



WELCOME TO

PITTSBURGH

adha **CLL2016**
93RD ANNUAL SESSION
JUNE 8-14, 2016 / PITTSBURGH, PA



**CENTER FOR
LIFELONG LEARNING**
JUNE 8-11, 2016

**EXHIBITS
2016**
JUNE 10-11, 2016

**ANNUAL SESSION
BUSINESS MEETING**
JUNE 12-14, 2016

AMERICAN DENTAL HYGIENISTS' ASSOCIATION
444 NORTH MICHIGAN AVENUE, SUITE 3400, CHICAGO, IL 60611
PHONE 312/440-8900 • FAX 312/467-1806

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES GUIDE

WWW.ADHA.ORG/ANNUAL-SESSION



CLL's Official Publication

WWW.ADHA.ORG/ANNUAL-SESSION



FOUNDATION ADHA INSTITUTE FOR ORAL HEALTH (IOH)



ABOUT



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 ADHA Institute for Oral Health is a non-profit 501(c)3 foundation, 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 Gala

Date: Friday, June 10, 2016

Time: 7:30 p.m. – 11:00 p.m.

This year, we will be hosting a black-tie optional Gala to salute our President and raise money for our ADHA Institute for Oral Health. A lovely plated, sit down dinner will be followed by dancing and of course our auction! Seating is very limited this year, so make sure to get your sponsor tables reserved today!

Table Sponsor Cost: \$4,000 per table
Premiere Sponsor Cost: \$8,000 per table

The Benefit Reception/President’s Gala 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.

\$4,000 Table Sponsorship benefits will include: one (1) reserved table for 10 people inside the ballroom to entertain guests and 20 drink tickets.

\$8,000 Premier Sponsorship benefits will include: two (2) reserved tables for 10 people each, inside the ballroom; and 40 drink tickets.

Both sponsorship levels will include logo branding opportunities that include: corporate logo on beverage napkins; corporate logo on signage; and corporate logo listed next to event on website and onsite program.

IOH Benefit Reception Auction Item

Cost: Donated Item

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 10, 2016.

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 2016 ADHA CLL at Annual Session, recognition in the 2016 IOH Annual Report, and a complimentary subscription to ACCESS Magazine.

- Results from Dental Hygiene Omnibus Survey on clinicians recommendation habits, communication styles, product feedback, etc
- 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, 2016)
- 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 one (1) question in a survey*.

Tier 3

Cost: \$1,000 for year membership
Includes all benefits listed above plus the ability to include two (2) questions in a survey*.

*Questions subject to style and industry appropriateness guidelines.

June 2016



Dear Exhibitor/Sponsor/Advertiser:

Dental Hygienists from around the nation will gather at the David Lawrence Convention Center in Pittsburgh, Penn., on June 8-14, 2016, for the American Dental Hygienists’ Association (ADHA) Center for Lifelong Learning at the 93rd Annual Session. The ADHA invites you to be a part North America’s premier dental hygiene meeting and plan to incorporate CLL at the 93rd Annual Session into your company’s marketing strategy for 2016.

Please review the enclosed information for exhibiting, sponsorship, and advertising opportunities for the largest meeting for dental hygiene professionals of 2016.

It is our hope to work with you to develop uniquely integrated sponsorship and advertising programs designed to meet your marketing goals. In fact, our most successful programs are a result of this type of interpersonal collaboration. Our commitment is to partner with you and ultimately exceed your expectations.

We look forward to seeing you in Pittsburgh!

Maddie Hilpert
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Companies must be a contracted exhibitor to sponsor any event/item during CLL at the 93rd Annual Session.



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PRODUCT FOCUS

Product Presentation

Event Cost: \$650

Date: Friday June 10, 2016

One of the most popular events, the ADHA's Product Presentation offers 15 companies the opportunity to present NEW and updated information on the products they manufacture for the dental hygiene profession. Space is limited.

Exhibit application and deposit must be received prior to acceptance of your product presentation application.

ADHA/Henry Schein Innovation Center

Event Cost: \$4,000

Date: Friday, June 10 and Saturday, June 11, 2016 – Exhibit Floor Hours

Located on the exhibit floor, the ADHA/Henry Schein Innovation Corner is a hands-on, interactive experience for attendees to try your product or equipment.

CONTINUING EDUCATION SESSIONS

CE Sessions

More than 28 unique continuing education programs have been developed for the 2016 CLL program. Each session will be priced individually due to the varying range in costs for speakers/panelists. If you are interested in sponsoring a CE session, please contact Maddie Hilpert to discuss availability/pricing.

The ADHA will provide an LCD projector, screen and microphone for all sessions. Costs for additional requirements requested will be the sponsor's responsibility, including material handling, machines/equipment, electrical, etc.

All CE/Educational Session Sponsor Benefits include:

- Company logo listed next to sponsored session on the website.
- Company logo listed next to sponsored session in onsite program.
- Company logo listed next to sponsored session in onsite signage.
- Company logo displayed on website on 2016 sponsor listing with link to company's website.
- Company representative is allowed to provide a one- to two-minute welcome at the beginning of each sponsored CE session. *Company affiliation must be properly disclosed and no product promotion or company materials may be distributed.*

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 9, 2016

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 one (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.

ADVERTISING OPPORTUNITIES

Attendee Marketing Banner Advertising

Support your exhibit and sponsorship efforts with a banner ad in our attendee marketing e-mail campaign. Your message will reach more than 32,000 dental hygienists from across the country, several times throughout our six-month marketing campaign. (January 2016 – June 2016)

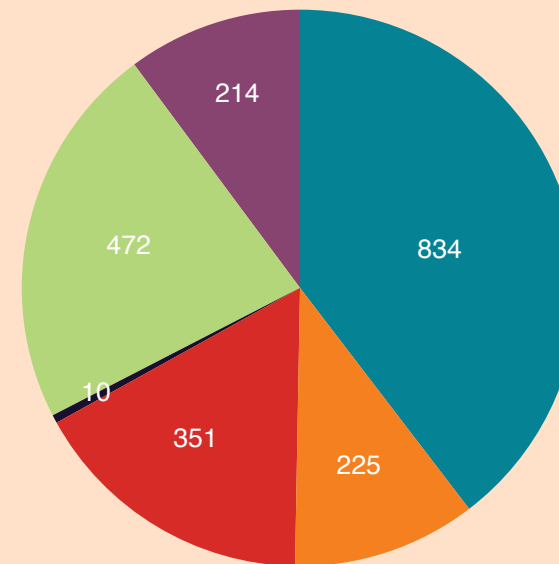
- Four (4) full list e-mails sent each time to more than 32,000 RDHs and students.
- Eight (8) uniquely targeted list e-mails sent to approximately 11,000 RDHs/students each.
- A historical open rate of nearly 24 percent.

Banner Size: 151 px. wide x 250 px. tall.

Quantity Available: Four(4) total.

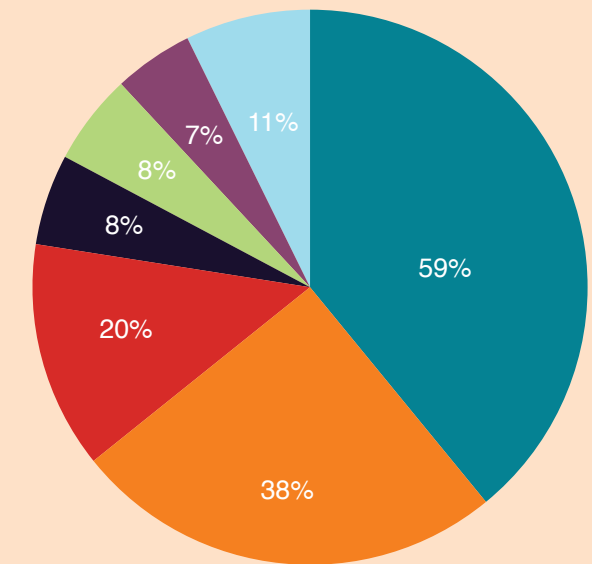
Cost: \$1,500 each

WHO ATTENDED IN 2015?



Attendance – 2,106

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



Attendee Employment Setting*

- Clinical/Private Practice
- Education
- Public Health
- Research
- Corporate
- Student
- Other*

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

Did You Know?

- 95 percent of attendees learned things that will help in their career.
- 94 percent of attendees will do their job better as a result of this conference.
- 93 percent of attendees said the overall event met or exceeded their expectations.
- 97 percent of attendees would recommend CLL/AS.

What Exhibitors are saying about CLL/Annual Session:

My experience as an exhibitor at the ADHA CLL Annual Session is invaluable to meet and make significant relationships with the preventive leaders from all over our country! Looking forward to a brand new venue in Pittsburgh, PA in 2016!

The ADHA event was an excellent show to meet potential customers as well as networking with educators who would be useful in promoting our line.

This was our first time exhibiting at ADHA- CLL. We were very pleased with the traffic we received as well as the energy that was palpable throughout the show.

We had a blast at the ADHA Annual Session! Not only did we have the opportunity to connect with countless dental professionals to spread awareness about our product, it was a lot of fun too!

EXHIBITING OPPORTUNITIES

Start Promoting Your Partnership Early!

EXHIBITS 2016 Provides:

Access

ADHA EXHIBITS 2016 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'll develop solid new business leads while building on existing relationships.

Visibility

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 and Money

Exhibiting with the ADHA not only increases your dental hygiene connection by participating at the largest national dental hygiene show — but also the most affordable show in terms of actual exhibiting costs.

Visit www.adha.org/annual-session, and then click on the "Exhibit" for additional information.



To become a 2016 exhibitor, please contact the ADHA Exhibits Coordinator at 312/440-8931.

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EXHIBITING OPPORTUNITIES

EXHIBITS 2016 — the largest exhibition dedicated to the dental hygiene professional — 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 2016 will bring together more than 125 companies showcasing their products and services to the oral health care field. Pittsburgh 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 93rd 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.

EXHIBITS 2016 — June 10-11, 2016
Exhibit Hall B
David L. Lawrence Convention Center

Booth Space
Assignments made
late January 2016

WHAT'S INCLUDED WITH BOOTH COSTS?

Exhibitors at EXHIBITS 2016 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 online.
- 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 hygienist leaders in the oral health community.
- Opportunity to be featured in the ADHA's online interactive show guide and smart phone app, including the option to showcase your company's logo and website, making your company easily accessible for attendees to add your booth information to their customized show program.

SPONSORSHIP OPPORTUNITIES

BRANDED MATERIALS/OPPORTUNITIES

Registration Packet Mailer

Sponsorship Cost: \$5,500 for each position, two (2) positions available

The CLL/AS Registration Packet Mailer provides attendees with their show badge, event tickets and important CLL/AS messaging prior to arriving in Pittsburgh. 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 six (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.

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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.

If interested in more details on **Escalator Banners or Hanging Banners**, please contact Maddie Hilpert for more information.

Additional sponsorship opportunities can be custom designed to help target a particular message.

Please contact Maddie Hilpert to discuss options and availability.

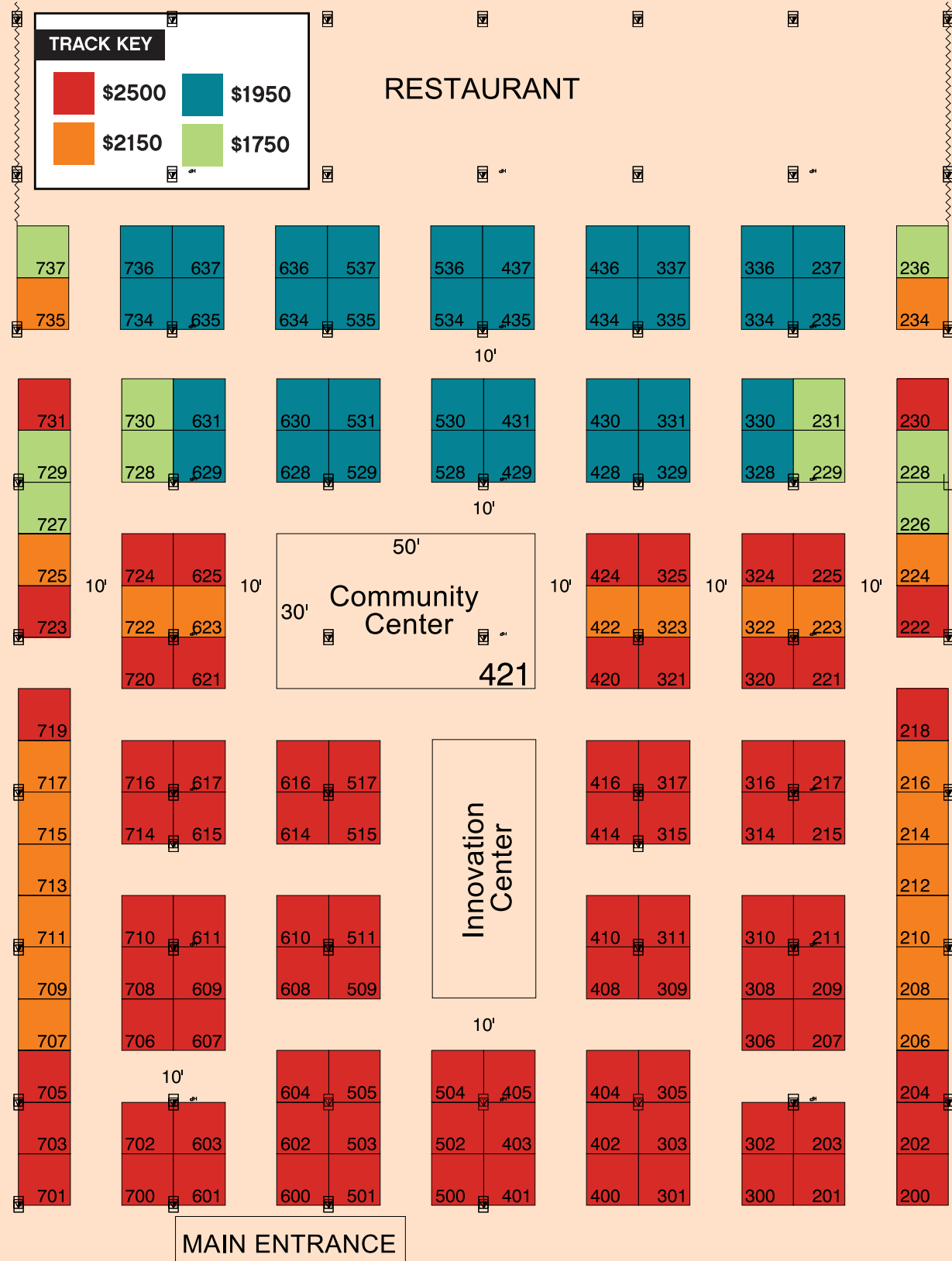
Lunch and Learn

Sponsorship Cost: \$5,000

Date: Thursday, June 9, 2016

Time: 1:00 p.m. – 2:30 p.m.

The Lunch and Learn Presentation includes multi-topic roundtable discussions with colleagues and a facilitator during a catered lunch. The Sponsor will have the opportunity to have two (2) tables as well as provide one to two minutes of greetings at the start of the luncheon.



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 2016 based on the ADHA Exhibitor Point System and date contract received. After Feb. 1, 2016, 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.

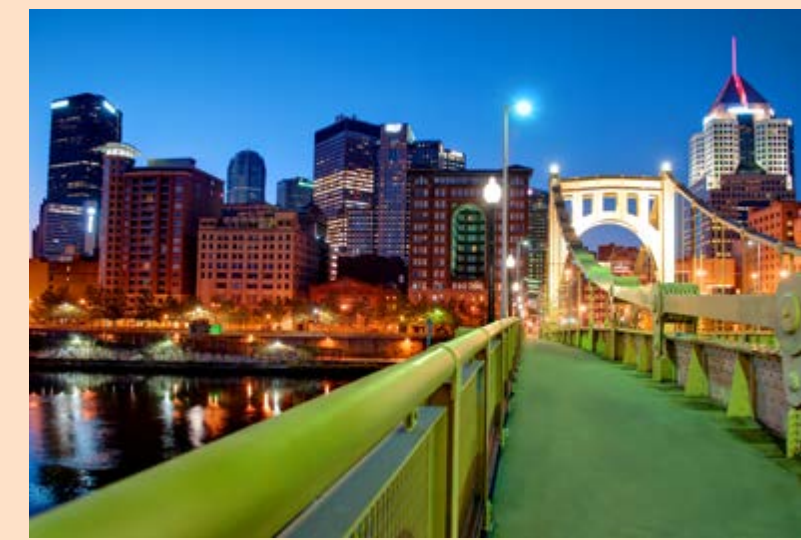
EXHIBITOR REGISTRATION/ HOTEL INFORMATION

Each 10'x10' booth receives four (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 Pittsburgh Hotel and the Westin Pittsburgh Hotel starting at \$159 (+ taxes). If you need to make room reservations for five (5) or more booth personnel, you may use the Exhibitor Housing block request form. 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 or complete online at www.adha.org/annual-session then click on the **Exhibit link**.



General Exhibit Information:

Exhibit Set-up:	Thursday, June 9 Friday, June 10	8:00 a.m. – 5:00 p.m. 7:30 a.m. – 8:30 a.m.
Show Hours:	Friday, June 10 Saturday, June 11	9:00 a.m. – 4:00 p.m. 10:00 a.m. – 3:00 p.m.
Exhibit Move-out:	Saturday, June 11	3:01 p.m. – 10:00 p.m.

The Exhibit Hall is NOT carpeted. 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.