

AMERICAN DENTAL EDUCATION ASSOCIATION

# 2016

ADEA ANNUAL SESSION & EXHIBITION

## Shaping Tomorrow, Together

MARCH 12-15 | DENVER, CO

### SPONSORSHIP OPPORTUNITIES



## SPONSOR THE 2016 ADEA ANNUAL SESSION & EXHIBITION

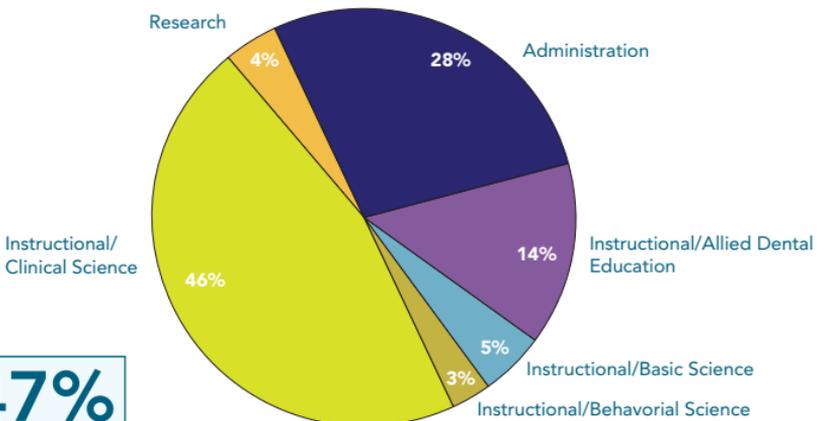
Associate your company name and logo with the American Dental Education Association (ADEA) during the 2016 ADEA Annual Session & Exhibition, March 12–15 in Denver. Aligning your company with ADEA offers the invaluable opportunity to reach an audience of key senior-level decision makers in the dental education community, including deans and faculty from U.S. and Canadian predoctoral, allied and advanced dental education programs.

Your sponsorship—at any level—also includes recognition within the official ADEA Annual Session & Exhibition program guide and other collateral associated with the conference, including signage and messaging projected on large screens during plenary sessions that have audiences of 2,000+.

## THE BENEFITS OF SPONSORSHIP

The ADEA Annual Session & Exhibition is the most visible and recognized dental education event in North America, notable for both its size and diversity. Each year, more than 2,600 administrators, dental, allied dental and advanced dental education faculty, staff and students come together to learn, network and share insights about trends, federal and state policy developments and teaching practices that best facilitate student learning.

## FACULTY & ADMINISTRATOR ATTENDEE DEMOGRAPHICS



**47%**  
OF PARTICIPANTS  
ARE DENTISTS



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**COFFEE CUP SLEEVE** **\$7,500**

Put your logo directly in the hands of attendees with branded cardboard coffee cup sleeves. Coffee sleeves will be displayed at all scheduled coffee breaks throughout the conference. *(Sponsor is responsible for providing coffee cup sleeves.)*

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**NAME BADGE LANYARDS** **\$7,000**

Gain immediate mindshare by having your company name printed on the lanyards worn by attendees throughout the conference. This exclusive sponsorship, which always goes fast, offers a highly visible level of exposure during the entire meeting.

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**HOTEL ROOM KEY CARDS** **\$6,000**

Be seen at check-in and every time attendees enter their hotel rooms to build awareness of your company throughout the conference. The key card sponsorship includes your company name and logo message printed on more than 2,000 hotel key cards that are distributed to attendees staying at the Hyatt Regency Denver at Colorado Convention Center.

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**CONFERENCE POSTER** **\$5,000**

This poster builds buzz for the 2017 ADEA Annual Session & Exhibition in Long Beach. Printed in glossy full-color, the 18" x 24" poster is mailed to academic dental institutions across the United States and Canada to introduce them to the conference.

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**FOOTPRINTS IN EXHIBITION HALL** **\$4,500**

Make it easier for attendees to find your booth in the Exhibition Hall with this exclusive sponsorship—15 branded circles, each measuring 30" in diameter, that lead attendees to your booth. Each footprint will be branded with your company name and logo.

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**PENS** **\$3,500**

Pens branded with your company logo will be displayed at every registration desk, and each conference attendee receives a pen in the official conference bag.

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**CONFERENCE INSERTS IN ATTENDEE BAGS**

Exhibitors: **\$2,500 per insert**; Non-exhibitors: **\$4,500 per insert**

Include a one-page promotional flier from your company in the conference bags that all attendees receive at registration—and draw traffic to your exhibit booth or website. (Promotional flier copy is subject to approval by ADEA; printed fliers supplied by sponsors.)

## RECEPTIONS, DINNERS AND SPECIAL EVENTS

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### CHAIR OF THE ADEA BOARD OF DIRECTORS RECEPTION

**\$30,000** for Sole Support; **\$10,000** for Partial Support

Celebrate ADEA's accomplishments and recognize the leadership of the Chair of the ADEA Board of Directors at this memorable, elegant reception. Sponsorship includes displaying your company's name on signage at the entrance to the reception and 10 guest tickets. A representative of your company will also have an opportunity to briefly address attendees from the podium and receive recognition in the official program guide.

Partial support includes recognition in the program guide and displaying your company's name on signage at the entrance to the reception.

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### ADEA ANNUAL SESSION & EXHIBITION WELCOME RECEPTION

**\$20,000** for Sole Support; **\$10,000** for Partial Support

The Welcome Reception starts the conference on a high note with complimentary hors d'oeuvres, wine and beer. This sponsorship provides your company with the ability to interact with attendees in a unique way on the first day of the conference. Sponsorship includes an ice sculpture display featuring your logo, your company's name prominently displayed on signage at the entrance of the reception area and acknowledgment of your sponsorship. This heavily attended event is open to all attendees and exhibitors.

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### ADEA LEADERSHIP INSTITUTE CLASS OF 2016 WELCOME RECEPTION

**\$17,000**

Join us in welcoming the incoming fellows of the 2016-17 ADEA Leadership Institute. The Welcome Reception draws more than 250 former ADEA Leadership Institute fellows. As the sponsor, your company will have an opportunity to welcome guests from the podium. Your company's name will also appear on signage strategically placed near the entrance to the reception room and in the official program guide.

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### LUNCH IN THE EXHIBITION HALL

**\$15,000** per day

Receive recognition during lunch in the Exhibition Hall while 2,000+ attendees enjoy lunch and network with exhibitors. By sponsoring the lunch buffet on Sunday or Monday, you will enjoy exclusive display of your company's name on selected signage during lunch hours and a loudspeaker announcement that acknowledges your sponsorship when food service begins. A representative of your company will also have an opportunity to welcome lunch goers when there is no scheduled educational programming.

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**HARRY BRUCE LEGISLATIVE LEADERSHIP DINNER** **\$8,500**

Be the sole sponsor that honors the ADEA Legislative Advisory Committee as well as current and past ADEA/Harry W. Bruce, Jr. Legislative Fellows for their vital contributions to dental education. Your sponsorship includes signage with your company name prominently displayed at the entrance of the room. You will also have an opportunity to address attendees.

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**DENTAL HYGIENE CLINICAL COORDINATORS LUNCH**

**\$5,000** for Sole Support; **\$3,500** for Partial Support

Have your company name showcased on signage when you sponsor this lunch and networking forum that draws nearly 70 clinic coordinators from numerous dental hygiene programs.

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**WILLIAM J. GIES AWARDS FOR VISION,  
INNOVATION & ACHIEVEMENT**

**Five Levels of  
Sponsorship**

This capstone gala event honors the extraordinary accomplishments of dental educators, academic dental institutions, and corporate, nonprofit and governmental partners that have led to significant advances in dental education and oral health. Proceeds from the Gies Awards benefit the ADEAGies Foundation. Sponsorship benefits are listed in a separate brochure. Contact either Dr. Ronald Rupp, ADEA Senior Vice President, External Relations and Institutional Advancement at 202-289-7201 ext. 114, or Trish Smith at Coulter Events at 703-506-3262 to learn more.

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## **ADEA SIGNATURE PROGRAMMING**

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**ADEA OPENING CEREMONY AND PLENARY SESSION** **\$35,000**

The Opening Ceremony and Plenary Session is one of the keynote events of the conference. It features a nationally recognized speaker who kicks off the ADEA Annual Session & Exhibition, making it the most well-attended event of the conference—with more than 2,000 attendees expected!

**Sponsored by the ADEA Corporate Council.**

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**ADEA GODENTAL RECRUITMENT FAIR FOR PREDENTAL  
STUDENTS AND ADVISORS (INCLUDES LUNCH)**

**\$30,000** Sole Support; **\$10,000** Partial Support

Become a catalyst in creating the next generation of dental professionals by sponsoring this luncheon event. More than 300 energetic students and 40 dental schools participate in this dynamic, interactive event aimed at high school, community college and four-year college students, as well as counselors, advisors and parents. ADEA will design customized sponsorship benefits for your company's support as either the sole or a partial sponsor.

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**ADEA POLITICAL SPOTLIGHT PLENARY SESSION** **\$15,000**

The Political Spotlight event features a nationally recognized political commentator who shines a dynamic light on the political issues of the day, helping frame the legislative environment for issues of relevance to the dental education community. Your sponsorship includes acknowledgement of your sponsorship by the emcee, recognition in the official program guide and digital signage projected on large auditorium screens in the plenary session hall.

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**ADEA CLOSING PLENARY SESSION** **\$16,000**

The Closing Plenary Session sponsor receives marquee recognition as the main sponsor and recognition on signage as attendees enter the plenary session hall. Your sponsorship also entitles you to a special recognition from the podium. The final plenary session, which is open to all participants, attracts upwards of 1,500 attendees.

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**ADEA STUDENT POSTER SESSION AWARDS** **\$1,500**

Associate your company's name with the three winning student poster awards. A professional photographer will take your picture with the winners, and ADEA will also announce your support at one of four plenary sessions.

*\*All sponsors will receive acknowledgment in the Appreciation Section of the ADEA House of Delegates (HOD) Manual published for the 2016 ADEA Annual Session & Exhibition and distributed to all HOD participants.*

## CONTACT INFORMATION

### SPONSORSHIP

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