

## 2024 Kentucky Meeting

# KYDA Website Virtual Exhibit Hall Guidelines

### *Exclusively for KDA Patrons, Exhibitors and Sponsors!*

The KDA is delighted to offer a new tool available to all KDA Patrons, Kentucky Meeting Exhibitors and Event Sponsors.

We have recently upgraded our KYDA website to include a new Virtual Exhibit Hall that can supplement and enhance your marketing and communication efforts and add value to your booth purchase, your event sponsorship and your patron package.

We now have space to help you post lots of information about your company's products and services.

Take a minute to view our **Virtual Exhibit Hall** featuring our Patrons, Exhibitors & Sponsors page at: <https://www.kyda.org/kda-patrons-exhibitors-sponsors>

Clicking on any company icon will take you to a dedicated page for that company.

Click here to view how one of our patrons, Bowman Insurance and Benefits Services, used their space: [Kentucky Dental Association | Exhibitors and Sponsors \(kyda.org\)](#) You will see their company logo and general information, related pdf files and contact info. ***Your company can do the same!***

#### **Here is what you may have posted on our new vendor page:**

- Your company logo or a related image; Size should be 150 pixels x 150 pixels, 72 dpi, jpg-format.
- Your company's website URL address
- Up to 500 words of text, plus any contact information you would like to include, plus up to one additional image of your choice, 72 dpi, jpg-format.
- Up to four (4) pdf files of your choice – these would be great for product sheets or new product announcements, fact sheets or especially Kentucky Meeting SHOW SPECIALS!
- You can copy and share your page with meeting attendees and KDA members.
- Send all of your vendor page materials to [janet@kyda.org](mailto:janet@kyda.org) or [melissa@kyda.org](mailto:melissa@kyda.org)
- We will post everything for you.

***At a minimum, we would like to have your 150 x 150 pixel-sized logo or related image, company URL address, mailing/street address and contact information.***

We will be marketing this page to our members and meeting attendees on a regular basis throughout the year to encourage them to visit, shop and buy from our vendors.

Take advantage of this additional opportunity to display your products and services during our Kentucky Meeting and after!