



# adha23

## ANNUAL CONFERENCE

JULY 7-9 / CHICAGO, ILLINOIS




YEARS OF DENTAL  
HYGIENE LEADERSHIP:

**It's momentous.**

**PROSPECTUS**





**For 100 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!**

**Please join us to  
celebrate ADHA's  
100th Anniversary!**

**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.**

## 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?

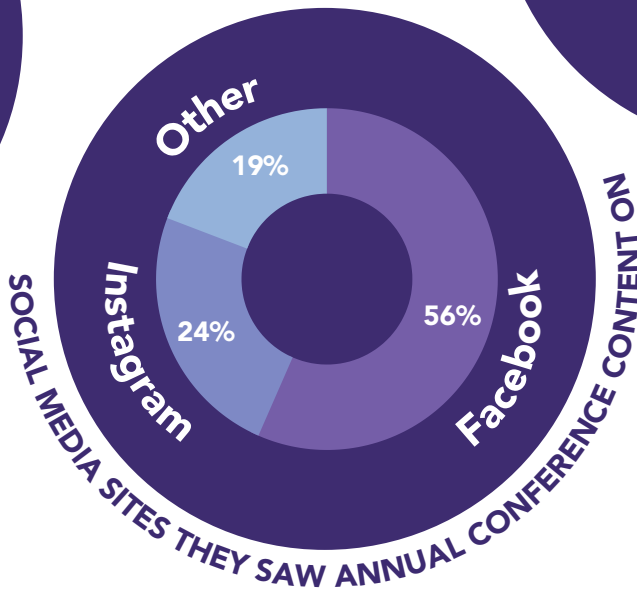
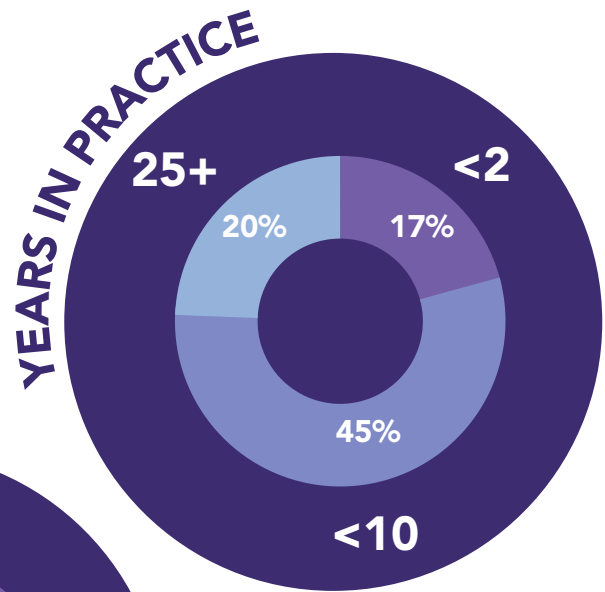
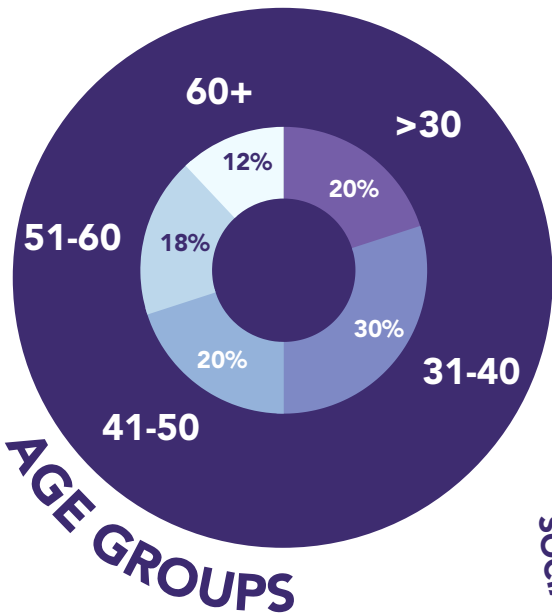
ADHA attendees are comprised of dental hygienists, students, clinicians, researchers, and other oral health industry professionals.

## Who exhibits?

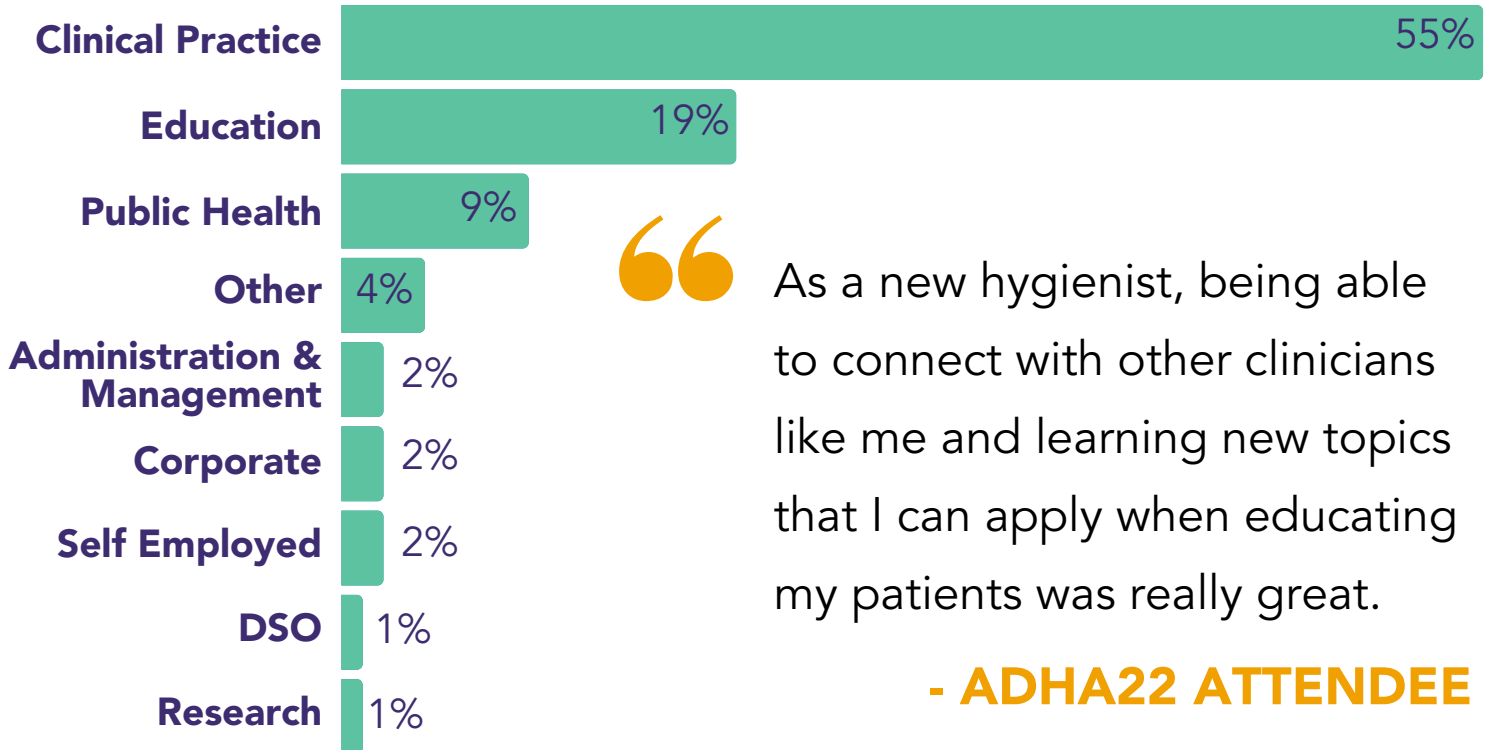
ADHA exhibitors represent the industry's leading innovators and producers of the following: Ergonomic Products, Homeopathic Products, Instruments, Medical Devices, Operatory Products, Pharmaceuticals, Restorative Products, Sterilization Equipment, Uniforms and Accessories, & more!



# ATTENDEE DEMOGRAPHICS



Expected Attendance: 1500+ attendees



“As a new hygienist, being able to connect with other clinicians like me and learning new topics that I can apply when educating my patients was really great.”

- ADHA22 ATTENDEE



# ADHA IS GROWING!

## Last year's conference was a huge success!

**84%**

of ADHA22 attendees spent 1 to 4+ hours in the exhibit hall talking to vendors.

**88%**

of ADHA22 attendees made the connections they wanted with businesses and organizations in the exhibit hall.

**34%**

of attendees were first-time conference participants – up from 30% in 2019.

**98%**

of attendees learned about a product that they plan to recommend to their patients.

**73%**

of attendees play a role in their patients' purchasing decisions.

# MAJOR DRIVERS FOR ATTENDENCE

## WHY THEY ATTEND

- Education Topics
- Number of CEs
- Attending Exhibits
- Cost-Effective
- New Products

## EXHIBITS

- 91% of attendees indicated exhibits were very important/important to their decision-making process to attend ADHA 2022.
- 91% of attendees indicated exposure to new products as very important/important to their decision-making process to attend ADHA 2022.

## PURCHASING

- 56% purchased product or equipment while on site.
- 67% are likely to purchase items from exhibiting companies once they return to the office.
- 61% of attendee offices are likely to purchase from exhibiting companies after the conference.



# PREVIOUS ADHA EXHIBITORS

360care  
3M Oral Care  
Acadental  
Acteon  
Air Techniques  
American Dental Association  
American Dental Partners  
AndyRDH's Dental Hygiene Academy  
Anutra Medical  
Arm & Hammer  
Aspen Dental  
Brasseler USA  
Burst  
Centers for Disease Control and Prevention  
Cetylite Industries  
ClikTech  
Colgate  
Compliance Training Partners  
Crest Oral-B  
Crown Seating, LLC  
Dedeco International, Inc.  
DenMat  
Dental Dynamic Staffing  
Dental Hygiene Nation  
Dental Hygiene Seminars  
The Dental Jewelers  
DentalPost  
Dentulu  
Designs For Vision, Inc.  
DH Cubed, LLC  
Dimensions of Dental Hygiene  
DNTLworks Equipment Corporation  
Dove Dental Products

Elevate Oral Care  
Elsevier  
EverBrands, Inc.  
GC America, Inc.  
General Scientific - SurgiTel  
Global Dental Relief  
GOJO  
Haleon  
Halyard Health  
Happy Teeth By Teeth Talk Girl  
Hawaiian Moon  
Heartland Dental  
Hello Products  
Henry Schein Dental  
Hu-Friedy  
Interim Innovations, LLC  
Johnson & Johnson Consumer Products Company  
Jones & Bartlett Learning  
Kilgore International  
LM-Dental  
LumaDent, Inc.  
MCPHS University  
Medicom  
Mercer Consumer / Proliability  
Midwest Dental  
Minnesota Dental Therapy Association  
MouthWatch, LLC  
National Institute of Dental and Craniofacial Research (NIDCR)  
NSK America Corp  
OPTAVIA  
OraCare

Oral Cancer Foundation  
OraPharma  
Oregon Tech  
Otto Trading, Inc.  
Paradigm Dental Models  
Parkell, Inc.  
Pascal  
Patterson Dental Supply, Inc.  
PDT / Paradise Dental  
Philips Oral Healthcare  
Premier Dental Products Company  
Preventech  
Pulpdent Corporation  
Q-Optics & Quality Aspirators, Inc.  
Quip  
RiseWell  
Rose Micro Solutions  
Rowpar Pharmaceuticals  
Septodont  
Smartmouth Oral Health  
Southern Regional Testing Agency  
Sunstar Americas, Inc.  
TePe Oral Health Care, Inc.  
Toothlife  
TrueLearn, LLC  
Ultradent Products, Inc.  
UltraLight Optics, Inc.  
University of New Mexico - Department of Dental Hygiene  
VOCO America, Inc.  
Water Pik, Inc.  
Willo, Inc.  
World Wide Daily  
Xlear, Inc.  
Young Innovations / American Eagle

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## ANNUAL CONFERENCE

JULY 7-9 / CHICAGO, ILLINOIS  
100 YEARS. IT'S MOMENTOUS.

### LOCATION:

#### **McCormick Place - West Building**

2301 S Indiana Ave  
Chicago, IL 60616

### EXHIBIT SCHEDULE:

#### **Thursday, July 6, 2023**

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

#### **Friday, July 7, 2023**

- Exhibit Hall Open:  
10:00 am - 2:00 pm
- Unopposed Exhibit Hours:  
10:00 am - 2:00 pm

#### **Saturday, July 8, 2023**

- Exhibit Hall Open:  
11:00 am - 4:00 pm
- Unopposed Exhibit Hours:  
11:00 am - 3:15 pm

### EXHIBIT PRICING:

#### **10x10 Booth**

\$3,000 prior to 9/1/22  
\$3,200 after 9/1/22

#### **10x10 Corner Booth**

\$3,200 prior to 9/1/22  
\$3,400 after 9/1/22

#### **Your Booth Package Includes:**

- 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 for your booth staff.
- Opportunity to take CE courses.
- Exhibitor ID sign, 8' draped back wall, and 3' draped side wall.

#### **For Booth Reservations & Sponsorships Contact:**

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

See you in Chicago!





# READY TO JOIN US AT #ADHA23?

## IMPORTANT DATES TO REMEMBER:

Attendee Event Registration, Housing, and Education Session Selection opens on Wednesday, February 15.

Housing Block Deadline is Monday, June 12.

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. Please contact Amanda Pezzuto at [apezzuto@conventusmedia.com](mailto:apezzuto@conventusmedia.com) or 617-529-2560 to discuss Sponsorship opportunities!

CLICK TO  
VIEW

**FLOOR PLAN &  
EXHIBITOR LIST**

CLICK TO  
VIEW

**PROGRAM SCHEDULE**

CLICK TO  
VIEW

**EXHIBITOR CONTRACT**



# Build Momentum at ADHA23

## Exhibit Hall Opportunities



### **Bark Park**

**Fee: \$20,000**

Everyone's favorite furry stop is the popular Bark Park, where we welcome 12 adoptable puppies from a local shelter to share love and a much-needed break. Attendees enjoy engaging with your brand and the pups in the park.



### **Restaurant Lunch Vouchers**

(three opportunities available)

**Fee: \$12,000 each**

**or \$35,000 exclusive**

Get direct access to attendees by distributing daily lunch vouchers to drive booth traffic. Gain maximum exposure in the restaurant pavilion including branding on banners, floor clings, digital ads on tv monitors, & more.



### **Exhibit Hall Aisle Signs**

**Fee: \$5,000**

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**

**Fee: \$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.



### **Health & Wellness Pavilion**

**Fee: Call for details.**

ADHA is looking for a partner(s) to help craft the health and wellness experience that attendees will line up for! Bring your brand expertise to this highly sought-out, feel-good space that offers attendees a relaxing reprieve from the conference bustle.

**SOLD**

## Digital Opportunities



### **Exclusive WiFi Sponsor**

**Fee: \$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**

**Fee: \$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.



# Digital Opportunities Continued



## **Mobile App - Supporting Sponsor**

**Fee: \$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**

**Fee: Call for details.**

ADHA23 website offers digital real estate for extra benefits and impressions for your brand. Be the company attendees see first when they visit ADHA2023.org!

## **Presentations**



### **Lunch and Learn**

**Fee: \$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**

**Fee: Full-Day \$10,000, 90-minutes \$4,500, 60-minutes \$3,500**

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**

**Fee: \$4,000**

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. Snacks will be served to attendees.



### **CE Lectures**

**Fee: \$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**

**Fee: 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 ADHA23. Both General Sessions are a long-standing tradition, open to all attendees, and a highlight of each conference. Own a piece of ADHA23 on the big stage!

## Presentations Continued



### **Dinner Corporate Symposia**

**Fee: Call for details.**

Corporate Symposia are a valued educational component of the ADHA Annual Conference. Our attendees love when learning and entertainment collide - this is the perfect opportunity for both. There's nothing better than earning CE credit while enjoying a delicious dinner.

## Social & Networking Opportunities



### **360° Video Booth**



**Fee: \$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**

**Fee: \$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**



**Fee: \$1,500**

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 2024!



### **Networking Breaks**

**Fee: 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**

**Fee: Call for details.**

Kick off the Conference by hosting this social gathering on Thursday, July 6, 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.



### **Meet Up Zones**

**Fee: Call for details.**

Sponsor the popular Meet Up Zones and provide attendees an area to meet and network with each other. Meet Up Zones can be designed to meet your vision!



### **First-Time Attendee Reception**

**Fee: Call for details.**

First-time attendees make up over 31% of conference attendees. Take this opportunity to make a first impression by sponsoring the annual First Time Attendee Reception on Thursday, July 6.

**SOLD**



## Social & Networking Opportunities Continued



### **Student Reception**

**Fee: Call for details.**

**SOLD**

Looking to connect with future hygienists? Sponsorship of the Student Reception gives you direct access to this demographic outside of the convention center at a fun Chicago location!



### **Welcome Reception**

**Fee: Pending.**

**SOLD**

Sponsorship of this all-attendee Welcome Reception provides a whole host of marketing benefits and starts the weekend off by capturing the attention of each attendee with live entertainment, food and drinks at an off-site downtown location!

## Branding & Marketing Opportunities



### **Timeline Tunnel**



**Fee: \$25,000**

This custom structure guides attendees on a full-sensory journey through time at the entrance of the Exhibit Hall. A tunnel of video, sound and imagery offers a look back at the dental hygiene profession and the ADHA's 100-year history. Partner in the centennial celebration with videos rotating between sponsor content and ADHA content. Interior walls will be branded by the sponsoring company.



### **Registration Bag Sponsor**

**Fee: \$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**



**Fee: \$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**



**Fee: \$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.



### **Hotel Key Cards**

**Fee: \$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 ADHA23 room block.

## Branding & Marketing Opportunities Continued



### **Social Media Booth**

**Fee: \$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 sponsor logo!



### **Hydration Station + Water Bottle Sponsor**

**Fee: \$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 Emails**

**Fee: \$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**

**Fee: \$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!



### **New Technology & Research Pavilion**



**Fee:** Product Display Case \$1,500  
Digital Research Poster \$2,000

As ADHA focuses on what the next 100 years will look like for dental hygiene, don't miss an opportunity to be a part of the movement. Share how your company plans to innovate and change the profession. This forward-looking New Technology & Research pavilion will feature a product display case and a digital poster display board.



### **Attendee List Rentals**

**Fee: Email \$1,000, Mailing \$1,000, Email & Mailing \$1,750**

Reach registered attendees before or after the Conference! Rent the Attendee List for one-time use to send company or product information to ADHA23 attendees who opted into receiving promotions. Pre- and post-show lists are available for email, direct mail or both.



### **Printed Banners**

**Fee: Call for details.**

Printed 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.