What: Leaders From 76 U.S. and Canadian Dental Schools Under One Roof

Where: ADEA 2019 Annual Session & Exhibition, Chicago, IL

What draws attendees to the ADEA Annual Session & Exhibition?

- Meeting face-to-face with thousands of leading dental educators from world-class academic dental institutions—including dental school deans, program directors and faculty.
- Attending high-quality educational programming specifically for dental educators.
- Staying informed via ADEA TV—conference news, interviews and updates.
- Engaging Exhibit Hall activities—including posters and the TechExpo, Social Media Lounge for social media neophytes and pros, Headshot Café, coffee breaks and lunches, and ADEA Quest, the scavenger hunt game for prizes that generates foot traffic throughout the exhibit hall and provides quality engagement between attendees and exhibitors.

Why exhibit?

- Meet with a diverse array of ADEA conference registrants from predoctoral, allied, advanced and dental therapy education programs across the United States and Canada.
- Enjoy 10.5 dedicated Exhibit Hall hours.
- Market your products and services to key decision-makers at leading academic dental institutions in the United States and abroad.
- Preview emergent products and services with actual end users.
- Reconnect and strengthen existing relationships and build new ones.

What the ADEA Annual Session & Exhibition offers you

ADEA optimizes its Exhibit Hall with a steady stream of activity to pique interest and elevate foot traffic around exhibitors’ booths, including: ADEA’s sought-after “Connect & Collaborate Lounge,” reinvigorated New Idea Sessions, a high-tech gathering spot in our Social Media Lounge, and poster and TechExpo presentations—an ADEA teaching and learning staple.

ADEA brings the right people to the table—deans, faculty and other key decision-makers. We were able to re-engage with friends, colleagues and clients, and had the opportunity to identify new relationships for future meetings from the ADEA event.

Larry Schnuck, Vice President, Kahler Slater
Recent ADEA exhibitors and sponsors include:

ACTEON, Inc.
A-dec
Bien-Air USA
Bisco Dental Products
Certiphi Screening
Dentsply Sirona
Designs for Vision, Inc.
GC America, Inc.
GlaxoSmithKline Consumer Healthcare
Heartland Dental
Hu-Friedy Manufacturing Co., LLC
Johnson & Johnson Consumer, Inc.
Komet US, Inc.
MOOG
Planmeca USA, Inc.
The Procter & Gamble Company
Ultradent Products, Inc.
Whip Mix Corporation
XDR Radiology
Zimmer Biomet Dental

ADEA attendees are in search of:

Architects
Consumer health care products
Distributors
Dental support organizations
Equipment/instruments
Executive recruitment
Insurance
Laboratories
Nonprofit
Pharmaceuticals
Prosthodontics/implants
Publishing and communications
Software companies
Supplies

We’ve had a partnership with ADEA for over 30 years. As A-dec creates products and services, we create an environment that is focused on learning. And in that space, educators are truly leading the way in teaching the next generation of dentists.

Susan Ferrante, School and Government Sales Manager
A-dec

As a result of a partnership going on 22 years, I have developed many relationships with leaders in dental education. This partnership helps us stay abreast of issues in dental education and determine how we as a company can be a better partner.

Desi Nuckolls, Scientific Relations Manager
The Procter & Gamble Company

Click here for more on ADEA TV!
Demographics

Total Attendance and Breakdown by Type

2018 Total Attendance = 2,680

Attendees by Designations

- Full-time faculty member
- Student at four-year university
- Other (includes Administrators at Educational Institutions, Faculty and Students—Allied Dental Professions, Military)
- Dental Student—Predoctoral

Primary Appointments by Faculty Member

- Instructional/Clinical Science
- Administration
- Instructional/Allied Dental Educational
- Instructional/Basic Science
- Instructional/Clinical Science
- Other/Not Applicable
- Instructional/Behavioral Science

Attendees by Geographic Region

United States | 95.6%
Canada | 3%
Other | 1%
Australia, Europe, South America, United Kingdom

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Exhibit Hall Information

Application Procedure

- Booths are reserved on a first-come, first-reserved basis.
- Exhibit fees must be paid in full with your application to secure exhibit space. (Applications are online only. Payment accepted by credit card or wire transfer.)
- Please read the Exhibitor Rules and Regulations before submitting your application. ADEA reserves the right to deny exhibit space.

Standard 10’x10’ Booth Package

- 8-foot-high beige back drapes and 36-inch-high draped side divider.
- 7- by 44-inch sign with company name and booth number.
- Access to the exhibitor lounge at the back of the exhibit hall.
- Perimeter security services from exhibitor move-in through move-out.
- Dedicated exhibit hall hours (10.5 total).
- Listing in the official program (for booths confirmed by Jan. 11, 2019).
- Four complimentary conference registrations per booth for registered company employees who staff the booth.
- Recognition on signage.
- One-time complimentary use of the preshow Annual Session attendee mailing list.
- Mobile app listing.
- Registration, housing information, Exhibitor Service Kit, and shipping information can be accessed through your online exhibitor account.

Educational 10’x10’ Booth Package

- Standard 10’x10’ Booth Package (described above), plus:
  - 6-foot draped table with two chairs and a wastebasket.
  - Carpet.
- All educational exhibitors must register for the meeting and pay the appropriate conference registration fees.
**Exhibit Rates**

**Corporate Exhibitor**

- **ADEA Corporate Member:** $4,000 for 10’x10’ booth.
- **Corporate Nonmember:** $5,250 for 10’x10’ booth.

To qualify for the ADEA Corporate Member rate, you must be an ADEA Corporate Member at the time the space is reserved. **Exclusions:** Individual Members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate. **Requirements:** All exhibits must be staffed during regular exhibitor hours (see *Exhibitor Rules and Regulations* for specifics). **All booths must be carpeted.**

**Educational Exhibitor**

- **ADEA Educational Member:** $849 for 10’x10’ booth.
- **Educational Nonmember:** $899 for 10’x10’ booth.
- Educational exhibitors do NOT receive complimentary registration and will need to pay the registration rates below:

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ADEA invites associations, nonprofit organizations, and academic or educational institutions to exhibit. An educational exhibit demonstrates the wide range of interests, activities, and opportunities related to dental education. This type of exhibitor does not explicitly offer any product or service for sale, either in the exhibit or by the applicant organization. All booth personnel for educational exhibits must register for the meeting and pay the appropriate registration fee. Educational exhibitors who serve as booth representatives may not register as a Guest. All exhibits must be staffed during regular Exhibit Hall hours (see *Exhibitor Rules and Regulations* for specifics).

**Exhibit Hall Raffle**

For the ADEA Quest participants, ADEA would like each exhibitor to contribute at least one item to the ADEA Exhibit Hall Raffle. Please contact casimierd@adea.org with questions or to contribute a prize. The ADEA Exhibit Hall Raffle will take place at 1:30 p.m. on Sunday, March 17, and at 1:00 p.m. on Monday, March 18.
### Exhibit Hours

**Saturday, March 16**  
10:00 a.m. – 5:00 p.m.  Exhibitor Move-in

**Sunday, March 17**  
8:00 – 11:00 a.m.  Exhibitor Move-in*  
Noon – 5:00 p.m.  Exhibit Hall Open  
Noon – 2:00 p.m.  Lunch in the Hall

**Monday, March 18**  
9:45 a.m. – 3:00 p.m.  Exhibit Hall Open  
9:45 – 10:30 a.m.  Coffee Break in the Hall  
Noon – 1:00 p.m.  Lunch in the Hall  
3:05 – 7:00 p.m.  Exhibitor Move-out*

*Exhibits must be fully set up by 11:00 a.m. on Sunday, March 17, and remain intact until 3:00 p.m. on Monday, March 18. Booth dismantling begins at 3:05 p.m. on Monday. Exhibitors will be notified in writing of any schedule changes.

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### Important Dates and Deadlines

**September 2018 – January 2019**  
Booth assignment notification letters are emailed weekly on an ongoing basis.

**Friday, Jan. 11, 2019**  
The exhibitor online application must be completed with full payment by Jan. 11, 2019, to list the exhibitor’s name, booth assignment and description in the official program. Exhibitors who submit applications after Jan. 11, 2019, will be included in the conference mobile app only.

**Friday, Feb. 1, 2019 | Deadlines for:**  
- Advertising insertion orders for the official program.  
- Requesting exhibitor booth cancellation with a refund (minus a 25% cancellation fee).  
- ALL Early Bird registration (including exhibitors).

**Friday, Feb. 10, 2019**  
- Deadline for all hotel reservations at the Hyatt Regency Chicago.

**Friday, Feb. 17, 2019 | Deadlines for:**  
- All registration cancellations.  
- Registering online (including exhibitors).  
- Think “Outside the Booth”—Increase your exposure at the 2019 ADEA Annual Session & Exhibition through a wide range of branding and sponsorship opportunities offered to make an impact on attendees. View a full list of [2019 promotional opportunities](#).
Booth Assignments and Rules

Show Rules and Highlights

• Please review the Exhibitor Rules and Regulations before reserving your booth.
• Exhibitors are not permitted to fulfill orders on the exhibit floor. Under no circumstances shall any delivery of goods or items or exchange of merchandise for payment be permitted.
• Generators are not permitted on the show floor—no exceptions.
• Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them.
• All aisle space is under the control of ADEA and shall not be used for exhibit or demonstration purposes.
• All booths must be carpeted.
• Exhibitors must carry liability insurance on their exhibits at their own expense.
• All exhibits must be staffed during show hours—no exceptions.
• All participants affiliated with exhibits must be registered.
• Badges must be worn at all times.
• Each person working at the booth will be issued an exhibitor’s badge and must be employed by the exhibitor.
• All exhibiting booth personnel MUST register before making hotel reservations.
• No raffles or contests are permitted on the show floor.

Booth Cancellation

If written notice of cancellation or space reduction is received by Friday, Jan. 11, 2019, the rental fee will be refunded minus a 25% cancellation fee. No refund requests, cancellations or space reductions postmarked after Friday, Jan. 11, 2019, will be accepted.

Default of Occupancy

If any exhibitor is not set up by 11:00 a.m. on Sunday, March 17, 2019, ADEA reserves the right to reassign the space to another exhibitor or to make other use of the space as deemed necessary or appropriate, with no refund made to the original contracting exhibitor. Any charges incurred by ADEA for necessary changes to an unoccupied exhibit booth after 11:00 a.m. on Sunday, March 17, 2019, shall be borne by the original contracting exhibitor.

Questions?

Exhibit Sales questions? Please contact Simone Smith, ADEA Senior Manager for Corporate Relations, at smiths@adea.org or 202-513-1196.

Exhibit Logistics issues? Please contact Donna Casimier, ADEA Meetings Manager, at casimierd@adea.org or 202-238-3992.
Key Contacts

Exhibits | Sponsorships
Simone Smith
ADEA Senior Manager for Corporate Relations
202-513-1196 | smiths@adea.org

Affiliate Meetings | Receptions
To reserve space at the Hyatt Regency Chicago for a meeting, reception or event, please contact:
Donna Casimier
ADEA Meetings Manager
202-289-3992 | casimierd@adea.org

Decorator Services
Levy Show Services Inc.
12340 Horseshoe Way
Richmond, BC, V7A 4Z1, Canada
604-277-1726 | levyshow.com