Dear Exhibitor/Sponsor/Advertiser:

Dental Hygienists from around the nation will gather at the Omni Nashville Hotel in Nashville, Tenn., on June 17-23, 2015, for the American Dental Hygienists’ Association (ADHA) Center for Lifelong Learning at the 92nd Annual Session. The ADHA invites you to be a part North America’s premier dental hygiene meeting and plan to incorporate CLL at the 92nd Annual Session into your company’s marketing strategy for 2015.

Please review the enclosed information for exhibiting, sponsorship, and advertising opportunities for the largest meeting for dental hygiene students and professionals. Each year, the ADHA IOH provides grants and community service grants to dental hygienists throughout the United States. The ADHA Institute for Oral Health is a non-profit 501(c)(3) organization, and therefore relies solely upon the generosity and the continued support of ADHA members and organizations, student members and chapters, dedicated oral health professionals, and corporate supporters.

CORPORATE INVOLVEMENT

ADHA Institute for Oral Health Corporate Challenge Grant – Cost: $5,000
During CLL, the ADHA Institute operates an informational and fundraising booth in the ADHA community center, staffed by volunteers, where ADHA members and student hygienists can make a tax-deductible donation. The challenge grant sponsorship is a donation match (at 1:1), whereby each donation by a member is “matched” by your company, up to a total limit of $5,000.

Institute for Oral Health Benefit & President’s Reception

Table Sponsor Cost: $3,500 per table
Premiere Sponsor Cost: $7,500
Date: Friday, June 19, 2015
Time: 7:30 p.m. – 11:00 p.m.

The Benefit Reception is the most significant fundraising event of the year to help support the Institute for Oral Health’s mission in providing educational scholarships, fellowships, research grants and community service grants to dental hygienists throughout the United States. This event will offer the opportunity to all attendees an evening to dance, network and enjoy the ever popular silent auction. Additionally, 20 percent of the sponsorship dollars and all auction/raffle proceeds will go directly to the IOH. The remaining sponsorship dollars will be placed towards the food and beverage/entertainment costs of producing this reception.

Incorporated in 1986 as a support organization of the ADHA, the Institute for Oral Health (IOH) is a foundation committed to securing the future of the dental hygiene profession by supporting valuable research endeavors as well as the education of quality dental hygiene students. Each year, the ADHA IOH provides funding for educational scholarships, fellowships, research grants and community service grants to dental hygienists throughout the United States.

The Silent Auction, the very popular annual fundraising event to directly support the Institute of Oral Health, has featured items from corporate donors, members and community partners. We ask that you donate an item to be featured in the Silent Auction that takes place at the Benefit Reception, Friday, June 19, 2015.

Corporate Membership
As a low cost way to support the Dental Hygiene Profession and IOH, we encourage you to join as a Corporate Member. All Corporate Members receive recognition during the 2015 ADHA CLL at Annual Session, recognition in the 2015 IOH Annual Report, and a complimentary subscription to ACCESS Magazine.

- Recognition in ADHA ACCESS Magazine
- Listing in print and electronic ADHA Institute Annual Report
- Recognition at IOH fundraising booth during CLL/Annual Session (application must be sent in prior to May 6, 2015)
- 10% Discount on membership mailing list
- Listing and link to your company’s website on the IOH website (100,000 hits annually)

Tier 1
Cost: $500 for year membership
Includes all benefits listed above.

Tier 2
Cost: $750 for year membership
Includes all benefits listed above plus the ability to include 1 question in a survey.

Tier 3
Cost: $1,000 for year membership
Includes all benefits listed above plus the ability to include 2 questions in a survey.

*Questions subject to style and industry appropriateness guidelines.
One of the most unique offerings at CLL is our Student Table Clinics / Poster Sessions.

Date: Thursday, June 18, 2015
Event Cost: $4,000

Located in a 30x30 booth on the exhibit floor, the ADHA/ Henry Schein Dream Center is a hands-on, interactive experience for attendees to try to product or equipment. Individual appointments are set for RDH’s to meet one-on-one with you for five minutes as they get an overview of your product and will test it out. This format is perfect for new products and equipment where the dental hygienist will not just “Dream” about their ideal operatory set up, but can experience it firsthand!

Award Programs

Alfred C. Fones Award – Sponsorship Cost: $3,500
Irene Newman Award – Sponsorship Cost: $3,500

These two separate and unique award programs recognize the accomplishments of ADHA members who contribute significantly to the profession and association. To qualify for each award program, members must have a minimum of 15 years cumulative ADHA Active Membership (Newman Award – 15 years; Fones Award 25 – years) and be nominated by another active member or constituent organization.

Student Advisor Award – Sponsorship Cost: $3,500

This award program recognizes an outstanding student ADHA advisor for the effect she/he has had on the lives of students.

Research Day – Sponsorship Cost: $32,000
(RDH and Student Table Clinics / Poster Sessions)

Date: Thursday, June 18, 2015

One of the most unique offerings at CLL is our Student Table Clinic and Research Poster competition as well as our RDH Posters. Once again, the ADHA will house all of this research at one location for a Day of Research! As part of this program, a Student Awards Breakfast will be held with the sponsor of the program as the honored guest.

Student ADHA Member Community Service Award – Sponsorship Cost: $4,500

The Community Service Award recognizes 1 outstanding student American Dental Hygienists’ Association chapter that has made a significant contribution to the community.

Honorary Corporate Member

In recognition to any company sponsoring $15,000 or more will receive recognition at our premier event, Saturday’s Plenary Session and Awards Program.

Admission to this program is the sponsored member of the program as the honored guest.

Who attended in 2014?

Attendance: 2,139

- ADHA Members
- Delegates/Alternate Delegates
- Students
- International
- Exhibitor Personnel
- Non-Members/Other Healthcare Professionals
- Exhibits Only

Did You Know?

- 94% of attendees learned things that will help in their career.
- 88% of attendees do their job better as a result of this conference.
- 88% of attendees said the overall event met or exceeded their expectations.
- 95% of attendees would recommend CLL/AS.
- CLL was ranked #2 show to attend for dental marketers among ALL dental industry tradeshows by “The Dental Geek.”
- “Our business plan would suffer greatly if we missed the opportunity to exhibit at CLL and gain essential feedback on identifying the strengths and areas for improvement on our product.”
- “We specifically launch products at ADHA CLL because the feedback we get from the hygienists is critical to our product-development process.”
- “CLL is the pulse of dental hygiene for the year.”

What Exhibitors are saying about CLL/Annual Session:

- “Any company that has products specifically for the hygiene market should take advantage of CLL to meet key opinion leaders and interact with a group who are very, very interested in learning about product.”

Event Statistics

- Admitting booth: 2,139
- Exhibitors Only: 11%
- Non-Members/Other Healthcare Professionals: 6%
- International: 55%
- Students: 20%
- Clinical/Private Practice: 11%
- Public Health: 4%
- Research: 38%
- Delegate/Alternate Delegates: 10%
- Corporate: 6%
- Other*: 4%

Research Day

- 35% of attendees had never attended CLL/AS before
- 70% of attendees are repeating attendees
- 88% of attendees said the overall event met or exceeded their expectations
- 94% of attendees learned things that will help in their career
- 88% of attendees do their job better as a result of this conference
- 88% of attendees said the overall event met or exceeded their expectations
- 95% of attendees would recommend CLL/AS
- CLL was ranked #2 show to attend for dental marketers among ALL dental industry tradeshows by “The Dental Geek.”

Attendee Employment Setting

- 50% in Clinical/Private Practice
- 36% in Public Health
- 9% in Research
- 4% in Corporate
- 2% in Other

*Consultant, Administration, Military, Retired, in addition to specialized areas that could fall into either Education or Public Health

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“CLL is the pulse of dental hygiene for the year.”

“Any company that has products specifically for the hygiene market should take advantage of CLL to meet key opinion leaders and interact with a group who are very, very interested in learning about product.”
EXHIBITS 2015 — the largest exhibition dedicated to the dental hygiene profession is the platform for clinicians, educators, researchers, public health, corporates, students, and numerous other oral health professionals to discover and learn about the products and services they need to become better hygienists.

EXHIBITS 2015 will bring together more than 100 companies showcasing their products and services to the oral health care field.

Nashville serves as a prime location to attract attendees. As a result, we anticipate welcoming more than 2,000 RDHs and other dental professionals/members of the dental team to CLL at the 92nd Annual Session. This is your prime market to increase your brand awareness and reconnect with the leaders in the dental hygiene industry.

By exhibiting you will:

• Showcase your company’s latest, cutting edge products.
• Provide solutions to and develop mutually beneficial relationships with oral healthcare professionals that will last for years to come.
• Meet hundreds of highly qualified leads in just two days.
• Put your product or service in front of the industry’s most influential leaders.
• Maximize your marketing dollars and ROI.
• Promote brand image and build public awareness.
• Network with your colleagues.
• Analyze the competition.

What’s Included with Booth Costs?

Exhibitors at EXHIBITS 2015 will have the following benefits:

• Exhibitor ID sign and number; includes 8’ draped back wall and 3’ draped side walls.
• Registration fees for four (4) exhibit booth personnel for each 10x10 space contracted.
• Additional booth personnel badges are available for purchase.
• Opportunity to purchase attendee list at the exhibitor discount fee.
• Company description in the official program.
• Online Exhibitor Resource Center access, which puts all the necessary forms and deadlines at your fingertips.
• Admittance to the Plenary Sessions.
• Networking opportunities with the most comprehensive group of dental hygiene leaders in the oral health community.
• Opportunity to be featured in the ADHA’s online interactive show guide and mobile app, including the option to showcase your company’s logo, website, social media pages, and demo videos on the interactive floor plan — making your company easily accessible for attendees to add your booth information to their customized show program. (Additional sponsorship levels may be required for participation in some of these features. Please contact the ADHA for more information.)

Start Promoting Your Partnership Early!

Registration Packet Mailer – Sponsorship Cost: $7,500 for each position, 2 positions available

The CLL/AS Registration Packet Mailer provides attendees with their hotel reservations and important CLL/AS messaging prior to arriving in Nashville. This registration packet is mailed to more than 1,500 pre-registered attendees to help expedite their onsite experience so they won’t have to wait in long registration lines. Take advantage of this exclusive opportunity to have your company’s premarketing message added as part of this packet.

Restroom Amenities in Convention Center – Sponsorship Cost: $7,500

Have your products available for attendees to sample in the restrooms of the convention center during exhibit days. This is a great way to drive them back to your booth. A sign will be placed outside of each restroom with your company’s logo and booth location. The ADHA will handle restocking of product.

Schedule of Events Board – Sponsorship Cost: $3,500

What better way to ensure every attendee sees your company logo and booth number than to have it on the “Schedule of Events” board. Used as a meeting point and referenced throughout the event to find the next activity, the oversized board offers your company the opportunity to display pamphlets or brochures as well as one (1) meter panel of space to display your marketing message.

Show Bag – Sponsorship Cost: $11,000

Includes Rights Fee and Production Costs for up to 2,500 tote bags. One of our most visible opportunities is to co-brand your company on the show bag, which is distributed to each attendee.

Water Cooler / Bottle – Sponsorship Cost: $6,500

Provide attendees with 6 water stations throughout the convention center Wednesday through Saturday. The supporting company may provide water bottles to attendees at their own cost.

Wayfinder Signage – Sponsorship Cost: $3,500

Help the attendees navigate their way around the event — and to your booth! Directional signage will be placed throughout the hotel and convention center, and your company logo and booth number will be placed on each sign.

CLL/AS Show Site Banner Advertising – Sponsorship Cost: Variable

CLL/AS show site Banner Advertising is the premier way to increase booth traffic and to distinguish your brand from your competitors. Your banner will make a lasting impression to attendees during the convention. Locations are determined based on traffic flow and costs vary depending upon location.

EXHIBITS 2015 Provides:

ADHA EXHIBITS 2015 gives you the most cost-effective way to meet face-to-face with the voice of the dental hygiene profession and key decision makers. You will develop solid new business leads while building on existing relationships.

Network

Reinforce your company image and establish yourself as a permanent fixture in the forefront of the minds of dental hygiene professionals. As an ADHA exhibitor and sponsor, you will benefit from excellent name and product recognition among the top dental hygiene professionals in the country.

Time & Money

The ADHA has an oversized board that offers your company the opportunity to display your marketing message. This is one of the best opportunities to drive traffic to your booth. You may reference throughout the event to find the next activity.

Schedule of Events Board – Sponsorship Cost: $3,500

Show in terms of actual exhibiting costs. Exhibiting with the ADHA not only increases your profile with oral healthcare professionals that will last for years to come.

Reinforce your company image and build awareness.

Establish yourself as a permanent fixture in the forefront of the minds of dental hygiene professionals.

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Saturday’s 800–1,200+ attendees as they enter into their morning head into a busy day of education. Through sponsorship of Jump start the attendees’ morning with coffee before they the ADHA awards presentation and the keynote speaker, This is the largest plenary session of the event! Featuring (Keynote and Awards Presentations) – Sponsorship Cost: $60,000 through your support! for the remainder of the week! Anticipated attendance This plenary session kicks off CLL and builds excitement Date: Thursday, June 18, 2015 Relaxation Station Seated Massage Sponsorship Cost: $5,000 for the remainder of the week! Anticipated attendance This plenary session kicks off CLL and builds excitement Date: Thursday, June 18, 2015 Relaxation Station Seated Massage Sponsorship Cost: $5,000 for the remainder of the week! 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Literature Distribution Sponsorship – Cost: $2,250 Opportunity to place literature or samples in attendee show bag. Publication BIN / “You Are Here” Sponsorship Cost: $3,500 Brand your company message/ad on a meter panel connected to our “You Are Here” map and bins where attendees can pick up their Official Show Directory and ACCESS magazine! Networking Morning Coffee Networking Start the day's opening with coffee before they head into a busy day of education. Through sponsorship of the morning coffee, you will have access to approximately 800-1,200+ attendees as they enter into their morning plenary panel. Coffee prior to Thursday’s Session: $12,000 Estimated audience: 900 Coffee prior to Saturday’s Session: $16,000 Estimated audience: 1,800 Student Advisor Workshop – Sponsorship Cost: $2,500 This session is an opportunity for the advisors of student ADHA membership groups to meet and exchange ideas related to the advising of their chapters and students. Installation Luncheon – Sponsorship Cost: $18,000 Date: Thursday, June 19, 2015 Time: 12:30 p.m. – 2:30 p.m. A luncheon to honor all newly installed officers and trustees with a fabulous array of food and a festive atmosphere. This is the last opportunity for another person to sit together in a social atmosphere before departing the meeting. Branded Materials / Opportunities Badges/Tags – Sponsorship Cost: $9,000 Includes Rights Fee and Production Costs for up to 2,500 badge materials. A popular attendee item, this sponsorship is an opportunity to provide attendees with a re-usable badge holder and a lanyard co-branded with your company’s name. Exhibit Hall Opening Giveaway – Sponsorship Cost: $3,500 Exhibit Hall opening giveaway is distributed to the first 200 attendees who enter the exhibit hall on opening day. Hotel Room Drop – Sponsorship Cost: $7,000 Approximate number of room drops: 700 Interested in making the first impression as you welcome the 2015 attendees to the event? Create a welcome message and amenity to be delivered to CLL attendees staying at the Headquarter’s Hotel, the Omni Nashville Hotel. Internet Lounge and CE Print Station – Sponsorship Cost: $16,000 One of the most utilized attendee onsite resources is the Internet Lounge and CE Print Station. Give your company exposure as the attendees locateomb, e-mails, downloads and print their CE Certificates. Literature Distribution Sponsorship – Cost: $2,250 Opportunity to place literature or samples in attendee show bag. Publication BIN / “You Are Here” Sponsorship Cost: $3,500 Brand your company message/ad on a meter panel connected to our “You Are Here” map and bins where attendees can pick up their Official Show Directory and ACCESS magazine!
Exhibit booths must adhere to the International Association of Exhibitions and Events (IAEE) standard booth heights/configurations. Each booth is sold as a 10’ deep and 10’ wide space.

Deposit & Booth Assignments
Your $1,000 deposit per each 10’x10’ booth and completed contract should be sent in soon! Booth space will be assigned at the end of January 2015 based on the ADHA Exhibitor Point System and date contract received. After February 1, 2015, booths will be assigned as first-come, first-served.

Exhibitor Service Contractor
The official Exhibitor Service Contractor will send the online exhibitor manuals approximately eight (8) weeks prior to the exhibition. These manuals will provide information to help prepare you for the show.

Exhibitor Registration & Hotel Information:
Each 10’x10’ booth receives 4 complimentary exhibitor badges. Online registration opens in mid-January. Additional badges are available for purchase. The ADHA has secured discounted room rates at Omni Nashville Hotel at $189 (+ tax). If you need to make room reservations for 5 or more booth personnel, you may use the Exhibitor Housing block request form beginning in January 2015. Support the Association and make your hotel accommodations within the ADHA’s group block!

Additional Registration/Housing information can be found in the Exhibitor Resource Center at www.adha.org/annual-session.

Act Now! Send your completed application and $1,000 deposit per each 10’x10’ booth space as noted on the Exhibitor application.

General Exhibit Information:
Exhibit Set-up: Thursday, June 18
Friday, June 19
8:00 a.m. – 5:00 p.m.
7:30 a.m. – 8:30 a.m.
Show Hours: Friday, June 19
Saturday, June 20
9:00 a.m. – 4:00 p.m.
10:00 a.m. – 3:00 p.m.
Exhibit Move-out: Saturday, June 20
3:01 p.m. – 10:00 p.m.