



ADEA | THE VOICE OF
DENTAL EDUCATION

2027 Corporate Sponsorship Prospectus

For more than 100 years, ADEA has been the sole national organization representing academic oral health. We invite you to support ADEA in our continued commitment in serving as *The Voice of Dental Education*.

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WHO WE ARE

With 87 member U.S. and Canadian dental schools, more than 800 allied and advanced dental education programs, more than 65 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, dental therapists 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

Over 65
CORPORATE MEMBERS



87
U.S. AND CANADIAN
DENTAL SCHOOLS



800
ALLIED AND ADVANCED
DENTAL EDUCATION PROGRAMS

THE BENEFITS OF SPONSORSHIP



INCREASE BRAND RECOGNITION

Gain additional visibility by sponsoring programs, special events, conference materials and attendee experiences at ADEA meetings, conferences and events.



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.	DMG-America	MedAssent DDS, Inc.	Saratoga
Acadental	Envista	Meisinger US	SGA Dental Partners
A-dec	GC America	MouthWatch	SimplyTest
Air Techniques	Haleon	National Dentex Labs	Sunstar GUM
Align Technology	Heartland Dental	NSK America	Titanium Solutions
Aspen Dental Management	Henry Schein, Inc.	Optimal Billing Solutions	Ultradent Products
Association for Dental Safety (ADS)	Henry Schein One Exan	Orapharma, a subsidiary of Bausch Health US	Unimed Government Services
Bien Air USA	HuFriedyGroup	Orasoptic an Envista Company	VitalSource Technologies
BioHorizons Implant Systems	IntelePeer Cloud Communications	Overjet	vVardis
Brasseler USA	JAZZ Imaging	Patterson Dental	Whip Mix Corporation
CareCredit	Juno	PDS Health	XComP Analytics
Certiphi Screening	Kahler Slater	PDT, Inc. - Paradise Dental Technologies	Young Innovations
Colgate Oral Pharmaceuticals	KaVo Dental Technologies	Philips Oral Healthcare	ZimVie
Curaden USA	Kenvue	Planmeca USA	
DCI Edge	Kilgore International	P&G Crest+Oral-B	
DENTALEZ	Liaison International, Inc.	Richmond Dental & Medical	
Dentsply Sirona	LM-Dental, a Planmeca Co.		

ADEA corporate members are also listed at
adea.org/for-members/current-members/corporate-partners

2027 ADEA ANNUAL SESSION & EXHIBITION

Be a part of *Vision Elevated, Impact Amplified*—the 2027 ADEA Annual Session & Exhibition—on March 13–16 in Chicago, IL. This meaningful and empowering conference celebrates ADEA’s shared vision and its commitment to shaping a transformational future for oral health education.

Vision Elevated, Impact Amplified provides an opportunity for each of us to step back, look ahead and reconnect with the purpose that drives our work. Coming together for new and renewed connections allows us to champion a vision-driven purpose and impact that benefits our students, colleagues, institutions and the overall health of our communities.

The theme, *Vision Elevated, Impact Amplified*, is powerfully reflected in the leadership of Cherae M. Farmer-Dixon, D.D.S., M.S.P.H., M.B.A., Chair of the ADEA Board of Directors. A leader whose career has been shaped by breaking barriers and advancing opportunity, Dr. Farmer-Dixon exemplifies what it means to elevate purpose into action. Her historic role as the first African American woman to serve as Chair of the ADEA Board of Directors underscores how principled leadership can expand what is possible—not only for individuals, but for the profession as a whole.

Event	Description	Cost	Benefits
The Best of ADEA: The Chair of the Board Symposia	Includes three recorded sessions to be rebroadcast after the closing of the ADEA Annual Session & Exhibition.	\$10,000 per session	○ Sponsor name on walk-in slide. ○ Sponsor recognized by the opening speaker.
Accessible Sessions Featuring Closed Captioning	Includes several designated education sessions, Plenary Sessions, the ADEA Gies Celebration, and the Chair of the Board Symposia.	\$15,000 per session (up to 4 sponsors)	○ Sponsor recognized as, “Closed Captioning brought to you by [Sponsor Name].” ○ Sponsor name on walk-in slide. ○ Sponsor recognized by the opening session speaker.

BRIEF REMARKS: In compliance with ADA CERP Standards for Integrity and Independence, brief remarks provided by sponsors must be completely free of marketing, sales or product/service promotion. Representatives who are owners or employees of an ineligible company (commercial interest) are prohibited from controlling, influencing or presenting educational content that is related to their products and/or employer/company.



RAISE YOUR PROFILE!

- \$40,000** Welcome Reception
Saturday | \$20,000, two co-sponsors
- \$40,000** Opening Plenary Session
Sunday | co-sponsored with ADEA Corporate Council
- \$40,000** Tapestry Table Plenary Session
Monday | \$20,000, two co-sponsors
- \$40,000** Closing Plenary Session
Tuesday | \$20,000, two co-sponsors
- \$25,000** Headshot Café in the Exhibit Hall
Sunday and Monday
- \$5,000** Student Poster Competition
Sunday
- \$10,000** Childcare Services for Attendees
(Contingent upon registration for the 2027 Annual Session & Exhibition)
- \$5,500** New Idea Theater
In-kind (sponsor provides wired headphones)

2027 ADEA ANNUAL SESSION & EXHIBITION (CONTINUED)

THE FIRST-TIME ATTENDEES LOUNGE

The First-time Attendees Lounge sponsorship provides an opportunity to connect with a key audience—those who are new to the ADEA Annual Session & Exhibition. This type of sponsorship is highly valuable for organizations looking to make a meaningful impact, build brand loyalty and engage with first-time attendees in a relaxed, welcoming environment.

RAISE YOUR PROFILE!

\$10,000..... Exclusive Sponsor

\$5,000..... Co-sponsors (2)

WHAT'S IN IT FOR YOU?



Logo Placement in the Lounge Area Onsite at the 2027 Annual Session & Exhibition



Opportunity to Distribute Branded Materials or Giveaways



Opportunity to Integrate Interactive Elements

(e.g., digital game or quiz tied to your brand, live polls or interactive displays)



2027 ADEA ANNUAL SESSION & EXHIBITION (CONTINUED)

WELLNESS LOUNGE

Support Attendee Well-Being. The ADEA Annual Session & Exhibition brings together dental educators, academic leaders, administrators, students, and industry partners from across the country. Amid a busy schedule of educational sessions, networking events and exhibits, attendees value opportunities to recharge and refocus.

The Wellness Lounge provides a dedicated space where attendees can relax and restore energy throughout the meeting. A featured component of the lounge are complimentary chair massages provided by licensed massage therapists, creating a highly appreciated and memorable attendee experience.

WHY SPONSOR?

- **Associate** your brand with attendee wellness and positive experiences
- **Demonstrate** your organization’s commitment to supporting the health and well-being of the dental education community

RAISE YOUR PROFILE!

\$20,000.....Exclusive Sponsor

\$10,000.....Co-sponsors (2)

WHAT’S IN IT FOR YOU?



Exclusive Naming Rights to the Wellness Lounge

“Wellness Lounge Presented by [Sponsor Name]”



Prominent Branding Throughout the Lounge Area

including floor cling with Sponsor logo



Sponsor Recognition on Event Signage and Digital Meeting Materials



Recognition in the Conference Mobile App and Event Website



Opportunity to Provide Branded Wellness Items

Subject to ADEA approval



Sponsor Acknowledgment in Attendee Communications Promoting the Lounge

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2027 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



Video 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

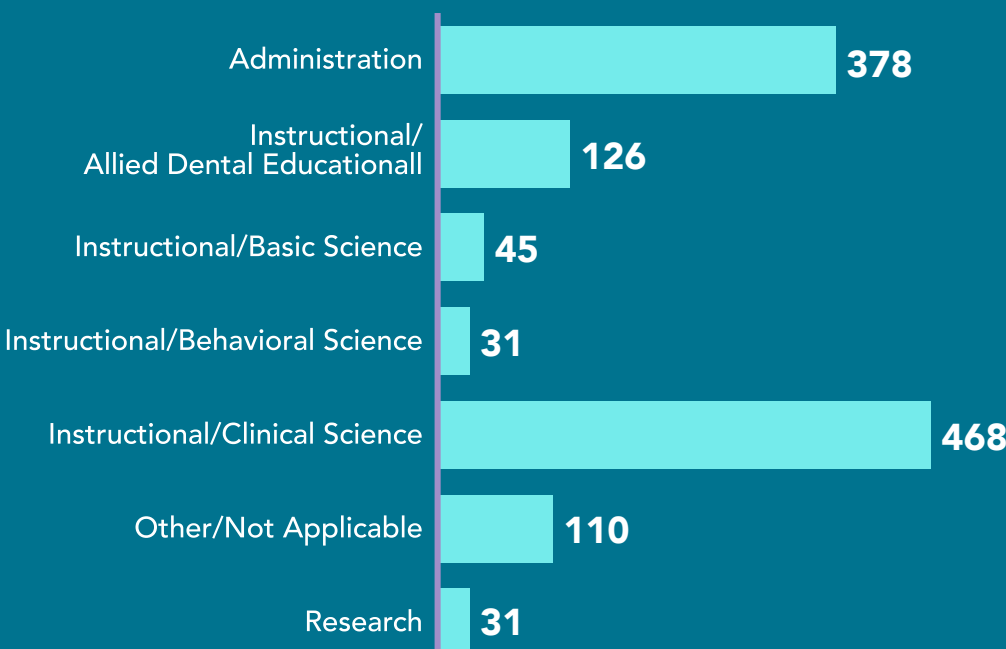
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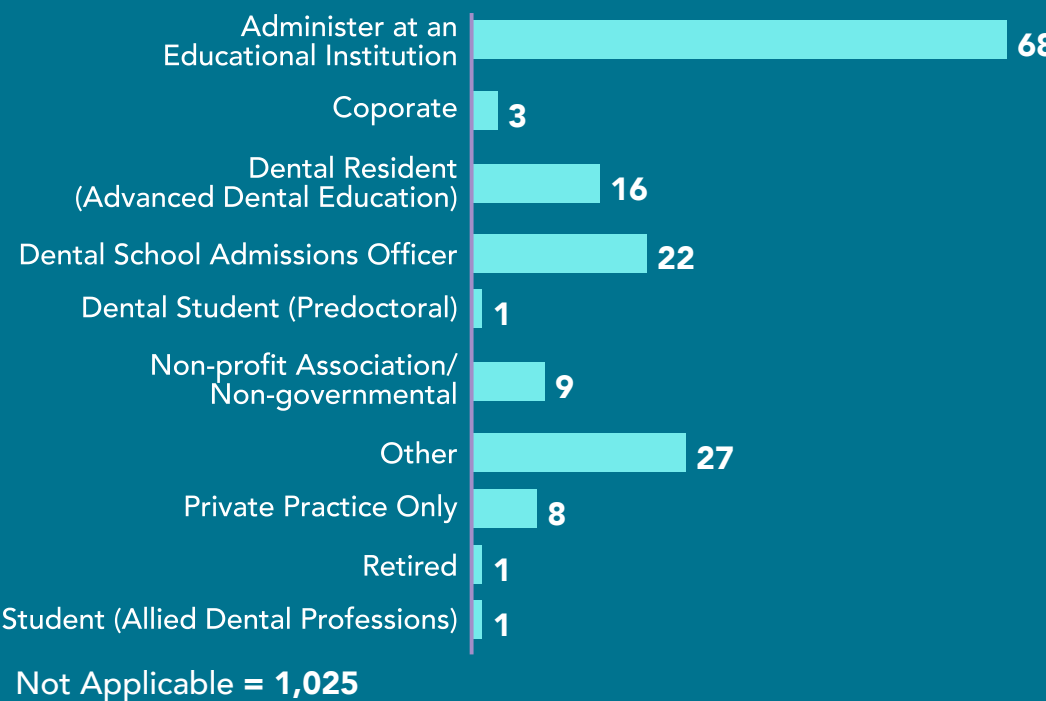
2026 ATTENDEE DEMOGRAPHICS*

TOTAL VERIFIED 2026 ATTENDANCE = 2,215

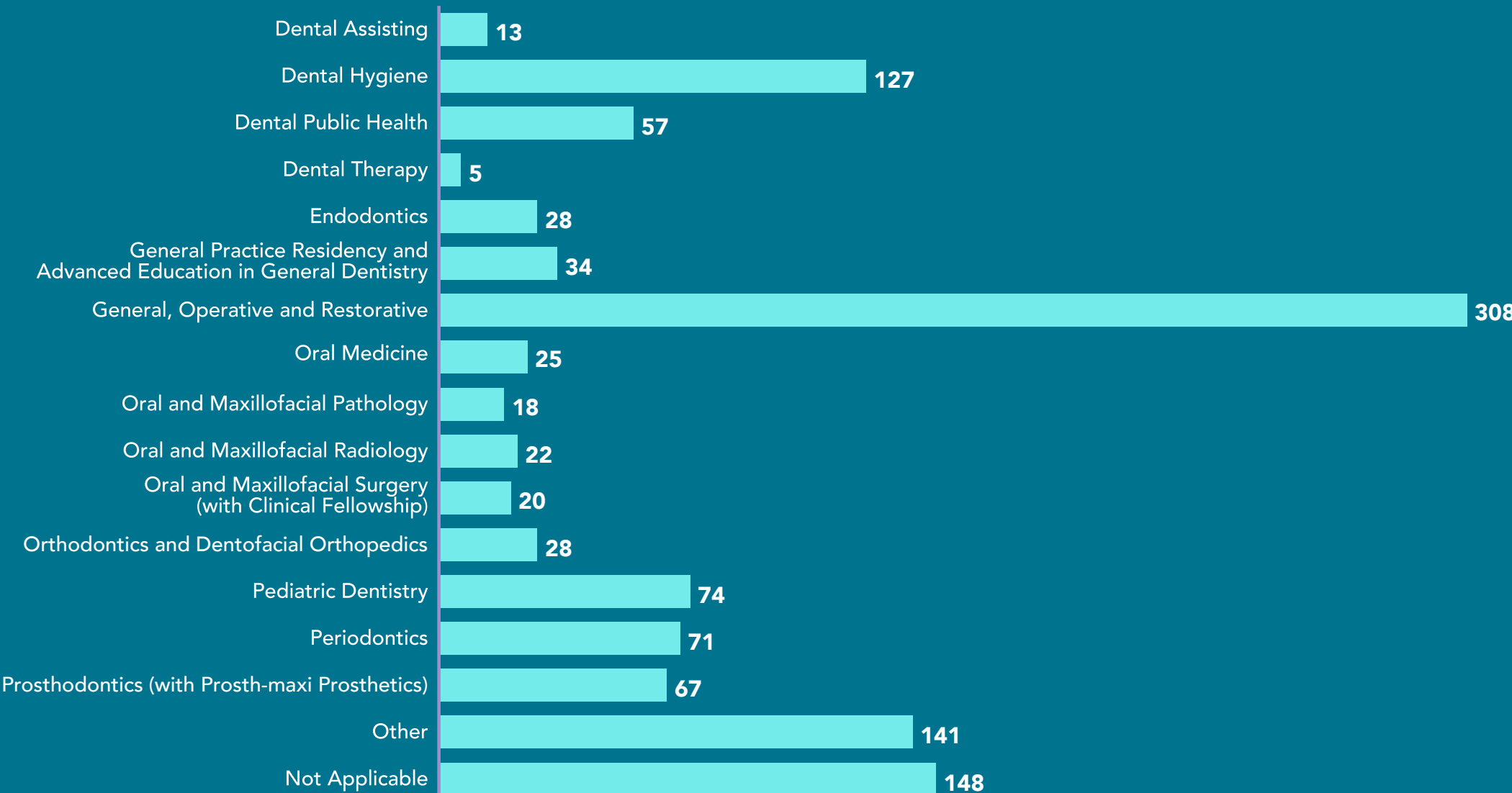
Primary Appointments by Faculty Member:



Primary Disciplines for Those Who Are Not Dental Educators:



Primary Disciplines for Dental Educators:



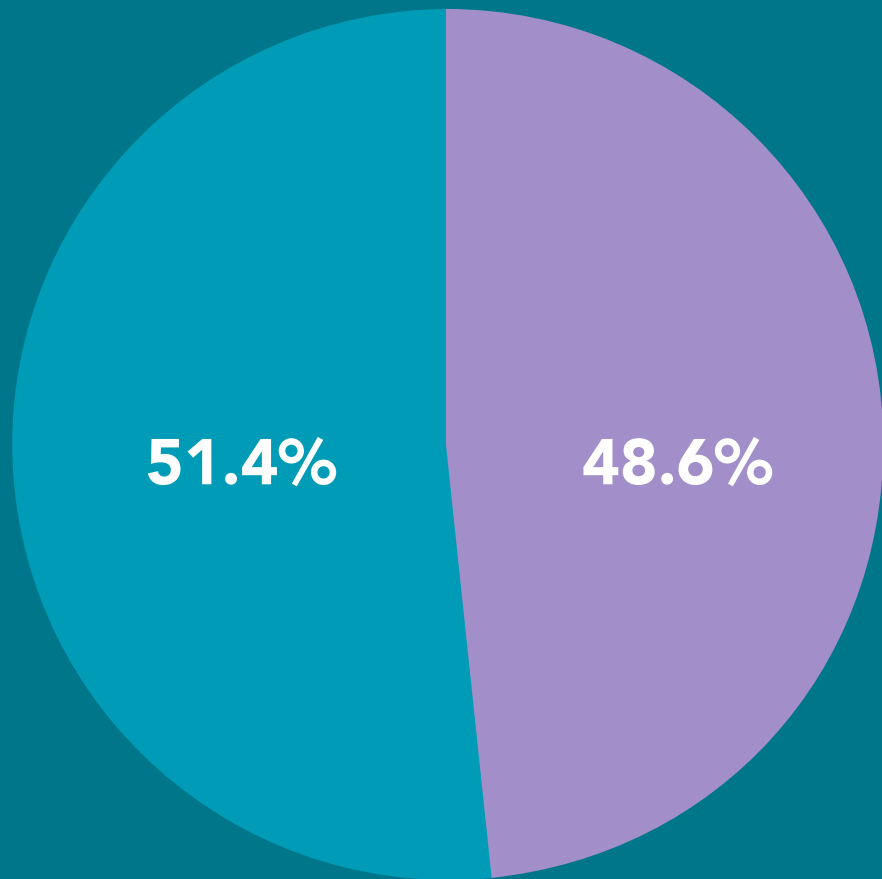
*All data displayed is attendees who are active, paid, finished and present. Figures in these charts do not include exhibitor, guest or vendor types.

2027 ADEA ANNUAL SESSION
& EXHIBITION (CONTINUED)



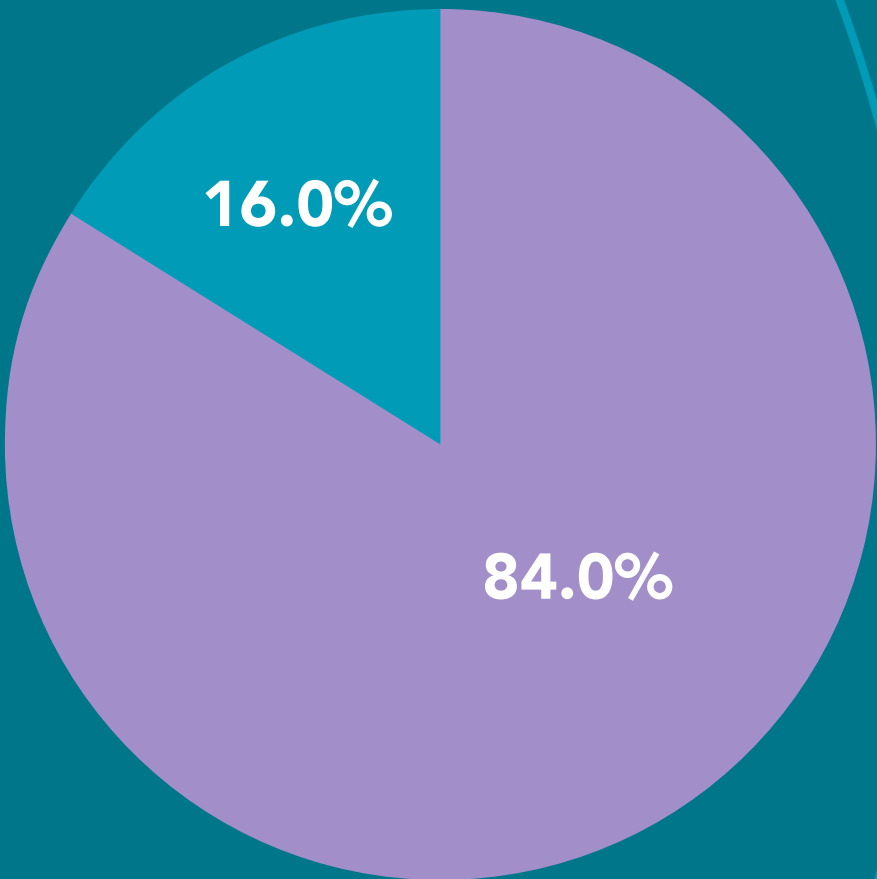
2026 ATTENDEE DEMOGRAPHICS

Dentists

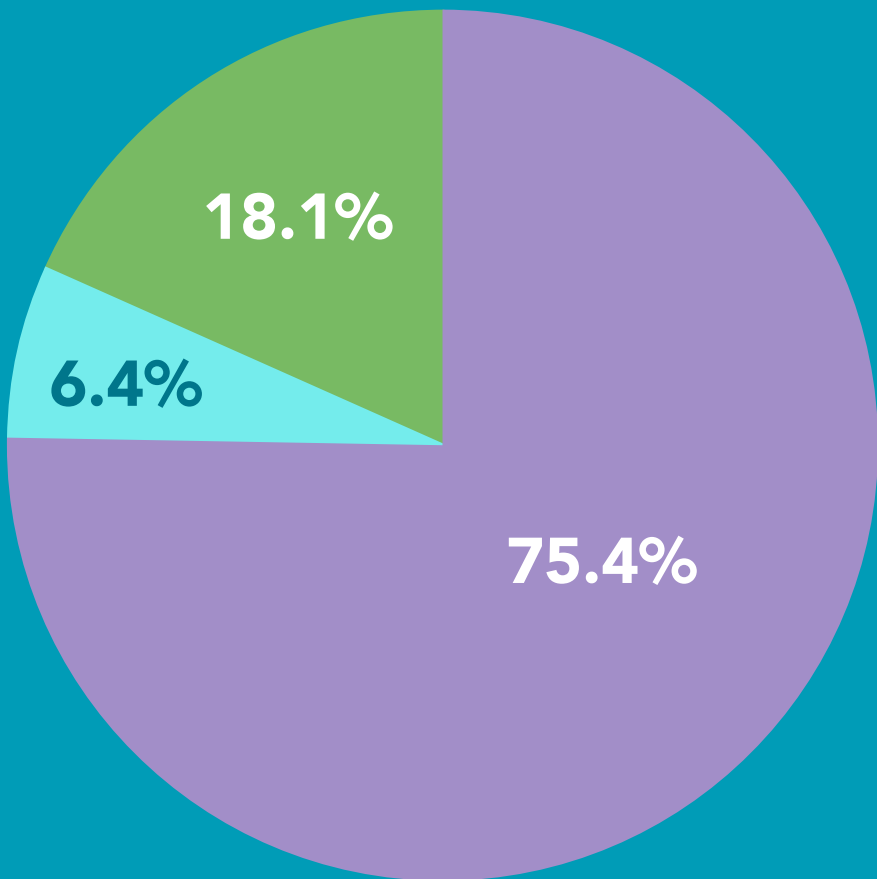


YES ■
NO ■

Dental Educators

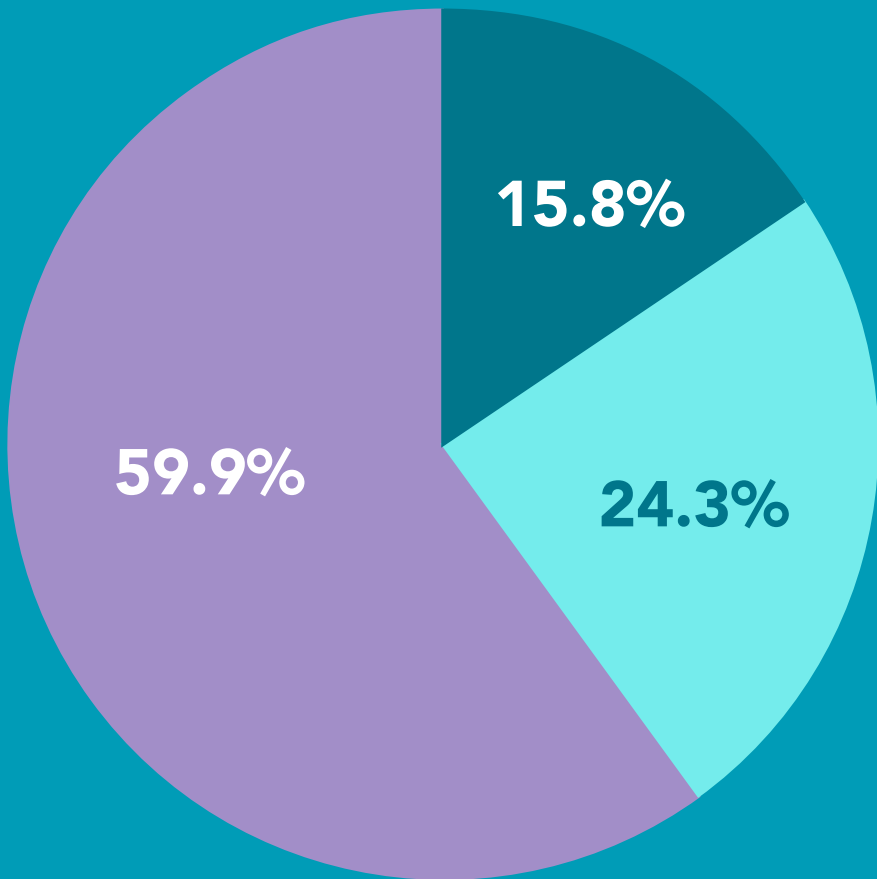


Full- and Part-time Dental Educators



FULL-TIME ■
PART-TIME ■
N/A ■

Length of Careers



0-3 YEARS ■
4-10 YEARS ■
11+ YEARS ■

19TH 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!

- \$25,000** Presenter Sponsor, 5 tickets
- \$15,000** Visionary Sponsor, 3 tickets
- \$10,000** Innovator Sponsor, 3 tickets
- \$7,000** Collaborator Sponsor, 2 tickets
- \$3,000** 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.

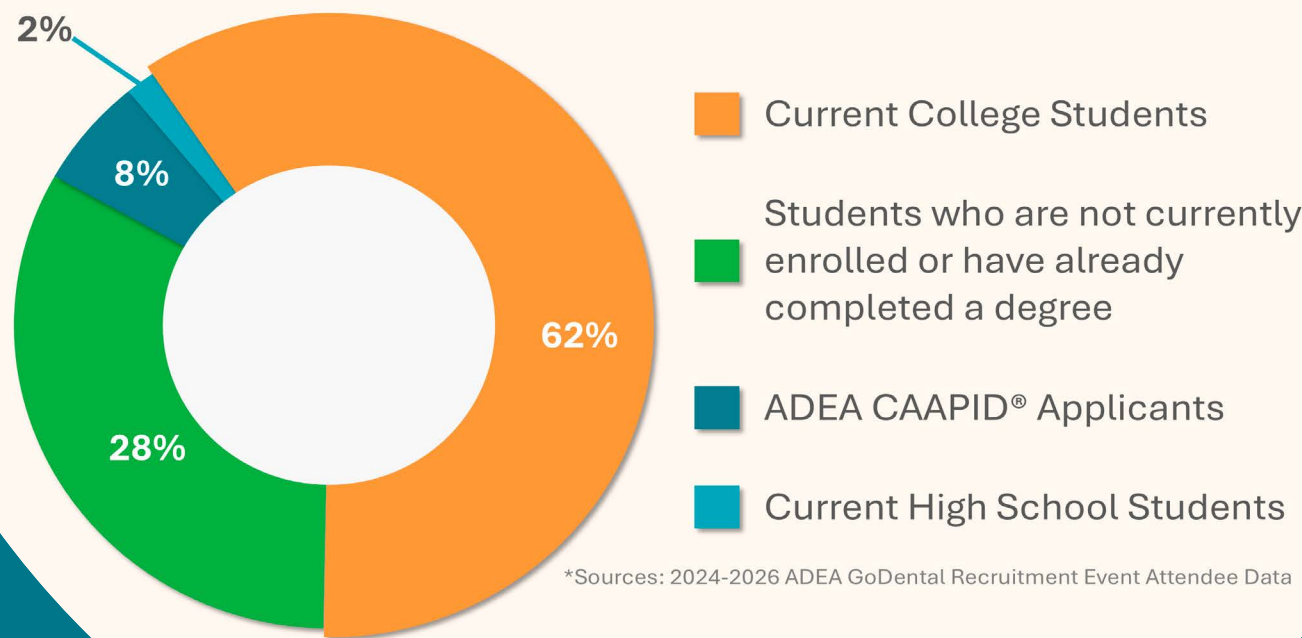
ADEA GODENTAL®

(ADEA GODENTAL RECRUITMENT EVENT)

The ADEA GoDental Recruitment Event is the nation's only annual, in-person recruitment event dedicated exclusively to connecting prospective dental students with U.S. and Canadian dental schools. Each year, hundreds of aspiring oral health professionals, pre-health advisors and admissions representatives gather to explore educational pathways, making this event an unparalleled opportunity for organizations to engage with the future of the profession. As a sponsor, your brand will gain high-visibility exposure at a pivotal moment when students are making decisions that will shape their careers.

By sponsoring the ADEA GoDental Recruitment Event, your organization demonstrates a commitment to strengthening the future dental workforce while building meaningful brand recognition among the next generation of oral health leaders. Whether your focus is education, innovation, technology, financial services or professional development, this sponsorship positions your organization as a trusted partner invested in helping students achieve their dreams. It's an opportunity to inspire future dentists while elevating your organization's presence within the dental education community.

WHO IS ATTENDING #GDRE?



WHAT'S IN IT FOR YOU?



Logo on All Digital/Print Materials



Sponsorship Recognition in Remarks



Brief Remarks During the Event

(GoDental Luncheon Sponsor only)

RAISE YOUR PROFILE!

\$60,000 GoDental Luncheon

\$10,000 GoDental Snacks

\$10,000 GoDental Student Scholarship
supports 40 students

\$5,000 GoDental Giveaway or Activity
such as photo booth and interactive games

\$5,000 GoDental Lounge

GODENTAL® (CONTINUED)

ADEA GODENTAL JUMPSTART

The ADEA GoDental Jumpstart program provides a unique opportunity to engage with aspiring dentists at one of the earliest and most influential stages of their educational journey. Hosted four times annually across the Northeast, South, Midwest and West, these immersive regional events bring together first- and second-year undergraduate students for a day of hands-on experiences, admissions guidance and meaningful interactions with dental school representatives. By sponsoring ADEA GoDental Jumpstart, your organization will be recognized as a champion of early-career exploration and a committed supporter of the future oral health workforce.

Your sponsorship helps remove financial barriers so students can participate at no cost while positioning your organization alongside an initiative that promotes access, opportunity and excellence in dental education. Through high-visibility recognition and direct association with a transformative educational experience, your brand will connect with future dental professionals long before they enter dental school—creating lasting awareness and demonstrating your organization’s investment in the next generation of leaders in oral health.

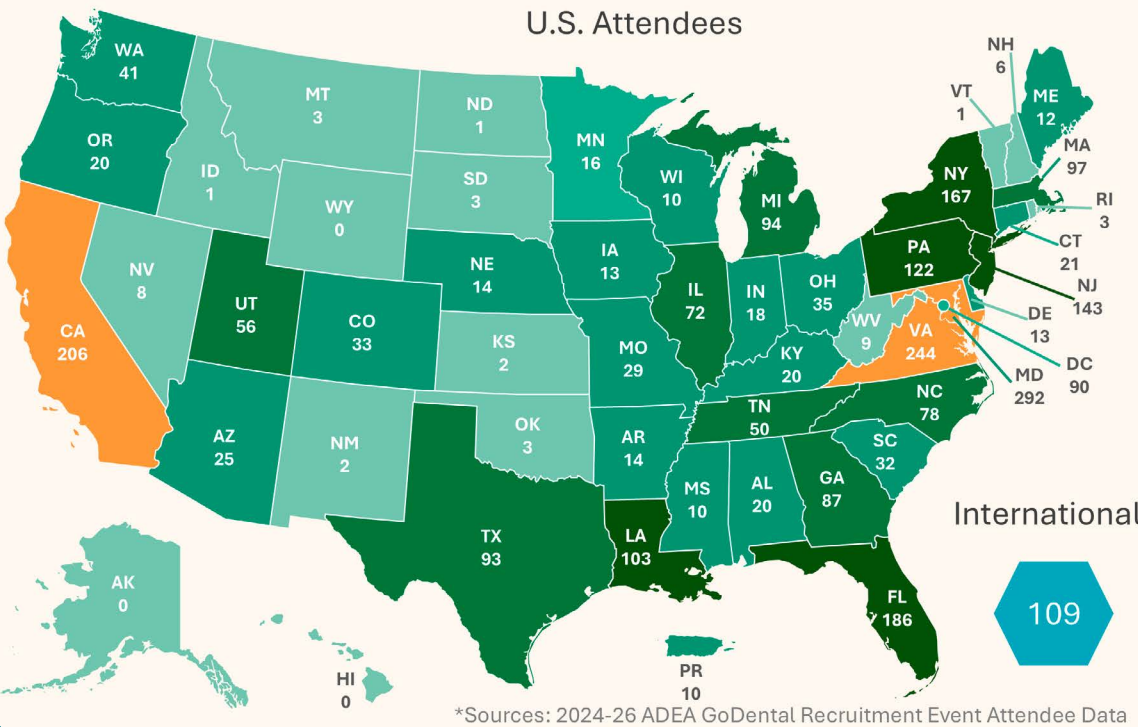
RAISE YOUR PROFILE!

\$40,000..... All Four Regional Events
exclusive to one sponsor

\$10,000..... One Regional Event
open to 4 sponsors

BRIEF REMARKS: In compliance with ADA CERP Standards for Integrity and Independence, brief remarks provided by sponsors must be completely free of marketing, sales or product/service promotion. Representatives who are owners or employees of an ineligible company (commercial interest) are prohibited from controlling, influencing or presenting educational content that is related to their products and/or employer/company.

Where DO STUDENTS COME FROM THAT ATTEND?
Every year, students from ALL OVER THE COUNTRY AND WORLD attend #GDRE.



WHAT'S IN IT FOR YOU?



Brief Remarks *(varies by event)*



Hands-on Activity Participation



Logo Placement on Event Materials and Signage



Opportunity to Distribute Branded Giveaways



Direct Engagement With Prospective Dental Students



Networking With Dental School Representatives and Advisors

ADEA DENTAL SCHOOL EXPLORER

The ADEA Dental School Explorer (DSE) and Official Guide to Dental Schools are coming together in 2027 to create the most comprehensive and trusted digital resource for prospective dental students. For more than 50 years, these resources have been the definitive source for researching dental schools, comparing programs and navigating the dental school application process. Reimagined as a dynamic digital platform launching in March 2027, this next-generation resource will become the first stop for thousands of aspiring dental students as they explore their educational options and prepare to apply.

By sponsoring this premier resource, your organization will gain unparalleled visibility with one of the highest intent audiences in dental education—students who are actively planning their future and making critical decisions about their educational and professional paths. Your brand will be positioned alongside the profession’s most trusted source of information, reinforcing your commitment to advancing dental education while building meaningful awareness with tomorrow’s oral health professionals at the precise moment they are shaping their futures.

RAISE YOUR PROFILE!

\$10,000 Exclusive Sponsorship

\$5,000 Co-sponsorship
up to three sponsors

WHAT’S IN IT FOR YOU?



Online Logo Placement



Branded Web Banners



Logo Recognition Throughout the Platform



Recognition as “The” or “An” Official Sponsor of...”



Visibility With Prospective Dental School Applicants

FROM DRILLS TO DIGITAL THRILLERS: ADEA CHAIRSIDE SERIES™

As dental education rapidly embraces emerging technologies, institutions are seeking trusted partners to help shape the future of teaching and learning. This immersive, full-day workshop brings together dental educators, academic leaders and technology innovators to explore the practical application of artificial intelligence, extended reality (XR), haptics and digital dentistry platforms. Through hands-on experiences and collaborative discussions, participants gain the knowledge and confidence needed to implement transformative technologies that enhance student learning and prepare graduates for the future of practice.

By sponsoring this premier educational experience, your organization will be recognized as a leader driving innovation in dental education. You'll have the opportunity to showcase your expertise and solutions to an influential audience of faculty, administrators and institutional decision-makers who are actively evaluating technologies and developing implementation strategies for their programs. This sponsorship demonstrates your commitment to advancing educational excellence while positioning your brand alongside one of the most forward-looking initiatives in academic dentistry.

RAISE YOUR PROFILE!

\$20,000..... Exclusive Sponsor

Limited to 1 sponsor

\$15,000..... Co-sponsor

Limited to 2 sponsors

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WHAT'S IN IT FOR YOU?



Logo Recognition on Event Signage, ADEA Website, Mobile App, Social Media and Promotional Communications



Dedicated Display Space for Product Demonstrations and Educational Materials



Opportunity to Distribute Branded Giveaways



Direct Engagement With Institutional Leaders, Decision-makers and Attendees



Opportunity to Deliver Brief Welcome Remarks

(subject to ADEA approval and final edit)

LUNCH WITH A TECH GURU

(ticketed event)



Lunch With a Tech Guru offers sponsors a unique opportunity to align their brand with innovation, thought leadership and meaningful professional development. This intimate, interactive experience brings together respected technology experts and dental education leaders for candid conversations about emerging trends, strategic decision-making and the practical application of technology in academic and clinical settings. More than a luncheon, it's an opportunity to foster authentic dialogue that inspires new ideas and equips attendees with actionable insights they can immediately apply.

By sponsoring Lunch With a Tech Guru, your organization will be recognized as a champion of innovation and trusted advisor to the dental education community. You'll gain high-impact visibility among faculty, administrators and institutional decision-makers while associating your brand with one of the ADEA Annual Session & Exhibition's most engaging networking experiences. It's a powerful opportunity to build relationships, elevate your organization's reputation and demonstrate your commitment to helping dental education navigate an increasingly technology-driven future.

RAISE YOUR PROFILE!

\$20,000 Exclusive Sponsor

\$10,000 Co-sponsors

WHAT'S IN IT FOR YOU?



Logo Recognition



Opportunity to Deliver Brief Welcome Remarks (subject to ADEA approval and final edits)



Opportunity to Distribute Branded Giveaways or Educational Resources



Reserved Seating With Invited Speakers and VIPs



Networking With Faculty, Administrators, Institutional Decision-makers and Attendees

ADEA INTERIM MEETINGS

ADEA INTERIM MEETINGS INCLUDE THE FOLLOWING:

- ADEA Allied Dental Program Directors' Conference (ADEA ADPDC)
 - ADEA Allied Dental New Program Director Academy (ADEA ADNPDA)
- ADEA Sections on Business and Financial Administration and Clinical Administration Meeting (ADEA BFACA)
- ADEA Deans' Conference

SPONSOR ALL THREE MEETINGS TO RECEIVE THE DISCOUNTED BUNDLE RATE



MEETING FORMAT AND STRUCTURE

- **Corporate Meet-and-Greet** a 2-3 hour event 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 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 accreditation, curriculum management and faculty/student issues. 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 their programs, supporting students and developing their faculty. The 130 to 170 attendees are from dental hygiene, dental assisting, dental lab technology and dental therapy.

RAISE YOUR PROFILE!

- \$50,000** Welcome Reception and Dinner, *Saturday*
- \$25,000** Networking Reception, *Sunday*
- \$20,000** Networking Breakfast, *Sunday and Monday*
(Limited to one sponsor per day)
- \$10,000** 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 ALLIED DENTAL NEW PROGRAM DIRECTOR ACADEMY (ADEA ADNPD)

EMPOWERING NEW LEADERS, PROMOTING PROGRAM EXCELLENCE

Ever-increasing numbers of new allied dental program directors are leading all four allied dental disciplines: dental assisting, dental hygiene, dental laboratory technology and dental therapy. Many new program directors have not had the opportunity to develop the skills to lead departments or to handle the large workload of potentially new tasks they may never have done before. This workshop will begin to expose new program directors to challenging tasks faced daily, while also providing resources to help manage these challenges. Helpful insights into meeting Commission on Dental Accreditation requirements are included. New allied dental program directors (three or fewer years in the role) will meet other new directors and discuss the challenges common in either established or developing programs.

INVEST IN THE FUTURE

- \$30,000**..... Exclusive Workshop Sponsor
(Limited to one)
- \$10,000** Workshop Closing Reception
- \$8,000** Keynote Speaker
(Includes brief remarks)
- \$5,000** General Sponsorship

Phase 1: Workshop

All day Friday before the start of the ADEA Allied Dental Program Directors' Conference (ADEA ADPDC), which starts on Saturday.

Phase 2: Conference Connections

Conference Connections provides onsite mentoring during the ADEA ADPDC.

Phase 3: Monthly Mentoring Sessions

A monthly discussion session where participants discuss a topic of their interest with an expert, as well as network and collaborate with each other.

WHAT'S IN IT FOR YOU?



Exposure to New Allied Dental Program Directors

Limited to one representative from each sponsor. (Many of the new allied dental program directors are not aware of the full portfolio of ADEA corporate partners.)



Brief Remarks to the New Program Directors During one of the Synchronous Sessions in Phase 3

(15-minute limit)

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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!

- \$40,000** Welcome Reception and Dinner
Monday | \$20,000, two co-sponsors
- \$20,000** Networking Lunch
Monday | limit one sponsor
- \$20,000** Networking Breakfast
Monday and Tuesday | limit one sponsor per day
- \$10,000** 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

BRIEF REMARKS: In compliance with ADA CERP Standards for Integrity and Independence, brief remarks provided by sponsors must be completely free of marketing, sales or product/service promotion. Representatives who are owners or employees of an ineligible company (commercial interest) are prohibited from controlling, influencing or presenting educational content that is related to their products and/or employer/company.

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 60 a year.

RAISE YOUR PROFILE!

\$20,000		Welcome Reception <i>Saturday</i>
\$20,000		Networking Lunch <i>Sunday</i>
\$20,000		Networking Breakfast <i>Sunday and Monday</i>
\$12,000		Social Event <i>Sunday</i>
\$10,000		General Sponsor

BRIEF REMARKS: In compliance with ADA CERP Standards for Integrity and Independence, brief remarks provided by sponsors must be completely free of marketing, sales or product/service promotion. Representatives who are owners or employees of an ineligible company (commercial interest) are prohibited from controlling, influencing or presenting educational content that is related to their products and/or employer/company.

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



Networking With Attendees



Brief Remarks

excluding General Sponsors

SUPPORTING STUDENTS

ADEA STUDENT INITIATIVES INCLUDE:

- **ADEA Student Leaders for Social Change (ADEA SLSC)**
- **Sponsor-A-Student Scholarship**
- **Joint ADEA COSRF & ADCFP Student Reception and Awards Ceremony**
- **ADEA COSRF Road to Residency**

INVESTING IN THE FUTURE OF ORAL HEALTH LEADERS

- **Connect with student leaders** across dental education in the United States and Canada.
- **Engage audiences** through year-round virtual and in-person programs.
- **Increase visibility** among future oral health professionals and leaders.
- **Participate in networking**, mentorship, leadership, and career development opportunities.
- **Reach 100–300+ attendees** per event, including students, residents, fellows, faculty and academic leaders.
- **Support** the development of the future oral health workforce.

ADEA's student-focused programs provide opportunities for leadership development, professional growth, networking and career exploration for students across dental education. By sponsoring these initiatives, organizations gain meaningful engagement with emerging oral health professionals while helping prepare the next generation of clinicians, educators, researchers and leaders.

SUPPORTING STUDENTS (CONTINUED)

ADEA STUDENT LEADERS FOR SOCIAL CHANGE (ADEA SLSC)

The ADEA SLSC is a transformational leadership experience for a cohort of emerging student leaders from U.S. and Canadian dental schools and allied dental programs. Through a six-month, five-session hybrid series—offering interactive workshops, inspiring speakers, collaborative projects and peer networking—students gain the leadership tools needed to make lasting change in their communities and the oral health profession. By supporting this program, your organization helps cultivate a new generation of oral health leaders committed to leadership, education and social responsibility in their communities and the profession.

RAISE YOUR PROFILE!

- \$30,000..... Platinum
- \$15,000..... Gold
- \$5,000..... Silver

WHAT’S IN IT FOR YOU?



Logo on All Digital/Print Materials



**Opportunity to Speak at Opening/
Closing Event**

Platinum and Gold Sponsor(s) only



**Two Representatives Invited
to a Networking Event**



Option to Provide Goodie Bags

Platinum only



Option to Provide Branded Materials

Platinum and Gold Sponsors only

SUPPORTING STUDENTS (CONTINUED)

SPONSOR-A-STUDENT SCHOLARSHIP

Help expand access and opportunity at the ADEA Annual Session & Exhibition and other ADEA meetings by supporting the Sponsor-a-Student Scholarship initiative. Your contribution ensures student leaders from across the United States and Canada—especially those from underfunded institutions—can engage in national leadership, mentorship and professional development opportunities.

Through the ADEA Council of Students, Residents and Fellows (ADEA COSRF), your support helps advance the next generation of oral health leaders from multiple disciplines, including dental hygiene, assisting, therapy and more.

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!

\$50,000..... Pathway Champion
Supports 100 student leaders
\$30,000..... Pathway Partner
Supports 50 student leaders
\$15,000..... Pathway Advocate
Supports 25 student leaders
\$10,000..... Pathway Supporter
Supports 15 student leaders

WHAT'S IN IT FOR YOU?



Logo on Digital/Print Materials



Sponsorship Recognition



Access to Networking



Meet and Greet at ADEA Student Awards and Reception

Pathway Champion Sponsor only



Brief Remarks During COSRF Business Meeting

Pathway Champion only



Invitation to Student Networking Events

Pathway Partner Sponsor only

SUPPORTING STUDENTS (CONTINUED)

JOINT ADEA COSRF & ADCFP STUDENT RECEPTION

Held during the ADEA Annual Session & Exhibition, this signature awards and networking event celebrates over 250 student leaders, mentors and faculty. Hosted by the ADEA Council of Students, Residents and Fellows (ADEA COSRF) and the ADEA Academic Dental Careers Fellowship Program (ADEA ADCFP), the reception honors excellence in academic dentistry, leadership and service—while connecting future educators with mentors and peers in a relaxed, welcoming setting.

RAISE YOUR PROFILE!

- \$50,000**..... Title
- \$20,000**..... Legacy
- \$10,000**..... Leadership
- \$5,000**..... Advocate

WHAT’S IN IT FOR YOU?



Logo on Digital/Print Materials



Sponsorship Recognition



Access to Networking



Naming Rights of an Award

Title, Legacy or Leadership Sponsors only



Program Ad

Title, Legacy and Leadership Sponsors only



Brief Remarks

Title Sponsor only



Invitation to Student Networking Events

Title Sponsor only

SUPPORTING STUDENTS (CONTINUED)

ADEA COSRF ROAD TO RESIDENCY

Hosted by the ADEA Council of Students, Residents and Fellows (ADEA COSRF) in collaboration with the Councils of Advanced Education Program Officers (ADEA COAEP) and Sections (ADEA COS), this virtual event supports dental and allied dental students pursuing advanced education. With over 350 attendees, the event features expert panels, ADEA PASS® preparation and networking with program directors and residents—creating an inclusive space for career exploration and workforce development. The GoAdvancedED Expo, a major feature of Road to Residency, also expands access to specialty and allied dental programs through interactive booths, live Q&As and networking lounges.

RAISE YOUR PROFILE!

- \$10,000..... Platinum
- \$5,000..... Gold
- \$2,500..... Silver
- \$1,500..... Bronze

WHAT'S IN IT FOR YOU?



Brief Remarks During Road to Residency Event

Platinum Sponsor only



Virtual Booth

Platinum Sponsor only



Program Ad

Platinum and Gold Sponsors only



Logo on Digital/Print Materials



Sponsorship Recognition



ADVOCACY DAY ADEA STUDENT ADVOCATE OF THE YEAR AWARD

ADEA seeks to recognize and celebrate outstanding student leadership in advocacy through the establishment of the ADEA Student Advocate of the Year Award. The award would honor one student enrolled at an ADEA Member Institution in the United States or Canada who has demonstrated exceptional commitment to advancing oral health policy and advocacy.

As part of the award, the selected student would receive a scholarship to participate in the 2027 ADEA/AADOCR/FNIDCR Advocacy Day, anticipated to be held in Spring 2027. The recipient would attend advocacy training activities and participate in meetings with Members of Congress and their staff to advocate for policies supporting oral health training and workforce programs. The student would also be recognized with an award at the training session.

RAISE YOUR PROFILE!

\$2,500 General Sponsor

WHAT'S IN IT FOR YOU?



Recognition on the ADEA webpage and in Advocacy Day materials



Recognition during ADEA/AADOCR/FNIDCR Advocacy Day and advocacy training



Opportunity to provide branded giveaways or commemorative items for the award recipients

ADEA ADVOCACY DAY STUDENT SCHOLARSHIPS

Support the future of dental education by sponsoring the ADEA Advocacy Day Student Travel Scholarship Program. This unique opportunity helps remove financial barriers that prevent talented dental students from participating in one of ADEA's most impactful advocacy experiences. Your support will enable 12 student leaders from across the United States to travel to Washington, DC, where they will engage with policymakers, develop their advocacy skills and gain firsthand experience shaping the future of oral health education and workforce policy.

By sponsoring this initiative, your organization will demonstrate a meaningful commitment to leadership development, educational access and the advancement of the dental profession. Your investment not only empowers students to become confident advocates for their profession and the patients they will serve but also aligns your brand with an initiative that fosters civic engagement, professional growth and the future of oral health. Together, we can ensure that financial constraints do not limit the voices of tomorrow's dental leaders.

RAISE YOUR PROFILE!

\$2,000..... Sponsor
1 Student

\$10,000..... Sponsor
5 Students

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
- Generational issues
- 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 hosts this program at its headquarters to reduce costs.

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!

- \$10,000.....** Welcome Reception or Winery Tasting Experience
(Brief remarks)
- \$5,000** DC Bus Tour Experience
(Brief remarks and one giveaway for tour attendees only)
- \$5,000** 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.

ADEA PODCAST SPONSORSHIP PACKAGE

The ADEA podcast series will explore and bring to light to a global audience insightful conversations with industry experts, thought leaders and change-makers. With targeted promotion and high-value content, this is a unique opportunity to align your corporate brand with compelling storytelling and influential voices.

RAISE YOUR PROFILE!

\$25,000..... Exclusive Sponsor
(Limited to 1 sponsors)

\$10,000..... Co-sponsor
(Limited to 3 sponsors)

WHAT'S IN IT FOR YOU?



Podcast Introduction Mention



Ad Placement



Logo Placement on Website and Promotional Graphics



Social Media Recognition



Podcast Cover Art and Branding
Exclusive Sponsor only



Option to Provide Branded Content or Giveaways Featured in Episode Descriptions
Exclusive Sponsor only

DIGITAL EVENTS

Extend Your Reach Beyond the Live Event! Connect with dental education leaders, faculty, administrators, researchers and students through ADEA’s growing portfolio of digital content and on-demand learning experiences. Digital event sponsorship provides year-round visibility and engagement opportunities that extend well beyond the live event experience.

FEATURED OPPORTUNITY: ADEA ANNUAL SESSION & EXHIBITION PLENARY REPLAY

The ADEA Annual Session & Exhibition brings together the dental education community’s most influential leaders and decision-makers. Through this sponsorship opportunity, your organization can gain exclusive visibility alongside the replay of a plenary session recorded live during the ADEA Annual Session & Exhibition.

WHY SPONSOR ADEA DIGITAL EVENTS?

- Extend your visibility beyond traditional in-person events
- Reach a highly targeted audience of dental education decision-makers
- Associate your brand with trusted educational content

RAISE YOUR PROFILE!

\$10,000..... ADEA Annual Session & Exhibition Plenary
Replay Sponsor

\$5,000..... Semi-live Sessions, Rebroadcasts and Live Sessions

WHAT’S IN IT FOR YOU?



Exclusive Sponsorship Recognition on the Plenary Replay Landing Page



Sponsor Logo Displayed Prominently Before the Replay Begins



Recognition Slide
included within the replay recording



Hyperlinked Sponsor Logo
directing viewers to your preferred website



Recognition in Promotional Communications
driving traffic to the replay

ADDITIONAL DIGITAL EVENT OPPORTUNITIES

ADEA offers sponsorship opportunities across a variety of digital education and engagement programs, including semi-live sessions, rebroadcasts and live sessions of the Annual Session plenaries, the Chair of the Board Symposia and many more selected sessions.

WHO TO CONTACT

FOR QUESTIONS AND TO SECURE
SPONSORSHIPS, CONTACT:

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Thank You for Your
Consideration and
Continued Support!

