



**LEARN  
ENGAGE  
ADVANCE**

# **95TH ANNUAL CONFERENCE**

JUNE 20-23, 2018 | COLUMBUS, OH

## **EXHIBITOR PROSPECTUS**



# EXHIBIT AT **ADHA'S 2018 ANNUAL CONFERENCE**

For nearly 100 years, the American Dental Hygienists' Association serves as the premier association for the dental hygiene community. ADHA provides structured educational opportunities, professional development resources and networking amongst fellow RDHs. The 2018 ADHA 95th Annual Conference is coming to the Greater Columbus Convention Center June 20-23. More than 130 companies and 1,500 attendees are anticipated, making it the prime market to increase your brand awareness.



## **AWARD WINNING**

ADHA's 94th Annual Conference was named 2nd best dental trade show to attend by the 'Dental Geek' because it empowers, develops, and supports dental hygienists to surge the profession forward.



## **WHY EXHIBIT?**

- It's one of the most cost effective dental related exhibitions in 2018!
- Provide solutions to and develop long-term mutually beneficial relationships with oral health care professionals.
- Establish hundreds of highly qualified sales leads in just 2 days!
- Increase your brand awareness and public awareness. Attendees are actively seeking new products that will help them stay at the forefront of their practice and field.
- Put your product or service in front of the industry's most influential leaders to maximize marketing dollars and ROI.
- Analyze the competition.
- Strengthen your business relationships with valuable customer feedback.

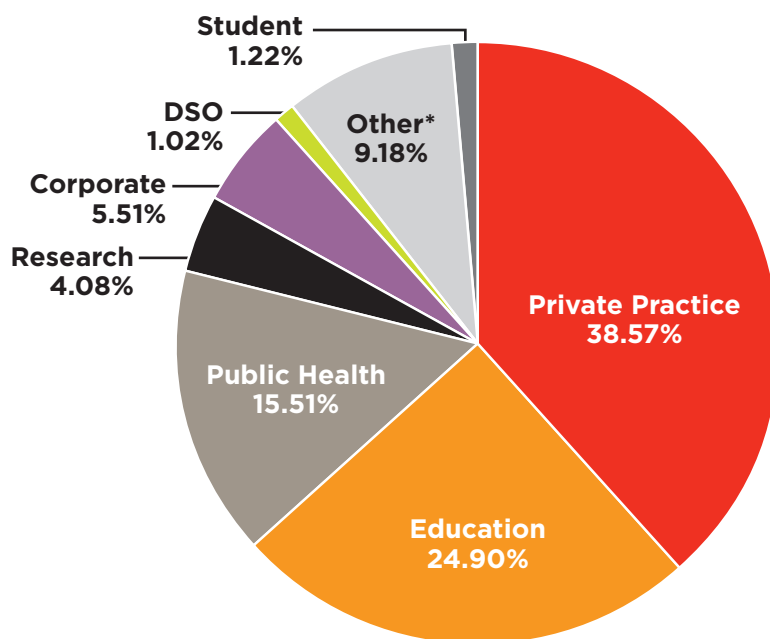
**67%** of ADHA's 2017 Annual Conference Attendees said they would likely purchase items from exhibiting companies after the event.



“Premier Dental values our longstanding partnership with the ADHA and its leadership role within the hygiene community. The ADHA Annual Conference provides Premier with an invaluable opportunity to strengthen our shared commitment to meet the current and future needs of hygienists through ongoing innovation and education, delivering inspired solutions for daily dentistry.”

—Lil Caperila,  
Premier Dental  
Products Company

## DECISION MAKERS IN DENTAL HYGIENE CARE AND RESEARCH



\*Consulting, Administration, Military, Retired



## SHOW YOUR PRODUCTS TO MORE THAN 1,500 DENTAL HYGIENE PROFESSIONALS

Top influencers in the dental hygiene and oral health fields are ready to compare products and services that will enhance their clients' wellbeing, increase productivity and proactively improve patient health. 95% of attendees find product samples very influential when it comes to purchasing decisions.

**86%** of 2017 Annual Conference Attendees said they would recommend products they learned about at ADHA's Annual Conference to their patients.

# TWO DAYS WITH TOP DECISION MAKERS IN DENTAL HYGIENE

“At Orascope, we work to empower dental hygienists and therapists with the proper tools to promote a long and healthy career. Focusing on advanced product performance and clinician-first features, we have developed a complete line of dental hygiene loupes, surgical headlights, safety eyewear, and ergonomic seating. Exhibiting at the ADHA Annual Conference provides us an opportunity to meet industry leaders, hygienists, students and dentists throughout the country and allows us to promote our innovative products.”

—Orascope



**Reach Top Influencers**—Top influencers in the dental hygiene field are ready to compare products and services that will enhance their clients’ wellbeing, maximize productivity, and improve oral health.



**Introduce New Products and Services**—Attendees are actively seeking new products that will help them stay at the forefront of their practice and field.



**Increase Brand Awareness to a International Market**—Exhibiting at ADHA’s Annual Conference gives you access to a national network of dental hygiene professionals who attend from all 50 states.

**“Dentsply Sirona has been attending ADHA for decades; it is one of the only conventions that is truly dedicated to the dental hygienists and brings together an inspired group of RDH’s, dental professionals, and students. As Dentsply Sirona represents the Preventive portfolio; this meeting has been instrumental in gathering clinical insight whether it is on a new product innovation or legacy brands which were built with the clinicians in mind. Each year we leave with more knowledge, more friends and new memories...”**

-Dentsply Sirona

## **YOU BELONG HERE!**

If your company markets products or services that support the new technology, practical skills and patient treatment of dental hygiene, you don’t want to miss this once-a-year outreach opportunity.

Crest + Oral-B (P&G)

Hu-Friedy

Colgate

Waterpik

Young Dental

Phillips

Dentsply

GumChucks

American Eagle

PDT

ACT

Premier

Acteon

Johnson & Johnson

Crown Seating

Elevate

Henry Schein

Brasseler

DHN

Eareasers

GSK

Hawaiian Moon

Orascoptic

VOCO

Wrigley

Xlear/Spry

3M

Curaprox

Dentek

Kilgore

Q-Optics

Shower Flosser

Arm & Hammer

BQ Ergonomics

Butler

Cetacaine

Crosstex

DenMat

DNTLWorks

Elsevier

Mouthwatch

Mydent

Rose Microsolutions

Safe D Needles

Tepe

Ansell

Bionix

Cetylite

Clorox

Closys

D'Oro

Dental R.A.T.

Designs Visions

Eclipse

Evolve

Hager

Hi-Dow

Icebreakers

Lioness

LM Dental

Microflex

Prophy Magic

Pulpdent

SmileMakers

Sunstar

TapKins

Twice as Nice



# MAXIMIZE YOUR IMPACT

## 2018 EXHIBITOR BENEFITS

- Company description in official 2018 95th Annual Conference Mobile app.
- Online Exhibitor Resource Access, which puts all the necessary forms and deadlines at your fingertips.
- Admittance to all general sessions at the conference.
- Opportunity to be featured in ADHA's online interactive show guide and mobile phone app. This gives you the option to showcase your company's logo, website, social media pages and demo videos on the interactive floor plan! This makes your company easily accessible for attendees to add your booth information to their customized show program.
- Opportunity to take CE courses.

*\*Additional sponsorship levels may be required for participation in some of these features. Please contact ADHA for more details.*

**77%** of 2017 ADHA Conference  
Attendees said exhibitors were a factor in  
deciding to attend the event

## EXHIBITOR PACKAGE

### STANDARD BOOTH PACKAGE INCLUDES:

- 8' high back drape
- 3' high side drape
- Exhibitor ID and sign number
- Four exhibitor booth personnel badges per each 10' x 10' space

*(Additional personnel badges available for purchase)*

### PRICING

10' x 10' Booth—**\$2,550 or \$2,100**  
depending on location.

**\$100** for each exposed corner.

### SCHEDULE OF EVENTS EXHIBIT SET-UP

#### EXHIBIT HOURS

Friday, June 22, 9:00AM–4:00PM

Saturday, June 23, 10:00AM–3:00PM

#### EXHIBIT TEAR-DOWN

Saturday, June 23, 3:00PM–7:00PM

### EXPANDED EXCLUSIVE EXPO HOURS

Introducing unopposed hours, where educational session do not occur.

Friday, June 22, 11:30AM–1:00PM

Saturday, June 23, 11:00AM–1:00PM



# SPONSOR LISTINGS & EXHIBITORS

Enhanced exhibitor listing including photos, video, infographics and map pin. As a sponsor, by having a company booth pinned on the interactive floor plan it allows attendees to easily see where you're located and quickly be drawn to your booth. VIP access granting exhibitors the ability to link to their websites, press releases etc.

## DRIVE TRAFFIC TO YOUR BOOTH

**DIGITAL SCAVENGER HUNT**—The ADHA Annual Conference app brings the offline scavenger hunt game to life online and increases engagement at Conference by driving traffic to your booth. In this new online version, players earn points by answering questions about exhibitor booths with pictures.

**How it works:** Exhibitors participating will outline one-two questions about their brand or booth they'd like players to "hunt" for. These one or two questions will then appear in the game for player interaction (i.e., PDT Section question 1: What new product is XXX unveiling to help reduce bleeding in patients? Player snaps a pic and earns 10 points).

## CO-BRANDED SPLASH PAGE MESSAGE

A full-screen co-branded ad displays when the app is launched or refreshed for excellent brand visibility—includes the event logo and company logo.

## BANNERS

Rotating banner ads appear at the top of the screen and serve as a way to create brand awareness and drive traffic to your booth or URL. Max display duration is six seconds. Banners may click through to sponsor profile or URL. URLs open an in-app browser.

## LET THEM KNOW TO STOP BY YOUR BOOTH OR ANY BOOTH ACTIVITY

**PUSH NOTIFICATIONS** help you instantly reach attendees with important information, alerts, updates and more. The notification is an ideal way for our sponsors/exhibitors to connect with customers and prospects. Messages will be sent to attendees at pre-scheduled times. Similar to text messages, push notifications appear on the screen of an attendee's device even if the event app is closed. Please plan to submit messages and URLs by April XX, 2018 and hand off to by May XX, 2018. Character limit is 140. Can click through to URL or exhibitor/enhanced exhibitor listing.

## MAP PINS

Pins help users find sessions, expo halls, sponsor booths, and other event landmarks on the event map.

### Plus Up-Exhibitor Enhanced Listing \$500

**Available to all exhibitors:**  
includes enhanced sponsor listing with logo and promotional material (video, pdf, photos) and digital scavenger hunt.

### Sponsor Package 1 \$4,000

Co-branded splash page message, push notifications, homepage icon & enhanced exhibitor listing, map pin and digital scavenger hunt.

### Sponsor Package 2 \$3,500

Banner ads, push notifications, enhanced exhibitor listing and map pins.

**RESERVE YOUR BOOTH TODAY!**  
**Act now, exhibit space will sell out quickly!**

#### Reserve Exhibit Space:

David Gerhardt, Exhibit Manager,  
david@corcexpo.com, 312.265.9664

#### Advertising Opportunities:

David Baker, National Sales Manager  
david.baker@wt-group.com, 443.512.8899 x105

#### Sponsorship Opportunities:

Maddie Hilpert, maddieh@adha.net,  
312.440.8912