

ADHA 2021  
ANNUAL  
CONFERENCE  
PHOENIX  
JUNE 18-20

# Enhance Your Exposure at ADHA 2021

Enhance your company's visibility!

OPPORTUNITY

AMOUNT

PAGE

EXHIBIT HALL

PRESENTATIONS

SOCIAL

BRANDING/MARKETING

Puppy Sponsors	\$20,000	2
Restaurant Lunch Vouchers	\$12,000/\$35,000	2
Show Floor Cooking Demo	\$12,000 – \$15,000	2
Walking Challenge QR Code Scavenger Hunt	\$500	2
Health & Wellness Pavilion	*	2
Hands-on Sessions	\$8,000/\$3,500/\$3,000	3
CE Lectures	\$2,500	3
Product Presentations	\$2,000	3
Brunch and Learn	*	3
Dinner Corporate Symposia	*	3
Yoga	\$7,500	4
Morning and Afternoon Coffee Breaks	*	4
Community Service Day	*	4
Exhibit Hall Happy Hour	*	4
"Feed-nix" Food Crawl	*	4
Welcome Reception	*	4
First Time Attendee Reception	*	4
Student Reception	*	4
Exclusive Internet Sponsor	\$25,000	5
Safety Bag Sponsor	\$12,000 – \$15,000	5
Tote Bag	\$12,000	5
Hotel Key Cards	\$10,000	5
Welcome Sponsor	\$7,500 – \$10,000	5
Sponsored Emails	\$7,500	5
Light Boxes	\$5,500	5
Support Bracelets	\$5,000	5
Tote Bag Insert	\$2,000	6
Attendee List Rentals	\$500	6
Social Media Booth	\$10,000	6
Fabric Wall	\$7,500	6
Podcasts	*	6
Water Cooler + Water Bottle Sponsor	*	6
Website Advertising	*	6



[www.adha2021.org](http://www.adha2021.org)

# Exhibit Hall Opportunities

## PUPPY SPONSORS

Sponsor the exhibit hall's most-loved four-legged attraction. Back by popular demand, this sponsorable opportunity is a great way to include your branding in a highly visited stop inside the exhibit hall. Sponsor receives extensive branding through banners, puppy accessories and more.

**FEE: \$20,000**

## RESTAURANT LUNCH VOUCHERS

Have a piece of the pie or the whole thing! Sponsorship opportunity provides companies direct access to attendees, allowing the company to distribute daily lunch vouchers to drive booth traffic. Opportunity provides maximum exposure in the restaurant pavilion including branding on banners, floor clings, digital ads on tv monitors and more!

**FEE: \$12,000 each (three opportunities available) or \$35,000 exclusive**

## SHOW FLOOR COOKING DEMO

Attendees will enjoy a live cooking demonstration on the exhibit floor while sponsor can take advantage of this perfect opportunity to connect their brand with everyone's favorite motivator... food!

**FEE: \$12,000-\$15,000**

## WALKING CHALLENGE QR CODE SCAVENGER HUNT

(10 QR codes for a total of 10 booths)

Increase your booth traffic by having attendees stop by your booth and kick their step count into high gear while competing for prizes

**FEE: \$500**

## HEALTH & WELLNESS PAVILION

ADHA is looking for a partner(s) to help us create a health and wellness experience that attendees will line up for! Bring your brand expertise to this highly sought-out space that provides attendees a relaxing reprieve from the conference hustle while also including educational tips on how to improve their daily work routine.

**FEE: For more information, please reach out directly.**

### For more information contact:

Ryann Kehoe  
ADHA Director  
of Corporate  
Development  
(312) 440-8912  
ryannk@adha.net

Kathleen Noonan  
781-375-8584  
knoonan@  
conventusmedia.com

Lisa Koch  
617-285-2320  
Lkoch@  
conventusmedia.com

# Presentations

**NEW  
THIS YEAR!**

## HANDS-ON SESSIONS

Hands-on Sessions will take place in the Exhibit Hall and can be bundled with Product Presentations providing an enhanced experience for the attendees and more direct sales benefits for the sponsor. Hands-On Sessions will take place inside rooms in the exhibit hall providing a quiet space to host either one 60 or 90-minute session or a full day of courses. Renderings of space are available upon request

**FEE:** Full-Day **\$8,000**, 90 Minute Session **\$3,500**, 60-Minute Session **\$3,000**

## CE LECTURES

It's not too late to sponsor a CE Session during ADHA 2021. Sponsorship of an existing continuing education course provides companies with additional exposure in the classroom settings during highly attended courses. For a list of available courses including speakers and topics, please contact [ryannk@adha.net](mailto:ryannk@adha.net)

**FEE:** **\$2,500**

## PRODUCT PRESENTATIONS

Product Presentations inside the exhibit hall will now offer companies 30 minutes to present to an audience and take Q&A's from interested attendees. The opportunity allows for up to eight companies to present their brand to the show floor.

**FEE:** **\$2,000**

## BRUNCH AND LEARN

Sponsor this hot ticket and hot topic item! The Brunch and Learn brings food for thought to conference attendees during a 90-minute CE session. ADHA is excited to bring dental hygienists the most current and relevant continuing education at annual conference, but recognizes our attendees desire for fun, social programming as well. Along with the support from excellent, committed sponsors, we can provide this experience to our conference attendees!

**FEE:** **For more information, please reach out directly.**

## DINNER CORPORATE SYMPOSIA

Corporate Symposia are a valued educational component of the ADHA Annual Conference. ADHA offers several opportunities to hold these dynamic sessions supported by educational grants and accreditation for CE credit by ADHA. Sponsor this highly-sought out session that sells out each year.

**FEE:** **For more information, please reach out directly.**

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# Social Opportunities

## YOGA

Be the exclusive sponsor of an early morning yoga session open to all attendees. Opportunity includes branding recognition, access to attendees, and company giveaways. Namaste!

**FEE: \$7,500**

## MORNING AND AFTERNOON COFFEE BREAKS

Fuel conference attendees with some much-needed caffeine! Take advantage to this social activity that bring together attendees during a quick break and much needed coffee fix. Opportunity allows for company representative to engage with attendees as they grab a cup. Branding opportunities include signage, napkins and company giveaways.

**FEE: For more information, please reach out directly.**

## COMMUNITY SERVICE DAY

Each year, ADHA and The Institute for Oral Health (IOH) hosts an impactful community service day to advance educational efforts and access to care for those in the community. With Corporate support, both monetary and in-kind, IOH is able to advance its mission. If you are interested in finding out how you can help, please contact **Ryann Kehoe at ryannk@adha.net**

## EXHIBIT HALL HAPPY HOUR

Host this social gathering on Thursday, June 17, 2021 as we kick-off the weekend giving attendees a sneak peek into the Exhibit Hall. Sponsors will have direct access to attendees in addition to creative branding through specialty cocktails, branded bars and welcome messaging.

**FEE: For more information, please reach out directly.**

## "FEED-NIX" FOOD CRAWL

Attendees will feed their way through Phoenix during an all-attendee food crawl. Sponsor opportunities include exclusivity or multiple sponsors at various food stops. Great way to meet and mingle with everyone!

**FEE: For more information, please reach out directly.**

## WELCOME RECEPTION

The event that starts it all! Sponsorship of this all-attendee Welcome Reception provides a whole host of marketing benefits and starts the weekend off by capturing the attention of each attendee with live entertainment, food and drinks at an off-site downtown location!

**FEE: For more information, please reach out directly.**

## FIRST TIME ATTENDEE RECEPTION

First time attendees make up over 40% of ADHA attendees. Take this opportunity to make a first impression by sponsoring the annual First Time Attendee Reception on Friday, June 18, 2020.

**FEE: For more information, please reach out directly.**

## STUDENT RECEPTION

Looking for an opportunity to connect with future hygienists? Sponsorship of the Student Reception provides direct access to this demographic outside of the convention center at a fun downtown Phoenix location!

**FEE: For more information, please reach out directly.**

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# Branding and Marketing Opportunities

*Including but not limited to floor clings, banners, meter boards. For information on all opportunities including the list below, please reach out!*

## EXCLUSIVE INTERNET SPONSOR

Be at the fingertips of each attendee as the exclusive Internet Sponsor, providing companies with maximum exposure through messaging and branding as attendees log in during that weekend.

**FEE: \$25,000**

## SAFETY BAG SPONSOR

At this time, hand sanitizers and masks will be essential to attendees. Your logo will be on the zippered bag containing the two items. Great way to show attendees you care about their safety while also including a fun incentive for stopping by your booth!

**FEE: \$12,000 – \$15,000**

## TOTE BAG

Loved by all attendees, the tote bag is one of the most sought-out giveaways giving the sponsor maximum exposure over the conference weekend. Opportunity includes one tote bag insert driving attendees to company booth or website.

**FEE: \$12,000**

## HOTEL KEY CARDS

Opportunity for company to be the exclusive sponsor for all hotel key cards in the ADHA 2021 room block with artwork printed in full color on one side.

**FEE: \$10,000**

## WELCOME SPONSOR

Be the first thing attendees see when they enter the convention center. Opportunity includes branding recognition on banner in registration area, logo on all directional signs and footprints from the exhibit hall entrance to your booth. For an additional charge, company can include an exclusive giveaway to the first set number of attendees who check-in at registration.

**FEE: \$7,500 - \$10,000**

## SPONSORED EMAILS

Information is key! Be the sponsor of important emails going to all regististed attendees. Opportunity includes sponsor inclusion with branded digital banner and messaging on registration confirmation and the "Know Before You Go" email which is sent a week before all head to Phoenix.

**FEE: \$7,500**

## LIGHT BOXES

Brand the hallways with your message! Two, one-sided Light boxes strategically placed in high traffic areas to increase your brand awareness with attendees.

**FEE: \$5,500**

## SUPPORT BRACELETS

Attendees can choose from three silicon bracelets, in different colors to let others know how to interact with them. Choices: maintaining distance, would like to talk and am all for hugs and high-fives!

**FEE: \$5,000**

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## TOTE BAG INSERT

Looking for a great way to drive attendees to your booth? Purchase a tote bag insert letting attendees know where to find you and how they can receive an extra conference perk!

**FEE: \$2,000**

## ATTENDEE LIST RENTALS

Looking for a way to engage with attendees? Take advantage of an Attendee List Rental but purchasing this one-time use email list that will allow you to send company or product information to ADHA 2021 attendees.

**FEE: \$500**

## SOCIAL MEDIA BOOTH

Interested in social media engagement! Attendees will flock to the Social Media Booth in the convention center lobby for a selfie opportunity in a co-branded instagram box including sponsor logo! Watched the likes come in as attendees post to social media with #ADHA2021. Opportunity includes branded social media prop and two meterboards highlighting this booth.

**FEE: \$7,500**

## FABRIC WALL

**S T R E T C H** your message on an 8x10 Fabric Wall along the halls for all attendees to view.

**FEE: \$10,000**

## PODCASTS

Bring your brand's story to our Annual Conference in Phoenix, AZ during our first ever live podcast sessions! ADHA's goal is to host multiple live podcasts featuring a presenting sponsor during each session. Sponsors will be interviewed during their sponsored podcast allowing company products and best practices to be shared by their brand experts. Additional marketing and benefits will be provided.

**FEE: For more information, please reach out directly.**

## WATER COOLER + WATER BOTTLE SPONSOR


Be the exclusive sponsor of all the fun water cooler conversations! Great opportunity to get your branding on reusable water bottles given to each attendee and the water stations that fill them! Pricing varies based on supplier of water bottle.

**FEE: For more information, please reach out directly.**

## WEBSITE ADVERTISING

ADHA 2021 website provides digital assets that provide extra benefits to your brand. Be the company attendees see first when they visit ADHA2021.org!

**FEE: For more information, please reach out directly.**



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# SPONSORSHIP APPLICATION/CONTRACT

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## Important Instructions:

Please clearly print or type this contract.  
Return completed contract/application along with payment.

### 1. COMPANY INFORMATION

Company name and address information should be completed exactly as they will appear in official ADHA publications.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Products/Services to be promoted: \_\_\_\_\_

\_\_\_\_\_

### 2. CONTACT INFORMATION

Only the designated official contact(s) will receive sponsorship related materials.

Primary Contact: \_\_\_\_\_

(Will receive all communications from ADHA)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Check here if same as above

\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### 3. SPONSORSHIP INFORMATION

List requested opportunities:

Opportunities Cost:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 4. PAYMENT INFORMATION

**Check:** (Payable to ADHA) Check # \_\_\_\_\_

Mail to: ADHA, 444 N Michigan Avenue, Suite 400  
Chicago, IL 60611

**Credit Card:** Credit Card payments will be completed on a secure ADHA Payment Portal. A statement will be sent containing a link to complete your payment.

### 5. AGREEMENT

We the undersigned, hereby make application for specified sponsorship opportunity at the 2021 ADHA Annual Conference to be held June 18-20, 2021 in Phoenix, AZ. A signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of ADHA. This contract is binding once signed. Payments are due upon receipt of invoice. In the event that ADHA 2021 is rescheduled or the in-person meeting transitioned into a virtual event due to federal, state, or city restrictions; sponsorships will be rolled over to the rescheduled or redesigned ADHA 2021 experience. Same cancellations will apply.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_



Visit the ADHA 2021 website at [www.adha2021.org](http://www.adha2021.org)

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