

# adha25

**ANNUAL CONFERENCE**

OCTOBER 4-6 / LONG BEACH, CA

## DENTAL HYGIENE **dreamin'**

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Exhibitor & Sponsorship Prospectus

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For more information:  617-529-2560

 [www.adha2025.org](http://www.adha2025.org)

For 102 years, the **American Dental Hygienists' Association** (ADHA) has proudly served as the premier association for the dental hygiene profession. **The ADHA Annual Conference is the largest event of its kind**, which brings together dental hygienists from across the nation to learn, connect, and discover what's next.

This is your chance to connect with influential industry leaders and be a part of the action on ADHA's dynamic exhibit floor. Don't miss this incredible opportunity to showcase your products and services while advancing the future of dental hygiene.

**ADHA is the largest national organization representing the professional interests of the more than 220,000 registered dental hygienists (RDHs) across the country.**



## Why exhibit at ADHA25?

- **Gain exposure** to influential decision-makers and oral health professionals seeking the latest products, services, and solutions.
- **Maximize your ROI** with cost-effective exhibits and an incentive-packed schedule designed to keep attendees engaged.
- **Benefit from extended, unopposed exhibit hours**, offering a prime opportunity to connect with your target audience.
- **Stay ahead of the game** by analyzing your competition and leveraging insights to elevate your presence.

## Who attends?

ADHA attendees are comprised of:

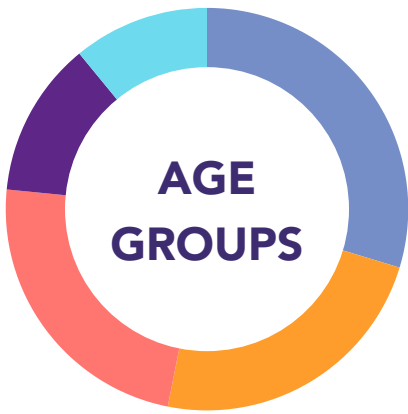
- **Dental Hygienists**
- **Educators**
- **Students**
- **Clinicians**
- **Researchers**
- **And Other Oral Health Industry Professionals**

## Who exhibits?

ADHA exhibitors represent the industry's leading innovators and producers of the following:

- **Ergonomic Products**
- **Homeopathic Products**
- **Instruments**
- **Medical Devices**
- **Operatory Products**
- **Pharmaceuticals**
- **Restorative Products**
- **Sterilization Equipment**
- **Uniforms**
- **Accessories**
- **And More!**

\*Based on ADHA24 Attendees.

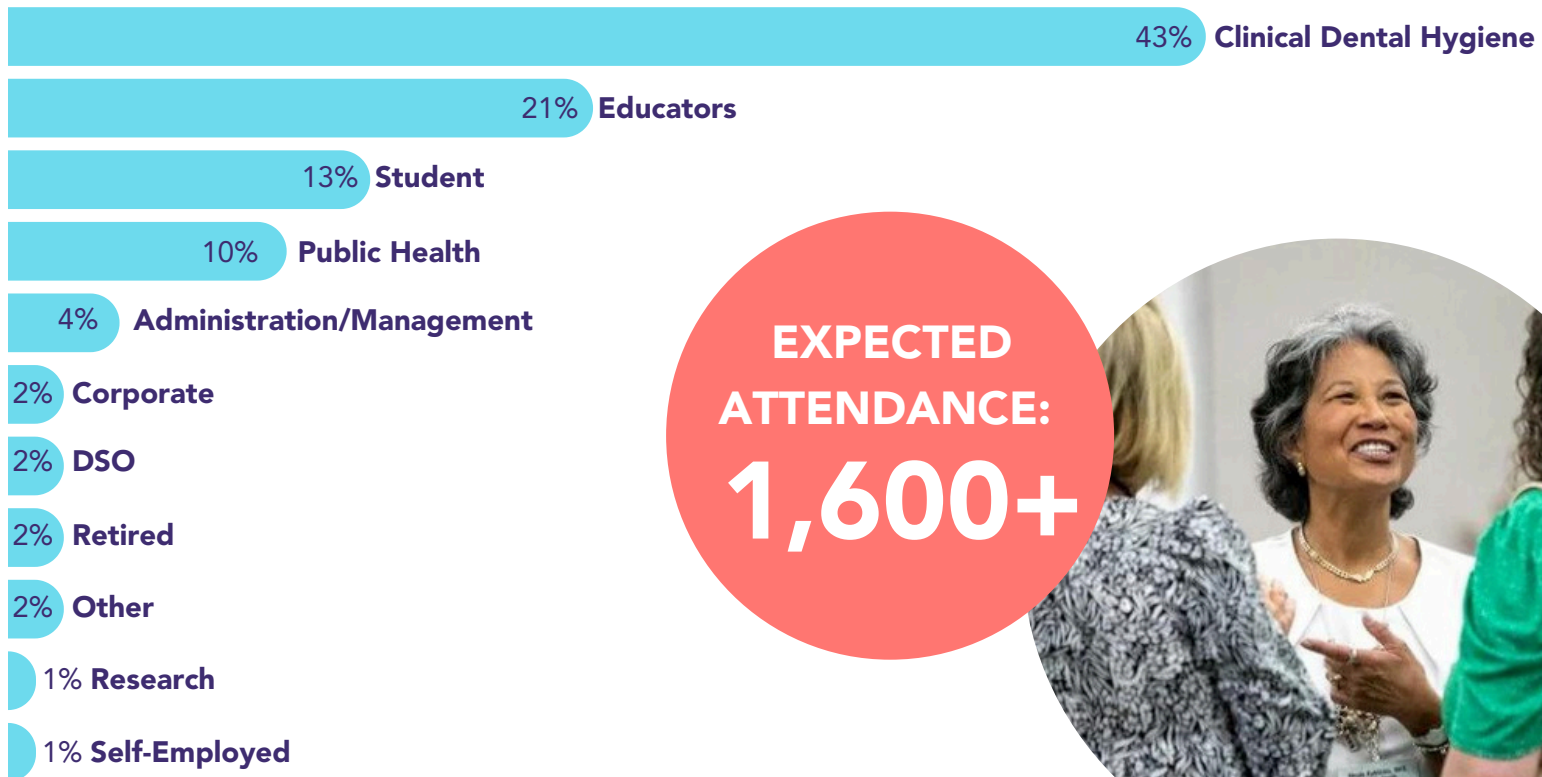


- 19% 31-40
- 15% 41-50
- 14.9% Under 30
- 8% 51-60
- 7% 61+

- 17% <2
- 45% <10
- 20% 24+

- \*How they learned about the Annual Conference:
- 30.6% ADHA Website
  - 20.2% Email
  - 12.9% Social Media
  - 11.2% State/Local Meeting
  - 23.7% Colleagues/Co-Workers

## ATTENDEE SEGMENTS



# ADHA's Impact Continues to Grow!

95%

of ADHA24 attendees **spent 1 to 4+ hours in the exhibit hall** talking to vendors.

92%

of ADHA24 attendees **made the connections they wanted with businesses and organizations** in the exhibit hall.

86%

of 2024 attendees **rated the educational sessions as perfect.**

90%

of 2024 attendees **learned new skills** that will help them with their careers.

89%

of 2024 attendees **would recommend** future ADHA annual conferences to colleagues.

- 3M Oral Care
- Acidental
- Air Techniques
- AMD Medicom, Inc
- AndyRDH's Dental Hygiene Academy
- Aspen Dental
- Benco Dental Supply Co.
- BioGaia Probiotics
- BISCO
- BQ Ergonomics LLC
- Brasseler USA
- Brewer Company
- CareQuest
- CDCA-WREB-CITA
- Cetylite Industries
- Colgate
- Colgate/Bright Smiles Bright Future
- Crest Oral-B
- D4C Dental Brands
- Darby Dental Supply LLC
- Dedeco International, Inc.
- DenLine Uniforms
- Dental Care Alliance
- Dental Dynamic Staffing
- Dental Hygiene Nation
- DentalPost
- Dentsply Sirona
- Dimensions of Dental Hygiene
- DoTerra
- Elevate Oral Care
- Endeavor Business Media
- Great Expressions Dental Centers
- Guardian Dentistry Partners
- GuruNanda, LLC
- Haleon
- Heartland Dental
- Henry Schein Dental
- HuFriedyGroup
- Imagen Dental Partners
- Iotech International
- Ivoclar
- Jefferson Dental and Orthodontics
- Jones & Bartlett Learning
- KAD Dental Staffing
- Kenvue (Part of the Johnson & Johnson Family of Companies)
- Kettenbach
- Kilgore International Inc
- Kwikly Dental Staffing
- LM-Dental
- Lotus DPA
- Love Hygiene
- LumaDent Inc.
- MB2 Dental
- MediLoupes
- Minnesota Dental Therapy Association
- Mortenson Dental Partners
- National Center on Health, Behavioral Health and Safety: Dental Hygienist Liaison Project
- New Orleans CVB
- NoGag
- NSK America Corp
- NYU College of Dentistry Dept of Dental Hygiene & Dental Assisting
- onDiem
- Oral Cancer Foundation
- OraPharma
- Orascoptic
- Pac-Dent / Gingi-Pak
- Paradigm Dental Models
- Parnell Pharmaceuticals, Inc
- Pascal International Inc.
- PDT / Paradise Dental Technologies
- Philips Oral Healthcare, Sonicare & Zoom
- Premier Dental Products Company
- Proliability (Mercer)
- Pulpdent Corporation
- Q-Optics & Quality Aspirators Inc
- Remote Area Medical
- Rx Loupes
- Septodont
- Smile Brands
- Smile Partner USA
- Snap On Optics
- Southcentral Foundation
- Sprintray
- Sunstar Americas, Inc.
- Supermax Healthcare
- TempMee
- TePe Oral Health Care Inc
- The Wonderpax
- Toothlife
- ULTRALIGHT OPTICS INC.
- University of New Mexico - Division of Dental Hygiene
- Vigilant Biosciences
- VOCO
- Water Pik Inc.
- Xenosys USA / R&D Surgical USA
- Xlear, Inc
- Young Innovations

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## ANNUAL CONFERENCE

Long Beach Convention Center  
300 E Ocean Blvd  
Long Beach, CA 90802

[CLICK TO VIEW](#) [2025 Floor Plan and Exhibitor List](#)

[CLICK TO VIEW](#) [Exhibitor Application](#)

### For Booth Reservations and Sponsorships Contact:

Amanda Pezzuto  
apezzuto@conventusmedia.com  
617-529-2560

#### EXHIBIT HALL SCHEDULE

### WEDNESDAY, OCTOBER 1, 2025

Exhibitor Move-In  
12:00 pm - 5:00 pm

### THURSDAY, OCTOBER 2, 2025

Exhibitor Move-In  
8:00 am - 5:00 pm

### FRIDAY, OCTOBER 3, 2025

Exhibitor Move-In (booths must be show-ready by 4:00 pm)  
8:00 am - 4:00 pm  
Exhibit Hall Happy Hour  
5:00 pm - 7:00 pm

### SATURDAY, OCTOBER 4, 2025

Exhibit Hall Open  
11:00 am - 3:00 pm

### SUNDAY, OCTOBER 5, 2025

Exhibit Hall Open  
10:30 am - 2:30 pm

## Exhibit Rates

PRICING PER # OF BOOTH UNITS. BOOTHS ARE 10' X 10'.	OPPORTUNITY COST
10' X 10' (100 SQ FT)	\$3,200
CORNER	\$3,400

### The following is included in your Booth Package:

- Complimentary company listing and profile on the online exhibitor list and in the conference mobile app
- Admittance to all general sessions at the conference.
- Four exhibit hall badges per each 10' x 10' space for your booth staff.
- Exhibitor ID sign, 8' draped back wall, and 3' draped side wall.

**NEW DATE. NEW COAST. NEW EXPERIENCE.**

## Important Dates

### MAY 7, 2025

Attendee Event Registration, Housing, and Education Session Selection Opens

### SEPTEMBER 9, 2025

Housing Block Deadline

## Don't Forget to Amplify Your Impact!

Complement your exhibit presence and add to your visibility with a variety of sponsorship options offered by ADHA, including event activations, signage and promotions, education session support, and more.

## Exhibit Hall Opportunities

### Exhibit Hall Aisle Signs

Cost: \$7,500

Exhibit Hall aisle signs hang prominently overhead to help attendees navigate the busy exhibit floor. Enjoy your artwork prominently displayed on both sides of all Exhibit Hall aisle signs.

### Footprints in the Exhibit Hall

Cost: \$5,000

Attendees will follow the aisle footprints straight to your exhibit! Fifteen sets of footprint decals featuring your brand and message are positioned in the Exhibit Hall to lead attendees to your booth.

## Digital Opportunities

### Exclusive WiFi Sponsor

Cost: \$25,000

EVERYONE connects with WiFi. Why not ensure everyone will connect with your brand? As the exclusive WiFi Sponsor, you will stand out with maximum exposure through messaging and branding as attendees log in all weekend. Sponsorship includes branding on the log-in page and signage throughout the convention center.

### Website Advertising

Cost: Call for details.

ADHA25 website offers digital real estate for extra benefits and impressions for your brand. Be the company attendees see first when they visit ADHA2025.org.

### Mobile App - Flagship Sponsor

Cost: \$15,000

As a Flagship sponsor, your company's logo will be front and center on the splash screen and featured in a rotating banner within the mobile app. Banners can be linked to an external website of your choosing.

### Mobile App - Supporting Sponsor

Cost: \$5,000

As the Supporting sponsor, your company's logo will be featured in a rotating banner within the mobile app. This rotating banner can link to your listing within the app website and will be one of four banners rotating in this location.

## Presentations

### Lunch & Learn

Cost: \$15,000

This hot-topic, 90-minute session is a must-see event for attendees who want to lunch while they learn. With the support of committed sponsors, ADHA can create engaging continuing education sessions that bring dental hygienists the most current and relevant continuing education at the Annual Conference but recognizes our attendees want fun, social programming as well. Together, with the support from excellent, committed sponsors, we can create this experience for our conference attendees!

### Hands-On Lab

Full-Day | \$10,000

90-Minutes | \$5,000

60-Minutes | \$4,000

Hands-On Labs take place in constructed rooms in the Exhibit Hall and can be bundled with Product Presentations providing an enhanced experience for the attendees and more direct sales benefits for the sponsor.



## Product Presentations

**Cost: \$3,500**

Product Presentations inside the Exhibit Hall offer companies 30 minutes to present to an audience with Q&A's from interested attendees. The opportunity is limited to eight slots, allowing companies to make the most of their allotted time to present their brand to the show floor.

## General Session

**Cost: Call for details.**

Be the exclusive sponsor of the General Session. With maximum exposure, sponsor receives extended branding and the opportunity to help create an impactful and celebratory start to ADHA25. The General Session is a long-standing tradition, open to all attendees, and a highlight of each conference.

## Social & Networking Opportunities

### 360 Video Booth

**Cost: \$10,000**

Placed strategically at the entrance to the Exhibit Hall, attendees will be the center of attention when the 360° high-def video spins around them. The exclusive sponsor of this social opportunity gets two staff members to direct guests, a custom-designed backdrop and info counter, a custom graphic overlay applied to all videos, instant sharing to attendees' email or phone with branding, and optional lead capture available.

### Sunset Yoga

**Cost: \$7,500**

Be the exclusive sponsor of an evening yoga session, open to all attendees. This energizing opportunity includes branding recognition, access to attendees, and company giveaways. Namaste!

### Coffee Networking Breaks

**Cost: Call for details.**

Take advantage of this social activity that brings together attendees during a quick break and much-needed coffee fix. The opportunity allows for company representatives to engage with attendees as they grab a cup of joe and refuel. Visual branding includes signage, napkins, and company giveaways.

### ADHA25 Student Coffee & Bagels Conversation

**Cost: \$15,500**

Be the first to meet with students at the Annual Conference and build a long-lasting connection at our Coffee & Bagels Conversation. Sponsor will have an opportunity to connect with students face-to-face and students will get a chance to meet a mentor, practice interviewing skills, and build relationships with one another. ADHA will provide audio-visual and food & beverage for students.

### Passport Program

**Cost: \$2,000**

Encourage engagement and conversation about your product, service, or company through the Passport Program. Attendees must answer your question to get a stamp on their passport. Once attendees fill out their passports, they are entered into a drawing to win a variety of prizes, including free registration to 2026!

### First-Time Attendee Reception

**Cost: Call for details.**

First-time attendees make up over 35% of conference attendees. Take this opportunity to make an amazing first impression by sponsoring the annual First-Time Attendee Reception on Friday, October 3.

## Student Reception

**Cost:** Call for details.

Looking to connect with future hygienists? Sponsorship of the Student Reception gives you direct access to this demographic outside of the convention center with up to 200 students attendees.

## 2025 IOH Wellness Challenge

**Cost:** \$5,000 per company



Boost your brand exposure and connect with a broader audience through the annual ADHA-IOH Wellness Challenge sponsorship. Partner with ADHA and the Institute for Oral Health Foundation in a unique wellness journey. Your brand can shine as participants engage in friendly competition, proudly demonstrating their commitment to health and wellness. By sponsoring the challenge, you'll elevate your visibility through a leaderboard that embodies the spirit of achievement, while encouraging participants to maximize their points and compete for exciting prizes. This is your chance to integrate your brand into a health-focused event that resonates with a community dedicated to well-being.

## Exhibit Hall Happy Hour

**Cost:** Call for details.

Kick off ADHA25 by hosting this social gathering on Friday, October 3, giving attendees a sneak peek at the Exhibit Hall. Sponsors will have direct access to attendees in addition to creative branding through specialty cocktails, branded bars, and welcome messaging.

## Get Fit with the Foundation: Soundbath

**Cost:** \$1,500



Immerse yourself in a full-body listening experience designed to nurture both mind and body. While lying on a mat, you'll be surrounded by soothing sounds created by a range of instruments, including tuning forks, gongs, Himalayan and crystal singing bowls, and chimes. Let the harmonious vibrations guide you into deep relaxation and rejuvenation.

## Branding & Marketing Opportunities

### Registration Bag Sponsor

**Cost:** \$15,000

Loved by all attendees, the "Reg Bag" is one of the most coveted giveaways that creates maximum exposure over the conference weekend. This opportunity includes on-bag branding and one tote insert driving attendees to your company's booth, website, and product. Includes an amenity kit for attendees: sunscreen, aloe, and chapstick.

### Rotating Graphic Wall

**Cost:** \$12,500

Display your message on this creative wall that can be placed in your booth or a high-traffic area throughout the convention center.

### Registration Sponsor

**Cost:** \$12,500

Reach attendees before and during the conference with this high-visibility opportunity. With your logo and acknowledgment in the conference registration marketing emails, the registration webpage, and on the registration confirmation email, each and every attendee will have eyes on your brand. Includes physical signage at the conference registration area onsite.

## Lanyards

**Cost: \$7,500**

Be the exclusive sponsor of the ADHA25 lanyards distribution to EVERY attendee.

## Social Media Booth

**Cost: \$10,000**

Interested in social media engagement? The Social Media Booth in the Convention Center lobby creates a can't-miss selfie opportunity in a co-branded Instagram box including a sponsor logo.

## Sponsored Ads in the Conference Emails

**Cost: \$7,500**

Your branded digital banner, logo, and messaging are featured in the emails every registered attendee waits for! Four (4) opportunities available: "Know Before You Go" email sent one week prior to the conference, and three "ADHA Today" daily attendee highlight emails sent early morning on Friday, Saturday, and Sunday of the conference.

## Banners

**Cost: Call for details.**

Banners are an ideal way to gain exposure and increase product awareness. Strategically placed in high-traffic locations for ultimate visibility, you will be able to choose from various sizes and shapes, and a variety of indoor and outdoor locations.

## Hotel Key Cards

**Cost: \$10,000**

The key to success is in attendees' hands! Boost your visibility as attendees travel to and from their hotel rooms, with your logo and artwork in full color on all key cards in the ADHA25 room block.

## Hydration Station & Water Bottle Sponsor

**Cost: \$8,500**

Keep attendees hydrated and your brand top of mind with sponsor-branded water bottles and prominent signage at hydration stations. Attendees will be refreshed and inspired all weekend long while ensuring your logo is seen throughout the event!

## Registration Bag Insert

**Cost: \$2,500**

Looking for a great way to drive attendees to your booth? Purchase a tote bag insert letting attendees know where to find you and how they can receive an extra conference perk!

## Attendee Registration List

**Pre- or Post-Conference Email List | \$1,000 or \$1,500 for both**  
**Pre- or Post-Conference Mailing Address | \$1,000 or \$1,500 for both**

Personally invite attendees to visit your booth, send a post-conference thank you, or both. Attendee registration lists (mailing addresses or email addresses) are available for purchase exclusively to ADHA25 exhibitors.

## For more information contact:

Amanda Pezzuto

[apezzuto@conventusmedia.com](mailto:apezzuto@conventusmedia.com)

617-529-2560