

2027 PRODUCT THEATER ENHANCEMENTS

Enhancement Options	Details	Fee
Pre- and Post-Attendee E-Blast Pre Dates: May 31, June 1, 2, 3, 4 Post Dates: July 12, 13, 14, 15, 16	Engage attendees before the 2027 Scientific Sessions by announcing your Product Theater topic, speaker, and presentation time. This exclusive opportunity allows you to fully customize a company-branded e-blast, reaching pre-registered attendees via an ADA-deployed email as they finalize their plans for the event. ** Extend your reach with a post-conference e-blast featuring the enduring webcast recording (enhancement below), ensuring that attendees who missed your session or wish to revisit it can do so at their convenience. This two-pronged approach maximizes visibility and engagement both during and after the event. ** **Only one e-blast per company	PRICE: \$7,500
Video, audio, and graphics capture for posting to the 2027 ADA Scientific Sessions on-demand platform	Your Product Theater will be recorded (slide/graphics, video, and audio) to be placed on the 2027 ADA Scientific Sessions on-demand platform until August 31, 2027. This will include: • Producer-led recording with PTZ camera, graphics, and audio components • Slide/graphics feed, internet connection, and audio provided. • Ability to record your Product Theater • Integration of video (archive) into the On-Demand Platform • MP4 Recording available for supporters. <i>Only available in Product Theaters #1 & #2. Not available for Monday dates/times.</i>	PRICE PER THEATER: \$20,000 (ROFR Deadline 10/15/2026) \$25,000 thereafter

Silent Theater Enhancement Package	Turn your Product Theater into an immersive, distraction-free experience with the Silent Theater Package. Attendees can enjoy your presentation through crystal-clear audio while wearing your company-branded headphones, extending your brand presence throughout the session. Attendees can also scan a QR code to access the real-time audio feed directly from their personal device. Package Includes: • Custom Company-Branded Earbuds for 300 people. • Encoding Package: ○ Encoding laptop ○ Magewell capture devices ○ Compact audio mixer ○ Network switch • Real-time Audio Streaming: Crisp, high-quality audio streamed directly to attendees' headphones. • Silent Theater Lead: A dedicated specialist to ensure flawless operation and manage all aspects of the Silent Theater setup. <i>*If you've purchased the Video, Graphics, and Audio Capture enhancement, rest assured that this package will not interfere with the audio capture functionality.</i>	PRICE PER THEATER: \$15,000
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