



# AADB 2023 MID-YEAR VIRTUAL MEETING

## About the Meeting

The AADB Board of Directors will be hosting our **2023 Mid-Year Meeting virtually on April 21-22, 2023**. Programs are designed to allow opportunities for interaction among all participants, including board members, dentists, dental hygienists, dental therapists, assistants, educators, board attorneys, and dental specialty associations. Panels and small discussion groups exchange ideas and information. Participants take away valuable information on current issues and all aspects of dental and dental hygiene regulation.

## About AADB

The American Association of Dental Boards is a national association that encourages the highest standards of dental education, promotes higher and uniform standards of qualification for dental practitioners, and advocates uniform methods in the conduct and operation of dental examining boards. Membership is composed of boards of dentistry, advanced education boards, present and past members of those boards, board administrators, board attorneys, educators, and stakeholders.

## Our Mission

To serve as a resource by providing a national forum for exchange, development, and dissemination of information to assist dental regulatory boards with their responsibility to protect the public.

## EXHIBIT AND SPONSORSHIP PROSPECTUS

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The American Association of Dental Boards cordially invites you to apply to be a sponsor or exhibitor at our upcoming meetings:

### 2023 Mid-Year Meeting

April 21-22, 2023  
Virtual

### 2023 Annual Meeting

October 19-21, 2023  
Hollywood, CA

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## AMERICAN ASSOCIATION OF DENTAL BOARDS

200 East Randolph Street,  
Suite 5100  
Chicago, IL 60601

1701 Pennsylvania Avenue NW  
Suite 200  
Washington, DC 20006

[info@dentalboards.org](mailto:info@dentalboards.org)

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





## WHY AADB?

As the national representative of state/territory dental boards, the AADB is a group of influential decision-makers who should know you and your company or organization. You will be well-positioned to connect with important stakeholders, increase your visibility with your target audience, and share your expertise and thought leadership. There is no better investment in your marketing budget when it comes to connecting with influencers and decision-makers. Sponsorship packages can be tailored to fit your objectives and budget.

## WHO IS AADB?

AADB is a national forum of dental professionals representing all states and U.S. territories. More than 90% of AADB members are practicing dentists, hygienists or assistants.

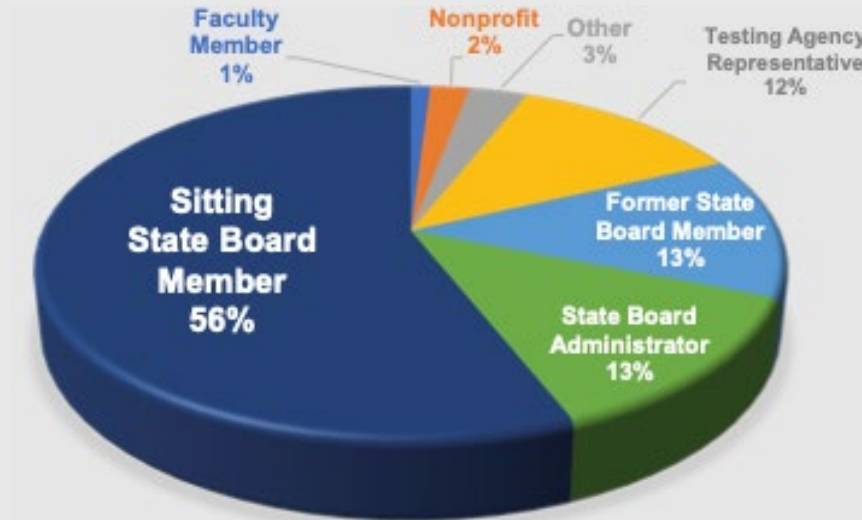
Our Members:

- Routinely sit at policy and decision-making tables
- Are involved in changes to dental practice acts that could affect your company
- Have a wide circle of influence and are sought after for opinions
- Take company information back to boards, schools and dental practices

## WHAT CAN I EXPECT?

- A forum to introduce your organization's brand and message
- An opportunity to create goodwill with a highly respected, influential group of dental professionals and educators
- Insights about trends in dentistry that may impact your organization's future focus
- Simplicity and low cost: There is no need to ship a booth with the virtual meeting

# MEETING ATTENDANCE BREAKDOWN



## PAST SPONSORS AND EXHIBITORS

AAAASF

Academy of General Dentistry

Academy of Laser Dentistry

Acadental

Accreditation Association for Dental Offices

American Academy of Pediatric Dentistry

American Association of Endodontists

American Dental Education Association

American Dental Partners

American TeleDentistry Association

Association of Dental Support Organizations

CE Broker

CE Zoom

Central Regional Dental Testing Services

Certemy

Dental Assisting National Board, Inc.

Dental Engineering Laboratories

DOCS Education

Ethics and Boundaries Assessment Services LLC

Henry Schein

Launch Loyalty Powered by Careington

Millennium Dental Technologies, Inc.

MouthWatch

ProEdge Dental Products

SmileDirectClub

The Dental Exchange



# AADB 2023 MID-YEAR MEETING EXHIBITS

## All exhibits include:

- 2 meeting registrations - up to a \$1,650 value
- Logo placement with hyperlink in a “thank you” email broadcast
- Logo placement in the meeting program
- Logo placement on the website
- Verbal recognition and brief presentation to the full meeting during general assembly
- Admission to all general assembly sessions
- Pre-meeting access to attendee registration list
- Opportunity to place an exclusive offer or discount promotion on the virtual gift wall
- Opportunity to message participants one-on-one during the event
- Information will remain live for one year – giving your products/services extended exposure
- Included in gaming platform to encourage interaction and collection of data for our sponsors

## **VIRTUAL EXHIBITOR: \$3,000**

**Corporations and organizations will have time to speak in front of an audience at the Mid-Year Meeting during the Sponsor Recognition session.**

## **TWO MEETING DISCOUNT FOR MEETING EXHIBITORS: \$4,500**

**Secure a position to participate in two AADB meetings, the AADB 2023 Mid-Year Meeting and the AADB 2023 in-person Annual Meeting October 19-21, 2023, in Hollywood, California. Your organization will have time to address attendees during the Sponsor Recognition sessions.**

# AADB 2023 MID-YEAR MEETING SPONSORSHIP OPPORTUNITIES

## All sponsorships include:

- Complementary registrations- up to a \$4,950 value
- Logo placement with hyperlink in all “thank you” and “reminder to complete survey” email broadcasts
- Logo placement in the meeting program
- Logo placement on the website
- Logo placement on Sponsor page – up to a \$3,000 value
- Verbal recognition and brief presentation to the full meeting during general assembly
- Admission to all general assembly sessions
- Pre-meeting access to attendee registration list
- Opportunity to offer an exclusive offer or discount promotion through the AADB platform
- Opportunity to message participants one-on-one during the event
- Information will remain live for one year – giving your products/services extended exposure
- Included in gaming platform to encourage interaction and collection of data for our sponsors

## **DIAMOND SPONSOR**

### **\$300,000 per meeting or \$450,000 for Mid-Year and Annual Meeting sponsorships**

**Exclusive sponsor opportunity!** A Diamond Sponsor supports the regional caucus meetings. Accordingly, your logo will be prominently displayed on “thank you” banners throughout the meeting. Additionally, you will be invited to address the General Assembly for 20 minutes. Your company will receive 6 complimentary registrations, a full-page ad in the program booklet, pre-meeting materials, post-meeting materials, and the AADB’s quarterly newsletter, *The Bulletin*.

## **PLATINUM SPONSOR**

### **\$50,000 per meeting or \$75,000 for Mid-Year and Annual Meeting sponsorships**

**Sole Sponsor Opportunity!** As the Platinum Sponsor, you support the meeting breaks and will be recognized by our Master of Ceremonies. You will receive 5 complimentary registrations and you will be offered a 10-minute speaking opportunity to address the General Assembly. Your company will be able to exhibit virtually and be offered the opportunity to include a ½-page ad in the AADB Mid-Year program and the AADB’s quarterly newsletter, *The Bulletin*. Furthermore, your logo would be prominently displayed on “thank you” banners throughout the meeting.

## **GOLD SPONSOR**

### **\$25,000 per meeting or \$37,500 for Mid-Year and Annual Meeting sponsorships**

**Exclusive sponsor opportunity!** The Gold Sponsor supports the meeting breaks and will be recognized accordingly by the Master of Ceremonies. Your logo will be prominently displayed on the screen which will be seen by all the attendees. Additionally, you will receive 4 complimentary registrations and a 5-minute speaking opportunity during the General Assembly. Your company will be offered the opportunity to exhibit virtually, receive a ¼-page ad in the AADB Mid-Year Program and the AADB’s quarterly newsletter, *The Bulletin*. You will also be recognized as the attendees enter the final meeting of the day.

## **SILVER SPONSOR**

### **\$12,000 per meeting or \$18,000 for Mid-Year and Annual Meeting sponsorships**

As the Silver Sponsor, your logo will be placed on the screen which will be seen by all the attendees throughout the meeting. Additionally, you will receive 3 complimentary registrations and a 2-minute speaking opportunity during the General Assembly. Your company will be offered the opportunity to exhibit virtually and receive a ⅛--page ad in the AADB Mid-Year Program and AADB’s quarterly newsletter, *The Bulletin*. You will also be recognized as the attendees leave the final meeting of the day and the Master of Ceremonies concludes the final session of the meeting.

## **IT SPONSOR**

### **\$7,500 per meeting or \$11,250 for Mid-Year and Annual Meeting sponsorships**

**Exclusive sponsor opportunity!** As the IT sponsor, you will be providing complimentary technical assistance to attendees. This assures that all attendees know your organization is interested in helping our dental boards. Your company's logo will be prominently displayed on the virtual platform along with the information explaining to attendees how they can access help. Additionally, this sponsor is invited to speak during the General Assembly. This opportunity includes 2 complimentary meeting registrations.

## **BOARD MEMBER FORUM SPONSOR**

### **\$6,000 per meeting or \$9,000 for Mid-Year and Annual Meeting sponsorships**

**Sole Sponsor Opportunity!** The AADB Board Member Forum is a popular session. Special Forum banners will advertise your support. An opportunity to briefly welcome attendees to the Open Forum will be provided upon request. This opportunity includes 2 complimentary meeting registrations.

## **WELCOME SPONSOR**

### **\$5,000 per meeting or \$7,500 for Mid-Year and Annual Meeting sponsorships.**

**Exclusive sponsorship opportunity!** Be the first organization to welcome attendees to the meeting by sponsoring gift packages to participants. The swag bags include exclusive branding opportunities and the opportunity to include company promotional materials. Additionally, welcome the participants during the General Assembly with a presentation. This opportunity includes 2 complimentary meeting registrations.

## **SESSION SPONSOR**

### **\$5,000 per meeting or \$7,500 for Mid-Year and Annual Meeting sponsorships**

Sponsor a set of speakers that will offer various perspectives of a topic that is of interest to Dental Boards such as access to care, teledentistry, COVID-19, dental education, the future of dentistry, or technology in dentistry. This is an opportunity to showcase your company logo and product information as you introduce the sponsored sessions. This opportunity includes 2 complimentary meeting registrations.

## **POLL SPONSOR**

### **\$4,000 per meeting or \$6,000 for Mid-Year and Annual Meeting sponsorships**

Sponsors can ask attendees up to 5 questions and offer a prize drawing for all who participate. Poll will be administered through the virtual platform in-between sessions while showcasing your logo and marketing your organization to the dental boards and other attendees. This opportunity includes 2 complimentary meeting registrations. Additionally, this sponsor is invited to speak to the General Assembly.

# ADVERTISING OPPORTUNITIES

**AADB WEEKLY UPDATE** is a weekly email newsletter distributed to all AADB Members. A wide variety of advertising opportunities are available at multiple price points as low as \$750 for 26 editions. [Visit AADB online for details.](#)



**THE BULLETIN**, AADB's newsletter, is published quarterly in an electronic format. Past issues are archived for members and subscribers on AADB's website. The current circulation is approximately 1,000 recipients, which includes all AADB members.

## Per Issue

1-page color advertisement	\$1,000
1/2-page color advertisement	\$750
1/4-page color advertisement	\$500

## Per Year (4 issues)

1-page color advertisement	\$3,000
1/2-page color advertisement	\$2,250
1/4-page color advertisement	\$1,500



**THE COMPOSITE** is a printed publication detailing the structure, licensing and disciplinary activities of all state dental boards. The publication contains 40 charts describing state dental board structure and operations, licensee population within each state, board disciplinary activity and complaint statistics, state licensing requirements, and key contacts within each state. It is a valuable resource used by boards of dentistry, dental schools, individual practitioners, testing agencies and the public in general. *The Composite* is updated yearly from information provided directly by state boards of dentistry. A single-edition sponsorship is \$5,000. The next opportunity will be the 33rd edition, to be published this summer.

## AADB WEBSITE

Corporations and organizations are welcome to advertise on the American Association of Dental Boards' website, [www.dentalboards.org](http://www.dentalboards.org). This opportunity is one of several ways the AADB offers companies access to dentists, dental hygienists, board attorneys, administrators, candidates interested in relocating, and others. Organizations interested in advertising on the AADB website with a direct link to their company's website should contact AADB at [tsochamower@dentalboards.org](mailto:tsochamower@dentalboards.org) for more information. Advertising on the AADB website is available as follows:

3-month advertisement	\$10,500
6-month advertisement	\$20,500
12-month advertisement	\$40,000

# MEETING REGISTRATION

If you are purchasing an exhibit or sponsorship, please contact Tonia Socha-Mower at [tsochamower@dentalboards.org](mailto:tsochamower@dentalboards.org) to process your complimentary registrations. The registration fee for additional registrations for the AADB 2023 Mid-Year Meeting is \$695 for AADB members; \$895 for nonmembers and can be processed online at [www.dentalboards.org](http://www.dentalboards.org).

# MEETING AGENDA

A meeting agenda will be published at [www.dentalboards.org](http://www.dentalboards.org).

# CONTACT AADB

If you have questions, would like to purchase an exhibit, sponsorship or advertising, or would like to discuss customized support opportunities, contact our Chief Executive Officer, Tonia Socha-Mower at [tsochamower@dentalboards.org](mailto:tsochamower@dentalboards.org).



The ACE Program is a service of the AADB to assist dental boards in identifying quality continuing education courses to help protect the public. ACE accreditation may not be accepted by particular boards of dentistry. Questions or comments can be directed to the AADB at [info@dentalboards.org](mailto:info@dentalboards.org).

## ADA CERP® | Continuing Education Recognition Program

The American Association of Dental Boards is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/cerp](http://www.ada.org/cerp).

UPDATED 12/1/22