HKIDEAS

Hong Kong International Dental Expo And Symposium



EXHIBITION AND SPONSORSHIP PACKAGE

20-22 AUGUST 2027

Hong Kong Convention and Exhibition Centre

www.hkideas.org

ORGANISER: 香港牙醫學會 Hong Kong Dental Association

CONTENTS

CONGRESS AT A GLANCE	Page 2
EXHIBITION BOOTH OPTIONS	Page 3
EXHIBITION BOOTH ALLOCATION	Page 4
EXHIBITION FLOOR PLAN	Page 5
SPONSORSHIP OPPORTUNITY	Page 6
SPONSORSHIP AND ADVERTISING ITEMS	Page 7
EXHIBITION AND SPONSORSHIP BOOKING FORM	Page 11
PAYMENT METHODS	Page 12

CONGRESS AT A GLANCE

Congress Name

16th Hong Kong International Dental Expo And Symposium (HKIDEAS)

Congress Date

20 – 22 August 2027 (Fri – Sun)

Exhibition Booth Installation and Construction:
19 August 2027 (Thu)

Exhibitor Move In:
19 August 2027 (Thu)

Exhibitor Move Out:
22 August 2027 (Sun)

Exhibition Venue

Convention Hall and Foyer
Hong Kong Convention and Exhibition Centre
1 Expo Drive, Wanchai, Hong Kong

Organiser

Hong Kong Dental Association

香港牙醫學會
Hong Kong Dental Association

IMPORTANT DATES

Early Bird Booth Booking Deadline:
01 February 2027 (Mon)

First Round of Booth Allocation
Starts from 22 February 2027 (Mon)

Sponsorship & Advertising Items Booking Deadline:
18 June 2027 (Fri)

EXHIBITION BOOTH OPTIONS

1. Standard Shell Booth

3m x 3m x 2.5mH



- Wall panels
- Fascia board
- One (1) information counter
- Two (2) folding chairs
- Two (2) long-arm spotlights
- One (1) 13Amp socket (max.500w)
  (use of extension cords or multiple adaptors is not allowed)
- One (1) waste basket
- Floor covered with carpet

2. Raw Space

Raw floor space for custom-built booth available upon request

Important Notes

The following notes apply to your application to sponsor and/or exhibit. Details may change without notice:

- Exhibitor is strictly forbidden from subletting or otherwise from sharing your space or booth to or with any third party. Any exhibitor found to be in breach of this obligation will be asked to immediately remove all illegitimate materials and exhibits from its space or booth at its own expenses. Any economic or legal consequence shall be borne by the violator itself.
- The Organiser reserves the rights to ask the exhibitor to remove any display items we deem as unacceptable.
- The Organiser reserves the rights to re-allocate, change the size and dimension of the exhibition booth, alter the floor plan and to undertake structural changes to exhibition, as may be deemed necessary prior to exhibition.
- Whilst every attempt will be made to ensure that all aspects of exhibition and sponsorship mentioned will take place as announced, the Organiser reserves the rights to make last- minute changes should the need arise.
- For an efficient and regulated flow inside the Congress venue, the Organiser appoints an official forwarder as a sole forwarder for material delivery. If exhibitor decides to appoint another contractor and/or forwarder, please contact the Congress Secretariat to apply for an exemption.
- The Organiser is not responsible for personal accidents and damage to the private properties of exhibitors. As such, exhibitors may wish to make their own arrangements with respect to personal insurance.

EXHIBITION BOOTH ALLOCATION

First Round of Booth Allocation

Starts from 22 Feb 2027

- Applicable to EARLY-BIRD EXHIBITORS with DEPOSIT PAYMENT SETTLED

Booth Allocation Mechanism

IMPORTANT

Whenever possible, booth allocation will be made by the Organiser in keeping with the preferences requested by the exhibitor

- ***LARGER booth size*** will be given ***HIGHER priority*** of booth selection over smaller booth size.
- ***EARLIER booth applicants*** will be given ***HIGHER priority*** of booth selection over later booth applicants within the same booth size group
- Only exhibitors with deposit payment settled on time are eligible for booth allocation.
- Joint exhibitors will only be considered and listed as one (1) exhibitor in all printed materials and media related to the exhibition. The Organiser basically does not accept joint exhibitors unless there is evidence of capital relations in business.
- The Organiser reserves the rights for the final booth allocation in the best interest of the exhibition, and may offer alternate booth of equivalent size to confirmed exhibitors.

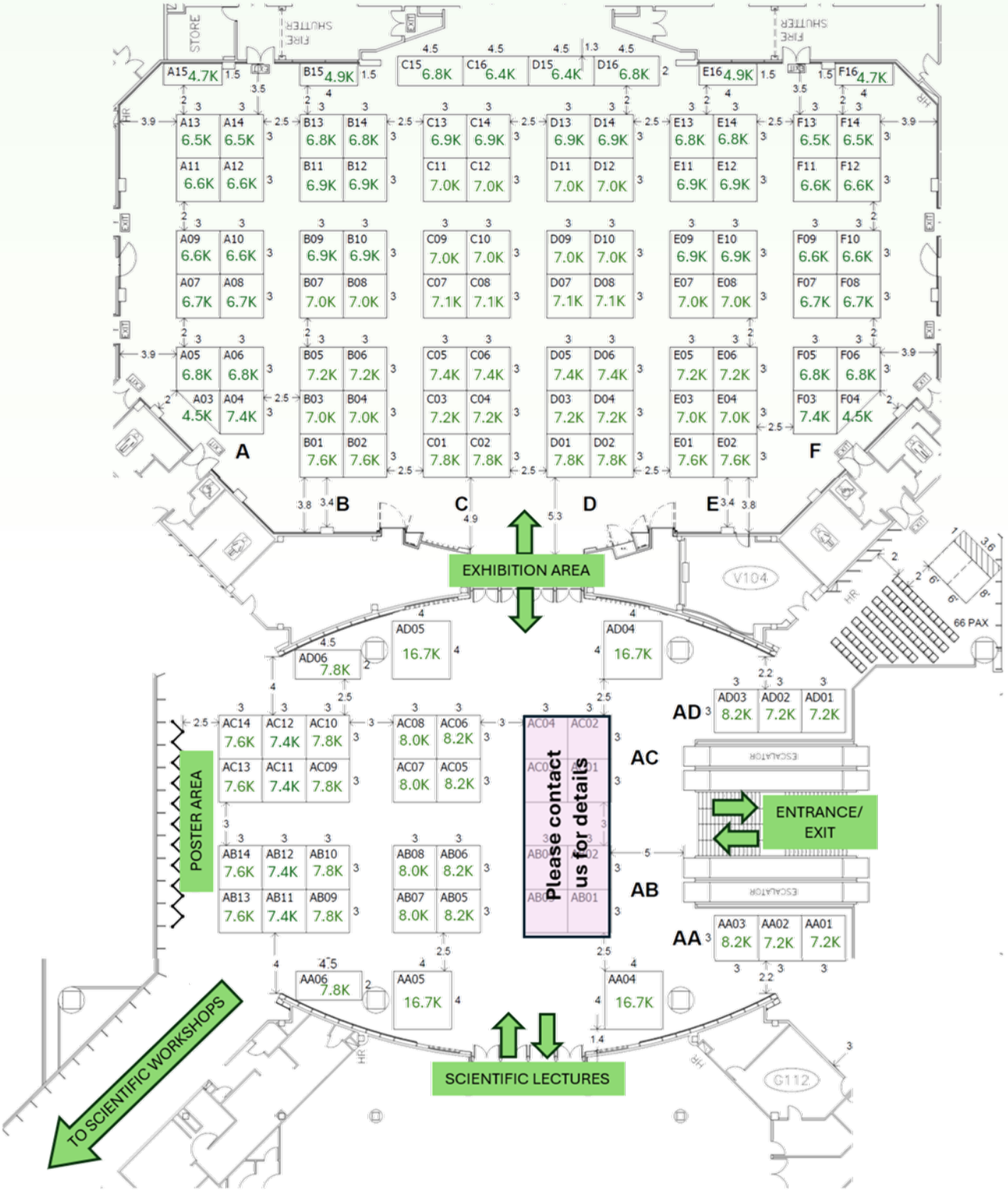
Book EARLY & SAVE

MAXIMUM DISCOUNT UP TO 23% OFF

To appreciate your support and attract more exhibitors to HKIDEAS, the Organising Committee will continue to offer attractive rental discounts:

	Description	Discount
1	**Early Bird Discount** *Submit your booth application **on or before 01 Feb 2027 AND** settle the deposit payment on time*	**10%**
2	**Loyalty Discount** *Past exhibitors of any HKIDEAS*	**5%**
3	**Volume Discount** *To apply for 4 booths (equivalent to 36 sqm) and up*	**5%**
4	**SPECIAL Discount** **(Exclusive offer for 15th HKIDEAS 2026 exhibitors)** *Exhibitors of 15th HKIDEAS 2026 (21-23 August 2026)*	**3%**

EXHIBITION FLOOR PLAN Convention Hall and Foyer, HKCEC



Prices shown above are in US Dollars, USD1 = HKD7.8

Please note that the Organiser reserves the rights to modify, revise, or withdraw from the exhibition plan without prior notice.

SPONSORSHIP OPPORTUNITY

Category	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Amount	**USD 100,000**	**USD 75,000**	**USD 50,000**	**USD 25,000**
Product Seminar	1 time slot	1 time slot		
Exhibition Booth	6 booths (54sqm)	6 booths (54sqm)	4 booths (36sqm)	2 booths (18sqm)
Satchel Insertion (A4 flyer or brochure)	1	1	1	
Logo on Lanyard	1			
Congress Registration	10 passes	5 passes	3 passes	
Gala Dinner	4 tickets	4 tickets	2 tickets	2 tickets
Advertisement in E-Programme Book	1 full page	1 full page	1 full page	1 full page
Acknowledgment in E-Programme Book	✓	✓	✓	✓
Acknowledgment on the HKIDEAS Website	✓	✓	✓	✓
Onsite Logo Placements e.g. Backdrops, Badges, Signages, etc.	✓	✓	✓	✓

We can customize a sponsorship solution for your brand to maximize return on investment, and remain open to various suggestions and negotiation* .

Please contact the Organiser for more details or booking:

Ms. Nancy Cheng (nancy.cheng@hkda.org) / Mr. Stuart Cheng (stuart.cheng@hkda.org)
Tel: (852) 2528 5327

** Sponsorship application is subject to the final approval of the Organiser.*

SPONSORSHIP AND ADVERTISING ITEMS

1. Exposure on HKIDEAS Website

Price available upon location request

Location available:
- Header Banner
- Skyscraper Banner
- Square Advert Banner
- Splash Screen
- Other customised opportunities

[1] *Artwork must be submitted to the Organiser for prior approval*
[2] *Reservation of advertisement space will be arranged on a "first-come, first-served" basis*
[3] *The Organiser reserves the rights to adjust any format changes where necessary*



2. Advertisement on E-Programme Book



Price: USD2,600 / advertisement

The E-Programme Book, viewable and downloadable in desktop and mobile browsers, is essential to delegates for getting useful HKIDEAS information during the Congress period, such as daily programmes, speaker details, abstracts, exhibition overview, etc.

[1] *Artwork must be submitted to the Organiser for prior approval*

3. Product Seminar

Price: USD7,500 / session

- 1.5 hours per session
- Fee covers venue and standard AV equipment
- Seminar details listed on official programme
- 1 complimentary satchel insertion (A4 flyer or brochure)

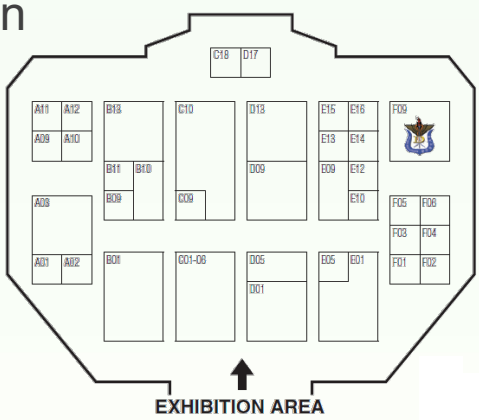
[1] *Sponsor has to invite and bear all expenses of the speaker*
[2] *Limited time slots on a "first-come, first-served" basis*
[3] *Layout of satchel insertion must be submitted to the Organiser for prior approval. The material must be provided by sponsor.*

SPONSORSHIP AND ADVERTISING ITEMS

4. Logo on Exhibition Floorplan

Price: USD280 / logo

Stand out from the black and white floor plan with a 4-color logo branding. It draws a higher level of attention which attracts visitors and allows them to spot easily from the rest.



5. Overhead Banner Advertisement



Price: USD2,300 / unit

Overhead hanging banner above exhibitors' booth

- Banner (max. 3m x 3m, ≤ 20kg) with 2 banner hanging points above your booth
- Fee covers production cost, installation and dismantling (by official contractor)

[1] *Availability subject to hanging point locations above exhibitors' booth*

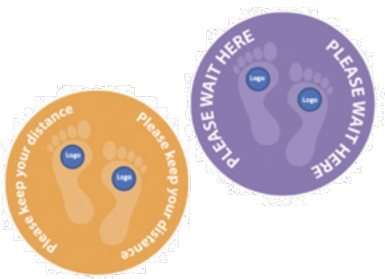
[2] *Exhibitor is required to prepare the artwork and provide output file on their own*

6. Footprint Floor Sticker

Price: USD250 / sticker

Direct visitors to your booth by tracking on the footprints with your brand logo and bring a bit of fun to the business

- Exhibitor can provide own artwork to the Organiser for prior approval
- Fee covers production cost, installation and dismantling (by official contractor)



[1] *Location of the stickers will be reserved on a "first-come, first-served" basis*

SPONSORSHIP AND ADVERTISING ITEMS

7a. Escalator Advertisement – Glass Pane



Price: USD4,700 / escalator

Display of sticker advertisement on left and right-side glass panes of an escalator

- Fee exclusive of design and production cost
- Exhibitor may appoint official or own contractor for production and installation of stickers

[1] *Limited availability on a "first-come, first-served" basis*

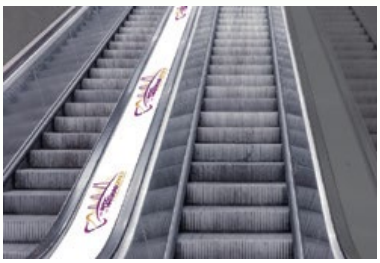
7b. Escalator Advertisement – Silver Flat

Price: USD2,900 / silver flat

Display of sticker advertisement on the space between two escalators

- Fee exclusive of design and production cost
- Exhibitor may appoint official or own contractor for production and installation of sticker

[1] *Limited availability on a "first-come, first-served" basis*





8. Oral Hygiene Product Display

Price: USD450 / basin

Display of oral hygiene products (mouthwash / toothpaste / toothbrush / dental floss) on washing basins inside restrooms of exhibition hall

- Minimum order of 6 basins
- Fee exclusive of design and production cost

[1] *Limited availability on a "first-come, first-served" basis*

[2] *Display locations are subject to the final approval of the Organiser and HKCEC*

9. Satchel Insertion

Price: USD2,750 / insert

Insert an A4-sized leaflet or brochure into the congress bags distributed to all delegates, placing your brand and message directly into their hands.

- Fee exclusive of design and production cost
- Other format of insertion may be considered, please contact the Organiser for details

[1] *Layout of insert must be submitted to the Organiser for prior approval. The material must be provided by the exhibitor*

SPONSORSHIP AND ADVERTISING ITEMS

10. Logo on Congress Bag

Price: USD10,000



Congress bag will be distributed to all delegates. In addition to the Congress name and logo, the bag will feature your company's name and logo. (non-exclusive)

- Congress Bag will be produced by the Organiser

11. Logo on Lanyard

Price: USD19,500



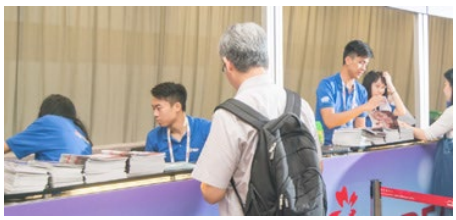
Lanyards will be assigned to every delegate together with their badges and be worn throughout the Congress period around the venue. Maximum brand exposure guaranteed.

- Lanyard will be produced by the Organiser
- 1 complimentary satchel insertion
  (A4 flyer or brochure)
- Acknowledgement in the E-Programme Book

[1] *Layout of satchel insertion must be submitted to the Organiser for prior approval. The material must be provided by sponsor.*

12. Logo on Staff Shirt

Price: USD17,000



All HKIDEAS frontline staff will wear an easily recognizable staff shirt. Delegates will notice your logo along with the Congress logo and name while receiving services from the staff.

- Staff shirt will be produced by the Organiser
- Acknowledgement in the E-Programme Book

Notes:

1. Application deadline for sponsorship and advertising items: **18 June 2027**.
2. The Organiser reserves the rights to reject any application or advertisement which considered inappropriate.
3. Reservation of advertisement space will be arranged on a "first-come, first served" basis.
4. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
5. Late submission and/ or arrival of material will be liable to omission of advertisement and the cost paid will not be refunded.

EXHIBITION AND SPONSORSHIP BOOKING FORM

Company Information	
Company Name:	
Address:	
Region/Country:	Website:
Exhibit Brand Name(s) & Product(s):	
Contact Person (for exhibition): ☐ Mr ☐ Ms ☐ Dr	
Position:	
Tel:	Email:

Exhibition Booth Order Early Bird Booking Deadline: **01 Feb 2027**	
☐ Standard Shell Booth	☐ Raw Space
Booth Size:	
Location Preference 1:	
Location Preference 2:	
Location Preference 3:	
Location Preference 4:	

Sponsorship and Advertising Items Booking Deadline: 18 Jun 2027
☐ 1. Exposure on HKIDEAS Website
☐ 2. Advertisement on E-Programme Book
☐ 3. Product Seminar
☐ 4. Logo on Exhibition Floorplan
☐ 5. Overhead Banner Advertisement
☐ 6. Footprint Floor Sticker
☐ 7a. Escalator Advertisement – Glass Pane
☐ 7b. Escalator Advertisement – Silver Flat
☐ 8. Oral Hygiene Product Display
☐ 9. Satchel Insertion
☐ 10. Logo on Congress Bag
☐ 11. Logo on Lanyard
☐ 12. Logo on Staff Shirt

Terms for Application:

1. Acceptance of applications is subject to Organiser's approval. The Organiser reserves the rights to decline applications by any company / association, direct or indirect, that does not uphold the objectives of the event.
2. 100% of total participation fee due upon date of receipt of debit note. In the event that the above cheque(s) or remittance cannot be honoured, your application will automatically be withheld.
3. All booth reservation is subject to full payment and no refunds will be made. In case the Organiser cancel or terminate the event, all paid participation fees will be refunded in full. The Organiser shall not liable for damages and/or other losses, which might be incurred for the exhibitor.
4. In the event of any disputes, the Organiser reserves the right of the final decision.

We hereby agree to comply with policies, regulations and rules by the Organiser, the Hong Kong Dental Association stated.

(Authorized Signature with Company Chop)

Please complete and return the booking form to Hong Kong Dental Association :

Ms. Nancy Cheng (email: nancy.cheng@hkda.org) /
Mr. Stuart Cheng (email: stuart.cheng@hkda.org)
Tel: (852) 2528 5327 | Fax: (852) 2529 0755

PAYMENT METHODS

HKDA will issue invoices with a payment schedule of deposit and balance payments for each application. All payments should be settled within the due date(s) stated on the debit note. HKDA reserves the rights to cancel the booking if payment is not received on time.

Local companies are advised to settle payment via the following methods:

a) Crossed Cheque(s)

Please make cheque payable to "**Hong Kong Dental Association Limited**" and send to the following address:

Mailing address:
Hong Kong Dental Association
8/F, Duke of Windsor Social Service Building,
15 Hennessy Road, Wanchai, Hong Kong
(HKIDEAS 2027)

b) Bank Deposit

Payment can be deposited at the following bank:

Fubon Bank : 828-0-702975-6
Account Name : Hong Kong Dental Association Ltd.

Kindly send the copy of bank slip to hkideas@hkda.org once the payment is done.

Foreign companies are advised to settle payment via the following method:

Telegraphic Transfer

Please find the account details as below:

Account Name : Hong Kong Dental Association Ltd.
Bank Name : Fubon Bank Hong Kong Limited
Bank Address : Fubon Bank Building, 38 Des Voeux Road Central, Hong Kong
Bank Account no. : 128-828-0-702975-6
Bank SWIFT code : IBALHKHH

Kindly send the copy of Telegraphic Transfer slip to hkideas@hkda.org once the payment is done.

Remarks:

1. All bank charges are to be borne by the sender (i.e. the exhibitor). Hence, please remit payment "Net Charges".
2. Bank charges incurred by the Organiser due to incorrect submission by the sender will be recharged to the sender.

HKIDEAS

Hong Kong International Dental Expo And Symposium

ORGANISER:
HONG KONG DENTAL ASSOCIATION

ADDRESS:
8/F, DUKE OF WINDSOR SOCIAL SERVICE BUILDING,
15 HENNESSY ROAD, WANCHAI, HONG KONG

TEL: (852) 2528 5327
FAX: (852) 2529 0755
EMAIL: HKIDEAS@HKDA.ORG
WEBSITE: WWW.HKIDEAS.ORG