



Sponsorship & Exhibition
PROSPECTUS



VICTORIA

Fri & Sat 18-19
September 2026

Melbourne Convention & Exhibition Centre

2026 ADAVB
Convention & Exhibition
Beyond the bite:
Truth, trends and tomorrow's tech

We invite you to be involved!

The 2026 ADAVB Convention & Exhibition will be held at the **Melbourne Convention and Exhibition Centre** on **Friday 18 September and Saturday 19 September 2026**.

Dentistry continues to evolve at a rapid pace, shaped by cutting-edge technologies, shifting patient expectations, and new evidence-based approaches. This year's theme, ***Beyond the Bite: Truths, Trends and the Latest Tech***, invites the dental team to explore the realities behind emerging innovations, uncover the latest research, and engage with the tools and technologies that are redefining modern practice.

Your participation is integral to the success of this groundbreaking event. Don't let this transformative opportunity pass you by!

Please note: Priority placement is given to sponsors of this Convention followed by a first in placement for exhibitors. The Exhibition Booking Form and T&Cs are attached to this prospectus.

Contact for exhibition queries is: Sharon McMillan at sharon.mcmillan@adavb.org

Who attends?

The ADAVB Convention & Exhibition attracts dentists and other dental practitioners, specialists and researchers from across Australia. It is the premier opportunity to connect with the people shaping the future of oral health.

**ADAVB's flagship event
attracts over 800 delegates**

Preliminary exhibition timetable

Friday 18 September – Day 1

9:00am – 5:00pm Exhibition Open

8:30am – 5:30pm Convention Sessions

5:30pm Welcome Reception held

Saturday 19 September – Day 2

9:00am – 4:00pm Exhibition Open

8:30am – 5:30pm Convention Sessions

5:00pm Exhibition Bump Out

Morning and afternoon teas as well as lunches for the Convention Program are to be held within the exhibition area.

Sponsorship packages

Option	Inclusion	Net Cost * (each)
Program Sponsor (limited to two)	<ul style="list-style-type: none"> • Recognition as the event Primary Sponsor. • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. 	\$25,000
Catering Area & Stand	<ul style="list-style-type: none"> • Naming rights to the catering area featuring your booth/s. • Company logo branding featured at the entrance to the area. • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. 	\$20,000
Barista Stand	<ul style="list-style-type: none"> • Naming rights to a barista stand (location to be confirmed with venue and organisers). • Sponsor logo placed on the coffee cart in the exhibition. • Sponsor may provide cups at their own expense (subject to venue approval). • Branded item for baristas to wear at barista stand (at sponsor's expense) e.g. hat/apron (subject to venue approval). • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. 	\$15,000
Lanyard	<ul style="list-style-type: none"> • Recognition as the Lanyard Sponsor. • Logo on lanyard (alongside 2026 ADAVB logo). • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. 	\$15,000

*10% Australian Goods & Services Tax (GST) to be added to net prices shown.

Sponsorship packages continued

Option	Inclusion	Net Cost * (each)
Juice Station	<ul style="list-style-type: none"> • Naming rights to the Juice Station. • Sponsor logo placed on the juice cart in the exhibition. • Sponsor may provide cups at their own expense (subject to venue approval). • Branded item for juice bar staff to wear at juice stand (at sponsor's expense) e.g. hat apron (subject to venue approval). • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. 	\$10,000
Gelato / Popcorn Cart	<ul style="list-style-type: none"> • Located at your stand or at an agreed alternative location. • Recognition as the chosen cart Sponsor. • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. 	\$10,000
Morning and Afternoon Tea	<ul style="list-style-type: none"> • Recognition as the Morning and Afternoon Tea Sponsor for selected days. • Logo acknowledgment as a sponsor on all communications. • Logo placed on the event website and linked to your allocated URL. • Logo featured as part of sponsor's mural in both print and onsite event collateral. <p>2 dates available – Friday 18 September and Saturday 19 September 2026. NOTE: Discounts available if booking both days</p>	\$10,000

*10% Australian Goods & Services Tax (GST) to be added to net prices shown.

Advertising Opportunities

Available to sponsors and exhibitors only.

	Location	Details	Cost*
Advertisement in the A5 Program Brochure Publication	Inside Front Cover	Full Colour, Full Page	\$1,500
	Inside Back Cover	Full Colour, Full Page	\$1,200
	Outside Back Cover	Full Colour, Full Page	\$1,500
	Full Page	Full Colour, Full Page	\$1,100

Deadlines for advertising in the Program Brochure

- Specifications and deadlines will be provided by the Convention Organisers upon receipt of your booking.
- A copy of all advertising must be submitted to the Convention Organisers for approval.

*10% Australian Goods & Services Tax (GST) to be added to net prices shown.

Exhibition Information and Pricing

Cost per single booth **\$6,650 + GST**

As a stand-alone exhibitor, you will receive: two staff registrations which include catering each day (morning and afternoon teas plus lunches) in the exhibition. Access to the lecture sessions and extra staff are an additional cost to the exhibitor.

3m x 2m Booth includes:

- All exhibitors will be featured on the Convention website with your logos and hyperlinks back to your website
- Rear Wall Graphic
- Lockable Cabinet (to side)
- 2 x LED armlights
- Furniture package (from selections)

Due to venue restrictions, there is no rigging at this event. All stands are carpeted. There are three booth styles to choose from;

Option 1: Glass Display (limited)



Option 2. Counter



Option 3: High Bar

Extras – for any additions to your booth, furniture, additional lighting, signage or alterations to the booth, please contact our main stand builder Outstanding Displays

Exhibition Information and Pricing

Exhibitor Entitlements

- A listing of your company including, booth/space location in the program book
- Recognition as an Exhibitor (with corporate logo) on the Event website and App, hyperlinked to the Exhibitor's homepage
- Attractive advertising rates in the program book refer to page 10
- Complimentary teas and lunches on Exhibition days – catered for 2 Exhibitors per 9 sqm (3m x 3m) space

Due to venue tight turnarounds and the goal of creating a well laid out event, we are unable to install custom stands. We do have an alternative option where you can book a larger area completely branded solely for you.

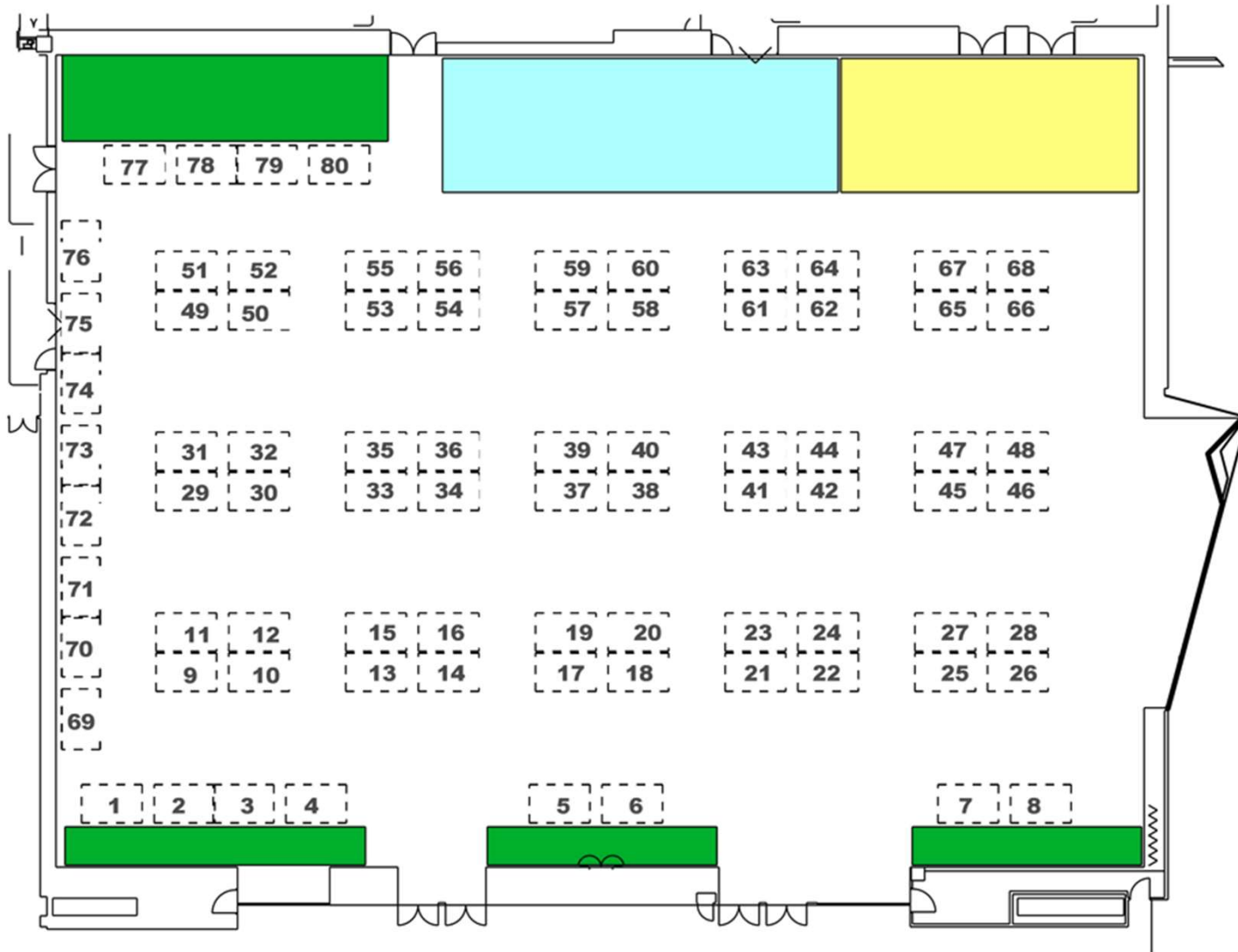
We would love to explain this vision in more detail so, please advise if you are interested in this option.

The below example is for a 4 booth placement.



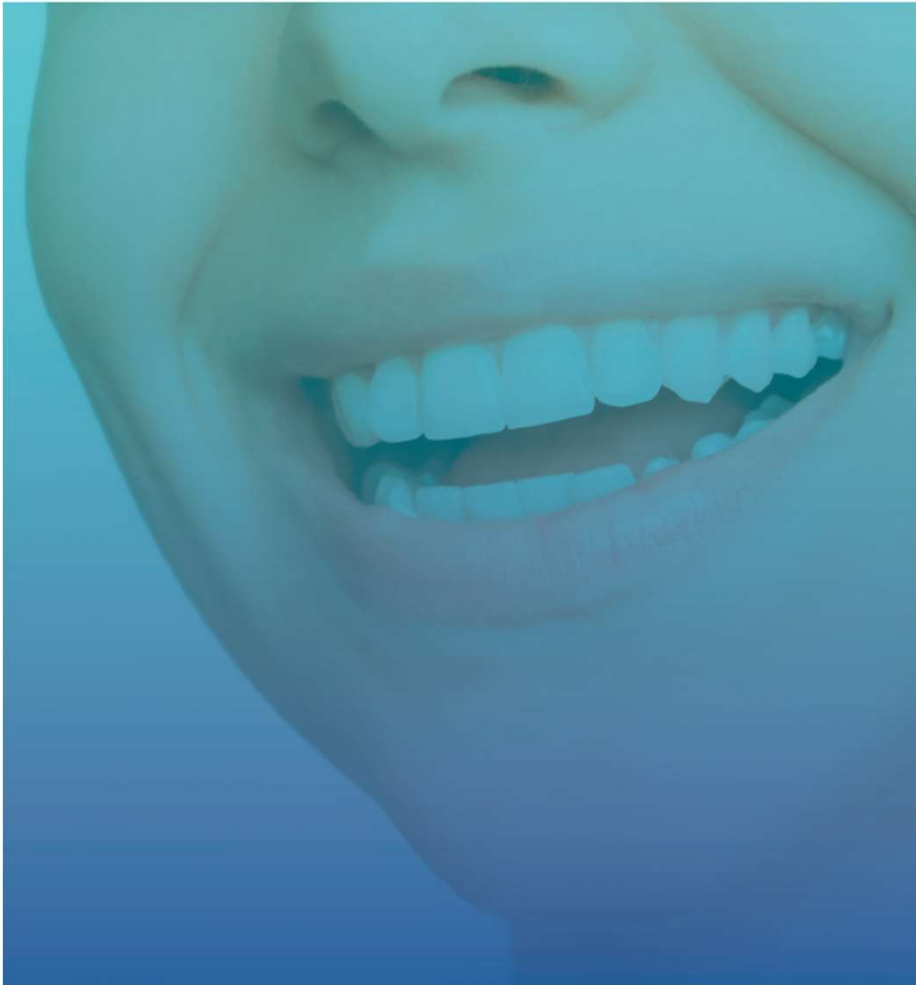
Convention Sponsors and multi-booth spaces are eligible for a **10% Discount** on exhibition pricing

Exhibition Floorplan



This floorplan is subject to change

How do I book?



We would love to discuss your involvement. Please reach out to **Sharon McMillan**

sharon.mcmillan@adavb.org

We look forward to welcoming you at our premier CPD event for 2026.

Sponsorship and Exhibition Booking Form

Company Information

Company Name:	
ACN/ABN (if applicable)	
Contact Name:	
Position:	
Contact Number:	
Email:	
Address:	
City	
Postcode / Country	

Sponsorship Preference Selection

Preference 1 (e.g.: Barista Stand) :

AUD + GST

Preference 2:

AUD + GST

Preference 3:

AUD + GST

Exhibition Booth Order (\$6,650 + GST)

<input type="checkbox"/>	Glass Display	<input type="checkbox"/>	High Bar	<input type="checkbox"/>	Counter
Location Preference 1					
Location Preference 2					
Location Preference 3					
Total Booth Price					

Type of Product (if applicable)

<input type="checkbox"/>	Dental Implant Equipment and Materials
<input type="checkbox"/>	Prosthodontics Equipment and Materials
<input type="checkbox"/>	Periodontics Equipment and Materials
<input type="checkbox"/>	Oral Surgery Equipment and Materials
<input type="checkbox"/>	Oral Imaging Equipment and Materials
<input type="checkbox"/>	Orthodontics Equipment and Materials
<input type="checkbox"/>	Dental Laboratory Equipment and Materials
<input type="checkbox"/>	Paediatric Dentistry Equipment and Materials
<input type="checkbox"/>	Oral Pharmaceuticals and Oral Healthcare Products
<input type="checkbox"/>	Endodontics Equipment and Materials
<input type="checkbox"/>	Sterilization/Disinfection and Infection Control Product
<input type="checkbox"/>	Dental Hospital Management Hardware and Software
<input type="checkbox"/>	Sterilisation / Disinfection / Infection Control Products
<input type="checkbox"/>	Oral Pharmaceuticals and Oral Healthcare Products
<input type="checkbox"/>	Lifestyle Products or Services
<input type="checkbox"/>	Financial / Legal / Business Services
<input type="checkbox"/>	Other (please specify)

Type of Company

<input type="checkbox"/>	Manufacturer	<input type="checkbox"/>	Distributor
<input type="checkbox"/>	Service	<input type="checkbox"/>	Domestic Product Agents
<input type="checkbox"/>	Associations, Media, Educational Institutions	<input type="checkbox"/>	Foreign Product Agents
<input type="checkbox"/>	Other		

Booking Authorised by:

I have read and understood the detail of the Sponsorship and Exhibition prospectus and this application form.

I guarantee that we will promote our participation in the ADAVB Convention and Exhibition to our relevant client base, from our booking date through to the relevant event dates. Promotional material will be supplied subject to conditions.

Terms

I am a duly authorised person to make this agreement binding on behalf of the Exhibitor's company and I have read the General Conditions. I understand and guarantee that;

- This agreement is binding on the Exhibitor upon acceptance by the Organiser
- This Agreement cannot be cancelled except through the provisions specified in the below cancellation policy
- The terms of this Agreement will be kept absolutely and strictly confidential and not disclosed to any person outside of the Exhibitor's company
- The Exhibitor acknowledges that this agreement is subject to the General Conditions included in the full Sponsorship and Exhibition Prospectus and to any additional obligations notified in writing by the Organiser (including the Exhibitor's Manual)

How to Book and Pay

Please fill in the Sponsorship and Exhibition booking form and send to Sharon McMillan at sharon.mcmillan@adavb.org. Bookings are made on a first come first served basis after priority companies are booked. Reservations are only confirmed upon receipt of the relevant deposit.

Terms of Payment

The Exhibition Management team will issue an invoice for each payment. All payments should be completed within 2 weeks of receipt of relevant invoice. Event Organisers are entitled to cancel bookings if payment is not received within the specified time. All payments made until this time will be forfeited.

Cancellation Policy

All cancellations must be made in writing (in English) to the Exhibition Management team.

- Organisers shall retain 20% of the agreed Sponsorship and Exhibition fees if cancellation is made before 1st May 2026
- Organisers shall retain 60% of the agreed Sponsorship and Exhibition fees if cancellation is made between 1st May 2026 and 1st July 2026
- All Sponsorship and Exhibition cancellations made after 1st July 2026 are subject to full payment and no refunds will be made.
- The above cancellation deadlines have been extended to the maximum possible dates, taking into account the fees necessary to cover the organisers contractual obligations to the MCEC.

Signature

Date:

Full Name

Position (if different to Company Information)

Please complete, sign and return this form to: sharon.mcmillan@adavb.org

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GENERAL CONDITIONS

INTERPRETATION AND DEFINITIONS

1. In this Agreement the context or subject matter otherwise, indicates or requires:

“Organiser” means Australian Dental Association Victorian Branch – ARBN 152 948 680 “Amount Payable” means the total costs payable by the Exhibitor to the Organiser as specified in the Agreement to participate in the Exhibition.

“Exhibition” means the Exhibition, Expo or Event specified in the agreement

“Exhibitor” means the person or company identified in the Organiser’s Application Form for Exhibition display space.

“Exhibition Manual” means the Organiser’s manual of rules and regulations governing Exhibitors’ use of the Halls and the services and equipment provided for Exhibitors use, as amended from time to time by notice in writing to the Exhibitor.

“Space” means the Exhibition space allocated to and used by the Exhibitor as specified and marked on the Exhibition Floor Plan or any substitute space nominated by the Organiser.

2. An Agreement exists between the Organiser and the Exhibitor on these General Conditions when the Organiser accepts the Application signed by the Exhibitor.
3. Upon the acceptance of this Agreement, the Organiser in consideration of payment of the agreed fees, grants to the Exhibitor a license to occupy the Space for promotion of their product(s)/ service(s) from the duration of the Exhibition, including limited Bump In and Bump Out access as per the Exhibition Manual.

PAYMENTS

4. The Exhibitor must pay the Organiser the fee specified by the Organiser on or before the agreed date as indicated on the Agreement.
5. The Organiser may at its discretion and by written notice to the Exhibitor deem that the Exhibitor has cancelled the Agreement if payment is not received within 14 days of the payment date and then the provisions of Clauses 7-8 shall apply.

CANCELLATIONS

6. The Exhibitor may terminate this Agreement at any time prior to the Commencement Date of the Exhibition by giving the Organiser written notice (in English) of termination (cancellation fees will be enforced).

7. If the Exhibitor terminates the Agreement the Exhibitor agrees to pay the Organiser liquidated damages calculated at the date of receipt of notice of termination as specified as follow:
 - Organisers shall retain 20% of the agreed Sponsorship and Exhibition fees if cancellation is made before 1 May 2026
 - Organisers shall retain 60% of the agreed Sponsorship and Exhibition fees if cancellation is made between 1 May 2026 and 1st July 2026
 - All Sponsorship and Exhibition cancellations made after 1st July 2026 are subject to full payment and no refunds will be made.
 - The above cancellation deadlines have been extended to the maximum possible dates, taking into account the fees necessary to cover the organisers contractual obligations to the MCEC.
8. In addition to any rights of the Organiser, if the Exhibitor fails to occupy the Space at the Exhibition without terminating the agreement, the Organiser may occupy or cause the Space to be occupied in such a manner as it deems best in the interests of the Exhibition and without releasing the Exhibitor from any liability hereunder. In addition, the Exhibitor shall pay to the Organiser the amount specified in Clause 7 plus an administration charge of AUD\$250 + GST per square metre of Space for preparing and presenting the Space in the Exhibitors’ absence.
9. The Exhibitor will at its own expense effect and keep current at all times during the move in, operation all and move out period of the Exhibition a Public Liability Insurance Policy in respect of the Space, its display and all the Exhibitor’s Personnel whilst at the ICC in an amount of not less than Twenty Million Australian Dollars (AUD\$20,000,000) with an insurance office or company approved by the organiser.
10. In the event of non-compliance of Clause 9 the Organiser reserves the right to (a) arrange appropriate insurance cover and charge the Exhibitor accordingly for any associated costs and fees or (b) forbid the Exhibitor from occupying the Space until such time as requirements of Clause 9 is satisfied.

USE, ASSIGNMENT & SUBLETTING

11. The Exhibitor may not use the Space for promotion of any product(s) or service(s) other than those specified and may not assign, share, transfer, sub-let, sub-license or otherwise dispose of any part of the right granted to the Exhibition by the Organiser without the prior consent of the Organiser in writing.

ORGANISERS OBLIGATIONS & RIGHTS

12. The Organiser makes no warranties or representations as to the performance of the Exhibition in regarding the number of visitors attending the Exhibition or any level of business generated by the Exhibition.
13. The Organiser reserves the right to adjust the Exhibition floor plan and size of stands, if and where required.
14. The Organiser reserves the right in its absolute discretion to change the name, dates, location and times of the Exhibition, the Hall and location of the Space and shall not be liable to the Exhibitor for any loss, damage, cost or expense incurred by the Exhibitor in consequence of any such change.
15. The Organiser shall have complete discretion to determine the dates and times when the Exhibition shall be opened to the Exhibitor and to the public.
16. The Organiser will be responsible for the general cleaning of aisles and passages in the Exhibition daily.
17. The Organiser shall not be liable for damage to or loss of any exhibits howsoever caused (including, without limiting the foregoing, damage or loss caused by loss, theft, fire, water, storms, strikes, riots or direct forcible interference by or negligence of any person) except for damage or loss caused by direct forcible interference with the Exhibitors by the Organiser otherwise than in an emergency or in case of breach of this Agreement by the Exhibitor.
18. The Organiser will use its reasonable endeavours to ensure the supply of the Space and services mentioned in this Agreement and in the Sponsorship & Exhibitor Prospectus, but it shall not be liable to the Exhibitor for any losses, damages or expenses arising out of total or partial failure of such services caused by strike, lock out, accident, force majeure, COVID-19 or any other cause beyond the control of the Organiser including, but without limiting the generality of the foregoing, the cancellation and/or revocation at any time of the Organisers right and/or licence to use or occupy the Exhibition site or any part thereof for the purpose of holding the Exhibition. In the event of total or partial failure of any services or the prevention or abandonment of the Exhibition as a result of any occurrence beyond the control of the Organiser the Exhibitor shall not be entitled to a refund of any amounts paid by it nor shall it be relieved of the obligation to pay any amount due under this agreement nor shall the Organiser be liable in any way for any expenditure or liability or loss including consequential loss incurred or sustained by the Exhibitor.

EXHIBITOR'S OBLIGATIONS & RIGHTS

19. If the Exhibitor breaches or fails to comply with any term of this Agreement or the rules and regulations set out in the Exhibitor Manual or specified by the owner or operator of the ICC, then the Organiser may terminate this Agreement by notice in writing to the Exhibitor and may retain all monies paid in whole or partial (as the case may be) compensation for any loss incurred by the Organiser. The Organiser shall have the right to re-licence the Space to any other person on such terms as the Organiser may in its discretion think fit.

The Exhibitor shall be liable to the Organiser for any loss suffered by the Organiser on the re-licensing of the Space to the extent that it exceeds the money retained by the Organiser.

20. The Exhibitor must keep the Space clean and tidy to the satisfaction of the Organiser at all times during the course of the Exhibition.
21. If an entitled Exhibitor sells any goods from its stand it agrees to issue to every purchaser an official receipt clearly describing the goods sold and the amount paid. The receipt must be in a format acceptable to the Australian Taxation Office.
22. If an entitled Exhibitor sells any goods it agrees to indemnify the Organiser against any claim or action by any of its purchasers arising out of any failure by the Exhibitor or the purchaser to comply with the preceding paragraph.
23. The Exhibitor shall not remove any goods or display material during the course of the Exhibition without the prior written approval of the Organiser.
24. The Exhibitor shall not conduct or permit to be conducting any lottery, raffle, guessing competition, game of chance or side show during the Exhibition without appropriate Government approvals and license permits. Permits must be produced on demand by the Organiser.
25. The Exhibitor must ensure that all displays, demonstrations and activities comply with the terms of a) this Agreement, b) the Exhibitors' Manual and c) the rules and regulations of the owner or operator of the Exhibition venue and are in keeping with the standard, character, demeanour, quality, dignity, and atmosphere of the Exhibition. The Organiser reserves the right to reject any display or demonstration and to take all necessary remedies to make good the display.
26. The Exhibitor must ensure that their display structure, display materials, and all demonstrations, sales and promotional activities are strictly contained to the confines of the contracted Space. The Exhibitor's Personnel must also operate entirely within the contracted Space. Any Exhibitor operating outside of their contracted Space will incur an additional facility charge of AUD\$1,960 (+ GST) per hour for the use of non- contracted areas.

27. No installation, dismantling or removal of electrical, water, gas, drainage and telephone services or banner hanging for the Space may be carried out except by contractors previously approved in writing by the Organiser. The Exhibitor must pay all costs of such installation, dismantling and removal as they fall due.
28. The Exhibitor agrees to pay all proper charges for electricity, gas, water, waste disposal and telephones used on the Space.
29. Solid wall construction (non-transparent) is not permitted to extend more than 50% of the distance along any aisle-side of any exhibition Space. After 50% distance is reached with solid wall, open side construction is mandatory.
30. The Exhibitor shall not paint, mark, damage, deface or otherwise alter the floors, walls or any part of any building housing any part of the Exhibition without the consent in writing of the Organiser. The Exhibitor will be solely responsible for any damage they cause to the MCEC.
31. The Exhibitor shall be liable for all floor or wall damage caused by the Exhibitor's personnel, agents or contractors in going to or from the Space or in carrying any goods or exhibits to or from the Space.
32. At least twenty four (24) days before the commencement date the Exhibitor must provide the Organiser with a list of the names of each of the Exhibitor's Personnel who will be engaged in setting up, staffing and dismantling the Exhibitor's display (in the clause called "Exhibition Staff"). The organiser will provide name badges for each of the Exhibition Staff. Such name badges remain the property of the Organiser at all times; are non-transferable; must be worn by the people named on them at all times when in the Exhibition halls; must not be used by persons other than those named on them; and may be seized by the organiser in the case of misuse.
33. The Exhibitor shall comply with all laws, regulations ordinances and by-laws from time to time in force and issued by any governmental, statutory or other authority including those having responsibility for public health, fire and safety. The Exhibitor shall indemnify the Organiser against all proceedings or actions brought against the Organiser and liability incurred by it as a result of any breach by the Exhibitor of any applicable law, regulation, ordinance or by-law.

WARRANTIES AND LIABILITIES

34. The Exhibitor indemnifies the Organiser against all actions, claims, demands, loss, liability, cost and expense arising out of any damage to the walls, floors, ceilings, fixtures and fittings of the building in which it occupies space unless such damage has not been caused by any act or omission of the Exhibitor's personnel, proof of which shall lie on the Exhibitor.

35. The Exhibitor agrees to occupy and use the Space at the risk of the Exhibitor and hereby releases the Organisation to the full extent permitted by law from all claims demands of every kind and from all liability which may arise in respect of any accident or damage to property or injury to any person in the Space or elsewhere in the Exhibition.
36. The Exhibitor indemnifies the Organiser from and against all actions, claims, demands, loss, liability, damages, fines, costs and expenses, including but not limited to legal costs and expenses (as between solicitor and client) incurred by the Organiser or for which the Organiser may become liable in respect of any damage to property or loss or injury to any person which may be suffered or sustained in or upon and in relation to any part of the Space or arising out of or in consequence of any act or omission of the Exhibitor's Personnel in relation to the Exhibition or its site.

GENERAL

37. This Agreement contains the entire understanding of the parties in relation to its subject matter and there is no representation, warranty, promise, term, condition, right or obligation (whether oral or written, expressed or implied) which has been made, given, agreed, acquired, accepted or relied upon by either party other than those contained herein. No amendment to this Agreement shall be effective unless it is in writing and signed by the duly authorised representatives of both parties.
38. The Organiser may at its own option at any time as the agent of the Exhibitor remedy any default by the Exhibitor under this Agreement and the full amount of any expenses incurred by the Organiser in so doing shall constitute a liquidated debt due and owing by the Exhibitor to the Organiser and shall be paid by the Exhibitor to the Organiser on demand.
39. The Organiser shall have the right from time to time on giving written notice to the Exhibitor to make, vary and enforce such rules and regulations as it may think desirable for the proper running of the Exhibition and breach by the Exhibitor of such rules and regulations shall be deemed to be a breach of this Agreement.
40. If for any reason a provision of this Agreement or part of one shall be illegal, invalid or unenforceable in any jurisdiction it shall be read down or severed to the extent necessary so that it may not be so construed. The illegality, invalidity or unenforceability of any provision, or part of one, in any jurisdiction shall not affect the legality, validity or enforceability of any other provision, that provision in any other jurisdiction.