

2020 ADEA ANNUAL SESSION & EXHIBITION

DISCOVER **YOUR** PATHWAY

MARCH 14 – 17, 2020
GAYLORD NATIONAL HARBOR
NATIONAL HARBOR, MD

**Exhibitor
Prospectus**

What: Leaders from 78 U.S. and Canadian Dental Schools *under one roof*.

Where: 2020 ADEA Annual Session & Exhibition, National Harbor, MD

What draws attendees to the ADEA Annual Session & Exhibition?

- Meeting face-to-face with thousands of leading dental educators from world-class academic dental institutions—including dental school deans, program directors and faculty.
- Attending high-quality educational programming specifically for dental educators and students.
- Engaging Exhibit Hall activities—including posters and the TechExpo, Social Media + Digital Tools Lab, Headshot Café, coffee breaks and lunches and *ADEA Quest*, the scavenger hunt game for prizes that generates foot traffic throughout the Exhibit Hall and provides quality engagement between attendees and exhibitors.

Why exhibit?

Meet with a diverse array of ADEA conference registrants from dental, allied and advanced education programs across the United States and Canada.

- Market your products and services to students and key decision-makers at leading academic dental institutions in the United States and abroad.
- Preview emergent products and services with actual end users.
- Reconnect and strengthen existing relationships and build new ones.

Think Outside the Booth!

Increase your exposure at the 2020 ADEA Annual Session & Exhibition. A wide range of branding, sponsorship and advertising opportunities are offered to help you make an impact on attendees. View a full list of [2020 promotional opportunities](#).

Contact **Nicola Tate** at Association Media Group to discuss your strategy for making the most of your presence at the ADEA Annual Session & Exhibition—ntate@associationmediagroup.com or 804-469-0324.

Recent ADEA exhibitors and sponsors include:

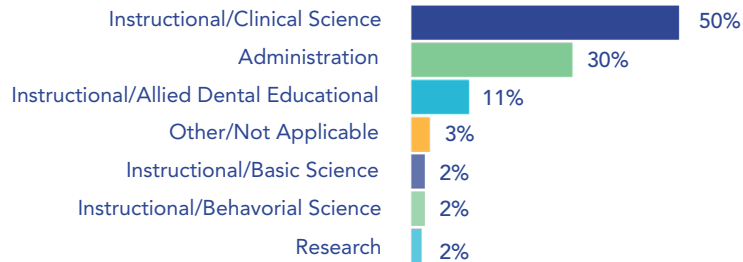
ACTEON, Inc.	Hu-Friedy Manufacturing Co., LLC
A-dec	Johnson & Johnson Consumer, Inc.
Bien-Air USA	Komet US, Inc.
Bisco Dental Products	Planmeca USA, Inc.
Certiphi Screening	The Procter & Gamble Company
Dentsply Sirona	Ultradent Products, Inc.
Designs for Vision, Inc.	Whip Mix Corporation
GC America, Inc.	XDR Radiology
GlaxoSmithKline Consumer Healthcare	Zimmer Biomet Dental
Heartland Dental	

ADEA attendees are in search of:

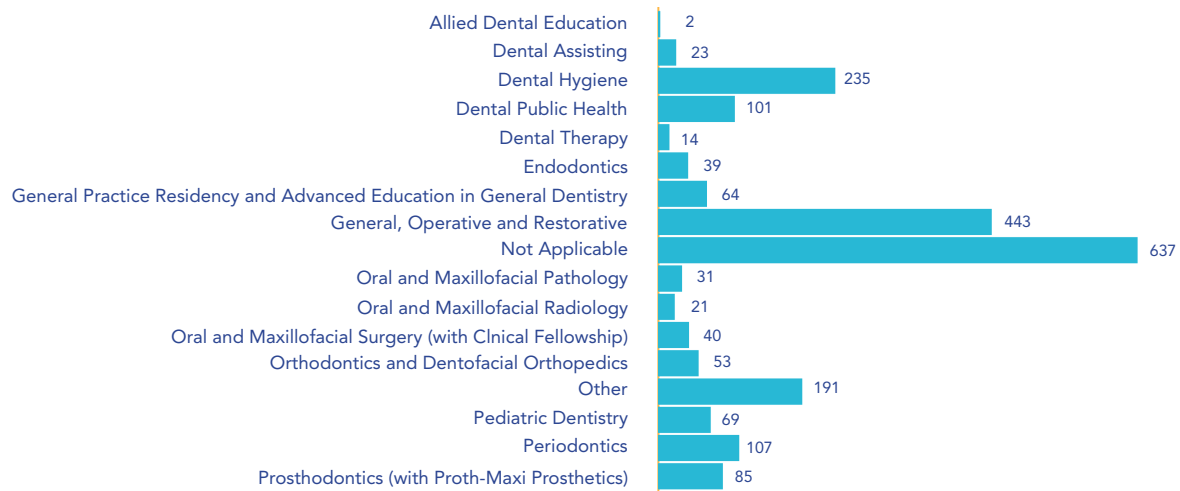
Architects	Laboratories
Consumer health care products	Nonprofit
Distributors	Pharmaceuticals
Dental support organizations	Prosthodontics/implants
Equipment/instruments	Publishing and communications
Executive recruitment	Software companies
Insurance	Supplies

Demographics

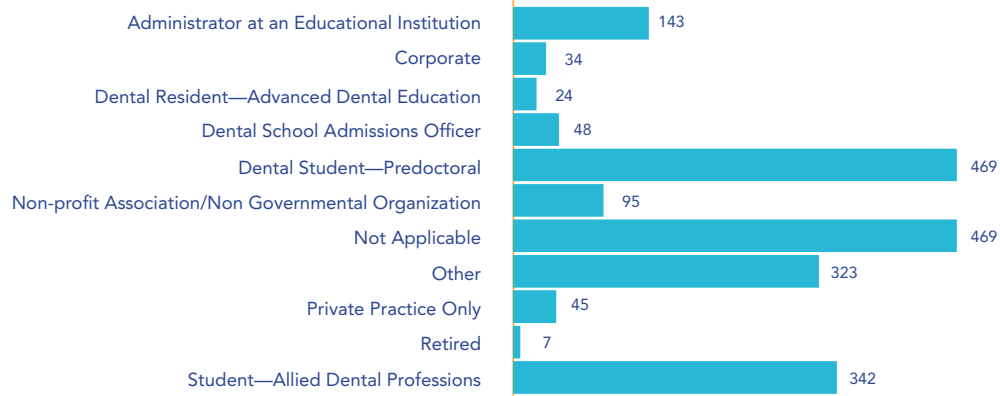
Primary Appointments by Faculty Member



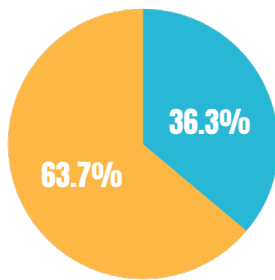
Primary Disciplines for Dental Educators



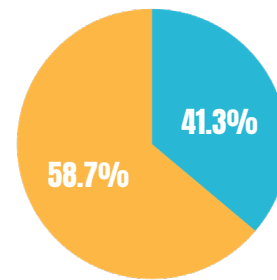
Primary Disciplines for Those Who Are Not Dental Educators



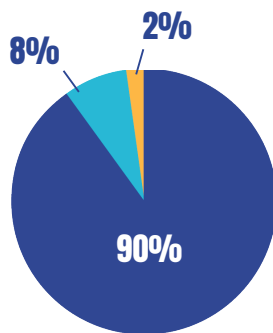
Demographics



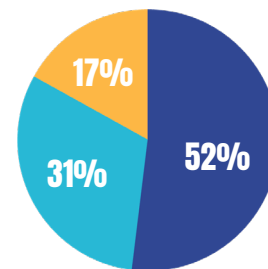
Dentists



Dental Educators



Full- or Part-time



Length of Career



Attendees by Geographic Region



United States | 94.8%



Canada | 2.6%



Other | 2.6%
Australia, Europe,
South America, United Kingdom

Exhibit Hall Information

Application Procedure

- Booths are reserved on a first-come, first-reserved basis.
- Exhibit fees must be paid in full with your application to secure exhibit space. *(Applications are online only. Payment accepted by credit card or wire transfer.)*
- Please read the *Exhibitor Rules and Regulations* before submitting your application. ADEA reserves the right to deny exhibit space.

Standard 10'x10' Booth Package

- 8-foot-high grey back drapes and 36-inch-high draped side divider.
- 7- by 44-inch sign with company name and booth number.
- Access to the exhibitor lounge at the back of the Exhibit Hall.
- Perimeter security services from exhibitor move-in through move-out.
- Dedicated Exhibit Hall hours (10 total).
- Listing in the official program (for booths confirmed by Jan. 10, 2020).
- Four complimentary conference registrations per booth for registered company employees who staff the booth.
- Recognition on signage.
- One-time complimentary use of the preshow Annual Session attendee mailing list.
- Mobile app listing.
- *Registration, housing information, Exhibitor Service Kit and shipping information can be accessed through your online exhibitor account.*

Educational 10'x10' Booth Package

- Standard 10'x10' Booth Package (described above), plus:
 - » 6-foot draped table with two chairs and a wastebasket.
 - » Carpet (blue jay).
- All educational exhibitors must register for the meeting and pay the appropriate conference registration fees.

Exhibit Rates

Corporate Exhibitor

- ADEA Corporate Member: \$4,000 for 10'x10' booth.
- Corporate Nonmember: \$5,250 for 10'x10' booth.

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. **Requirements:** All exhibits must be staffed during regular exhibitor hours (see *Exhibitor Rules and Regulations* for specifics). *All booths must be carpeted.*

Educational Exhibitor

- ADEA Educational Member: \$849 for 10'x10' booth.
- Educational Nonmember: \$899 for 10'x10' booth.
- Educational exhibitors do not receive complimentary registration and will need to pay the registration rates below:

	Early Bird	Advanced	Onsite
Member	\$689	\$789	\$889
Nonmember	\$889	\$989	\$1089

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. All exhibits must be staffed during regular Exhibit Hall hours (see *Exhibitor Rules and Regulations* for specifics).

Exhibit Hall Raffle

For the ADEA Quest participants, ADEA would like each exhibitor to contribute at least one item to the ADEA Exhibit Hall Raffle. Please contact casimierd@adea.org with questions or to contribute a prize. The ADEA Quest Raffle will take place at 1:30 p.m. on Sunday, March 15 and at 1:00 p.m. on Monday, March 16.

Exhibit Hours

Saturday, March 14

10:00 a.m. – 5:00 p.m.

Exhibitor Move-in

Sunday, March 15

8:00 – 11:00 a.m.

Exhibitor Move-in*

Noon – 5:00 p.m.

Exhibit Hall Open

Noon – 2:00 p.m.

Lunch in the Exhibit Hall

Monday, March 16

9:45 a.m. – 3:00 p.m.

Exhibit Hall Open

9:45 – 10:30 a.m.

Coffee Break in the Exhibit Hall

Noon – 1:00 p.m.

Lunch in the Exhibit Hall

3:05 – 7:00 p.m.

Exhibitor Move-out*

*Exhibits must be fully set up by 11:00 a.m. on Sunday, March 15, and remain intact until 3:00 p.m. on Monday, March 16. Booth dismantling begins at 3:05 p.m. on Monday. Exhibitors will be notified in writing of any schedule changes.

Dates and Deadlines

Sept. 2019 – Jan. 2020

Booth assignment notification letters are emailed weekly on an ongoing basis.

Friday, Jan. 10, 2020

The exhibitor online application must be completed with full payment by Jan. 10, 2020, to list the exhibitor's name, booth assignment and description in the official program. Exhibitors who submit applications after Jan. 10, 2020, shall appear in the exhibitor listing in the conference mobile app only.

Friday, Jan. 31, 2020 | Deadlines for:

- Advertising insertion orders for the official program.
- Requesting exhibitor booth cancellation with a refund (minus a 25% cancellation fee).
- All early bird registration (including exhibitors).

Friday, Feb. 14, 2020 | Deadlines for:

- All registration cancellations.
- Registering online (including exhibitors).

Friday, Feb. 17, 2020

- Deadline for all hotel reservations at the Gaylord National Harbor.

Important Show Information

Show Rule Highlights

Please review the full **Exhibitor Rules and Regulations** before reserving your booth.

- Exhibitors are not permitted to fulfill orders on the exhibit floor. Under no circumstances shall any delivery of goods/items or exchange of merchandise for payment be permitted.
- Generators are not permitted on the show floor—no exceptions.
- Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them.
- All aisle space is under the control of ADEA and shall not be used for exhibit or demonstration purposes.
- All booths must be carpeted.
- Exhibitors must carry liability insurance on their exhibits at their own expense.
- All exhibits must be staffed during show hours—no exceptions.
- All participants affiliated with exhibits must be registered.
- Badges must be worn at all times.
- Each person working at the booth will be issued an exhibitor's badge and must be employed by the exhibitor.
- All exhibiting booth personnel **MUST** register before making hotel reservations.
- No raffles or contests are permitted on the show floor.
- ADEA provides perimeter exhibit hall security only. Exhibitors are responsible for securing the items within their booth.

Booth Cancellation

If written notice of cancellation or space reduction is received by **Friday, Jan. 10, 2020**, the rental fee will be refunded minus a 25% cancellation fee. No refund requests, cancellations or space reductions postmarked after **Friday, Jan. 10, 2020**, will be accepted.

Default of Occupancy

If any exhibitor is not set up by 11:00 a.m. on Sunday, March 15, 2020, ADEA reserves the right to reassign the space to another exhibitor or to make other use of the space as deemed necessary or appropriate, with no refund made to the original contracting exhibitor. Any charges incurred by ADEA for necessary changes to an unoccupied exhibit booth after 11:00 a.m. on Sunday, March 15, 2020, shall be borne by the original contracting exhibitor.

Questions?

Exhibit sales: Please contact Simone Smith, ADEA Senior Manager for Corporate Relations, at smiths@adea.org or 202-513-1196.

Exhibit logistics: Please contact Donna Casimier, ADEA Meetings Manager, at casimierd@adea.org or 202-238-3992.

Sponsorships and Advertising: Please contact Nicola Tate, Association Media Group, at ntate@associationmediagroup.com or 804-469-0324.

Key Contacts

Exhibits | Sponsorships

Simone Smith

ADEA Senior Manager for Corporate Relations
202-513-1196 | smiths@adea.org

Affiliate Meetings | Receptions

To reserve space at the Gaylord National Harbor for a meeting, reception or event, please contact:

Donna Casimier

ADEA Meetings Manager
202-289-3992 | casimierd@adea.org

Sponsorships and Advertising

Nicola Tate

Association Media Group
804-469-0324 | ntate@associationmediagroup.com

Decorator Services

Levy Show Services Inc.

12340 Horseshoe Way

Richmond, BC, V7A 4Z1, Canada

604-277-1726 | levysshow.com

ADEA

THE VOICE OF
DENTAL EDUCATION

655 K Street, NW, Suite 800
Washington, DC 20001
202-289-7201 | adea.org