



AADB 2021 MID-YEAR MEETING VIRTUAL

February 27-28

About AADB's Mid-Year Meeting

For the first time in 137 years, the AADB Meeting will be hosted online and will provide an excellent forum for keeping up-to-date with state board concerns. Programs are designed to allow opportunities for interaction among all participants, including board members, dentists, dental hygienists, 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 comprised of boards of dentistry, advanced education boards, present and past members of those boards, board administrators, board attorneys, and dental and dental hygiene educators.

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 obligation to protect the public.



American Association of Dental Boards
www.dentalboards.org



EXHIBIT AND SPONSORSHIP PROSPECTUS

The American Association of Dental Boards cordially invites you to apply to be a sponsor or exhibitor at the AADB 2021 Mid-Year Meeting, February 27-28.

AMERICAN ASSOCIATION OF DENTAL BOARDS

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Chicago, IL 60611
312-440-7464
info@dentalboards.org

www.dentalboards.org



WHY AADB?

As the national representative of state dental boards, AADB is a group of influential decision-makers who should know you and your company or organization. AADB's Meeting represents the perfect opportunity to network, meet existing and new contacts, and demonstrate new products and services. 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 of 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 or hygienists.

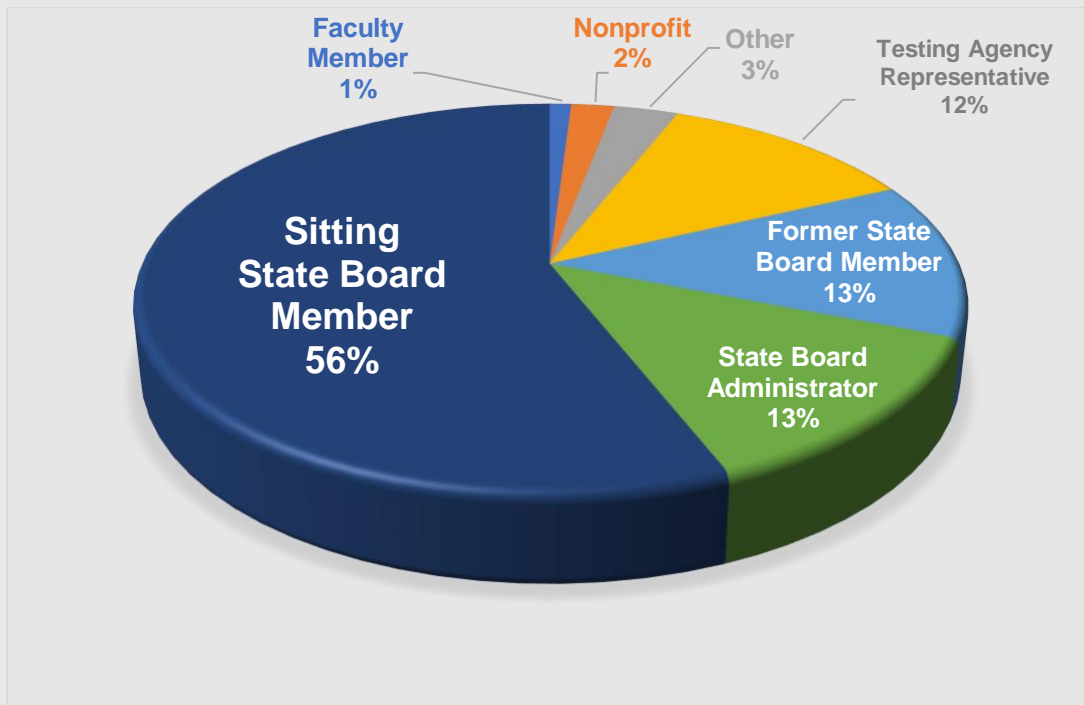
Our Members:

- 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
- Ability to network virtually
- 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: With the online meeting, your organization will save shipping and traveling costs for your team.

MEETING ATTENDANCE BREAKDOWN



PAST SPONSORS AND EXHIBITORS

Academy of General Dentistry
Academy of Laser Dentistry
Acadental
Accreditation Association for Dental Offices
American Association of Endodontists
American Dental Partners
Association of Dental Support Organizations
CE Broker
CE Zoom

Central Regional Dental Testing Services
Dental Assisting National Board, Inc.
Dental Engineering Laboratories
DOCS Education
Ethics and Boundaries Assessment Services LLC
Henry Schein
Millennium Dental Technologies, Inc.
ProEdge Dental Products
The Dental Exchange



AADB 2021 MID-YEAR MEETING EXHIBITS

All exhibits include:

- Two meeting registrations - a \$1,450 value
- Logo placement with hyperlink in “thank you” email broadcast
- Logo placement in electronic preliminary program
- Logo placement on the event website
- Verbal recognition and brief presentation to the full meeting during general assembly
- Admission to all general assembly sessions and networking events including the virtual Presidential Toast
- 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 virtual game to encourage interaction and collection of data for our sponsors

VIRTUAL EXHIBITOR - \$3,000

Corporations and organizations will exhibit at the Mid-Year Meeting on Saturday and Sunday, Feb. 27-28 in the virtual exhibit hall.

TWO MEETING DISCOUNT: VIRTUAL EXHIBITOR - \$4,500

Secure a position to participate in two AADB meetings: The AADB 2021 Mid-Year Meeting and the AADB 2021 Annual Meeting October 30 and 31.

AADB 2021 MID-YEAR MEETING SPONSORSHIP OPPORTUNITIES

All sponsorships include:

- Exhibition in the virtual exhibit hall – up to a \$3,000 value!
- Logo placement on a shared sponsor “thank you” message(s)
- Logo placement in the Program
- Time to address the General Assembly
- At least 2 complimentary meeting registrations

DIAMOND PACKAGE - \$300,000 SOLD!

Exclusive sponsor opportunity! A Diamond Sponsor supports the reception. Accordingly, your logo would be prominently displayed on “thank you” signs throughout the meeting and at the reception. Additionally, you will be invited to address the General Assembly for 20 minutes. Your company will receive 4 complimentary registrations, an opportunity to exhibit in the virtual exhibit hall, a full-page ad in the program booklet, pre-meeting materials, and post-Meeting material.

IT SPONSOR - \$7,500 SOLD!

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 for 2 minutes during the General Assembly. This opportunity includes 2 complimentary meeting registrations.

OPEN FORUM SPONSOR - \$6,000 SOLD!

Exclusive sponsor opportunity! The AADB Open Forum is a popular session. Special Forum signage 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

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 2-minute presentation. This opportunity includes 2 complimentary meeting registrations.

SESSION SPONSOR - \$5,000

Sponsor a set of speakers that will offer various perspectives of a topic that is of interest to Dental Boards including Telehealth, Sleep Apnea, and Anesthesia in the Dental Office. This is an opportunity to showcase your company logo and product information. This opportunity includes 2 complimentary meeting registrations.

POLL SPONSOR - \$4,000 (multiple available)

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.

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, which includes all AADB members.

Per Issue

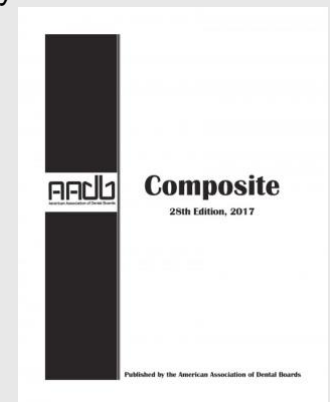
Full-page color advertisement	\$1,000
1/2-page color advertisement	\$750
1/4-page color advertisement	\$500

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 from state boards of dentistry. A single-edition sponsorship is \$5,000. The next opportunity will be the 32nd Edition, to be published in 2021.



AADB WEBSITE

Corporations and organizations are welcome to advertise on the American Association of Dental Boards' website, 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 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 Bianca Rogers at brogers@dentalboards.org to process your complimentary registrations. The registration fee for additional registrations for the AADB 2021 Mid-Year Meeting is \$525 for AADB members; \$749 for nonmembers and can be processed online at www.dentalboards.org.

Registration includes all meeting functions, including a Presidential Toast. Advance registration is advisable.

MEETING AGENDA

A meeting agenda can be found at www.dentalboards.org/

CONTACT AADB

If you have questions, would like to purchase an exhibit, sponsorship or advertisement, or would like to discuss customized support opportunities, contact our Executive Director, Tonia Socha-Mower at tsochamower@dentalboards.org.

ADA C·E·R·P® | 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.