

# adha24

**ANNUAL CONFERENCE**

JULY 26 - 28 / NEW ORLEANS



ORAL  
HEALTH &  
ALL THAT  
JAZZ



Exhibitor &  
Sponsorship  
Prospectus



For 101 years, the American Dental Hygienists' Association (ADHA) has served as the premier association for the dental hygiene community! The ADHA Annual Conference is the largest, most comprehensive, and cost-effective event for dental hygienists in the U.S. and is the only conference focused exclusively on dental hygienists. This is your opportunity to stand shoulder to shoulder with other industry leaders on ADHA's vibrant exhibit floor!

American Dental Hygienists' Association is the largest national organization representing the professional interests of the more than 226,000 registered dental hygienists (RDHs) across the country.



**NOLA**

# Why exhibit?

- ✓ Be visible in front of influential decision makers and oral health industry professionals who intend to view the newest products, services and solutions.
- ✓ Cost-effective exhibits focused on retaining attendees with an incentive-laden schedule of exhibit hours.
- ✓ Substantial block of unopposed exhibit hours.
- ✓ Analyze your competition.



# Who attends?

ADHA attendees are comprised of dental hygienists, students, clinicians, researchers, and other oral health industry professionals.



# Who exhibits?

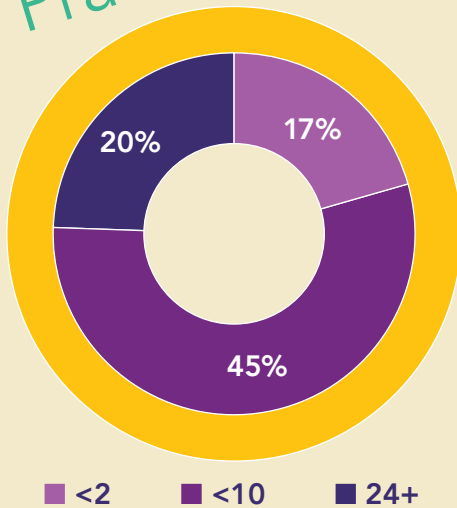
ADHA exhibitors represent the industry's leading innovators and producers of the following:

- ✓ Ergonomic Products
- ✓ Homeopathic Products
- ✓ Instruments
- ✓ Medical Devices
- ✓ Operatory Products
- ✓ Pharmaceuticals
- ✓ Restorative Products
- ✓ Sterilization Equipment
- ✓ Uniforms
- ✓ Accessories and more!

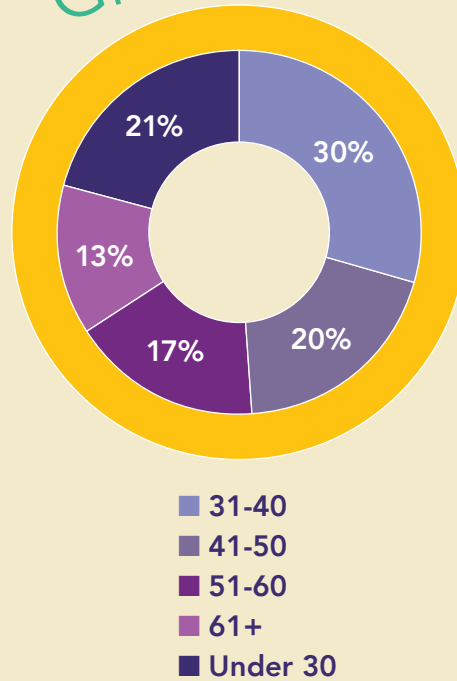


# Attendee Demographics

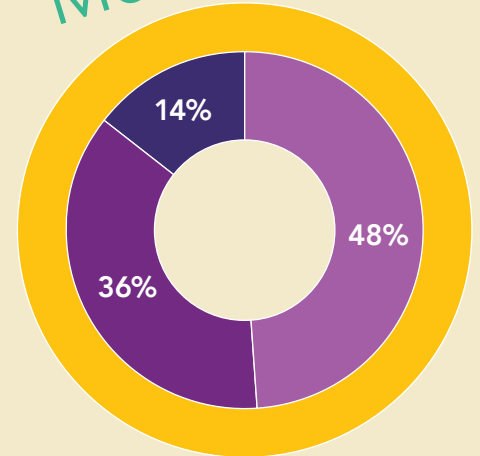
Years in Practice



Age Groups



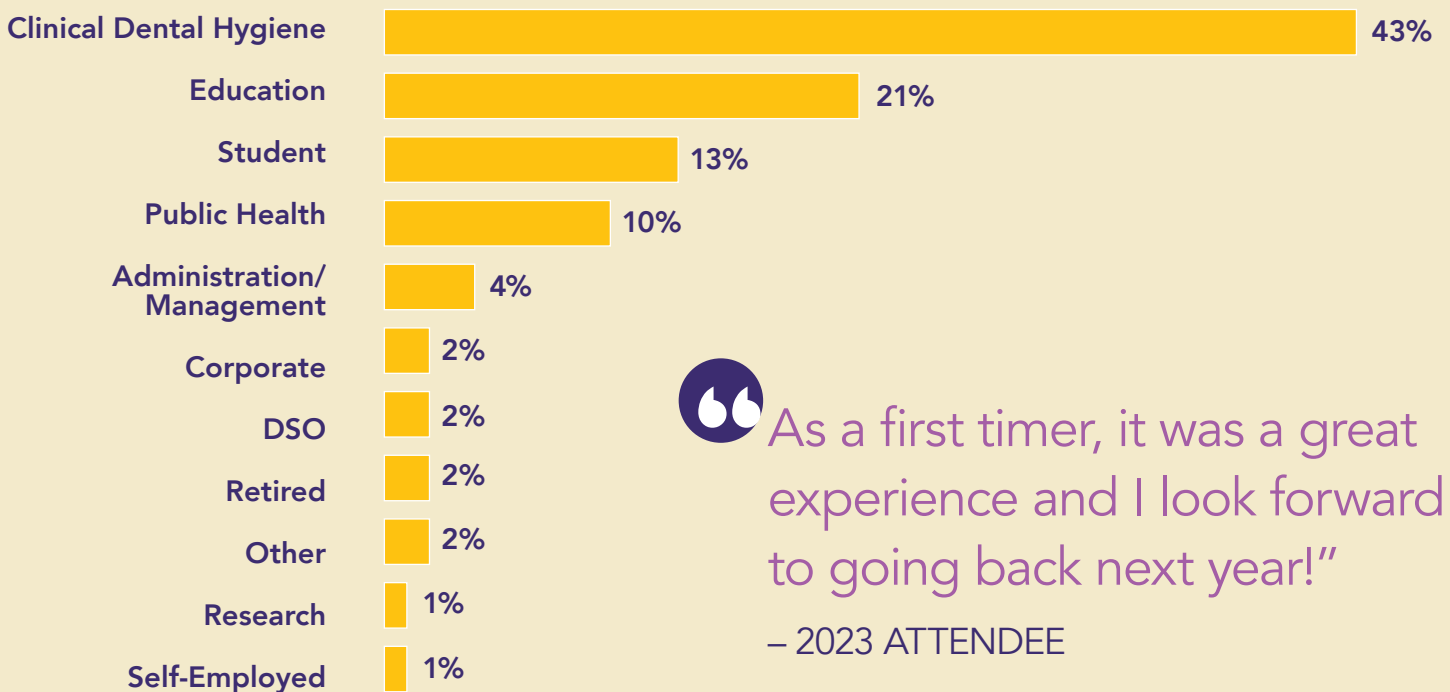
Social Media



Sites they saw the Annual Conference content on:

- Facebook
- Instagram
- Other

## Expected Attendance: 1,600+ attendees



As a first timer, it was a great experience and I look forward to going back next year!"

– 2023 ATTENDEE



Last year's conference was a huge success!

## ADHA IS GROWING!

**95%** of ADHA23 attendees spent **1 to 4+ hours** in the **exhibit hall** talking to vendors.

**92%** of ADHA23 attendees **made the connections** they wanted with businesses and organizations in the exhibit hall.

**86%** of 2023 attendees rated the **educational sessions as perfect**.

**90%** of 2023 attendees **learned new skills** that will help them with their careers.

**89%** of 2023 attendees **would recommend** future ADHA annual conferences to colleagues.



# Previous ADHA Exhibitors

- 3M Oral Care
- Acadental
- 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
- 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

# adha24

## ANNUAL CONFERENCE

JULY 26 - 28 / NEW ORLEANS

Earnst N. Morial Convention Center  
900 Convention Center Blvd  
New Orleans, LA 70130

### EXHIBIT SCHEDULE:

#### Thursday, July 25, 2024

- 8:00 am – 4:30 pm  
Exhibitor Move-In  
(Booths must be show-ready by 5:00 pm)
- 5:00 pm – 7:00 pm  
Exhibit Hall Happy Hour

#### Friday, July 26, 2024

- 10:00 am – 2:00 pm  
Exhibit Hall Open

#### Saturday, July 27, 2024

- 11:00 am – 4:00 pm  
Exhibit Hall Open

✓ ADHA AND GES HAVE SET UP A DIRECT SHIPMENT FROM THE UOR SHOW TO THE ADHA SHOW.



[Floor Plan and Exhibitor List](#)



[Exhibitor Application](#)

### EXHIBIT RATES

Pricing Per # of Booth Units. Booths are 10' x 10'.	Opportunity Cost
10' x 10'	\$3,200
Corner	\$3,400

### The following is included in your Booth Package

- Complimentary company listing and profile on online exhibitor list and in the conference mobile app
- Admittance to all general sessions at the conference.
- Four exhibit hall badges per each 10'x10' space for your booth staff.
- Exhibitor ID sign, 8' draped back wall, and 3' draped side wall.

### IMPORTANT DATES TO REMEMBER

- **February 21, 2024**  
Attendee Event Registration, Housing, and Education Session Selection opens
- **July 3, 2024**  
Housing Block Deadline

## Enhance Your Exposure

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.



### For Booth Reservations and Sponsorships Contact:

Amanda Pezzuto • [apezzuto@conventusmedia.com](mailto:apezzuto@conventusmedia.com) • 617-529-2560

# SPONSORSHIP OPPORTUNITIES

**adha24**  
ANNUAL CONFERENCE  
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## Exhibit Hall Opportunities

### EXHIBIT HALL AISLE SIGNS \$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 EXHIBIT HALL \$5,000

Attendees will follow the aisle footprints straight to your exhibit! 15 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 \$25,000

EVERYONE connects with WiFi. Why not ensure everyone will connect with your brand? Be at the fingertips of each attendee as the exclusive Wi-Fi Sponsor, providing companies with maximum exposure through messaging and branding as attendees log in all weekend. Sponsorship includes branding on log-in page and signage throughout the Convention Center.

### MOBILE APP – FLAGSHIP SPONSOR \$15,000

Be the first thing attendees see when they launch the mobile app. Your company's logo will be placed 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 \$5,000

Your company's logo will be featured in a rotating banner within the mobile app. This rotating banner is linkable to your listing within the app website and will be only one of four banners rotating in this location.

### WEBSITE ADVERTISING CALL FOR DETAILS

ADHA24 website offers digital real estate for extra benefits and impressions for your brand. Be the company attendees see first when they visit ADHA2024.org!

**For more information contact:**

Amanda Pezzuto [apezzuto@conventusmedia.com](mailto:apezzuto@conventusmedia.com) or 617-529-2560



## Presentations

### LUNCH & LEARN \$15,000

Sponsor this hot ticket and hot topic item! The Lunch and Learn brings food for thought to conference attendees during a 90-minute session. ADHA is excited to bring dental hygienists the most current and relevant continuing education at 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 \$4,500

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 present their brand to the show floor.

### GENERAL SESSION CALL FOR DETAILS

Exclusive sponsor of the Opening or Closing General Session. With maximum exposure, sponsors receive extended branding and the opportunity to help create an impactful and celebratory start or close to ADHA24. Both General Sessions are a long-standing tradition, open to all attendees, and a highlight of each conference. Own a piece of ADHA24 on the big stage!

## Social & Networking Opportunities

### 360 VIDEO BOOTH \$20,000

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 to direct guests, a custom-designed backdrop and info counter, custom graphic overlay applied to all videos, instant sharing to attendees' email or phone with branding, and optional lead capture available.

### SUNRISE YOGA \$7,500

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

### PASSPORT PROGRAM \$2,000

Encourages engagement and conversation about your product, service, or company through the Passport Program! Attendees must answer your question in order to get a stamp. Once attendees fill out their passports, they are entered into a drawing to win a variety of prizes, including free registration to 2025!

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## ADHA24 STUDENT COFFEE & BAGELS CONVERSATION \$15,250

Be the first to meet with students at the Annual Conference and build a long-lasting connection at the first-ever Coffee & Bagels Conversation. Sponsor will have an opportunity to connect with up to students face-to-face in one setting. Students will have an opportunity to meet a mentor, practice interviewing skills, and build relationships with one another. ADHA would provide audiovisual and food & beverage for students.

## NETWORKING BREAKS CALL FOR DETAILS

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

## EXHIBIT HALL HAPPY HOUR CALL FOR DETAILS

Kick off the Conference by hosting this social gathering on Thursday, July 25, giving attendees a sneak peek into the Exhibit Hall. Sponsors will have direct access to attendees in addition to creative branding through specialty cocktails, branded bars, and welcome messaging. Sponsors logos will be recognized on the float in the exhibit hall and food/bar stations will be placed in close proximity to the sponsors booth(s).

## FIRST TIME ATTENDEE RECEPTION CALL FOR DETAILS

First-time attendees make up over 600 of conference attendees. Take this opportunity to make a first impression by sponsoring the annual First Time Attendee Reception on Thursday, July 25.

## STUDENT RECEPTION 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 at New Orleans's Fulton Alley! Up to 200 students.

## Branding & Marketing Opportunities

### REGISTRATION BAG SPONSOR \$15,000

Loved by all attendees, the "Reg Bag" is one of the most coveted giveaways that creates maximum exposure over the conference weekend. Opportunity includes branding on the bag and one tote bag insert driving attendees to your company's booth, website, or product.

### REGISTRATION SPONSOR \$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.

### ROTATING GRAPHIC WALL \$12,500

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

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## LANYARDS \$7,500

Be the exclusive sponsor of the ADHA24 lanyards distribution to EVERY attendee.

## HOTEL KEY CARDS \$10,000

Be the exclusive sponsor that's in everyone's 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 ADHA24 room block.

## SOCIAL MEDIA BOOTH \$10,000

Interested in social media engagement? Attendees will flock to the Social Media Booth in the Convention Center lobby for a selfie opportunity in a co-branded Instagram box including a sponsor logo!

## HYDRATION STATION & WATER BOTTLE SPONSOR \$8,500

Sponsor summer relief! Your branding in the grasp of thirsty attendees on sponsor-provided water bottles and on the hydration stations for filling them.

## SPONSORED ADS IN CONFERENCE EMAILS \$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.

## REGISTRATION BAG INSERT \$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!

## BANNERS CALL FOR DETAILS

Banners are an ideal way to gain exposure and increase product awareness. Hung in high traffic locations for ultimate visibility, choose from various sizes & shapes and a variety of indoor and outdoor locations.

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# SPONSORSHIP APPLICATION/CONTRACT



## Important Instructions:

Please clearly print or type this contract.  
Return completed contract/application along with payment.

### 1. COMPANY INFORMATION

Company name and address information should be completed exactly as they will appear in official ADHA publications.

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Products/Services to be promoted: \_\_\_\_\_  
\_\_\_\_\_

### 2. CONTACT INFORMATION

Only the designated official contact(s) will receive sponsorship related materials.

Primary Contact: \_\_\_\_\_

(Will receive all communications from ADHA)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Check here if same as above

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### 3. SPONSORSHIP INFORMATION

List requested opportunities:

Opportunities Cost:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### 4. PAYMENT INFORMATION

**Check:** (Payable to ADHA) Check # \_\_\_\_\_

Mail to: American Dental Hygienists' Association  
PO Box 809215, Chicago, IL 60680-9215

**Credit Card:** Credit Card payments will be completed on a secure ADHA Payment Portal. A statement will be sent containing a link to complete your payment.

### 5. AGREEMENT

We the undersigned, hereby make application for specified sponsorship opportunity at the ADHA24 Annual Conference to be held July 26–28, 2024 in New Orleans, LA. A signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of ADHA. This contract is binding once signed. Payments are due upon receipt of invoice. In the event that ADHA24 is rescheduled or the in-person meeting transitioned into a virtual event due to federal, state, or city restrictions; sponsorships will be rolled over to the rescheduled or redesigned ADHA24 experience. Same cancellations will apply.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

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or 617-529-2560

Visit the ADHA24 website at [www.adha2024.org](http://www.adha2024.org)