

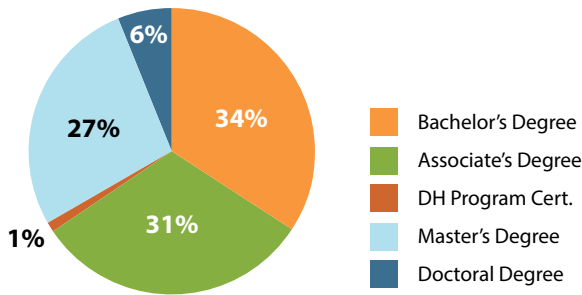
The **ADHA Annual Conference** is North America’s most-respected dental hygiene meeting and educational forum. Partner with the ADHA in this premier meeting and make a plan to incorporate the ADHA’s Annual Conference into your organization’s marketing program.

Dates: June 20 to 23, 2018

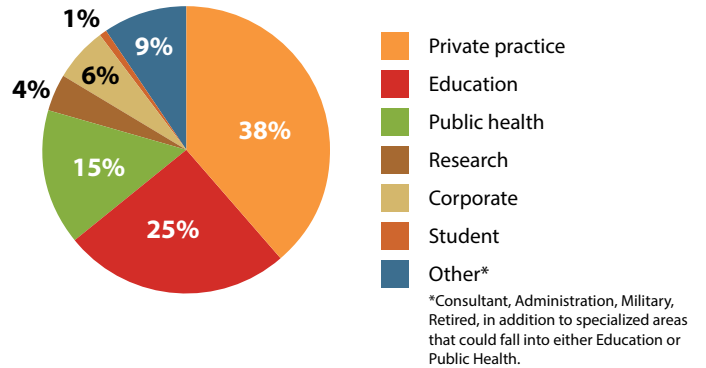
Location: Greater Columbus Convention Center, Columbus, OH

Attendance: 1,500+ (2017)

Attendee Education Background



Attendee Employment Setting



The **ADHA Annual Conference Product Spotlight** is a distinctive online newsletter designed to help exhibitors at the ADHA Annual Conference showcase their products and involvement at the event. Advertisers can include up to 150 words, an image and link to their company website, product page or other relevant information. This is an ideal program to drive traffic to your booth in the exhibit hall, highlight a unique promotion or send out follow-up information to attendees and members.

A maximum of 10 product spotlight listings, and 1 leaderboard ad may appear on the newsletter.

Total sent: 30,000 per email

Open rate: 23.60%

EMAIL RATES

Position	Cost
Product spotlight listing	\$1,000 net
Leaderboard	\$1,800 net

MECHANICAL SPECIFICATIONS

Logo	150x150 pixels	50KB limit
Leaderboard	728x90 pixels	

CLOSING DATES

Issue	Space/Material	Sends
May	5/21	5/29
June	6/13	6/21
July	7/11	7/17

REQUIRED EMAIL FILES

JPG, static GIF, Click-through URL. No Rich Media can be accepted.
Text provided as DOC, TXT, or RTF, must be no longer than 150 words.



Attendees make use of the **ADHA Annual Conference App** for full information on sessions, speakers and exhibitors in lieu of a printed Official Program. Splash Page ad duration is 3 seconds. The push notification character limit is 140. Map pins help users quickly locate event landmarks.

CLOSING DATES

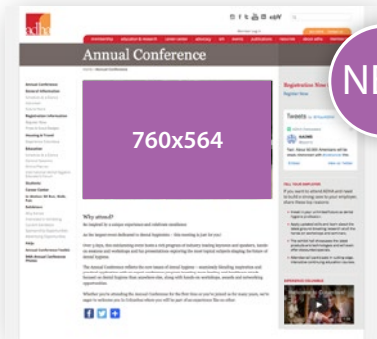
Space	Cost
Package 1: co-branded splash page message, push notifications, home page icon and enhanced exhibitor listing, map pin, digital scavenger hunt.	SOLD
Package 2: banner ads, push notifications, enhanced exhibitor listing, map pin.	\$3,500 net/yr

CLOSING DATES

Contact sales representative.

MECHANICAL SPECIFICATIONS

Mobile banner	640x150 pixels	50KB limit
Tablet banner	552x150 pixels	



The **ADHA Annual Conference Home Page Banner** premium advertisement appears in an above the fold position, rotating with four ADHA promotional announcements.

WEB SITE RATES

Position Cost
 Slideshow banner \$5,000 net/yr

CLOSING DATES

Space Material
 4/25 5/3

REQUIRED FILES

JPG, static GIF, Click-through URL. No Rich Media can be accepted.

MECHANICAL SPECIFICATIONS

Slideshow banner 760x564 pixels 200KB limit



The **ADHA Annual Conference Website** features two banners that are open to two advertisers at a 50% SOV. The banners appear on the home page and 18 additional pages across the website.

Average impressions: 50,000 annually per position

WEB SITE RATES

Position Cost
 Box \$4,500 net/yr
 Tile

CLOSING DATES

Space Material
 4/25 5/3

REQUIRED FILES

Advertisers must provide one of the following file formats: static image (JPG/ GIF) with click-through URL, Adobe Flash file (SWF), HTML5 with click-through URL(s), or third party tag, click-through URL. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.

MECHANICAL SPECIFICATIONS

Box 300x250 pixels 100KB limit
 Tile 180x150 pixels

The ADHA is proud to host the largest exhibition dedicated to the dental hygiene professional — 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 dental hygienists.

Dates: June 20, 2018, 9AM to 4PM; June 21, 2018 10AM to 3PM

Location: Greater Columbus Convention Center, Columbus, OH

Attendance: 1,500+ (2017)

EXHIBITS 2018 will bring together more than 125 companies showcasing their products and services to the oral health care field. As a result, we anticipate welcoming more than 2,000 RDHs and other dental professionals/members of the dental team to the Annual Conference. This is your prime market to increase your brand awareness and reconnect with the leaders in the dental hygiene industry.

Exhibiting at the Annual Conference allows you to:

- Showcase your company's newest cutting-edge products.
- Provide solutions to and develop mutually beneficial, long-lasting relationships with oral health care professionals.
- Meet hundreds of highly qualified leads in just two days.
- Put your product or service in front of the profession's most influential leaders.
- Maximize your marketing dollars and return on investment.
- Promote brand image and build public awareness about your company and its products.
- Network with your colleagues.
- Review and assess possible competitors.

EXHIBITOR RATES

Booth space assignments are made in late January and based on priority points and the date your booth contract is received.

Contact Maddie Hilpert in the sponsorship and exhibiting office for more information or to reserve your booth today.

SPONSORSHIP AND EXHIBITING OFFICE



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