Dear Corporate Representative:

In the wake of COVID-19, the New York Dental Hygienists’ Association, Inc. (NYDHA) will be conducting its annual Empire Conference by virtual format on November 6-7, 2020. Attendees always look forward to visiting the vendor exhibits and speaking with vendor representatives and we wanted to ensure that this opportunity is available in the virtual platform. We have obtained the Whova app to provide for virtual booths with multiple features and engagement of exhibitors and attendees. The cost of exhibitor participation has been reduced to $225 this year.

Exhibitors can set up their own virtual conference booth on the Whova app, including pictures, logos, and posters to make your brand stand out, as well as livestreaming demonstrations or incorporating a pre-recorded video into the profile. Exhibitor can set up their promotional offers and coupons in their virtual booth/profile page. (Attendees who sign up will be automatically added to the exhibitors’ leads list.) Each exhibitor profile features a chat function where attendees can get in contact with exhibitors.

To add to these opportunities, NYDHA:

- Plans to develop information to provide to registrants prior to the conference, identifying exhibitors, with company and product/service descriptions and, if desired, exhibitor coupon or promotional links.
- Exhibitors also will be recognized in the Whova App, directing attendees to their virtual booths.
- Will have breaks between continuing education programs for attendees to explore the virtual exhibits
- Plans to hold an Exhibitor Passport Contest whereby attendees can collect stamps by interacting with as many booths as possible, allowing exhibitors to gather leads.

We have enclosed a copy of the trade show booth agreement. Please go to the NYDHA website, www.nydha.org. You can register on line and pay to by credit card. Please note on the form if you would like to discuss additional corporate support and recognition opportunities and we will contact you. We encourage you to act today to ensure a place at the Virtual Dental Hygiene Trade Show. We also offer additional recognition at additional levels of support, as noted on the agreement, and would be glad to discuss these opportunities with you.

NYDHA is proud of the mutually beneficial relationships we have established with our colleagues in the service industry and appreciates this support for this very important annual conference of dental hygienists from across the state. We hope you will join us at the virtual conference November 6-7, 2020.

Sincerely,

Beth Krueger, Executive Director
ExDir@nydha.org

Robin Grasso, V.P. and Trade Show Chair
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