adha26 ANNUAL CONFERENCE

SEPTEMBER 26-28 / FORT WORTH, TX







EXHIBITOR AND SPONSORSHIP PROSPECTUS

THE HEART OF Hygiene

For more information: (978) 239 – 1153 adha2026.org

For 103 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**, bringing 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 ADHA26?



- **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
& Other Oral Health Industry Professionals

WHO EXHIBITS?



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

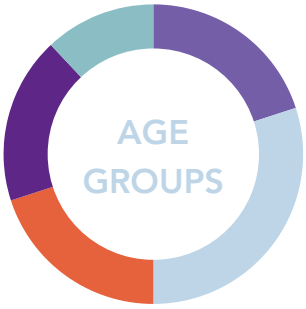
Ergonomic Products
Homeopathic Products
Instruments
Medical Devices
Operatory Products
Pharmaceuticals
Restorative Products
Sterilization Equipment
Uniforms
Accessories
And More!



ATTENDEE DEMOGRAPHICS

*Based on ADHA25 Attendance.

AGE GROUPS



- **20%** Under 30
- **30%** 31–40
- **20%** 41–50
- **18%** 51–60
- **12%** 60+

YEARS IN PRACTICE



- **17%** <2 years
- **45%** 2–10 years
- **18%** 11–24 years
- **20%** 25+ years

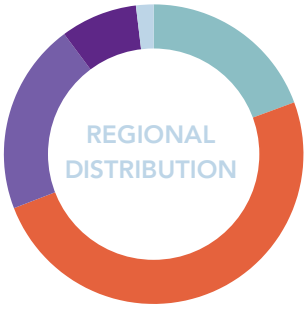
MARKETING IMPACT*



*How they learned about the Annual Conference:

- **21.9%** ADHA Website
- **39.8%** Email
- **10.8%** Social Media
- **4.3%** State/Local Meeting
- **23.2%** Colleagues/Co–Workers

REGIONAL DISTRIBUTION



- **19.4%** South
- **49.8%** West
- **20.7%** Midwest
- **8.3%** Northeast
- **1.9%** International/Other

ATTENDEE SEGMENTS

- **55.9%** **Clinical Dental Hygiene**
- 17.7% Educators
- 8.1% Students
- 6.0% Public Health
- 3.4% Administration/Management
- 1.8% Corporate
- 1.7% DSO
- 1.5% Retired
- 1.4% Other
- 1% Research
- 0.9% Self–Employed
- 0.6% DDS

EXPECTED ATTENDANCE:
1,300+



ADHA'S IMPACT CONTINUES TO GROW!

97% of ADHA25 attendees **spent 1 to 4+ hours in the exhibit hall** talking to vendors.

92% of ADHA25 attendees **made the connections they wanted with businesses and organizations** in the exhibit hall.

89% of ADHA25 attendees **rated the educational sessions as perfect.**

90% of ADHA25 attendees **learned new skills** that will help them with their careers.

89% of ADHA25 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
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
GoTu
Guardian Dentistry Partners
GuruNanda, LLC
Haleon
Heartland Dental
Henry Schein Dental
HuFriedyGroup
Iotech International
Ivoclar
Jefferson Dental and Orthodontics
KAD Dental Staffing
Kenvue (Part of the Johnson & Johnson Family of Companies)
Kettenbach
Kilgore International Inc
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
Pascal International Inc.
PDT / Paradise Dental Technologies
Philips Oral Healthcare, Sonicare & Zoom
Premier Dental Products Company
Proliability (Mercer)
Q–Optics & Quality Aspirators Inc
Remote Area Medical
Rx Loupes
Septodont
Smile Brands
Smile Partner USA
Snap On Optics
Sprintray
Sunstar Americas, Inc.
Supermax Healthcare
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

adha26
ANNUAL CONFERENCE

Fort Worth Convention Center
1201 Houston Street
Fort Worth, TX 76102

CLICK TO VIEW **2026 Floor Plan and Exhibitor List**

CLICK TO VIEW **Exhibitor Application**

For Booth Reservations and Sponsorships Contact:

Kim Schellinger
kschellinger@conventusmedia.com

EXHIBIT HALL SCHEDULE

✧ FRIDAY, SEPTEMBER 25, 2026

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, SEPTEMBER 26, 2026

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

✧ SUNDAY, SEPTEMBER 27, 2026

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.

IMPORTANT DATES

✧ MAY 8, 2026
- Attendee & Exhibitor Registration and Housing

✧ SEPTEMBER 1, 2026
- 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

✧ Sponsor the Aisle Footprints
Cost: $100 per foot print (size: 2x2)

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.

Additional Options:

- Large Floor Clings 8x5
  - $55 per sq ft
- Window Clings
  - $55 per sq ft
- Table Clings in the F&B area
  - $1,750 (set of 5) | $3,500 (set of 10)

Digital Opportunities

✧ Mobile App – Flagship Sponsor
Cost: $7,500

With 97% of attendees actively using the mobile app, this sponsorship delivers over 25,000 impressions throughout the conference. As a Flagship Sponsor, your company's logo will be front and center on the mobile app splash screen and featured in a rotating in-app banner, with direct linking to an external website of your choice.

✧ Mobile App – Supporting Sponsor
Cost: $5,000

As a Supporting Sponsor, your company's logo will be featured in a rotating banner within the mobile app. This banner links directly to your listing within the app website and will be one of four sponsors rotating in this placement. With 97% of attendees using the mobile app, this sponsorship delivers over 25,000 impressions throughout the conference.

✧ Mobile App – Push Notification Sponsor
Cost: $1,000

Send a custom message with a link directly to attendee devices via the mobile app. A total of 10 sponsored notifications are available throughout the meeting.

✧ Exclusive WiFi Sponsor
Cost: $10,000

EVERYONE connects with WiFi. Why not ensure they 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.

With approximately 60,000 banner views and 2,500 clicks, website advertising on www.ADHA.org offers premium digital real estate that drives visibility and engagement for your brand. Be the first company attendees see when they visit www.ADHA.org.

Presentations

✧ Lunch & Learn
Cost: $20,000

Set for 150+ attendees, this hot-topic, 90-minute Lunch & Learn session includes full audiovisual support, boxed lunches for participants, and a list of pre-event registered attendees. Designed for those who want to learn while they lunch, the experience blends high-value continuing education with a fun, social atmosphere. With the support of committed sponsors, ADHA delivers timely, relevant CE content that makes this session a must-see event at the Annual Conference.

✧ Hands–On Lab
Full–Day | $10,000
90–Minutes with marketing | $5,000
60–Minutes with marketing | $4,000

Hands–On Labs take place in constructed rooms within the Exhibit Hall and may be bundled with Product Presentations. Each lab accommodates 50–100 participants. Sponsorship includes full audiovisual support and access to a list of pre-event registered attendees. **Shipping of materials and products is the responsibility of the sponsor.**

✧ Product Presentations
Cost: $3,500

Product Presentations take place in the Exhibit Hall and provide 30 minutes for brand presentation and Q&A. Sessions accommodate up to 50 attendees and are limited to eight slots. Sponsorship includes audiovisual support and a participant list. Shipping is the responsibility of the sponsor.

✧ CE Lectures
Cost: $3,000

Sponsorship of an existing continuing education course provides companies with exposure in the classroom settings of highly attended courses. Sponsor to be listed on the conference website, registration brochure, onsite signage, and the mobile app.

✧ General Session
Cost: $10,000

Be the exclusive sponsor of the General Session, a long-standing conference tradition open to all attendees and a highlight of each event. This sponsorship includes high-visibility support of featured lectures and fireside chats, placing your brand at the center of the conference's most anticipated educational and thought-leadership moments.

Social & Networking Opportunities

✧ Sunrise Yoga
Cost: $1,000

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

✧ Coffee Networking Breaks
Cost: $3,500

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.

✧ Early Career Reception
Cost: $17,500

Looking to connect with future hygienists and emerging professionals? Sponsorship of the Early Career Reception gives you direct access to students and new professionals, with up to 150 attendees.

✧ 2026 Foundation Wellness Challenge
Cost: $5,000 per company

Partner with ADHA and the Foundation in a unique wellness journey that blends friendly competition with meaningful engagement. Participants track their progress on a leaderboard and compete for exciting prizes, while your brand gains visibility throughout the challenge. This health-focused sponsorship resonates with a community dedicated to well-being and averages 120 participants each year.

✧ Passport Program
Cost: $2,500

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.

✧ First–Time Attendee Reception
Cost: Call for details. Up to 3 sponsors!

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, September 25.

✧ Exhibit Hall Happy Hour
Cost: Call for details.

Kick off ADHA26 by hosting this social gathering on Friday, September 25, 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.

✧ 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: $5,000 + production

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, or product**. Sponsor is responsible for producing the bags.**

✧ Meterboard Signage Opportunities
Lecture Corridor | $1,500
General Session | $2,000
Center Aisle of Exhibit Floor | $2,500

Place your signage in high–visibility locations throughout the conference venue. Each opportunity includes one double–sided meterboards.

✧ Lanyards
Cost: $5,000 + production

Be the exclusive sponsor of the ADHA26 lanyards distribution to EVERY attendee. **Sponsor is responsible for producing the lanyards.**

✧ Sponsored Ads in the Conference Emails
Cost: $3,500

Your branded digital banner featured in five (5) emails every registered attendee looks forward to! Includes the "Know Before You Go" email sent one week prior to the conference, and four "ADHA Today" daily highlight emails delivered early morning of the conference (Friday through Monday). Two ad spots available; different creative permitted for each send.

✧ 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.

✧ Registration Sponsor
Cost: $5,000

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.

✧ Hotel Key Cards
Cost: $10,000 + production

Put your brand 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 ADHA26 room block.

✧ Hydration Station & Water Bottle Sponsor
Cost: $4,000 + production

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. **Sponsor is responsible for producing the water bottles.**

✧ 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 | $1,500 or $2,000 for both
Pre– or Post–Conference Mailing Address | $1,500 or $2,000 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 ADHA26 exhibitors.

adha26 ANNUAL CONFERENCE
SEPTEMBER 26–28 / FORT WORTH, TX

THE HEART OF Hygiene



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: _____

Product/Services to be promoted: _____

_____

2. CONTACT INFORMATION

Only the designated official contact(s) will receive sponsorship–related materials and communications from ADHA.

Primary Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Country: _____

Work Phone: _____

Cell Phone: _____

Email: _____

3. SPONSORSHIP INFORMATION

Please checkmark your requested sponsorship opportunities.

- ☐ Sponsor the Aisle Footprints | $100 per foot print
- ☐ Exclusive WiFi Sponsor | $10,000
- ☐ Mobile App Flagship Sponsor | $7,500
- ☐ Mobile App Supporting Sponsor | $5,000
- ☐ Mobile App – Push Notification Sponsor | $1,000
- ☐ Website Advertising
- ☐ Lunch & Learn | $20,000
- ☐ Hands–on Lab (Full–Day) | $10,000
- ☐ Hands–on Lab (90–Minutes with marketing) | $5,000
- ☐ Hands–on Lab (60–Minutes with marketing) | $4,000
- ☐ Product Presentations | $3,500
- ☐ General Session | $10,000
- ☐ Sunrise Yoga | $1,000
- ☐ Passport Program | $2,500
- ☐ Coffee Networking Breaks | $3,500
- ☐ Exhibit Hall Happy Hour
- ☐ First–Time Attendee Reception
- ☐ Early Career Reception | $17,500
- ☐ 2026 Foundation Wellness Challenge | $5,000
- ☐ Soundbath | $1,500
- ☐ Registration Bag Sponsor | $5,000 + production
- ☐ Meterboard Signage – Lecture Corridor | $1,500
- ☐ Meterboard Signage – General Session | $2,000
- ☐ Meterboard Signage – Exhibit Floor (Center Aisle) | $2,500
- ☐ Registration Sponsor | $5,000
- ☐ Lanyards | $5,000 + production
- ☐ Hotel Key Cards $10,000 + production
- ☐ Hydration Station & Water Bottles | $4,000 + production
- ☐ Ads in Conference Emails | $3,500
- ☐ Registration Bag Insert | $2,500
- ☐ Banners _____
- ☐ Pre– or Post–Conference Email List | $1,500 or $2,000 for both _____
- ☐ Pre– or Post–Conference Mailing Addresses | $1,500 or $2,000 for both _____
- ☐ CE Lectures | $3,000

Total Sponsorship Amount: $ _____

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. In order to reserve a booth space, a credit card must be provided as a hold. Cards will be charged only for final payment unless an alternative form has been sent. Card will be used for cancellations past deadline.

5. AGREEMENT

We, the undersigned, hereby apply for the specified sponsorship opportunity at the ADHA26 Annual Conference, to be held September 26–28, 2026, in Fort Worth, TX. A signature on this application indicates understanding and agreement to comply with all applicable policies, rules, regulations, terms, and conditions as outlined in the ADHA26 Exhibitor Application and Contract, which are incorporated by reference. This agreement becomes binding upon signature. Payment is due upon receipt of invoice. In the event that ADHA26 is rescheduled or transitioned to a virtual or redesigned format due to federal, state, or local restrictions, sponsorships will be rolled over to the rescheduled or redesigned ADHA26 experience. Cancellation and refund policies follow those outlined in the ADHA26 Exhibitor Application and Contract.

Signature: _____

Printed Name: _____

Title: _____ Date: _____

For more information contact:
Kim Schellinger
kschellinger@conventusmedia.com

Visit the ADHA26 website at adha2026.org.