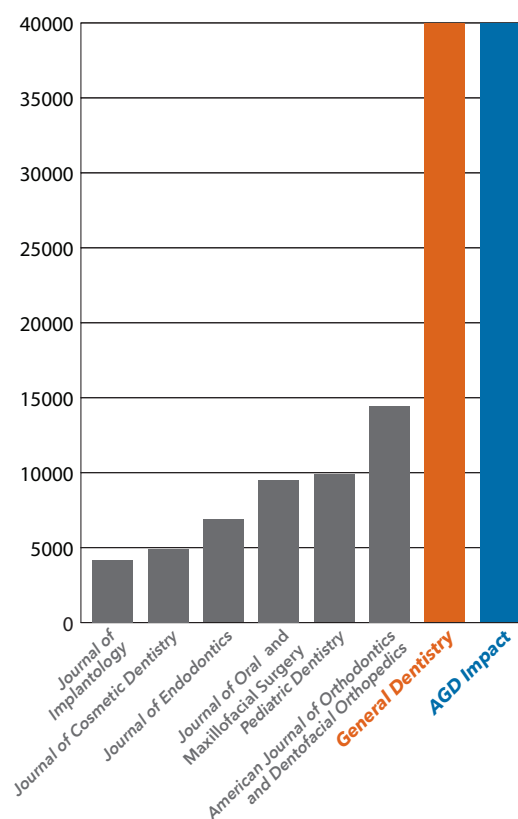
General Dentistry is AGD's peer-reviewed clinical journal. Published six times a year, the journal presents expert research and clinical findings on a range of dental topics, including pharmacology, disease etiology and prevention, dental materials, technology, and more. *General Dentistry* readers rely on this journal to provide them with the most current scientific findings and industry benchmarks to inform their everyday practice.

AGD Impact and *General Dentistry* can accommodate full-page, half-page and quarter-page color ads. Additional advertising opportunities include bellybands, two-page spreads, advertorials, inserts and polybagged outserts.

General Dentistry and *AGD Impact* have been recognized for outstanding content and design excellence. AGD has been awarded the Distinguished Editor Award in 2021 and 2023 from the American Dental Association and American Association of Dental Editors & Journalists. In addition, *AGD Impact* received the Humanitarian Award for Best Article or Series of Articles Highlighting Dental Humanitarian Service from the International College of Dentists in its 2025 Publication Awards as well as an Honorable Mention for the Golden Pen Award, recognizing excellence in articles of current importance to the dental profession.

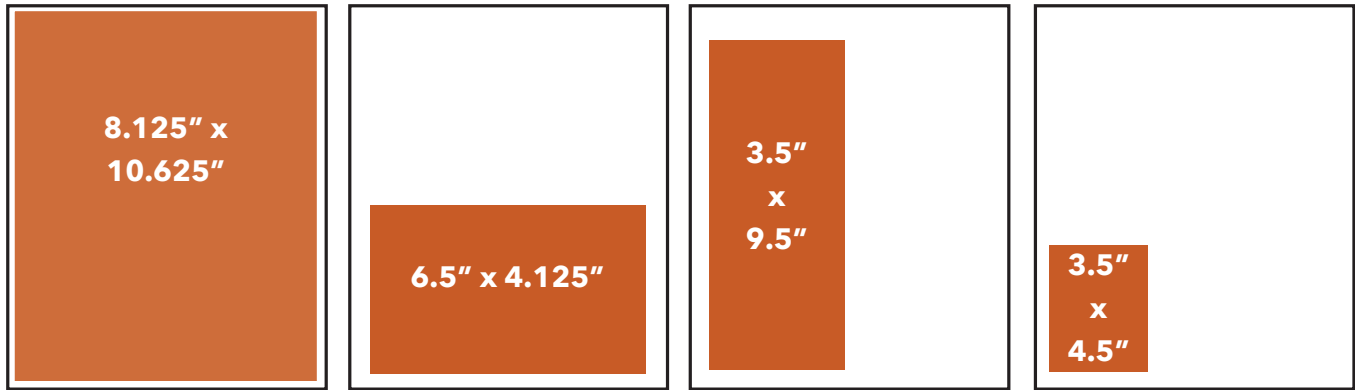


Circulation of dental publications based on 2023 and 2024 media kit data.



AGD Impact & General Dentistry

Print and Digital Advertising Specifications



Full Page

Half page horizontal

Half page vertical

Quarter page vertical

Print Advertising Specifications

Single page trim size: 8.125" × 10.625"

Single page bleed: 8.375" × 10.875"

Spread bleed: 16.75" × 10.875"

Vital advertising matter should be kept at least 0.5" away from trim edge.

Trim size: 8.125" × 10.625" web offset printing, perfect binding.

Inside paper stock is 45# coated web offset and cover is 80# coated offset for both publications.

High-resolution (300 DPI) PDF files are the preferred format for ads.

Fonts must be embedded or subset within the file.

Eblast Artwork Requirements

Provide an HTML file of the eblast (including all hyperlinks within the content and ads), and include an email subject line.

Our template table width is 650 pixels, so please provide image size smaller than 650 pixels.

Banner Ad Artwork Requirements

Provide as a GIF or JPG file format.

50-character text limit.

Include hyperlink where ad should be directed.

Static banner ads only.

While every attempt will be made to accommodate position requests, the publisher cannot guarantee placement.

All artwork files should be submitted to Josh Shavel, Advertising Representative:
josh@ssmediasol.com
215.499.4076

2026 Print Advertising Rates*

AGD Impact

	1-4X Rate	5-8X Rate	9-12X Rate
Full page	\$4,000	\$3,600	\$3,000
Half page vertical or horizontal	\$2,400	\$2,200	\$1,800
Quarter page vertical	\$2,000	\$1,800	\$1,500
Back cover	\$5,400	\$4,900	\$4,100
Inside front cover	\$5,200	\$4,700	\$3,900
Inside back cover	\$5,000	\$4,500	\$3,750

General Dentistry

	1-2X Rate	3-4X Rate	5-6X Rate
Full page	\$3,600	\$3,240	\$2,700
Half page vertical or horizontal	\$2,160	\$1,980	\$1,620
Quarter page vertical	\$1,800	\$1,620	\$1,350
Back cover	\$4,860	\$4,230	\$3,510
Inside front cover	\$4,212	\$4,000	\$3,510
Inside back cover	\$4,500	\$4,050	\$3,375

Outsert rate for each publications (Polybagged with issue) \$6,000

*Print rates are per insertion.

2026 Space Reservation and Artwork Deadlines

AGD Impact

Issue	Space reservation	Materials due
Jan.	Nov. 14	Nov. 24
Feb.	Dec. 12	Dec. 19
March	Jan. 15	Jan. 29
April	Feb. 14	Feb. 26
May	March 11	March 25
June	April 8	April 22
July	May 13	May 27
Aug.	June 10	June 24
Sept.	July 8	July 22
Oct.	Aug. 12	Aug. 26
Nov.	Sept. 9	Sept. 23
Dec.	Oct. 7	Oct. 28

Issues mail the first week of the month of publication.

General Dentistry

Issue	Space reservation	Materials due
Jan./Feb.	Nov. 14	Nov. 24
March/April	Jan. 15	Jan. 29
May/June	March 11	March 25
July/Aug.	May 13	May 27
Sept./Oct.	July 8	July 26
Nov./Dec.	Sept. 9	Sept. 23

Issues mail the first week of the month of publication.

AGD.org

Space reservation and ad materials are due the 15th of the month prior to run dates.

"This Week at AGD"

"This Week at AGD" is sent every Monday morning. Space reservation and ad materials are due two weeks prior to run dates. Sponsored content is due one month prior to publication.

AGD broadcast emails

Space reservation and ad materials are due a minimum of 14 days prior to run dates.

Website and Electronic Media Advertising

Website Advertising Opportunities

The AGD website serves as a central hub for members to access essential resources, continuing education, advocacy updates, and event information. With a streamlined, member-focused design and consistent traffic, it offers high-impact visibility in a professional, trusted environment.

Advertising on the AGD website is a valuable opportunity to elevate your brand and gain meaningful exposure among a highly engaged membership base. It's an ideal platform for reinforcing brand recognition and building lasting impressions with a dedicated professional audience.

The following advertising options are available:

Leaderboard (Both standard and responsive sizing is requested)

Standard Size: 728 x 90 px

Responsive/Mobile Sizes: 320 x 50 px, 320 x 100 px

Skyscraper (Right-Rail Vertical Placement)

Standard Size: 160 x 600 px

Responsive/Mobile Sizes: 300 x 250 px, 300 x 600 px

The ads can run on high-profile pages of the website, including the homepage.

Based on Google Analytics data, between July 1, 2024 and June 30, 2025, AGD.org had over 3.6 million page views with almost 500,000 visitors.

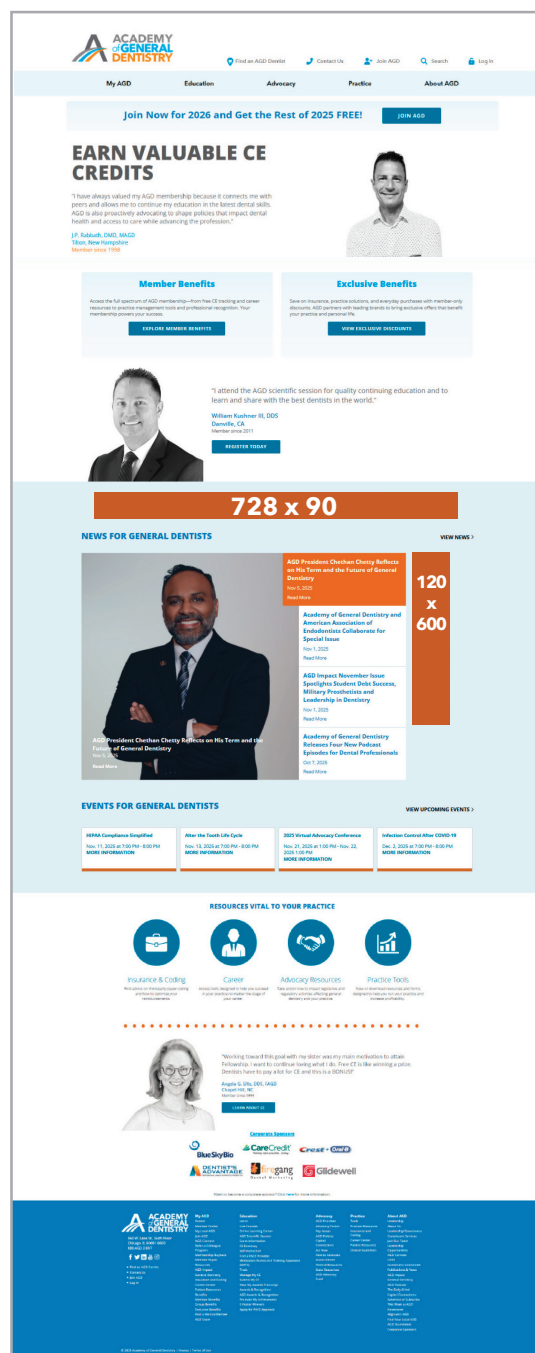
AGD.org has been recognized by the Associations Standards of Excellence Award from the Web Marketing Association, the eHealthcare Leadership Award for Best Overall Internet Site and a Sitefinity Website of the Year Award in the Association category.

agd.org Banner Ads*

	Quarterly	Annual
Homepage only, leaderboard	\$5,000	\$18,000
Homepage only, skyscraper	\$5,000	\$18,000
Homepage only, banner ad	\$4,000	\$10,000
High-profile internal pages, skyscraper	\$4,000	\$10,000
High-profile internal pages, banner ad	\$1,500	\$5,000

* AGD provides full transparency on the performance of all digital display advertising. For banner placements on AGD.org, impression counts will be reported. Click-through data is not tracked or included as part of the reporting for these placements.

This approach ensures accurate, consistent measurement of your ad's visibility across our high-traffic website and aligns with industry-standard impression-based reporting for association web advertising.



AGD Today Daily Email

Looking to increase your impressions with practicing general dentists consider AGD Today.

AGD Today is sent to 40,000+ at least 25 times per month and has a 40%+ open rate. Based on this, the advertiser can expect more than 600K impressions and anywhere from 250 to 1,250 click-thrus per month.

The following advertising options are available:

Ad sizes: 300 x 250 and 728 x 90

Limit: Six ads available each email.

"AGD Today" Banner Ads

Monthly

\$5,000

AGD Today is a daily enewsletter. Your ad will appear in each issue during the specific timeframe. Maximum of six ads per issue.

AGD Today

Daily dental news and updates



ACADEMY OF GENERAL DENTISTRY
in affiliation with
DentistHealthcare

Good Morning

August 21, 2024

Top News




LEARN MORE

Dentist Highlights The Value Of Clinical Audits For Dental Practices

[Becker's Dental Review](#) (8/19, Portalatin) reported on an interview with Dr. Barry Lyon, DDS, chief dental officer for the division of orthodontics and pediatric dentistry for Dental Care Alliance, on how clinical audits "can play a critical role in ensuring the success of a dental practice." Lyon emphasizes that while conducting "clinical audits for a dental practice can be tedious and time consuming...the effort is clearly worthwhile." Lyon highlights that the audits "tell a practice owner what is working well clinically and what is not. It helps demonstrate ethical practices and can provide a sound defense in the event the dentist is asked to handover charts to an insurance company or a regulatory agency."

AGD In The News



SIMPLICITY IN 1 OMNI-CHROMATIC SHADE
Admira Fusion x-tra
A Nano-ORMOCER Restorative
CLICK FOR A FREE SAMPLE

August 26 Lecture: Everyday Occlusion

The [Academy of General Dentistry](#) (8/19) shares on its website that on August 26, the lecture "Everyday Occlusion" will take place. The lecture is worth 1 credit and will feature "Michael J. Whyte, DDS, an internationally acclaimed speaker, clinician and practice owner, as he explores the essentials of diagnosing and treating malocclusion. In this comprehensive webinar, Whyte will share his practical approach to managing occlusal disease, offering strategies to enhance patient outcomes and drive practice success. Whether you're looking to refine your diagnostic skills or improve your patient communication, this session will provide you with the tools and confidence needed to excel in the realm of occlusion."

Click [here](#) to register now.

From the Academy of General Dentistry

Models Unveiled: We Need Your Input! AGD members have been working on a change to our current governance model, which was designed in the 70s, and we need your input. Take some time to review the proposed new governance models, and help us assess the advantages and disadvantages of each model. (Look for an email on Friday to complete survey or watch for reminder emails.) [Learn more about Project Governance, and provide feedback now!](#)

Health & Safety

Dentist Offers Tips For Fighting Bad Breath
[Woman's Day](#) (8/19) reported on tips from dentist Dr. Lauren Becker on how to address and stop bad breath. Some tips shared include not rinsing out toothpaste after brushing, replacing your toothbrush, and using a tongue scraper among others.



REQUEST YOUR FREE SAMPLE!

Contributor Examines Ways Energy Drinks Are Bad For Patient Dental Health

In a column for [DentistryIQ](#) (8/19), contributor Sarah Butkovic, MA, writes about how energy drinks are bad for patients' oral health. Butkovic explains that due to energy drinks having a "low pH and high sugar content," they "can be detrimental to teeth and gums." They point to one [study](#) which found "regular consumption can cause a roughly 2.4-fold increase in dental erosion-and may also lead to cervical dentin hypersensitivity by removing the smear layer of the teeth." Butkovic adds that "it's important to counsel your younger patients of the dangerous side effects of energy drinks-especially with how easy they are to access."

This Week at AGD Advertising

"This Week at AGD" is a weekly email designed to keep members apprised of information and activities related to general dentistry. The newsletter is distributed every Monday morning to keep members updated on AGD events, news in the world of general dentistry and information critical to their practice.

On average, a minimum of 30,000 members receive "This Week at AGD," with an average open rate of 40%.

The following advertising option is available:

Banner: 640 x 140 pixels

Limit: Three banner positions are available in each email.

"This Week at AGD" Banner Ads

Quarterly	Annual
\$4,000	\$14,000

This Week at AGD is a weekly enewsletter. Your ad will appear in each issue during the specific timeframe. Maximum of three ads per issue.

August 4, 2025



The August Issue of AGD Impact Is Live!

READ MORE

"This Week at AGD" ad size 640 x 140



CONSTITUENT NEWS
Oral Cancer Screening: Easier than It Sounds
Conducting an oral cancer screening event in your AGD constituent is the perfect opportunity to educate your community about the important services that dental offices provide, and your efforts could result in a life saved.
[Read about a recent oral cancer screening event hosted by Pennsylvania AGD.](#)

EDUCATION
Webinars & Events

August 19: [Special Care Dentistry for General Dentists](#) **August 26:** [Everyday Occlusion](#)

August 20: [Unleashing the Power of AI in Dentistry](#) **October 4-6:** [2024 Fall Fellowship Review Course and Exam](#)

"This Week at AGD" ad size 640 x 140



AGD GOVERNANCE
Models Unveiled: We Need Your Input!
AGD members have been working on a change to our current governance model, which was designed in the 70s, and we need your input. Take some time to review the proposed new governance models, and help us assess the advantages and disadvantages of each model. (Look for an email on Friday to complete survey or watch for reminder emails.)
[Learn more about Project Governance, and provide feedback now!](#)

AGD is a 501(c)(6) organization.

Broadcast Emails

AGD broadcast emails are an excellent method of delivering timely, detailed messages directly to more than 23,000 AGD members’ email accounts. Broadcast emails are effective tools to promote new products and services, offer discounts, and share new research findings. The average open rate on broadcast emails sent by AGD on behalf of advertisers is 45%. That translates to more than 11,000 members seeing just one email!

A week after a broadcast email is sent, you will be provided a final count on the number of recipients and the open and click-through rates.

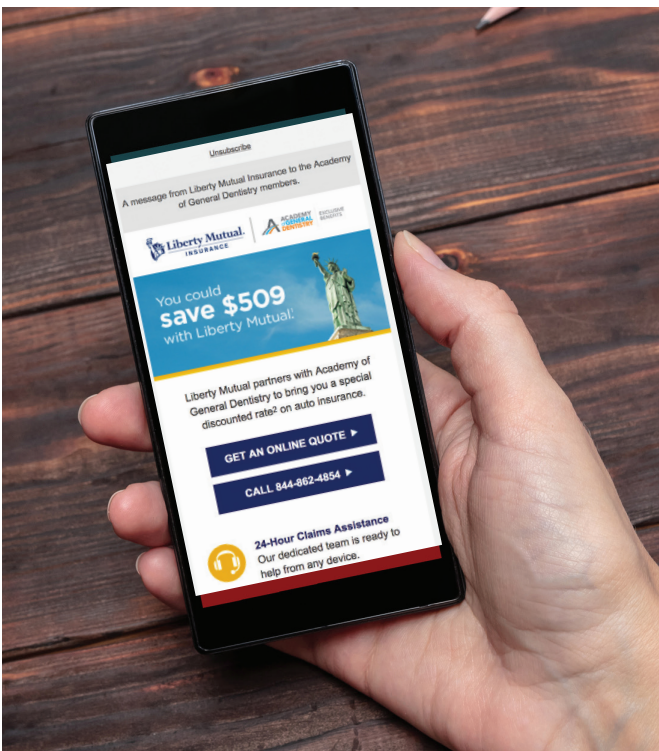
Limited quantity available (don’t wait to book!)”

Broadcast Email

Per email

Entire AGD membership
(minimum of 23,000 email addresses) \$5,500

Limited Quantity Available



Social Media Opportunities

Reach over 130,000 dental professionals through AGD's social media channels. Tap into one of the most trusted and engaged dental communities online. AGD offers advertisers unparalleled access to a highly targeted and influential audience of practicing general dentists, students, residents, and educators.

By the Numbers:

Total Followers: 130,282

Average Engagement Rate: 3.99% (well above industry average)

Platform Breakdown:

Facebook: 57,858 followers

Instagram: 14,337 followers

LinkedIn: 37,185 followers

X (formerly Twitter): 20,932 followers

Limited quantity available.



Social Media Opportunities

Pricing

\$300

Facebook, Instagram, LinkedIn, X (formerly Twitter)



AGD Podcast Series

Reach the heart of the dental profession by sponsoring episodes of the Academy of General Dentistry's (AGD) Podcast Series, hosted by Dr. George Schmidt, DMD, FAGD. This highly engaging podcast provides your brand the opportunity to connect with thousands of dentists across the nation, delivering valuable insights from industry leaders, educators, and influencers on cutting-edge topics in dentistry.

As a sponsor, you will enjoy:

- Prominent brand exposure within podcast episodes featuring discussions on diverse topics, including patient care, practice management, and innovations in dentistry.
- Customized messaging opportunities where you can share a pre-recorded message or offer an endorsement during a podcast.
- Direct audience engagement with AGD's podcast listeners who tune in for expert knowledge and to stay at the forefront of dental education.

AGD Podcast Series Sponsorship Levels:

1. Single Episode Sponsorship: \$500

- o Brand mention in the episode intro and outro.
- o Logo placement on the AGD website and podcast episode page.
- o 30-second sponsor message included in the podcast.

2. 3-Episode Package: \$1,500

- o All benefits from the single episode sponsorship, extended across three episodes.
- o Sponsor spotlight feature in AGD's e-newsletter.

3. Series Sponsor: \$4,000

- o Exclusive sponsor mention throughout the year.
- o Co-branding on podcast graphics and promotional materials.
- o 60-second sponsor message in each episode.
- o Featured article in AGD's online publication highlighting your organization's support for general dentistry.

Take advantage of this unique opportunity to showcase your support for the dental profession and engage with a dedicated audience of dental professionals. Secure your sponsorship today!

Podcast Commercial: \$150 – 20 Second Message



Podcast listenership is on the rise. In 2024, the AGD Podcast Series had over 7,600 plays. In 2025, we expected to reach over 9,000 plays.

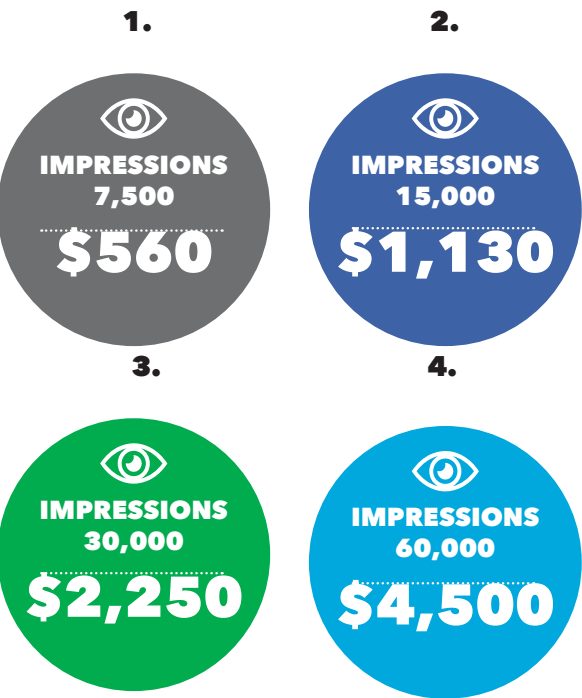
Brand Retargeting

Elevate your brand's visibility with AGD ad retargeting! Reach a highly engaged audience through targeted display ads designed to follow your prospects across the web, keeping your brand top-of-mind. Our ad retargeting options include universal ad sizes that ensure wide compatibility, as well as optional IAB Rising Stars formats that deliver an impactful visual experience. With formats accepted across most platforms, you can expect seamless ad delivery and high-quality engagement. Start your campaign today and connect with dental professionals when they're most ready to engage!

Ready to begin? Choose the campaign that aligns with your goals and reach out to Josh Shavel, our Advertising Representative, for more details and to kick-start your campaign.

Choose Your Campaign

Get started by choosing one of our four campaign packages



Reporting

Track results in real-time Live, shareable report tracks campaign results including:

Number of impression | Clicks | Geographical Location

Optimize your spend: A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.

Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250 • 160 x 600 • 728 x 90 • 180 x 150

IAB Rising Stars (Optional)

The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250 • 300 x 1050 • 300 x 600 • 970 x 90 • 320 x 250

Ads must match pixel dimensions exactly for launch.

Acceptable File Format: .png, .jpg, .gif.
The maximum file size of each creative that can be uploaded to Feathr is 200MB. Our template table width is 650 pixels, so please provide image size smaller than 650 pixels.

Banner Ad Artwork Requirements

Provide as a GIF or JPG file format.
50-character text limit.

All artwork files should be submitted to Josh Shavel, Advertising Representative: josh@ssmediasol.com
215.499.4076

Sponsor the AGD National Advocacy Conference and Hill Day

Show your support for the dental profession by sponsoring the AGD National Advocacy Conference (NAC) and Hill Day. Reach up to 1,000 dentists and demonstrate your commitment to advancing oral healthcare.

Sponsorship Benefits:

- Prominent logo exposure throughout the event
- Two free registrations to both the NAC and Hill Day
- An opportunity to record a message for the NAC audience
- A chance to speak live at Hill Day, connecting with dental professionals and policymakers
- Logo exposure in all marketing collateral

The AGD Virtual Advocacy Conference will take place in December of every year, and will provide general dentists with essential insights into the current legislative and regulatory landscape, helping them navigate changes that may affect their practices.

Join us in supporting dentistry, and ensure your organization is recognized as a key advocate for oral health-care. National Hill Day, an in-person event in Washington, DC, is a unique opportunity to meet directly with lawmakers and influence the future of dental policy.

By sponsoring this event, you'll be a part of the conversations that shape the future of the profession and healthcare policy.

Pricing:

AGD Virtual Advocacy Conference and Hill Day

- Exclusive Sponsor \$12,000
- Co-Sponsor- Limit three \$6,000



Sponsored Webinars

AGD hosts webinars throughout the year on topics pertinent to general dentists. These webinars, typically hosted at 7:30 pm CT, offer dentists valuable training opportunities in addition to CE credits. Align yourself with our innovative, rigorous online educational sessions by sponsoring one or more webinars. These 60-minute webinars will also be archived and available for up to three years of on-demand viewing after the original airing.

The following sponsorship options are available:

1. Sponsor a webinar led by an AGD-designated speaker.
2. Sponsor a webinar with your choice of speaker.



The following are the features included with each option:

Features	AGD-Designated Speaker	Sponsor's Choice of Speaker
Sponsor provides own speaker and educational content	No	Yes
Free for webinar attendees	Yes	Yes
Sponsor logo on emails promoting the webinar	Yes	Yes
Logo on the AGD website’s webinar registration page	Yes	Yes
Sponsor acknowledgement by the webinar host	Yes	Yes
Sponsor opportunity to moderate Q&A after webinar	Yes	Yes
Content needed prior to webinar	60 days	90 days
Up to 100-character sponsor message in webinar attendee follow-up email	Yes	Yes
Sponsor representative allowed to speak and take questions with attendees after education session has ended	Yes	Yes
Rate per Webinar	\$3,000	\$5,000

AGD2026 Scientific Session Supporter Opportunities



AGD2026 Supporter Opportunities

Expand your reach at AGD2026. Companies who support receive special recognition through our new tiered program. As you explore opportunities, keep these in mind to expand your brand.

	\$25,000 and above Platinum	\$17,000- \$24,999 Gold	\$10,000- \$16,999 Silver	\$4,000- \$9,999 Bronze
Logo Recognition in This Week at AGD	X			
Event App Push	X			
Social Media Push	X			
Joy Pop-Ups	X	X		
Sweet Treat Social	X	X		
Logo on Exhibitor Game Card	X	X	X	
Floor Cling Recognition at Booth	X	X	X	
Logo Recognition on Event Website	X	X	X	
Homepage with hyperlink to supporter website				
Supporter Level Badge on Online Company Description	X	X	X	
Logo Recognition in Attendee Know Before You Go Communication	X	X	X	X
Logo Recognition on Walk-in Slides	X	X	X	X
Logo Recognition on Onsite Signage	X	X	X	X
Logo Recognition on Event Website Homepage	X	X	X	X

AGD2026 Supporter Opportunities

Digital

Mobile App Banner

Limited to just three exclusive supporters, this rotating banner provides high-visibility placement within the app's main dashboard – the first screen attendees see when accessing schedules, CE sessions, and event updates. A perfect way to drive booth traffic, promote special offers, or increase brand awareness throughout the meeting.

Limited to 3 supporters
\$1,000 each | Non-exclusive

Mobile App Splash

Your logo greets every attendee each time they open the event app.

\$2,000 | Exclusive

Event App Notification Push

Reach attendees instantly with a sponsored push notification delivered directly through the official AGD Scientific Session mobile app. Limited to only three exclusive supporters, each notification appears on attendees' devices as a real-time alert – driving immediate visibility and engagement. Use this opportunity to highlight your booth, announce a giveaway, or promote a special session and ensure your message stands out during the event.

Limited to 3 supporters
\$1,500 each | Non-exclusive

Social Media Push

Expand your reach beyond the exhibit hall with a sponsored post on AGD's official social media channels – Facebook (57,858), Instagram (14,337), LinkedIn (37,185), and X (20,932) – connecting your brand with over 130,000 followers and an impressive 3.99% engagement rate. This opportunity allows your message to reach thousands of general dentists and industry professionals across multiple platforms, driving visibility, awareness, and meaningful engagement before, during, and after the Scientific Session.

Limited to three supporters.
\$2,500 each | Non-exclusive

AGD2026 Digital Signage

Please contact exhibits@agd.org for options and pricing.

Scientific Session Daily Ad

Clickable digital ad in one of the daily registration newsletter emails

Up to 4 leaderboards available
\$1,000 | Non-exclusive
Up to 12 squares available
\$500 | Non-exclusive, depending on selection

Exhibit Hall

AGD Coffee Bar

Keep attendees alert with coffee and flavored drinks

Up to 3 opportunities available
\$2,500 | Non-exclusive
\$7,000 | Exclusive

Sweet Treat Social

Delight attendees with a cool and memorable experience during the Sweet Treat Social, a fun networking event featuring ice cream sandwiches, cones, and other frozen treats served near your booth. As one of only three supporters, your company will enjoy premium visibility as attendees gather to enjoy a refreshing break and engage with exhibitors. This opportunity includes an ice cream novelty station located near your booth, allowing you to draw steady traffic, spark conversations, and associate your brand with a fun, feel-good moment attendees will remember long after the event.

Up to 7 available
\$1,500 | Non-exclusive

Joy Pop-Ups

Support surprise moments designed to bring a smile to your day. These limited-capacity pop-ups (200-300 attendees) will feature exclusive giveaways, from branded swag to fun food and beverage treats. Keep an eye on the mobile app for real-time alerts—these joyful moments won't last long!

Limited to 5 total
\$3,000 | Non-exclusive

AGD2026 Supporter Opportunities

President's Reception

Enhance your brand visibility and network with key industry leaders by supporting a signature drink at the AGD2026 president's reception, where your company's name will be featured on an exclusive cocktail, creating a lasting impression with every sip.

\$4,000 | Non-exclusive

Exhibitor Game Card Square

Ensure participants stop by your booth by getting a space on the exhibitor game card.

Up to 17 available
\$1,000 | Non-exclusive

Student/New Dentist Reception

Mix and mingle with the field's up and coming leaders.

Position your brand alongside the future leaders of general dentistry. This lively reception brings together dental students, residents, and early-career professionals in a relaxed social atmosphere—offering you a unique chance to connect, inspire, and build long-term loyalty with tomorrow's practice owners.

Up to 3 available
\$2,500 | Non-exclusive
\$7,000 | Exclusive

Student/New Dentist Service Project

Show Your Commitment to Community and Care.

Align your brand with a service-driven initiative where attendees volunteer their time to make a tangible impact in the local community. This sponsorship demonstrates your dedication to giving back while keeping your company top of mind with the next generation of dentists who value purpose-driven partnerships.

Up to 3 available
\$1,500 | Non-exclusive
\$4,000 | Exclusive

Thought Leadership

Learning Lab

Be the Voice of Innovation.

Showcase your experts and technologies in an interactive Learning Lab designed for intimate, high-impact learning. These sessions draw dentists eager to engage directly with thought leaders and discover the latest advancements in materials, technologies, and practice growth.

Up to 6 courses available
\$4,000 | Non-exclusive
Plus speaker costs

New Dentist Lounge Course

Engage the Next Generation of Dental Professionals.

Position your company as an educational partner for early-career dentists. These focused sessions within the New Dentist Lounge foster learning, mentorship, and conversation—giving your brand a trusted presence with those shaping the profession's future.

Up to 7 courses available
\$4,000 each | Non-exclusive

Hands-On Participation Course

Put Your Innovation in Their Hands.

Empower attendees to experience your technology or products firsthand through immersive, skill-building sessions. This is your opportunity to create memorable interactions that translate directly into practice adoption.

Up to 12 available
\$4,000 each | Non-exclusive

AGD2026 Supporter Opportunities

Take the Floor Series

Small Stage. Big Impact.

Capture attention in quick, high-energy micro-sessions highlighting the hottest topics and innovations. Perfect for launching products, sharing quick insights, or sparking curiosity.

Up to 4 courses available
\$2,000 each | Non-exclusive

Registration

Registration Bags

Carry Your Brand Everywhere.

Every attendee receives this high-quality, reusable tote featuring your logo. Seen throughout the convention center and beyond, it's a sponsorship that extends your visibility far past the event.

Up to 3 available
\$4,000 | Non-exclusive

Registration Bag Insert

Put Your Brand Directly in Attendees' Hands.

Include a promotional insert, product sample, or flyer in every registration bag—ensuring your message reaches each participant the moment they arrive.

Up to 3 available
\$2,500 | Non-exclusive

Lanyards

Front and Center Visibility.

Every attendee wears your logo throughout the event—providing unmatched exposure in every session, networking event, and photo opportunity.

\$8,000 | Exclusive

Meeting Highlights

e-Poster Research Awards

Recognize the Brightest Minds and Boldest Ideas.

Support innovation and reward excellence by sponsoring AGD's e-Poster Research Awards. Your brand will be aligned with the future of clinical discovery and the next wave of leaders in dental science.

\$5,000 | Exclusive

Convocation Ceremony

Celebrate Excellence in Dentistry.

Honor AGD's newest Fellows, Masters, and Life-Long Service Recognition awardees in one of the most inspiring moments of the conference. Your brand will be front and center as we recognize achievement, leadership, and dedication to lifelong learning.

Up to 3 available
\$5,000 Non-exclusive
\$12,000 | Exclusive

AGD Podcast Recording Station

Amplify Your Message Beyond the Event.

Sponsor the onsite podcast studio where leading experts share insights and interviews broadcast to a national audience. Your brand gains exposure not only to AGD2026 attendees but to thousands of listeners long after the meeting concludes.

Up to 2 available
\$1,200 | Non-exclusive

Welcome Foyer Floor Clings

Your Brand is the First Thing Attendees See.

Greet attendees as they step into AGD2026 with striking floor graphics that showcase your logo and message. Perfect for driving traffic to your booth or reinforcing brand recognition from the start.

Up to 4 available
\$2,500 | Non-exclusive

AGD2026 Supporter Opportunities

Entrance Escalator

High-Traffic, High-Impact Exposure.

Capture attention as attendees move between key areas of the convention center. Escalator clings offer constant motion visibility, making your brand impossible to miss.

\$10,000 | Exclusive

CE Level Wall Signage

Command Attention Where Learning Happens.

Feature your branding on prominent signage or custom column wraps throughout the CE level—ensuring your company stands out in the heart of the educational experience.

Up to 6 available
\$2,500 | Non-exclusive

Free Standing Sign or Column Wrap

Gain exposure and direct attendees to your booth.

Up to 6 available
\$4,000 | Non-exclusive

Zen Den

A calming, device-free space designed to help attendees recharge and reset during the meeting. This quiet retreat will feature soft seating, low lighting, yoga mats, and activities like adult coloring to promote mindfulness and relaxation.

\$2,500 | Exclusive

New in 2026! Exclusive Focus Group Opportunity at AGD2026

Engage Directly with Practicing Dentists in a Private & Informative Setting

Take your market insights to the next level with an intimate and interactive focus group session at AGD's Annual Scientific Session in Las Vegas. This is a unique opportunity for vendors to gain real-time feedback directly from dental professionals actively practicing in the field.

What's Included:

Private 60 or 90-minute focus group session with 10-12 practicing dentists
Snacks, beverages, and honoraria provided by AGD
Dedicated quiet meeting space onsite at AGD2026
Support from AGD's event team with recruitment and logistics
Option to include product demonstrations, concept testing, Q&A, or UX research
Please note: AV equipment can be added at an additional cost.

60-Minute Session: \$4,000
90-Minute Session: \$5,000

Perfect for product launches, research validation, or strategic product enhancements, these sessions allow you to directly influence your target market in a collaborative, focused environment.

Reserve your focus group today – limited space available!

Become an AGD Corporate Sponsor

Becoming a corporate sponsor with the Academy of General Dentistry (AGD) offers a unique opportunity to align your brand with a trusted and respected organization in the dental community. By partnering with AGD, sponsors can directly engage with over 40,000 general dentists who are dedicated to continuing education and improving patient care.

This collaboration not only enhances your company's visibility and reputation within the dental industry but also supports initiatives that promote high standards of oral healthcare. Sponsorship provides a platform for meaningful interaction, networking, and demonstrating your commitment to advancing dental practice and innovation.

AGD Corporate Sponsors



BlueSky Bio



AGD Corporate Sponsor Opportunities

Sponsorship Tier	\$150,000+ (Platinum)	\$100,000- \$149,999 (Gold)	\$50,000- \$99,999 (Silver)	\$50,000 (Bronze)
Exclusive Dinner with AGD Executive Committee	✓	✓		
Opportunity to Meet with AGD Board	✓	✓	✓	✓
Participation in Annual Corporate Survey	✓ 4-questions	✓ 3-questions	✓ 2- questions	✓ 1-question
Table at AGD House of Delegates	✓	✓	✓	✓
Tickets to the Convocation Reception	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Invitation to Annual Sponsorship Meeting	✓	✓	✓	✓
Special Email Template to AGD Members	✓	✓	✓	✓
Year-round Logo Recognition on AGD Website	✓	✓	✓	✓
AGD Mobile App Banner Ad	✓	✓		
AGD Web Retargeting	✓	✓		
Annual Scientific Session Supporter Recognition	✓	✓	✓	✓
AGD Fellowship Award Sponsorship	✓	✓		
Named Sponsor of Conference Room at AGD headquarters	✓			
Free 10x10 exhibit space at annual scientific session	✓	✓		
Ability to include flyer in registration bag	✓	✓		
Banner ads in AGD THRIVE	✓	✓	✓	✓
Elevator clings at AGD Offices and HOD	✓			
15% Discount on ads, excluding AGD Today	✓	✓		
10% Discount on ads, excluding AGD Today			✓	✓
Tickets to House of Delegates President's Reception	4-Tickets	2-Tickets	2-Tickets	2-Tickets

Get Started Today!

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.

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Interested in becoming an AGD Corporate Sponsor?

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Deputy Executive Director
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Scientific Session Meeting Dates

AGD2026
Las Vegas
June 24-27
Ceasar's Palace, Las Vegas



AGD2027
Chicago
July 7-10
Hyatt Regency Chicago



