AMERICAN DENTAL EDUCATION ASSOCIATION

LONG BEACH, CA
MARCH 18 – 21

SPONSORSHIP AND EXHIBITOR PROSPECTUS

adea.org/2017 | #adea2017
MAKE THE MOST OF IT!

Make the most of your company’s participation at the 2017 ADEA Annual Session & Exhibition! Take advantage of enhanced ways to engage with dental educators and to showcase your brand. Are you looking for ways to stand out and be recognized for your company’s leadership in the dental education community? ADEA has new options to help you position your company and get increased attention.

New in 2017:

- More island and corner booths for increased exhibit exposure.
- First-ever opportunity for ADEA Corporate Council members to present in a highlighted educational session track.
- Additional sponsorship opportunities to elevate your brand awareness.

Be the first company to welcome participants to the 2017 ADEA Annual Session & Exhibition by sponsoring the Welcome Reception!

Welcome Reception by “Your Company Name” at the 2017 ADEA Annual Session & Exhibition
Saturday, March 18, 2017 5:30 – 7:00 p.m.

ADEA Annual Session participants especially enjoy the Welcome Reception and here is your opportunity to make it more fun and special. It will be branded with your company name in all preliminary promotional materials, in the program, and on site at the conference, and special recognition will be provided at the Sunday Opening Plenary Session. The reception will be held in a beautiful reception space, with music, food and beverages (indoor and outdoor options available).

Sponsorship cost is $30,000.
Have your company’s name appear each time participants log into the Mobile App and the Wi-Fi at the Convention Center!

*Stay Connected with “Your Company Name” at the 2017 ADEA Annual Session & Exhibition.*

Includes branded ad placement in the Mobile App, used by 75% of attendees. The sponsoring company branded page will come up every time a participant logs into the Wi-Fi in the Long Beach Convention Center, and your company name will brand the Cyber Café in the Exhibit Hall. Your company’s name will also appear on the Mobile App when it is released in mid-February and in the program. Special recognition will be provided at the Sunday Opening Plenary Session.

Sponsorship cost is $25,000.

**Additional Special Incentives Included in the Above New Sponsorships**

In addition, special incentives for these three new sponsorships will include four VIP invitations to the Chair of the ADEA Board of Directors Reception on Sunday, March 19; two conference registrations for company representatives; special listing on the Annual Session website, in the program, and on onsite signs; and special recognition at the Sunday Opening Plenary Session.

**TAKE YOUR EXHIBIT TO THE NEXT LEVEL WITH SPONSORSHIP OPPORTUNITIES**

Gain additional exposure on site by sponsoring 2017 ADEA Annual Session & Exhibition high-profile programs, special events and conference materials and activities.

- Enhance your company’s exposure at key locations throughout the meeting and on critical event materials viewed by thousands.
- 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.
- Bring innovative new products, research and technology to the attention of faculty, administrators, students, residents and fellows.

ADEA also offers various levels of sponsorship for the ADEA GoDental Recruitment Fair, an interactive event with an anticipated attendance of 400 students and 40 dental schools.
Publications
Place an ad in the ADEA Annual Session & Exhibition printed program.

Receptions, Dinners and Special Events
Sponsorships are available for Exhibit Hall lunches, or choose from numerous special evening receptions, dinners and events, such as the ADEA Leadership Institute Class of 2017 Welcome Reception; the William J. Gies Awards for Vision, Innovation and Achievement; the Chair of the ADEA Board of Directors Reception; and many more.

Chair of the ADEA Board of Directors Reception $15,000 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. Partial support 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 printed program.

ADEA Leadership Institute Class of 2018 Welcome Reception $15,000
Join us in welcoming the incoming fellows of the 2017-18 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.

Lunch in the Exhibit Hall $15,000 per day
Receive recognition during lunch in the Exhibit 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 lunchgoers when there is no scheduled educational programming.

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’s name prominently displayed at the entrance of the room. You will also have an opportunity to address attendees.

Dental Hygiene Clinical Coordinators Lunch $3,000
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.
SPONSORSHIP PROSPECTUS

Prosthodontics Section Members Forum Breakfast $1,750
For a prosthodontics-focused company, provide breakfast to the annual Prosthodontics Section Members Forum. (Date to be determined.)

William J. Gies Awards for Vision, Innovation and Achievement Various Levels
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 levels and benefits are available at adeagiesfoundation.org. Contact Savannah John, Director of Development, ADEAGies Foundation at 202-289-7201 for more information.

ADEA Signature Programming

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.

ADEA GoDental Recruitment Fair (Includes Lunch) $10,000 Partial Support
Become a catalyst in creating the next generation of dental professionals by sponsoring this luncheon event. More than 400 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.

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.

ADEA Closing Plenary Session $15,000
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.
ADEA Student Poster Session $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.

Conference Materials
From lanyards, pens and attendee tote bag inserts to ADEA’s Mobile App, Wi-Fi & Cyber Center, take advantage of conference materials and activities to promote your company.

Own the Bathroom $10,000
Let the Annual Session attendees experience your products first hand! Have your mouthwash or other oral hygiene products placed in the restrooms at the Long Beach Convention Center. This very popular sponsorship includes signage outside four to six restrooms, acknowledgement in the program and recognition on site at the Annual Session.

Coffee Mug $8,000
Your company logo and name will appear on 2,000+ coffee mugs distributed to every attendee in the meeting bags—a great way to ensure your brand is visible on site and well after the conference ends! (Sponsor is responsible for providing coffee mugs.)

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.)

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 high level of exposure during the entire meeting.

Footprints in Exhibit Hall $4,500
Make it easier for attendees to find your booth in the Exhibit Hall with this exclusive sponsorship—15 branded circles, each measuring 30” in diameter that will lead attendees to your booth. Each footprint will be branded with your company name and logo.
CONTACT

For information about sponsorships contact:

Simone Smith
ADEA Senior Manager for Corporate Relations
202-513-1196
smiths@adea.org
BENEFITS AND EXPOSURE FOR EXHIBITORS

Join us in Long Beach, CA, March 18–21, 2017 for the premier event in dental education, where thousands of dental educators and solution providers connect—in one place, at one time. Reserve your booth today by contacting Simone Smith at smiths@adea.org.

Don’t miss this prime opportunity to showcase your products and services for the administrators and faculty who play an integral role in their institutions’ purchasing process.

- Connect with key decision-makers in dental education, including deans and faculty from U.S. and Canadian allied, advanced and predoctoral dental education programs.
- Present your products and services to thousands of current and prospective clients.
- Interact face-to-face with your target audience to begin lasting relationships and strengthen existing ones.

Plus, take advantage of exciting activities during Exhibit Hall hours, including the Connect & Collaborate Lounge, ADEA Poster and TechExpo presentations, and New Idea Sessions—all sure to increase traffic and attendance at your booth.

<table>
<thead>
<tr>
<th>EXHIBITOR BENEFITS AND SERVICES</th>
<th>Corporate Exhibitor</th>
<th>Educational Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ booth package: booth frame with an 8-foot-high back drape and a 36-inch-high draped side divider in gray, a 6-foot draped table, two chairs and a wastebasket</td>
<td>See information under exhibitor type</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated Exhibit Hall hours</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listing in the 2017 ADEA Annual Session &amp; Exhibition Program</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to the Exhibitor Lounge</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Link from ADEA Annual Session &amp; Exhibition website to exhibiting organization’s website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>24-hour security from move-in to move-out</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Interactive Floor Plan listing featuring exhibitor logo and profile information available on the free ADEA Annual Session &amp; Exhibition Mobile App</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
INTERACTIVE FLOOR PLAN LISTING

Exhibitors receive a complimentary listing on the Interactive Floor Plan, complete with logo and profile information, and available on ADEA’s Annual Session & Exhibition Mobile App! Attendees now have access to all exhibiting organizations’ profiles and locations well in advance of the meeting so they can plan their time in the Exhibit Hall and quickly find exhibitors on site, as well as easily follow up with flagged exhibitors after the event.

2017 EXHIBIT HALL INFORMATION

The 2017 ADEA Annual Session & Exhibition will end with the closing of the ADEA House of Delegates at 4:30 p.m. on Tuesday, March 21, 2017. To provide quality interaction between exhibitors and meeting attendees, the Exhibit Hall will be open on Sunday and Monday, March 19–21, with dedicated Exhibit Hall hours and enhanced Exhibit Hall offerings, as follows:

2017 ADEA Exhibit Hall Features:
- New Idea Sessions
- Increased flow and interaction from activities occurring throughout the Exhibit Hall
- Networking opportunities
- Coffee and lunch in the Exhibit Hall for all attendees

Dedicated Exhibit Hall Hours for Registrants:
- Sunday, noon – 2:00 p.m.
- Monday, 9:45 – 10:30 a.m.
- Monday, noon – 1:00 p.m.

2017 ADEA Annual Session & Exhibition Dates and Times

EXHIBITOR MOVE-IN
Saturday, March 18, 2017, 10:00 a.m. – 5:00 p.m.
Sunday, March 19, 2017, 8:00 – 11:00 a.m.

EXHIBIT HALL HOURS
Sunday, March 19, 2017, noon – 5:00 p.m.
Monday, March 20, 2017, 9:45 a.m. – 3:00 p.m.

EXHIBIT HALL COFFEE BREAK
Monday, March 20, 2017, 9:45 – 10:30 a.m.
EXHIBIT HALL RAFFLE
Sunday, March 19, 2017, 1:30 p.m.
Monday, March 20, 2017, 1:00 p.m.

LUNCH in the EXHIBIT HALL
Sunday, March 19, 2017, noon – 2:00 p.m.
Monday, March 20, 2017, noon – 1:00 p.m.

DISMANTLE AND MOVE-OUT
Monday, March 20, 2017, 3:05 – 7:00 p.m.

Exhibits must be completely set up by 11:00 a.m. on Sunday, March 19, and must remain intact until 3:00 p.m. on Monday, March 20. Dismantling will begin at 3:05 p.m. on Monday. Hours subject to change. Exhibitors will be notified in writing if any changes are made.

EXHIBITOR TYPES

EDUCATIONAL EXHIBITOR

- ADEA Educational Member: $799 per 10’x10’ booth
- Educational Nonmember: $855 per 10’x10’ booth

ADEA invites associations, nonprofit organizations and academic or educational institutions to exhibit. An educational exhibit is presented to demonstrate the wide range of interests, activities and opportunities related to dental education. This exhibitor does not explicitly offer any product or service for sale, either in the exhibit or by the applicant organization. Educational exhibitors do NOT receive complimentary registration. See registration fees below. All booth personnel for educational exhibits must register for the meeting and pay the appropriate registration fee. No educational exhibitors who serve as booth representatives may register as a “Guest.” All exhibits must be staffed during regular exhibitor hours (see rules and regulations for specifics).

<table>
<thead>
<tr>
<th></th>
<th>Early Bird</th>
<th>Advanced</th>
<th>On Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$655</td>
<td>$755</td>
<td>$855</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$855</td>
<td>$955</td>
<td>$1,055</td>
</tr>
</tbody>
</table>
What's included in the Educational Exhibit booth purchase? | Educational
---|---
One 10’x10’ booth includes a standard booth frame with an 8-foot-high back drape, a 36-inch-high draped side divider in gray, a 6-foot draped table, two chairs, a wastebasket, and blue jay carpet | ✓
An identification sign with your company name and booth number | ✓
Security services from exhibitor move-in through move-out | ✓
Organization names listed in the official program (if full payment is received before the January 6, 2017 deadline) | ✓

CORPORATE EXHIBITOR

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

Corporate exhibitors receive four complimentary registrations per booth for use by registered company employees who are staffing the booth. The registrations are not limited to the Exhibit Hall, and exhibitors are encouraged to participate fully in the 2017 ADEA Annual Session & Exhibition programming. All exhibitors have full access to the ADEA meeting (excluding ticketed events, which are available at an additional cost). Please note that to receive the ADEA Corporate Member rate, you must be an ADEA Corporate Member at the time space is reserved. Individual Members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate. All exhibits must be staffed during regular exhibitor hours (see rules and regulations for specifics). All booths must be carpeted.

What’s included in the Corporate Exhibit booth purchase? | Corporate
---|---
One 10’x10’ booth includes a standard booth frame with an 8-foot-high back drape and a 36-inch-high draped side divider in gray | ✓
An identification sign with your company name and booth number | ✓
Security services from exhibitor move-in through move-out | ✓
Four complimentary registrations per 10’ x 10’ booth | ✓
Organization names listed in the official program (if full payment is received before the January 6, 2017 deadline) | ✓

EXHIBIT HALL RAFFLE

To generate more exhibitor booth traffic, each 2017 ADEA Annual Session & Exhibition registrant will receive a card that must be stamped by exhibiting companies. Completed cards can be entered in a raffle for a chance to win prizes. ADEA would like each exhibitor to contribute at least one item to the ADEA Exhibit Hall Raffle. Please contact smiths@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 19, and at 1:00 p.m. on Monday, March 20, 1:00 p.m.
WHO ATTENDED THE 2016 ADEA ANNUAL SESSION & EXHIBITION?

Total Attendance in 2016: 2,437

<table>
<thead>
<tr>
<th>Designation</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentists</td>
<td>996</td>
<td>41%</td>
</tr>
<tr>
<td>Allied Dental Faculty</td>
<td>191</td>
<td>8%</td>
</tr>
<tr>
<td>Dental Students</td>
<td>481</td>
<td>20%</td>
</tr>
</tbody>
</table>

Primary Appointment of Faculty Members

- Instructional/Clinical Science: 46%
- Administration: 27%
- Instructional/Allied Dental Education: 3%
- Instructional/Basic Science: 3%
- Not Applicable: 4%
- Research: 14%
- Instructional/Behavioral Science: 3%
WHERE DO ATTENDEES COME FROM?

2016 Attendees by Geographic Region*

- **United States**: 2,323 (95.3%)
- **Canada**: 57 (2.3%)
- **Asia**: 12 (.5%)
- **Middle East**: 7 (.3%)
- **Europe**: 6 (.2%)
- **United Kingdom**: 6 (.2%)
- **Africa**: 1 (.04%)
- **Australia**: 1 (.04%)
- **South America**: 1 (.04%)

* Not Reported: 23, .9%
DATES TO REMEMBER

September 2016 – January 2017
Booth assignment notification letters will be emailed weekly on an ongoing basis.

Friday, January 13, 2017
To list the exhibitor’s name, booth assignment and description in the 2017 ADEA Annual Session & Exhibition printed program, the exhibitor online application must be completed and payment made in full by January 13, 2017. For applications received after January 13, 2017, exhibitor information will be included in the ADEA Annual Session & Exhibition Mobile App.

Friday, February 3, 2017
• Deadline for advertising insertion orders for the 2017 ADEA Annual Session & Exhibition printed program.
• Deadline for requesting exhibitor booth cancellation with a refund (minus a 25% cancellation fee).
• Deadline for ALL “early bird” registration (including exhibitors).
• Deadline for all raffle donations.

Friday, February 12, 2017
• Deadline for making hotel reservations at the Hyatt Regency Long Beach.

Friday, February 19, 2017
• Deadline for all registration cancellations.
• Deadline for registering online (including exhibitors).

Saturday, March 18, 2017
• Exhibitor Move-in: 10:00 a.m. – 5:00 p.m.

Sunday, March 19, 2017
• Exhibitor Move-in: 8:00 – 11:00 a.m.
• Exhibit Hall Open: Noon – 5:00 p.m. (lunch will be available from noon – 2:00 p.m.)

Monday, March 20, 2017
• Exhibit Hall Open: 9:45 a.m. – 3:00 p.m. (lunch will be available from noon – 1:00 p.m.)
• Exhibit Hall Coffee: 9:45 – 10:30 a.m.
• Dismantling and Move-out: 3:05 – 7:00 p.m. (Booths must not be dismantled prior to the close of the show at 3:00 p.m.)
APPLICATION PROCEDURES

Booths are reserved on a first-come, first-reserved basis. Full payment of the exhibit fee is due with your application to secure exhibit space.

Please read the rules and regulations before submitting your application. ADEA reserves the right to deny exhibit space.

CANCELLATIONS

If written notice of cancellation or space reduction is received by Friday, January 13, 2017, the rental fee will be refunded minus a 25% cancellation fee. No refunds, cancellations or space reductions postmarked after Friday, January 13, 2017, will be accepted.

REGISTRATION OF BOOTH PERSONNEL AND HOUSING

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor’s badge and must be employed by the exhibitor. All exhibiting booth personnel MUST register before making hotel reservations. To register booth personnel and make hotel reservations in advance of the meeting, online registration must be completed for each person prior to the registration and housing deadline. Booth personnel registration and housing information can be accessed by logging into your exhibitor account.

SERVICE KIT AND SHIPPING INFORMATION

Once you have reserved your booth and received your confirmation letter from ADEA, you can access the exhibitor service kit, which includes shipping information, by logging into your exhibitor account.

QUESTIONS?

If you have questions regarding exhibits, please contact Simone Smith, ADEA Senior Manager of Corporate and Donor Management, at smiths@adea.org or 202-289-7201, ext. 196.
CONTACTS

Exhibitor Registration and Information
Simone Smith
ADEA Senior Manager for Corporate Relations
202-513-1196
smiths@adea.org

Ancillary Meetings/Receptions—To reserve space at the Long Beach Convention and Entertainment Center or the Hyatt Regency Long Beach for a meeting, reception or event, please contact:
Nirah Forman
ADEA Meetings Manager
202-289-6824
formann@adea.org

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