

# 2025 Sponsorship Prospectus

ADEA has spent the last century as The Voice of Dental Education. You are invited to join ADEA in the conversation as we enter the *next 100 years.*



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## WHO WE ARE

With 85 (as of July 1, 2023) member U.S. and Canadian dental schools, more than 800 allied and advanced dental education programs, over 55 corporate and approximately 15,000 individual members, the American Dental Education Association (ADEA) is the sole national organization representing academic dentistry, and is The Voice of Dental Education.

Dental education is a broad and varied profession that educates and trains people as general dentists, specialists, dental hygienists, dental assistants, and dental laboratory technicians. ADEA membership mirrors this diversity. ADEA also fosters interconnected community experiences that enable members to meet their individual goals while leveraging their collective strength.

## WHAT WE DO

Education is a dynamic process, and science changes continually. Understanding and implementing change is key to improving the learning process and producing extraordinary dental practitioners.

ADEA members determine best practices for dental education and encourage changes in dental education programs and institutions that will benefit everyone. ADEA members come together to advocate effectively for public policy issues essential to dental educators and researchers, especially access to dental care, a necessary element to improved oral health.

Since its founding as The Voice of Dental Education, ADEA has existed to serve the student wondering how to become a dentist, the hardworking educator training the dental professionals of the future and those striving for scientific or public policy improvements in oral health care. ADEA is incorporated as a District of Columbia nonprofit corporation and as such is subject to the District of Columbia Nonprofit Corporation Code. As established by its Articles of Incorporation, the purpose of the Association is to advance and support dental education, dental research and the dental health and education of the general public.



## ADEA DEMOGRAPHICS

ADEA MEMBERS INCLUDE:



OVER  
**15,000**  
INDIVIDUALS

MORE THAN  
**55**  
CORPORATE MEMBERS



**85**  
U.S. AND CANADIAN  
DENTAL SCHOOLS



**800**  
ALLIED AND ADVANCED  
DENTAL EDUCATION PROGRAMS

## THE BENEFITS OF SPONSORSHIP



### INCREASE BRAND RECOGNITION

Gain additional exposure by sponsoring programs, special events and conference materials and activities at ADEA meetings, events and conferences.



### CONNECT WITH YOUR TARGET AUDIENCE

Raise your company's visibility with program attendees at key locations throughout events and on critical collateral such as signage, programs, apps and promotional materials.



### MEET THE KEY PLAYERS

Interact with key decision-makers in the dental education community, including deans and faculty from U.S. and Canadian allied, predoctoral and advanced dental education programs.



### TELL YOUR COMPANY STORY

Bring innovative new products, research and technology to administrators, faculty, students, residents and fellows.

# ADEA CORPORATE MEMBERS AND SPONSORS

3Shape, Inc.  
Acadental  
A-dec  
AEGIS Dental Network  
Powered by BroadcastMed  
Air Techniques  
Align Technology  
Aspen Dental Management  
Benco Dental  
Bien Air USA  
BioHorizons Implant Systems  
Brasseler USA  
Certiphi Screening  
Colgate Oral Pharmaceuticals, Inc.  
DCI Edge  
DENTALEZ  
Dentsply Sirona

Elevate Oral Care  
EMS Dental  
Envista  
GC America  
Haleon  
Heartland Dental  
Henry Schein, Inc.  
Henry Schein One/Exan  
HuFriedyGroup  
Immersify Education  
JAZZ Imaging  
Johnson & Johnson Consumer, Inc.  
Kahler Slater  
KaVo Dental Technologies  
Kilgore International  
Komet US  
Liaison International, Inc.

LM-Dental, a Planmeca Co.  
Meisinger USA  
Midmark Corporation  
MouthWatch  
National Dentex Labs  
NSK America  
Orapharma, a subsidiary  
of Bausch Health US  
Organization for Safety,  
Asepsis and Prevention (OSAP)  
Overjet  
Pacific Dental Services  
Patterson Dental  
PDT, Inc. - Paradise  
Dental Technologies  
Philips Oral Healthcare  
Planmeca USA

ProBiora Health, LLC Inc.  
Procter & Gamble Company  
SGA Dental Partners  
Sunstar Americas, Inc.  
Ultradent Products  
Unimed Government Services  
VitalSource Technologies  
Water Pik, Inc.  
Whip Mix Corporation  
XComP Analytics  
Young Innovations  
ZimVie (formerly Zimmer  
Biomet Dental)

**ADEA corporate members  
are also listed at  
[adea.org/adeacorporatemembers](https://adea.org/adeacorporatemembers)**



# 2025 ADEA ANNUAL SESSION & EXHIBITION

The 2025 ADEA Annual Session Program Committee invites you to Be Inspired, Empower Tomorrow on March 8–11 in National Harbor, MD. Over these four days we must remember the tremendous impact of our work and all that our individual talents, unique experiences, mentorship and compassion offer to the oral health community. The challenges are many and we must continue to respond with new thinking. From recruitment and retention challenges to ethical disputes, from addressing institutional climate to the climate crisis, our institutions must respond with honest recognition and imagination. Together, we can illuminate new paths, create an authentic, empowered culture, and solve the greatest challenges facing oral health and dental education today, and tomorrow.

## INVEST IN THE FUTURE

### Sponsor-a-Student

*Annual Session registration sponsorship*

- \$2,500** supports 5 students
- \$2,000** supports 4 students
- \$1,500** supports 3 students
- \$1,000** supports 2 students
- \$500** supports 1 student

## RAISE YOUR PROFILE!

- \$30,000** ..... Welcome Reception  
*Saturday | \$15,000, two co-sponsors*
- \$30,000** ..... Opening Plenary Session  
*Sunday | co-sponsored with ADEA Corporate Council*
- \$40,000** ..... Tapestry Table Plenary Session  
*Monday | \$20,000, two co-sponsors*
- \$40,000** ..... Tuesday Plenary Session  
*\$20,000, two co-sponsors*
- \$25,000** ..... Headshot Café in the Exhibit Hall  
*Sunday and Monday*
- \$15,000**..... Student Diversity Leadership Program  
*Friday and Saturday | \$7,500, two co-sponsors*
- \$20,000** ..... Student Diversity Leadership Program (SDLP) and ADEA Council of Students, Residents and Fellows (ADEA COSRF) Reception
- \$5,000** ..... Student Poster Session

# 2025 ADEA ANNUAL SESSION & EXHIBITION (CONTINUED)

## WHAT'S IN IT FOR YOU?



"Sponsored by" Recognition



Recognition on Website, Mobile App and Program Planner



Recognition on Signage On Site and in PowerPoint Slides



Network With Attendees



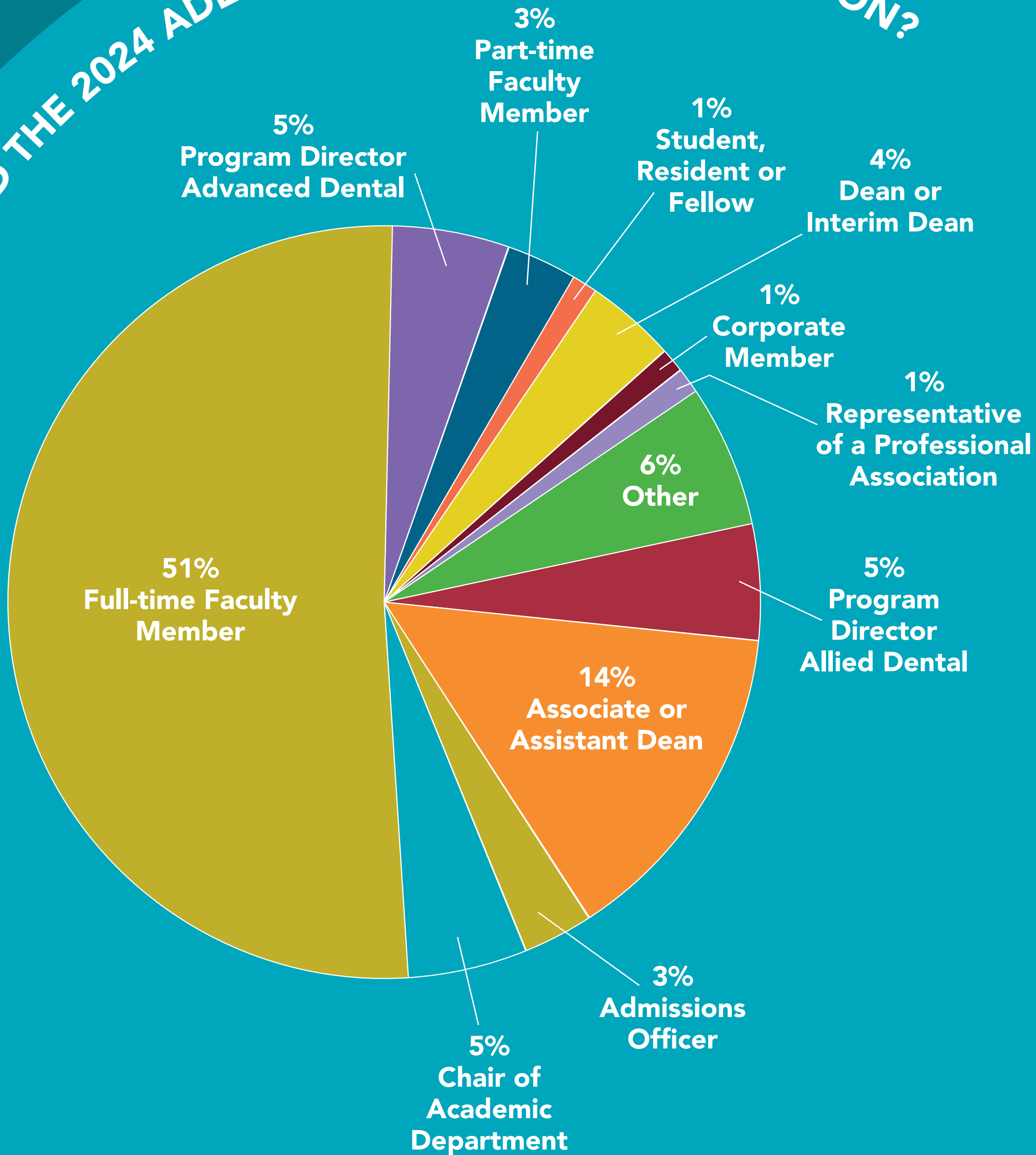
Brief Remarks

*Exclusive to Welcome Reception and Plenary Sessions Sponsors, subject to final edits by ADEA.*



**BONUS BENEFIT:**  
WELCOME RECEPTION,  
PLENARY SESSIONS  
AND HEADSHOT CAFE  
SPONSORSHIPS INCLUDE  
A CONFERENCE  
BAG INSERT

## WHO ATTENDED THE 2024 ADEA ANNUAL SESSION & EXHIBITION?











# 17TH ANNUAL ADEA GIES AWARDS CELEBRATION

The William J. Gies Awards for Vision, Innovation and Achievement (The Gies Awards) honor individuals, institutions, and organizations who meaningfully advance oral health and dental education. The work of our awardees embodies the ideals set forth more than 90 years ago by dental education pioneer William J. Gies, Ph.D. Founded in 2007, the annual Gies Awards are a catalyst for change—to encourage new ideas, generate opportunities and tackle issues facing the not-so-distant future of dental education. It’s a platform to accelerate innovation by coalescing diverse minds around common goals that improve oral and systemic health and move our communities forward. The Gies Awards recognize the vision and commitment of our colleagues to bring new ideas and better solutions forward to the dental professions.

## RAISE YOUR PROFILE!

- \$20,000** ..... Presenter Sponsor, 5 tickets
- \$12,000** ..... Visionary Sponsor, 3 tickets
- \$7,000** ..... Innovator Sponsor, 3 tickets
- \$5,000** ..... Collaborator Sponsor, 2 tickets
- \$2,500** ..... Educator Sponsor, 5 tickets  
*(limited to academic institutions)*

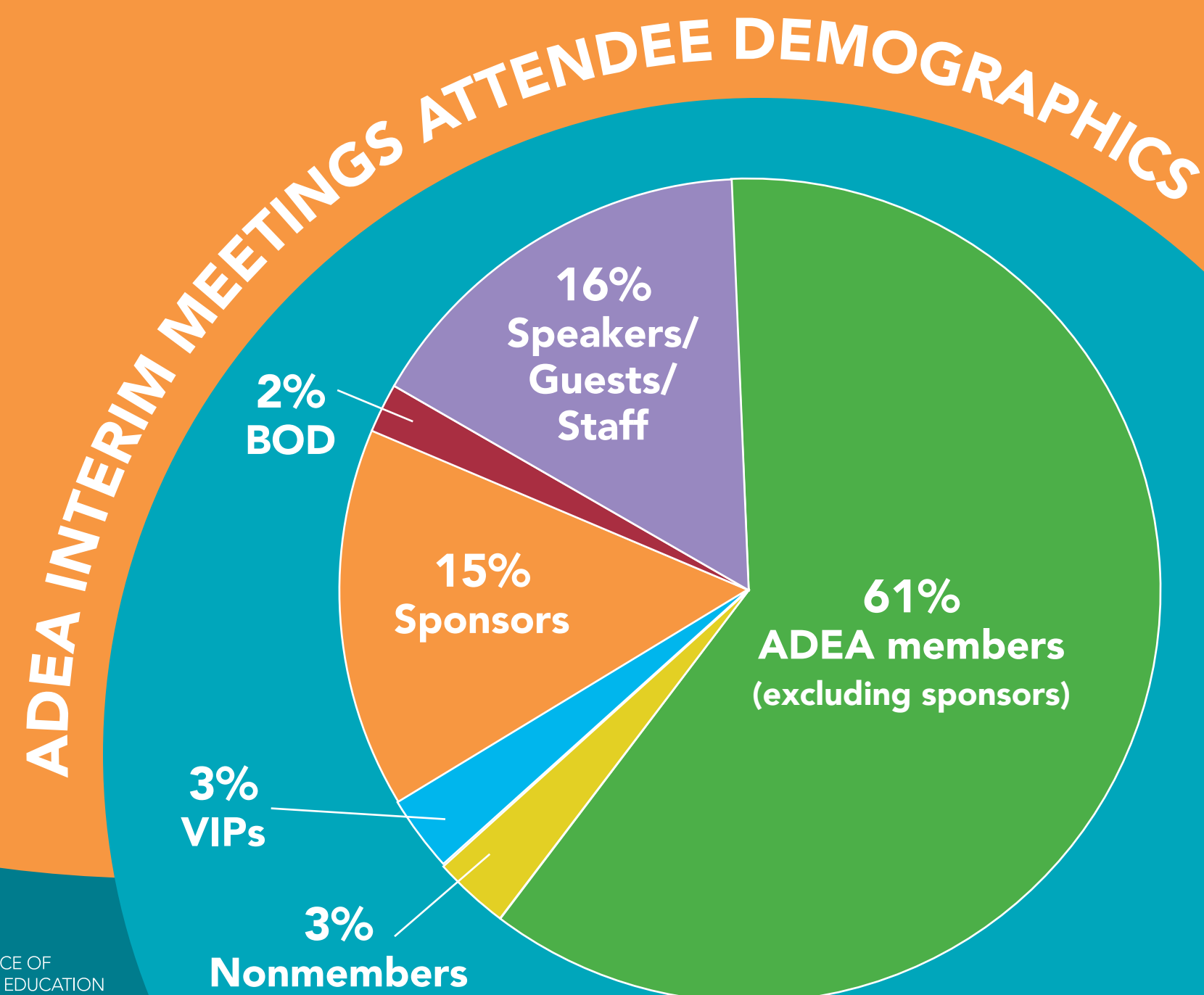
## WHAT’S IN IT FOR YOU?

-  **“Sponsored by” Recognition**
-  **Recognition on Mobile App and Program Planner**
-  **Recognition on Website and in Program Materials**
-  **Recognition on Signage On Site**
-  **Network With Attendees**
-  **Brief Remarks**  
*Exclusive to Presenter Sponsor, subject to final edits by ADEA.*

# ADEA INTERIM MEETINGS

## ADEA INTERIM MEETINGS INCLUDE THE FOLLOWING:

- ADEA Allied Dental Program Directors' Conference (ADPDC)
- ADEA Sections on Business and Financial Administration and Clinical Administration Meeting (BAFCA)
- Diversity, Equity, Inclusion and Belonging (DEIB) Workshop
- Advanced Education Program Directors' Summit (COAEP)
- ADEA Deans' Conference



## MEETING FORMAT AND STRUCTURE

- **Corporate Meet-and-Greet** to introduce new products and services to attendees.\*
- **Keynote and breakout session** speakers with insights on current issues and trends in dental education.
- **Corporate Sponsor brochure** featuring brief descriptions and contact details for event sponsors.
- **Poster sessions** featuring cutting-edge research (ADEA ADPDC only).
- **Networking** with faculty, program directors, deans, colleagues, special guests and ADEA leadership.

*\*The ADEA Deans' Conference does not include a Corporate Meet-and-Greet.*

## MEMBERSHIP INCLUDES ACCESS

Sponsorship of ADEA Interim Meetings is **EXCLUSIVE** to ADEA Corporate Members. NOT A MEMBER? Visit [adea.org/Join/Corporate](https://adea.org/Join/Corporate) to learn more!

## ATTENDANCE POLICIES

Sponsorship at ADEA Interim Meetings allows each corporate member sponsor to have up to two designated representatives in attendance for the entire meeting. Each corporate sponsor may have more than two designated representatives present **ONLY** for the specific social event the company is sponsoring, not for education programs. Corporate sponsor representatives should not schedule events in direct conflict with the official schedule; that is, invite a select group of meeting attendees to a private dinner/event in direct conflict with another corporate sponsor's scheduled event. This policy is intended to honor each corporate commitment in support of official meeting functions.



# ADEA ALLIED DENTAL PROGRAM DIRECTORS' CONFERENCE

(ADEA ADPDC)

The ADEA ADPDC is the only conference developed for allied dental program directors, by allied dental program directors. ADEA ADPDC features vital sessions on wellness, mindfulness and resilience. The Pecha Kucha presentations promote lively discussion on important topics, plus core programming around management of inappropriate patient behavior and making work more human. Attendees will lift one another up during this high-energy, supportive, truly transformational conference, and leave as stronger—more empowered—leaders with top strategies for promoting diverse, inclusive and equitable programs. The 100 to 140 attendees are from Dental Hygiene, Dental Assisting, Dental Lab Technology, and Dental Therapy.

## RAISE YOUR PROFILE!

- \$40,000** ..... Welcome Reception and Dinner, *Saturday*
- \$20,000** ..... Networking Reception, *Sunday*
- \$15,000** ..... Networking Breakfast, *Sunday, Monday and Tuesday*  
(Limited to one sponsor per day)
- \$8,000** ..... General Sponsor

## WHAT'S IN IT FOR YOU?



**"Sponsored by" Recognition**



**Complimentary Registrations,**  
*2 per Sponsor*



**Corporate Meet and Greet**  
*includes 6-foot skirted table, pop-up banners allowed*



**Inclusion in Sponsor Brochure**



**Recognition on Signage On Site  
and in PowerPoint Slides**



**Network With Attendees**



**Brief Remarks**  
*excluding General Sponsors*

# ADEA SECTIONS ON BUSINESS AND FINANCIAL ADMINISTRATION AND CLINIC ADMINISTRATION MEETING

(ADEA BFACA)

The ADEA BFACA Meeting brings together the individuals who drive “the business side” of dental education to share knowledge and learn from one another and industry experts. Our shared goal centers on improving business and clinical operations at dental education institutions. The robust agenda provides something for everyone, from the community of business and clinical administrators to aspiring leaders in dental education. All those interested in business, financial and clinical administration, regardless of their current role, are welcome to attend. Attendees to this meeting consist of business and clinical administrators with approximate attendance of 100.

## RAISE YOUR PROFILE!

**\$30,000** ..... Welcome Reception and Dinner  
*Monday | \$15,000, two co-sponsors*

**\$15,000** ..... Networking Lunch  
*Monday | limit one sponsor*

**\$15,000** ..... Networking Breakfast  
*Monday and Tuesday | limit one sponsor per day*

**\$8,000** ..... General Sponsor

## WHAT'S IN IT FOR YOU?



**“Sponsored by” Recognition**



**Complimentary Registrations,**  
*2 per Sponsor*



**Recognition on Website, Mobile App and Program Planner**



**Recognition on Signage On Site and in PowerPoint Slides**



**Network With Attendees**



**Brief Remarks**  
*excluding General Sponsors*



# ADEA DIVERSITY, EQUITY, INCLUSION AND BELONGING (DEIB) WORKSHOP

Started in 2015, the ADEA DEIB Workshop provides dental school administrators, faculty and staff with the tools and strategies to promote and capitalize on the role of diversity in achieving academic excellence within health professions education. Workshop attendance has grown since the inaugural meeting, and now includes a poster session. Attendees include dental school deans, faculty from dental schools and allied dental education institutions and students.

## RAISE YOUR PROFILE!

**\$15,000** ..... Presenter Sponsor  
*\$8,000, two co-sponsors*

**\$8,000** ..... General Sponsor

## WHAT'S IN IT FOR YOU?



**"Sponsored by" Recognition**



**Complimentary Registrations,**  
*2 per Sponsor*



**Recognition on Website, Mobile  
App and Program Planner**



**Recognition on Signage On Site  
and in PowerPoint Slides**



**Network With Attendees**



**Brief Remarks**  
*excluding General Sponsors*

# ADEA ADVANCED DENTAL EDUCATION SUMMIT

SPONSORED BY THE ADEA COUNCIL OF ADVANCED EDUCATION PROGRAMS (COAEP)

While ADEA hosts many educational events and professional development opportunities, the ADEA COAEP Summit at the 2025 ADEA Fall Meetings is the only programming designed especially for advanced dental education program directors and faculty. The Summit will be a 2-day series of lectures, workshops and panel discussions on “Faculty Development, Leadership & Wellness”.

## RAISE YOUR PROFILE!

**\$7,000** ..... General Sponsor

### WHAT'S IN IT FOR YOU?



**“Sponsored by” Recognition**



**Complimentary Registrations,**  
*2 per Sponsor*



#### **Recognition on:**

- The COAEP Summit Agenda
- The COAEP Summit Proceedings, distributed to attendees and accessible on the ADEA COAEP web page



# ADEA DEANS' CONFERENCE

The position of the dental school dean has evolved significantly over the years. While many deans enter their role focused on leading the academic enterprise, much of the dean's day-to-day work is focused on providing executive leadership for the business enterprise in areas such as financial management, crisis management and human relations and public policy. The annual ADEA Deans' Conference provides dental school deans with information and tools to support them in the evolving areas of their roles and responsibilities. The conference addresses contemporary issues in dental education as they are emerging and is a source of significant networking among attendees while providing engaging programming for all. The ADEA Deans' Conference is an invitation-only meeting for U.S. and Canadian dental deans and associate deans (who are invited by deans to attend the conference alongside them). Attendees consist of the deans and their seconds with approximate attendance of 68 a year.

## RAISE YOUR PROFILE!

**\$15,000** ..... Welcome Reception and Dinner  
*Monday | exclusive to one sponsor*

**\$15,000** ..... Networking Lunch  
*Monday | exclusive to one sponsor*

**\$15,000** ..... Networking Breakfast  
*Monday and Tuesday | one sponsor per day*

**\$8,000** ..... General Sponsor

## WHAT'S IN IT FOR YOU?



**"Sponsored by" Recognition**



**Complimentary Registrations,**  
*2 per Sponsor*



**Recognition on Website, Mobile App and Program Planner**



**Recognition on Signage On Site and in PowerPoint Slides**



**Network With Attendees**



**Brief Remarks**  
*excluding General Sponsors*

# ADEA ENID A. NEIDLE SCHOLARS RETREAT

JANUARY 2026

Started in 1994, this Scholar-in-Residence program honors Enid A. Neidle, former President of ADEA (1985–86). Under her leadership, ADEA adopted its policy of promoting the advancement of women in dental education. The program offers a unique opportunity for a dental educator to concentrate on issues affecting women faculty. During the fellowship, the scholar gains a distinct perspective on issues facing women faculty, including promotion, advancement, and tenure policies; entry and re-entry into the workforce; childcare and elder care; women's health; work patterns; advanced education and research opportunities; and other gender-related issues.

The ADEA Enid A. Neidle Scholar-in-Residence Leadership Retreat is a four-day gathering to provide all the scholars the opportunity to further leadership development, networking and discussions of professional and personal interests to advance their personal and career goals. The inaugural retreat occurred in January 2023 with 12 scholars in attendance. The retreat focused on topics related to their professional and research pursuits and also provided opportunities for self-reflection and group activities to assist the scholars in learning more about their individual leadership and coaching styles for future development.

This retreat will be held every other year at ADEA headquarters in Washington, DC, with the next leadership retreat scheduled for January 2026.

## SPONSORSHIP OPPORTUNITIES

### **\$22,500: Enid A. Neidle Scholar-in-Residence Event Exclusive Sponsorship**

- Named corporate sponsor
- Five-minute welcome presentation during the retreat
- Opportunity to distribute a goodie bag of promotional items (provided by corporate sponsor) to attending scholars
- Invitation for up to three sponsorship members to join attendees at the retreat reception
- Recognition in all onsite and post-event marketing efforts where the retreat is mentioned
- Priority selection of future ADEA sponsorship opportunities

### **\$11,250: Enid A. Neidle Scholar-in-Residence Event Co-Sponsorship—Up to TWO Corporate Sponsors**

- Named corporate sponsor
- Two-minute welcome presentation during the retreat
- Invitation for up to one representative to join attendees at the retreat reception
- Recognition in all onsite and post-event marketing efforts where the retreat is mentioned
- Priority selection of future ADEA sponsorship opportunities



# ADEA ALLIED DENTAL FACULTY LEADERSHIP DEVELOPMENT PROGRAM

(ADEA ADFLDP)

While ADEA hosts several leadership development programs, some of which welcome applications from allied dental directors and faculty, this program is the **only** face-to-face leadership program designed especially **for allied dental faculty** and **facilitated by allied dental leaders**. Faculty must be nominated by their dean or program director and apply to participate.

The program is a 3½-day intensive dive into:

- Fundamentals in leadership
- Trauma-informed leadership
- Equity and cultural competence
- Generational issues
- Gender differences in leadership
- Emotional intelligence
- Legal and ethical issues impacting leadership
- Mentoring and peer coaching
- Negotiation and conflict management
- Personality types and their effect on leadership
- Team building
- Goal development and visioning
- Work-life integration

Allied dental faculty are not assured funding to attend a 3½-day meeting for which they have to pay program tuition and cover their hotel, per diem and travel costs. To aid this lack of leadership development funds, ADEA attempts to keep registration costs from escalating and works diligently to seek conference hotels in the Washington, DC area that cost under \$250 per night.

Because of efforts to keep costs down, the allied dental facilitators for this program are unpaid volunteers who are passionate about leadership and committed to ADEA.

## RAISE YOUR PROFILE!

**\$8,000** ..... General Sponsor

## BENEFITS OF CORPORATE SPONSORSHIP

It is these future leaders who will make decisions at all allied dental programs. Having an influence on them is invaluable to a corporate member hoping to further promote their business and offerings in allied dental programs. The larger number of new program directors often don't think of the value of corporate interaction and use in their programs. This is an opportunity to highlight your company's continuing education offerings, products and support of the allied dental professions.

## WHO TO CONTACT

**FOR QUESTIONS AND TO SECURE  
SPONSORSHIPS, CONTACT:**

**Yolanda Lee**

Senior Vice President, Corporate Relations  
[leey@ADEA.org](mailto:leey@ADEA.org)

**Jennifer Phillips**

Senior Manager, Corporate Relations  
[phillipsj@ADEA.org](mailto:phillipsj@ADEA.org)

Thank You for Your  
Consideration and  
Continued Support!

