



AADB 2021 ANNUAL MEETING

GRAND HYATT SAN ANTONIO RIVER WALK

Halloween Weekend

About AADB's Annual Meeting

The AADB Board of Directors will be hosting our **138th Annual Meeting at the Grand Hyatt San Antonio River Walk on October 30-31, 2021.** San Antonio consistently ranks as one of the top destinations for conferences and this resort won the "Best River Walk Hotel" recently. 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 comprised 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 obligation to protect the public.

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 Annual Meeting, October 30-31.

San Antonio, TX

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
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.

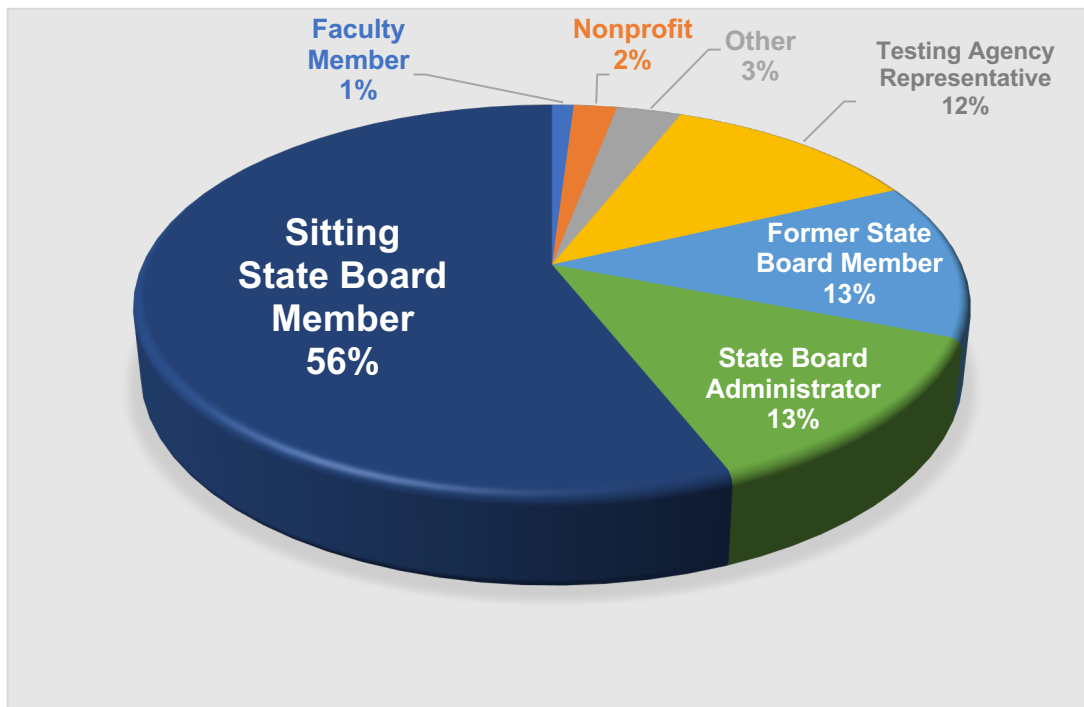
Our Members:

- 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 face-to-face
- 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. Signage and exhibit tables are set-up for you and included in your exhibit fee or sponsorship

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 2021 ANNUAL MEETING EXHIBITS

All exhibits include:

- Two meeting registrations – up to a \$1,450 value
- Logo placement with hyperlink in “thank you” email broadcast
- Logo placement in electronic preliminary program
- Logo placement in the printed program
- Logo placement on the event website
- Logo placement on screen during the general assembly
- Verbal recognition and introduction to the full meeting during general assembly
- Admission to all general assembly sessions and networking events including the reception Saturday night
- Pre-meeting access to attendee registration list
- Opportunity to promote an exclusive offer or discount promotion to our attendees
- Information will remain live for one year – giving your products/services extended exposure
- Ability to present yourself as an “AADB Exhibitor” with the AADB logo on your social media channels to let your followers know you will be at the meeting
- Inclusion in AADB activity to encourage interaction between attendees and sponsors

ONE 6' EXHIBIT TABLE - \$3,000

Corporations and organizations will exhibit at the Annual Meeting on Saturday and Sunday. No need to ship a booth. AADB provides the table, chairs and signage – you bring the marketing materials and do the networking!

TWO 6' EXHIBIT TABLES - \$4,500

Secure two 6' tables for an impressive exhibit with plenty of room at the Annual Meeting on Saturday and Sunday. No need to ship a booth. AADB provides the tables, chairs and signage – you bring the business cards and do the networking! Limited quantities and based on availability when contracted.

TWO MEETING DISCOUNT: ONE 6' EXHIBIT TABLE - \$4,500

Secure a 6' exhibit table for two AADB meetings: The AADB 2021 Annual Meeting in San Antonio and the AADB 2022 Mid-Year Meeting (February 26-27) in Chicago, IL.

TWO MEETING DISCOUNT: TWO 6' EXHIBIT TABLES - \$7,500

Secure two 6' exhibit tables for two AADB meetings: The AADB 2021 Annual Meeting in San Antonio and the AADB 2022 Mid-Year Meeting (February 26-27) in Chicago, IL.

Limited quantities and based on availability when contracted.

AADB 2021 ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

All sponsorships include:

- At least one 6' exhibit table and all the exhibitor benefits listed above – up to a \$4,500 value!
- Verbal recognition and brief presentation to the full meeting during general assembly
- At least two meeting registrations including the reception Saturday night- up to a \$1,450 value
- Information will remain live for one year – giving your products/services extended exposure

DIAMOND PACKAGE - \$300,000

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 with a display that can span 2 tables, a full-page ad in the program booklet, pre-meeting materials, and post-meeting material.

PLATINUM PACKAGE- \$100,000

Exclusive sponsor opportunity! The Platinum Sponsor supports the Sunday afternoon Luncheon. Accordingly, your logo would be exhibited on “thank you” signs throughout the meeting and luncheon. Additionally, you will receive 2 complimentary registrations and a 10 minute speaking opportunity during the General Assembly. Your company will receive 1 exhibit table, name badge branding and a half-page ad in the program booklet, pre-meeting materials, and post-meeting material.

GOLD PACKAGE - \$25,000

Exclusive sponsor opportunity! The Gold Sponsor supports the meeting A/V Services, Regional Caucuses, and a Refreshment Break. Accordingly, your logo would be exhibited on “thank you” signs throughout the meeting and outside the caucus rooms. Additionally, you will receive 2 complimentary registrations and a 2 minute speaking opportunity during the General Assembly. Your company will receive 1 exhibit table, name badge branding, a 1/4-page ad in the program booklet, pre-meeting materials, and post-meeting material.

SILVER PACKAGE - \$12,000

Exclusive sponsor opportunity! The Silver Sponsor supports a Refreshment Break. Accordingly, your logo would be exhibited on “thank you” signs throughout the meeting at the Refreshment Break. Additionally, you will receive 2 complimentary registrations and a 2 minute speaking opportunity during the General Assembly. Your company will receive 1 exhibit table, name badge branding, and a 1/8-page ad in the program booklet, pre-meeting materials, and post-Meeting material.

WI-FI SPONSOR - \$7,500

Exclusive sponsor opportunity! As the Wi-Fi sponsor, you will be providing complimentary wireless internet access for meeting attendees in all meeting rooms and foyer spaces. Your company name will be the password. This assures that all attendees using the Wi-Fi are typing in your organization's name to connect. Special signage with your company's logo will be prominently displayed by the AADB registration desk in addition to the 2 minute speaking opportunity during the General Assembly. This opportunity includes 2 complimentary meeting registrations and 1 exhibit table.

OPEN FORUM SPONSOR - \$6,000

Exclusive sponsor opportunity! The AADB Open Forum is a popular session. Special Open 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 and 1 exhibit table.

HOTEL ROOM KEY SPONSOR - \$5,000

Exclusive sponsorship opportunity! Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. Hotel Key Card sponsor has their logo branded, ensuring repeat brand awareness. Be the company that is in everyone's wallet and welcome the General Assembly with a 2 minute presentation. This opportunity includes 2 complimentary meeting registrations and 1 exhibit table.

WELCOME SPONSOR - \$5,000

Exclusive sponsorship opportunity! Be the first organization to welcome attendees to the meeting by sponsoring gift bags to participants upon check-in. The swag bags include exclusive branding opportunities on bags, meeting favors, and included company promotional materials. Additionally, welcome the participants during the General Assembly with a 2 minute presentation. This opportunity includes 2 complimentary meeting registrations and 1 exhibit table.

FACILITY SPONSOR - \$5,000

Showcase your company logo and product information on signs, banners, elevators, column wraps, floor or window clings throughout the meeting venue. This opportunity includes 2 complimentary meeting registrations and 1 exhibit table.

HEALTH AND SAFETY SPONSOR - \$3,500

Exclusive sponsorship opportunity! Place your organization's logo and branding materials at the high traffic areas housing hand sanitizer stations to highlight your dedication to wellness and safety. This opportunity includes 2 complimentary meeting registrations and 1 exhibit table.

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.](#)



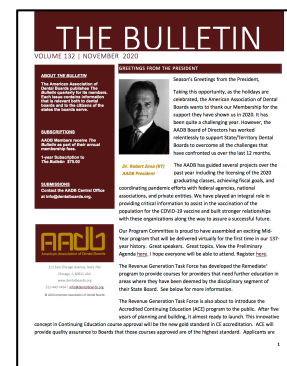
THE BULLETIN, AADB's newsletter, is published quarterly in an electronic format. Past issues are archived for members and subscribers on AADB's website. The current circulation is approximately 1,000, which includes all AADB members.

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 this summer.



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 Tonia Socha-Mower at tsochamower@dentalboards.org to process your complimentary registrations. The registration fee for additional registrations for the AADB 2021 Annual Meeting is \$499 for AADB members; \$725 for nonmembers during early registration and can be processed online at www.dentalboards.org.

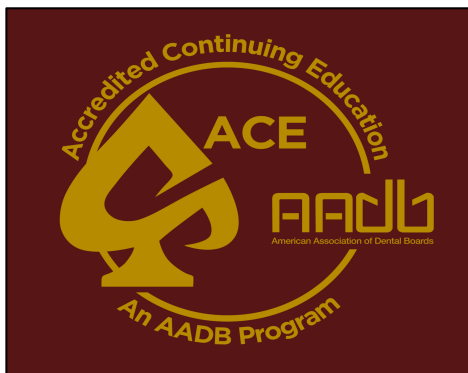
Registration includes all meeting functions, including the reception Saturday night. Advance registration is advisable.

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.



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.

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.

UPDATED 6.8.2021