

AMERICAN DENTAL EDUCATION ASSOCIATION

WVE

2021
ADEA

Annual Session & Exhibition

MARCH 13 - 16, 2021

Exhibit Opportunities

WE are a diverse movement of faculty, students and partners, each of us bringing valuable experiences, insights and achievements to oral health and dental education. What is your contribution?

WE are, collectively, a rich tapestry inclusive of and dependent on all of our many threads, together weaving an organic story that is ours uniquely to tell. What is the next chapter?

WE are creating the future of dental education. Join us.

Don't miss **WE**—the 2021 ADEA Annual Session & Exhibition on March 13-16. For the first time in ADEA's history, the Annual Session will be an all-virtual event! ADEA has made this change because of the health risks, economic hardships and logistical complications brought on by the COVID-19 pandemic.

The American Dental Education Association (ADEA) is The Voice of Dental Education. Our mission is to lead and support the health professions community in preparing future-ready oral health professionals. Our members include all 78 U.S. and Canadian dental schools, more than 800 allied and advanced dental education programs, more than 50 corporations and approximately 18,000 individuals.

The ADEA Annual Session & Exhibition is the premier event in dental education, where thousands of dental educators and solution providers connect—in one place, at one time.

During this pandemic, it is more important than ever to support our schools. This unique digital platform allows attendees to interact with the conference and exhibit hall in their own spaces and times.

Build those relationships and generate leads through unparalleled virtual face time with top dental educators who are inspired not only by your products and services, but by your dedication to preparing the next generation of dental providers for promising careers. It's your collaboration with key decision-makers that fuels the success of dental students today, tomorrow and beyond.

2,800+

Individuals from around the world who are dedicated to supporting the dental education community

Attendees
Include

Dental Educators, Dentists, Administrators, Instructors/Allied Dental Educators and Researchers

Primary
Disciplines

Allied Dental Education
Dental Assisting
Dental Hygiene
Dental Public Health
Dental Therapy
Endodontics
General Practice Residency and
Advanced Education in General
Dentistry
General, Operative and Restorative

Oral and Maxillofacial Pathology
Oral and Maxillofacial Radiology
Oral and Maxillofacial Surgery
(with Clinical Fellowship)
Orthodontics and Dentofacial Orthopedics
Pediatric Dentistry
Periodontics
Prosthodontics (with Proth-Maxi Prosthetics)

Secondary
Disciplines

Administrator at an Educational Institution
Corporate
Dental Resident—Advanced Dental
Education
Dental School Admissions Officer

Dental Student—Predoctoral
Non-profit Association/Non-governmental
Organization
Private Practice Only
Retired
Student—Allied Dental Professions

Virtual Exhibit Hours

Our virtual exhibit hall will be available to attendees for the full extent of the event. Exhibitor hours are Sunday, March 14, Noon – 3:00 p.m. Eastern Time and Monday, March 15, Noon – 3:00 p.m. Eastern Time. Please review Exhibitor Terms and Conditions for the show found in your exhibitor account.

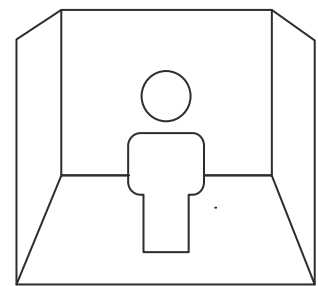
Pre-event Matchmaking and Meeting Scheduler Opens: Feb. 26, 2021

Site Opens for Exhibitors and Attendees: March 9, 2021

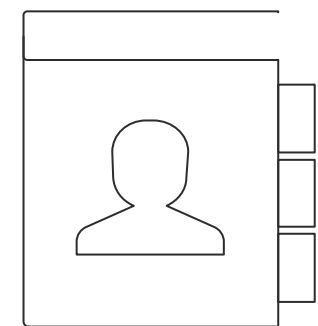
ADEA Virtual Event Live: March 14–15, 2021

Site Closes: April 15, 2021

Virtual Exhibitor Categories



Corporate Exhibitor—To qualify for the ADEA Corporate Member rate, you must be an ADEA Corporate Member at the time the space is reserved. Exclusions: Individual Members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate.



Educational Exhibitor—ADEA invites associations, nonprofit organizations and educational institutions to exhibit. An educational exhibit demonstrates the wide range of interests, activities and opportunities related to dental education. This type of exhibitor does not explicitly offer any product or service for sale, either in the exhibit or by the applicant organization. All booth personnel for educational exhibits must register for the meeting and pay the appropriate registration fee. Educational exhibitors who serve as booth representatives may not register as a Guest.

Registration is NOT included. Booth personnel must register at the attendee rate. See registration rates at adea.org/2021.

	SOLD Premier	SOLD Digital Dental	Anatomical	Corporate	Educational
	Large	Medium	Small	Text	Text
Exhibitor Page Listing (Logo or Text)					
Opportunity to link to an exhibitor owned 3D Booth	✓				
Company Background Image	✓				
Home Page Hero Ad	✓				
Home Page Tower Ad		✓			
Exhibitor Hero Banner Ad	✓	✓			
Company Logo	✓	✓	✓		
Company Name	✓	✓	✓	✓	✓
Company Location	✓	✓	✓	✓	✓
Company Description	✓	✓	✓	✓	✓
Company Web Address	✓	✓	✓	✓	✓
Company Social Links	✓	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓	✓
Matchmaking	✓	✓	✓	✓	✓
Virtual Meeting Room	✓	✓	✓	✓	✓
Live Exhibitor Chat	✓	✓	✓	✓	✓
Drop A Business Card	✓	✓	✓	✓	✓
Lead Information During Event (Dashboard Access)	✓	✓	✓	\$500	\$500
Lead Information Post Event	✓	✓	✓	✓	✓
Pre-Registration List	✓	✓	✓	✓	✓
Schedule A Meeting	✓	✓	✓	✓	✓
Company Representatives (Exhibitor Detail Page)	3	2	2	1	1
Collateral Upload	7	5	3	1	1
Video Upload	5	3	2	1	1
Exhibitor Reps for Meetings (Full Access)	8	6	4	2	0

Exhibit Tier Overview

Exhibitor Page | Listing by Tier

Exhibitors will be listed on the Exhibitor Directory Page alphabetically by tier purchased. Top tiers feature company logo and the Corporate | Educational level will feature the company name by text.

Premier

Digital Dental

Anatomical

Corporate | Educational

Exhibitor Directory

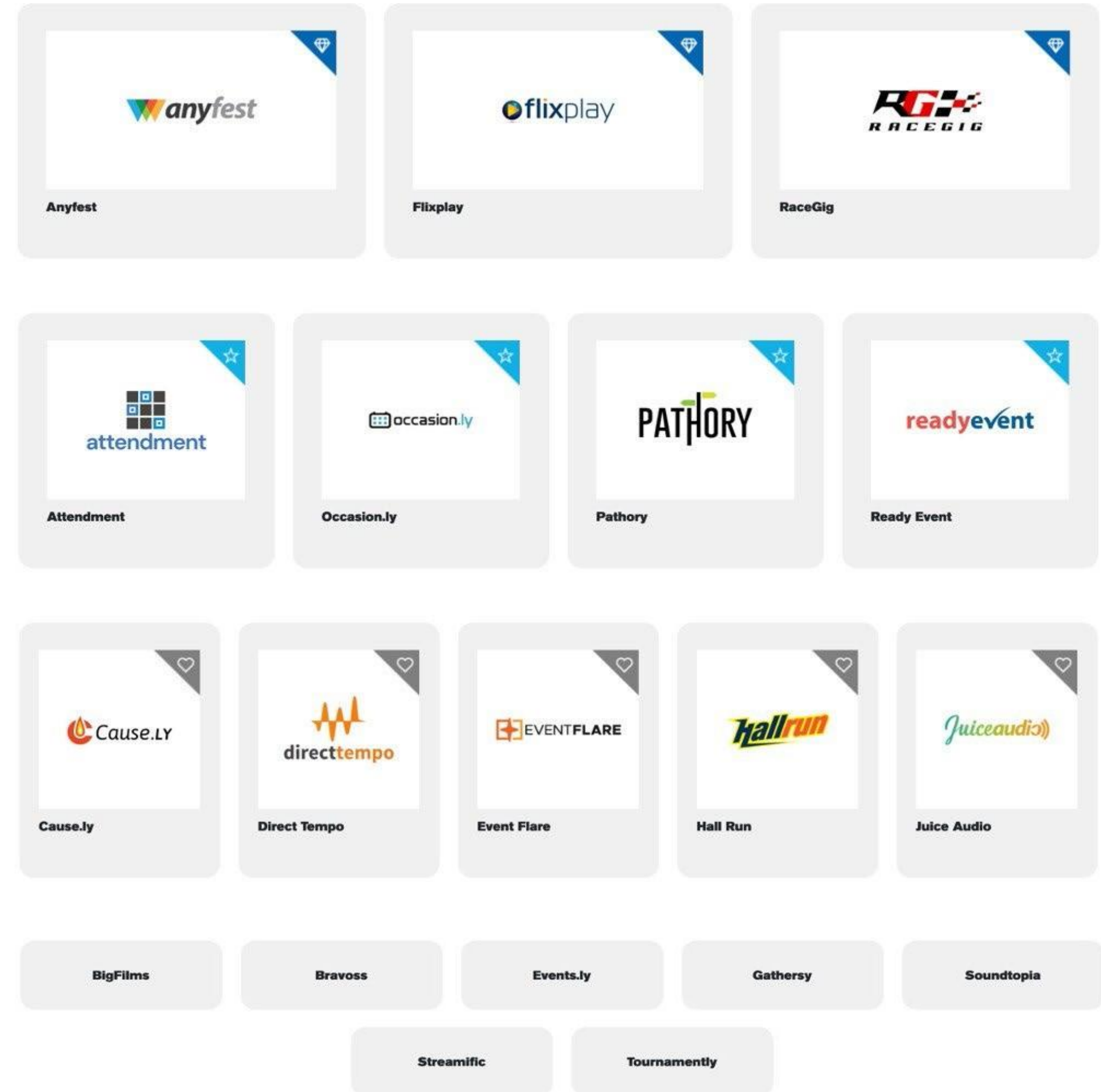
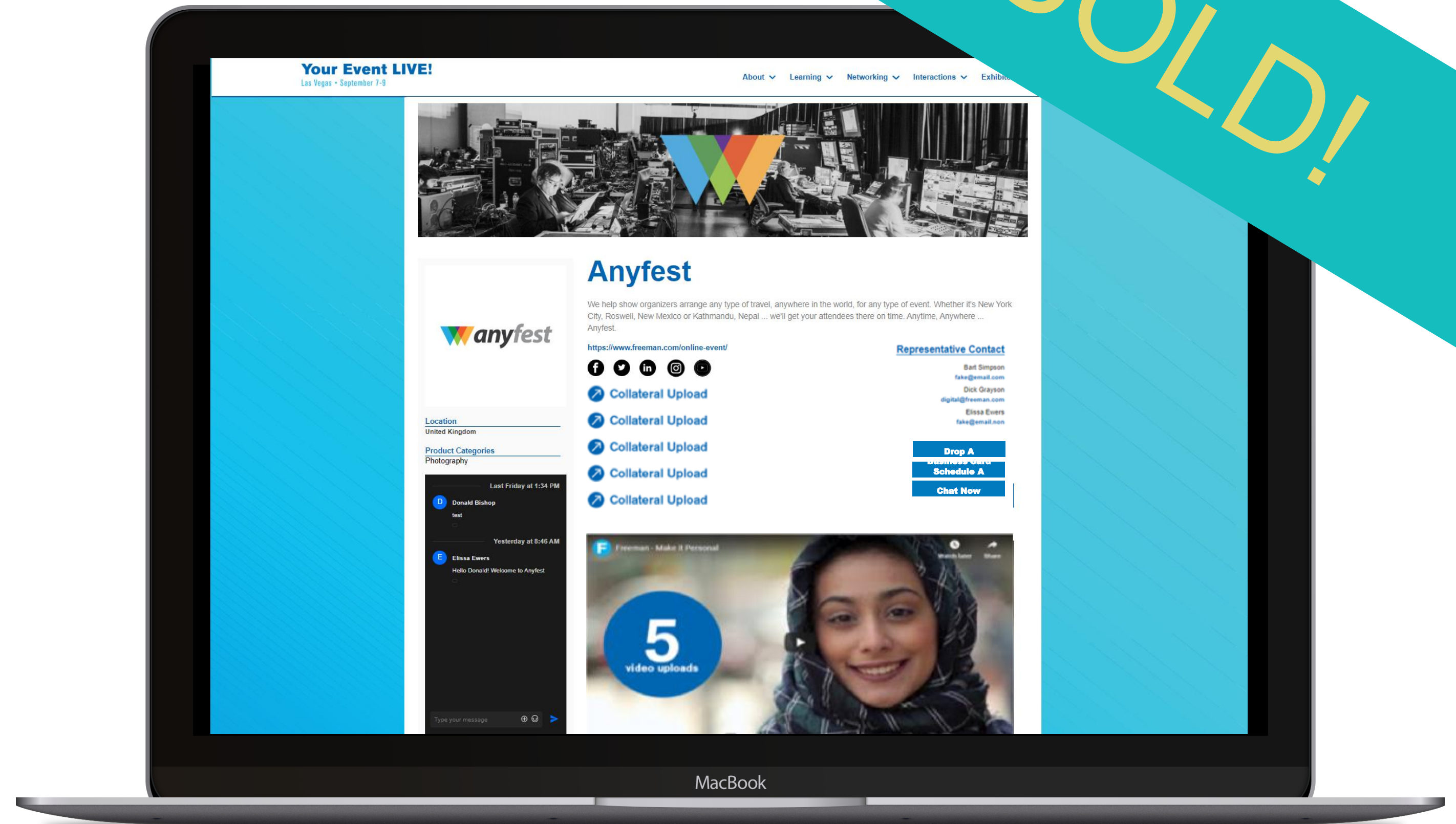


EXHIBIT TIER

Premier

- Exhibitor Page Listing (Large logo)
- Opportunity to link to an exhibitor owned 3D Booth
- Company Background Image
- Exhibitor Hero Banner Ad
- Company Logo
- Company Name
- Company Location
- Company Description
- Company Web Address
- Company Social Links
- 3 Company Representatives listed on Exhibitor Detail Page
- Product Categories
- 7 Collateral Uploads
- 5 Video Uploads
- Schedule A Meeting
- 8 Exhibitor Reps for Meetings (Full Access)
- Matchmaking
- Virtual Meeting Room
- Live Exhibitor Chat
- Drop A Business Card
- Lead Information On Demand (Dashboard Access)
- Event Home Page Hero Ad
- Pre-registration List

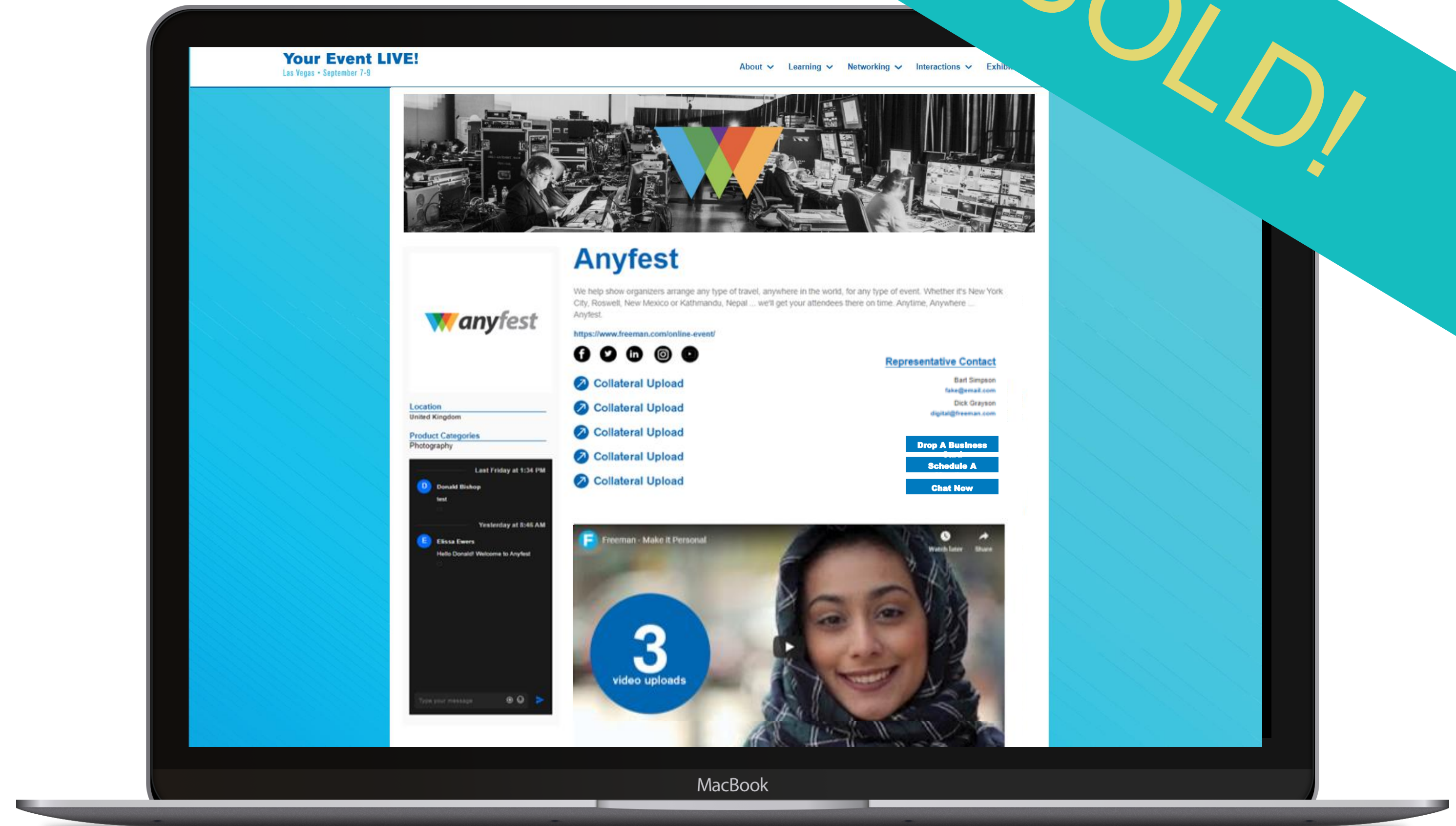


SOLD!

EXHIBIT TIER

Digital Dental

- Exhibitor Page Listing (Medium logo)
- Exhibitor Hero Banner Ad
- Company Logo
- Company Name
- Company Location
- Company Description
- Company Web Address
- Company Social Links
- 2 Company Representatives listed on Exhibitor Detail Page
- Product Categories
- 5 Collateral Uploads
- 3 Video Uploads
- Schedule A Meeting
- 6 Exhibitor Reps for Meetings (Full Access)
- Matchmaking
- Virtual Meeting Room
- Live Exhibitor Chat
- Drop A Business Card
- Lead Information On Demand (Dashboard Access)
- Event Home Page Hero Ad
- Pre-registration Lis

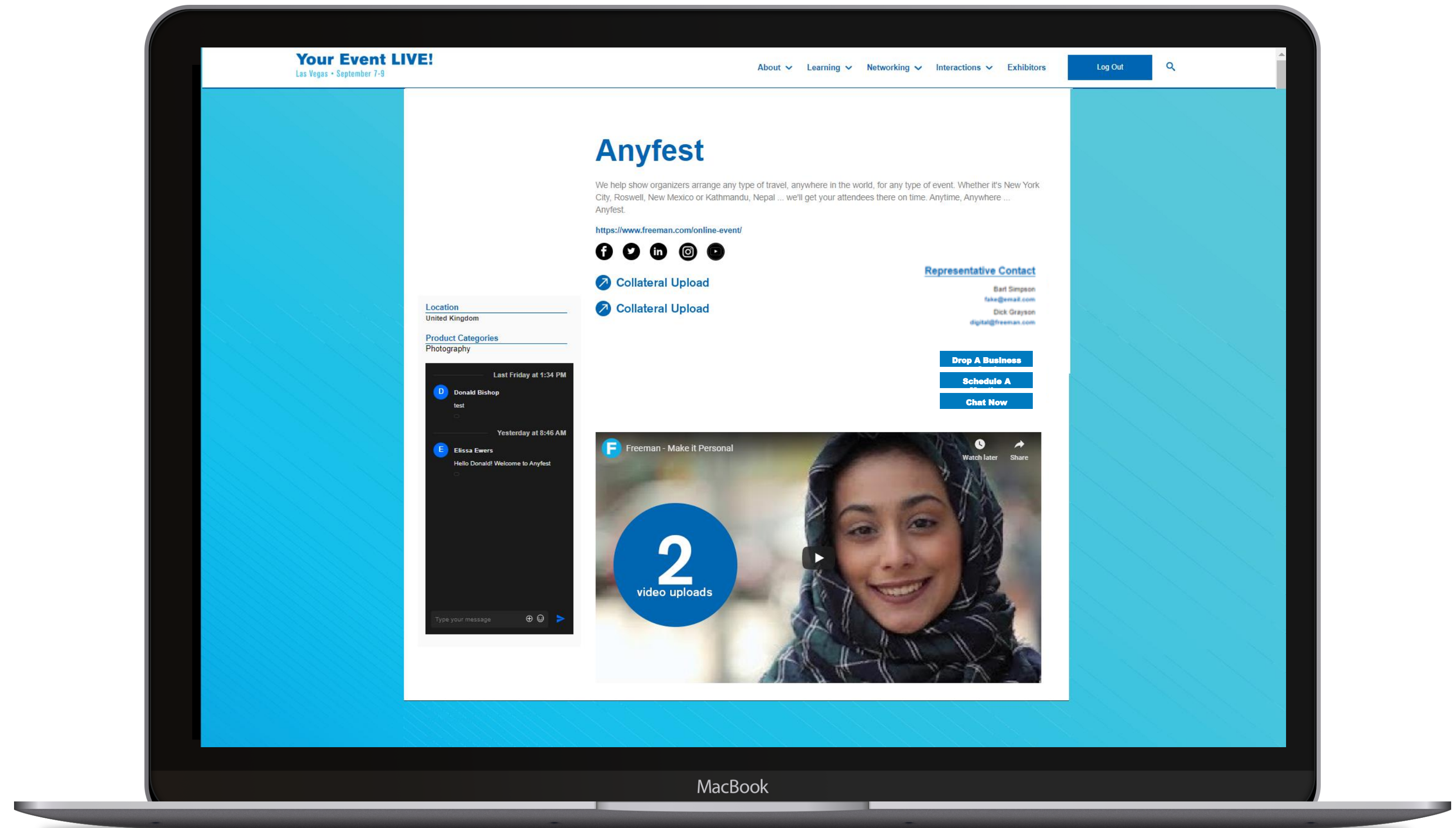


SOLD!

EXHIBIT TIER

Anatomical

- Exhibitor Page Listing (Small logo)
- Company Logo
- Company Name
- Company Location
- Company Description
- Company Web Address
- Company Social Links
- 2 Company Representatives listed on Exhibitor Detail Page
- Product Categories
- 3 Collateral Uploads
- 2 Video Uploads
- Schedule A Meeting
- 4 Exhibitor Reps for Meetings (Full Access)
- Matchmaking
- Virtual Meeting Room
- Live Exhibitor Chat
- Drop A Business Card
- Lead Information On Demand (Dashboard Access)
- Event Home Page Hero Ad
- Pre-registration List

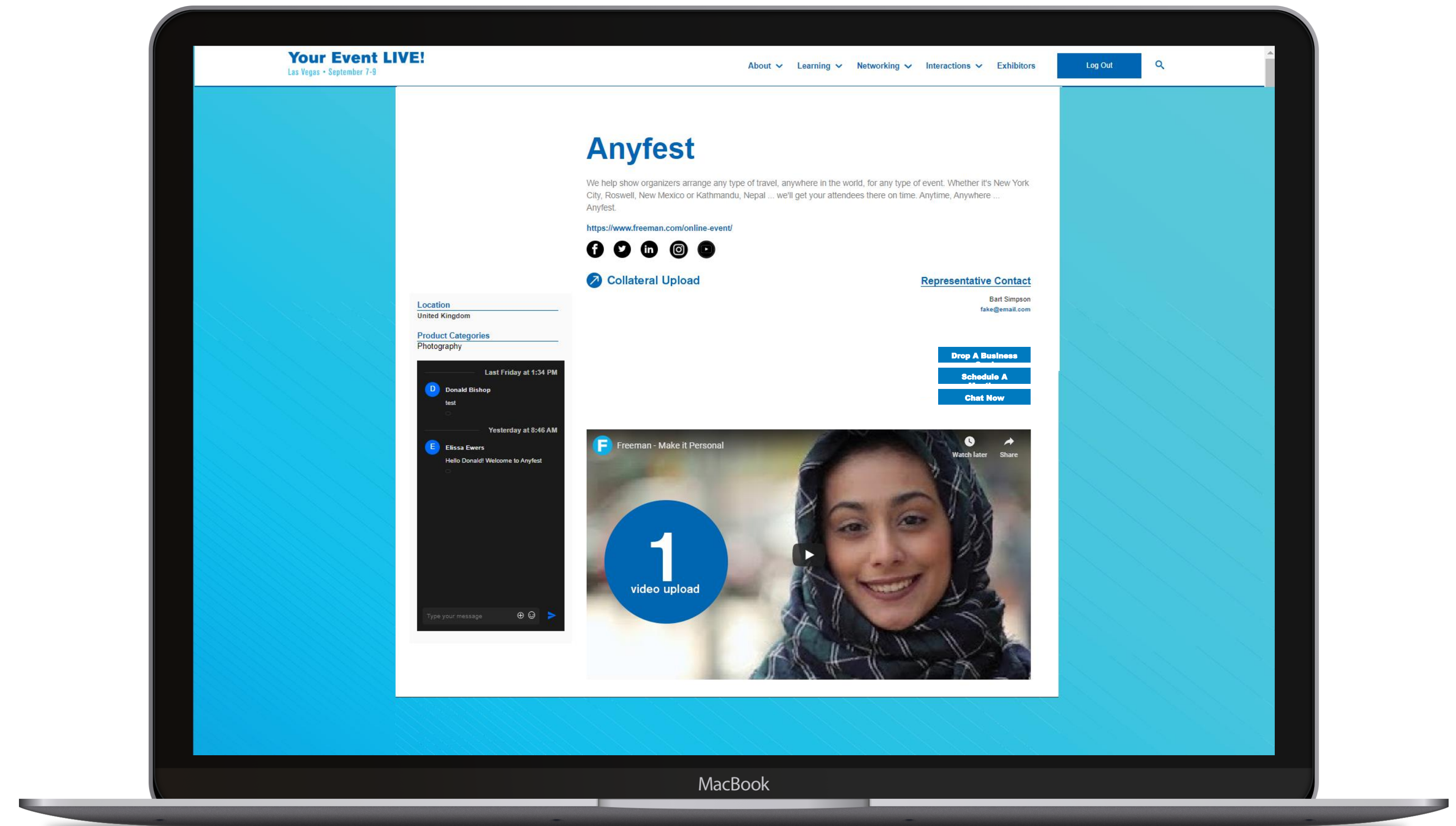


Investment: **\$4,000 (Member)**
 \$5,250 (Non-member)

EXHIBIT TIER

Corporate

- Exhibitor Page Listing (Company Name)
- Company Background Image
- Company Name
- Company Location
- Company Description
- Company Web Address
- Company Social Links
- 1 Company Representatives listed on Exhibitor Detail Page
- Product Categories
- 1 Collateral Upload
- 1 Video Upload
- Schedule A Meeting
- 2 Exhibitor Reps for Meetings (Full Access)
- Matchmaking
- Virtual Meeting Room
- Live Exhibitor Chat
- Drop A Business Card
- Lead Information Post Event
- Pre-registration List

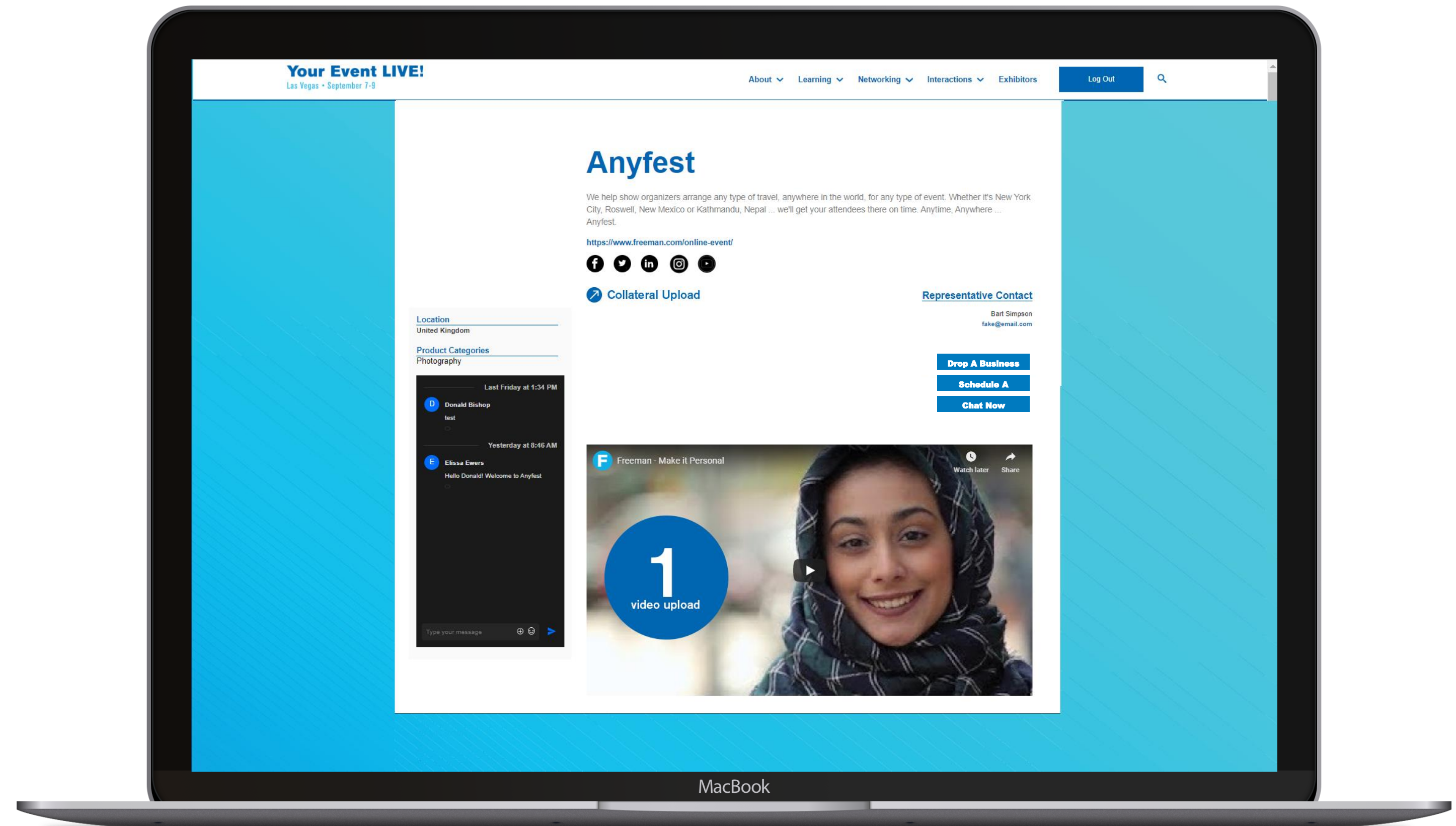


Investment: **\$2,000 (Member)**
 \$2,625 (Non-member)

EXHIBIT TIER

Educational

- Exhibitor Page Listing (Company Name)
- Company Background Image
- Company Name
- Company Location
- Company Description
- Company Web Address
- Company Social Links
- 1 Company Representatives listed on Exhibitor Detail Page
- Product Categories
- 1 Collateral Upload
- 1 Video Upload
- Schedule A Meeting
- Matchmaking
- Virtual Meeting Room
- Live Exhibitor Chat
- Drop A Business Card
- Lead Information Post Event
- Pre-Registration List



Investment: **\$425 (Member)**
 \$450 (Non-member)

Exhibitor Terms and Deadlines

Exhibitor Leads

Exhibitor leads from the ADEA Annual Session & Exhibition will be sent 15-30 days post event. All exhibitors have the option to purchase On Demand Leads for dashboard access during the event if not included in their selected Exhibit Tier. Access to dashboard will be available from March 9 – April 15, 2021. Upgrade Option: \$500

Payment

Due upon contract execution for your booth.

Booth Cancellation

No refund requests or cancellations. All sales are final.

Feb. 19

Early Bird Deadline to register exhibitor and conference attendees at a discounted rate.

Feb. 22

Deadline to confirm and contract exhibit space.

Feb. 22

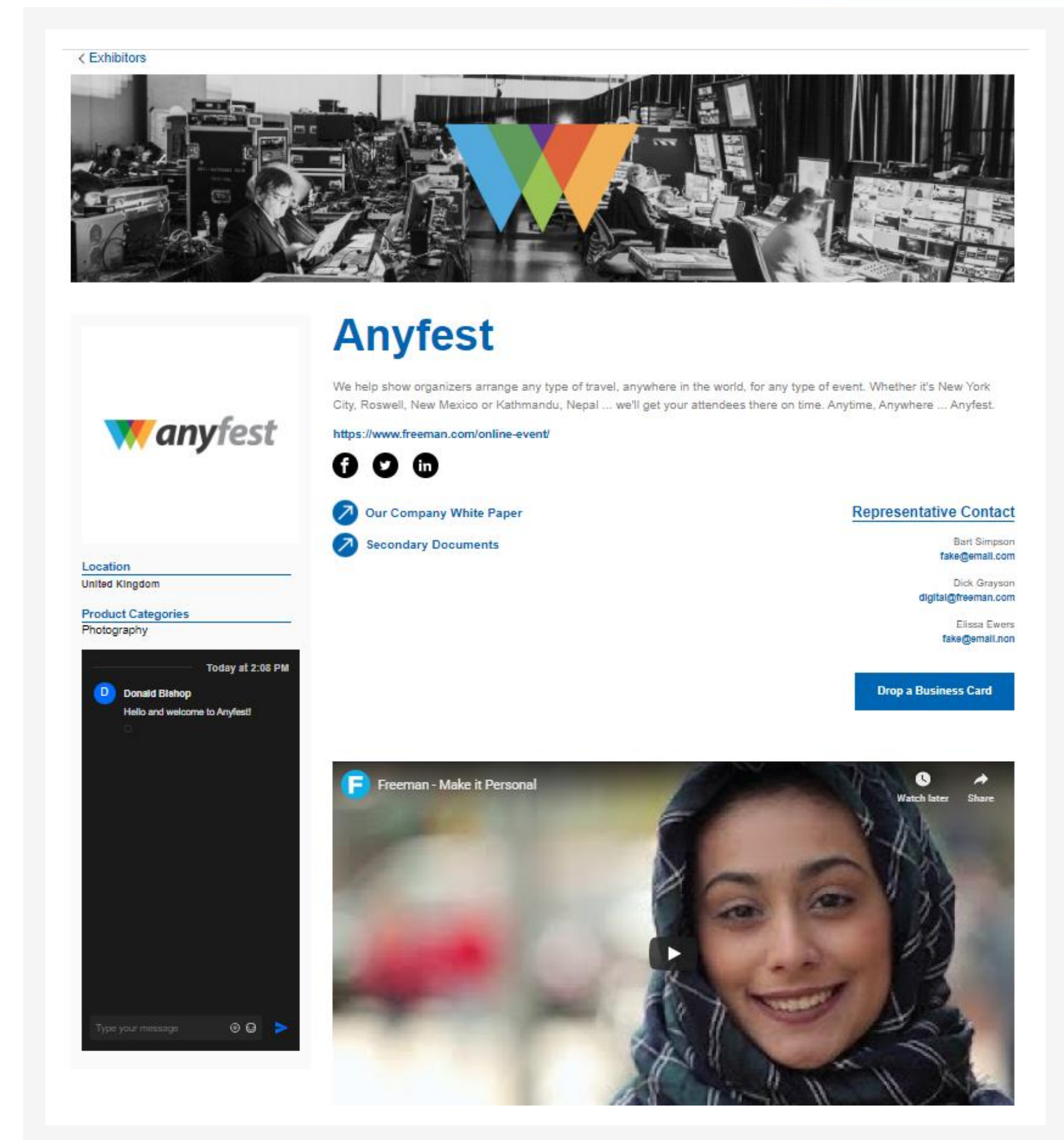
Deadline to upgrade to On Demand lead access. *(If not included in selected Exhibit Tier.)*

Feb. 22

Deadline to upload all exhibitor assets into the virtual platform.

Exhibitor Detail Page Deliverables

- ☐ **Company Logo**
Logo specs: 300px by 300px (JPEG or PNG with white or transparent background, max 300MB)
- ☐ **Exhibitor Hero Image**
Banner specs: 1325px by 290px (JPEG, PNG, or GIF, max 300MB)
- ☐ **Exhibitor Detail Page Profile Background**
Option to feature a custom background with brand colors or a design 1440px by 1440px (JPEG or PNG with no text or logos, max 300 MB)
- ☐ **Company:**
 - Name**
 - Location**
 - Description** (max 5,000 characters)
 - Contact Info**
- ☐ **Content Download(s)** (PDF format preferred, max 300 MB)
Max per Exhibitor Tier
- ☐ **Website Address**
- ☐ **Social Links**
Facebook, Twitter, Instagram, LinkedIn, and YouTube
- ☐ **Product Categories**
- ☐ **Company Video** (hosted video on YouTube or Vimeo)
Max recommended time: 10 minutes
Preferred video content: featured products + promotions
Max per Exhibitor Tier



QUESTIONS?

Any additional questions pertaining to exhibit space or sponsorships should be directed to AS21exhibitors@adea.org.

ADVERTISING?

Nicola Tate, Association Media Group
ntate@associationmediagroup.com or 804-469-0324.