ADEA has spent the last century as The Voice of Dental Education. You are invited to join ADEA in the conversation as we enter the next 100 years.
CONTENTS

3 Who We Are and What We Do
4 ADEA Demographics
5 The Benefits of Sponsorship
6 ADEA Corporate Members and Sponsors
7 2024 ADEA Annual Session & Exhibition
9 17th Annual Gies Awards Celebration and Watch Party
10 2024 ADEA International Women’s Leadership Conference VII
11 ADEA Interim Meetings
   ADEA Allied Dental Program Directors’ Conference (ADEA ADCFP)
   ADEA Sections on Business and Financial Administration
   and Clinical Administration Meeting (ADEA BFACA)
   ADEA Diversity, Inclusion, Equity and Belonging Workshop
   ADEA Deans’ Conference
16 ADEA Enid A. Neidle Scholars Retreat
17 ADEA Allied Dental Faculty Leadership Development Program
18 Who to Contact
WHO WE ARE

With 85 (as of July 1, 2023) member U.S. and Canadian dental schools, more than 800 allied and advanced dental education programs, over 55 corporate and approximately 15,000 individual members, the American Dental Education Association (ADEA) is the sole national organization representing academic dentistry, and is The Voice of Dental Education.

Dental education is a broad and varied profession that educates and trains people as general dentists, specialists, dental hygienists, dental assistants, and dental laboratory technicians. ADEA membership mirrors this diversity. ADEA also fosters interconnected community experiences that enable members to meet their individual goals while leveraging their collective strength.

WHAT WE DO

Education is a dynamic process, and science changes continually. Understanding and implementing change is key to improving the learning process and producing extraordinary dental practitioners.

ADEA members determine best practices for dental education and encourage changes in dental education programs and institutions that will benefit everyone. ADEA members come together to advocate effectively for public policy issues essential to dental educators and researchers, especially access to dental care, a necessary element to improved oral health.

Since its founding in 1923, ADEA has existed to serve the curious youngster wondering how to become a dentist, the hardworking educator training the dental professionals of the future, and those striving for scientific or public policy improvements in oral health care.
ADEA DEMOGRAPHICS

ADEA MEMBERS INCLUDE:

15,000 OVER

55 CORPORATE MEMBERS

MORE THAN

85 U.S. AND CANADIAN DENTAL SCHOOLS

800 ALLIED AND ADVANCED DENTAL EDUCATION PROGRAMS

OVER 15,000 INDIVIDUALS
THE BENEFITS OF SPONSORSHIP

**INCREASE BRAND RECOGNITION**
Gain additional exposure by sponsoring programs, special events and conference materials and activities at ADEA meetings, events and conferences.

**CONNECT WITH YOUR TARGET AUDIENCE**
Raise your company’s visibility with program attendees at key locations throughout events and on critical collateral such as signage, programs, apps and promotional materials.

**MEET THE KEY PLAYERS**
Interact with key decision-makers in the dental education community, including deans and faculty from U.S. and Canadian allied, predoctoral and advanced dental education programs.

**TELL YOUR COMPANY STORY**
Bring innovative new products, research and technology to administrators, faculty, students, residents and fellows.
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<tr>
<th>Acadental</th>
<th>Elevate Oral Care</th>
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<tr>
<td>A-dec</td>
<td>Envista</td>
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<td>Air Techniques</td>
<td>GC America</td>
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<td>Align Technology</td>
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<td>Heartland Dental</td>
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<td>Kahler Slater</td>
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<td>Kilgore International</td>
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<td>Komet US</td>
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<td>Pharmaceuticals,</td>
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<td>Procter &amp; Gamble</td>
<td>NSK America</td>
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<td>Company</td>
<td>Orapharma, a subsidiary of Bausch</td>
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<td>Safety, Asepsis and Prevention</td>
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<td>PDT, Inc. - Paradise Dental</td>
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<td>Planmeca USA</td>
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<td>ProBiora Health, LLC Inc.</td>
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**ADEA corporate members are also listed at [adea.org/adeacorporatemembers]**
The 2024 ADEA Annual Session & Exhibition Program Committee invites you to New Beginnings, Endless Opportunities on March 9-12 in vibrant and historic New Orleans. While we have much to celebrate and honor, our work over these four days and into the future must focus on access, innovation, representation, empowerment and leadership within a dental education community that is increasingly global. By working together, a renewed commitment to explore new horizons and broaden our community is possible. Dental educators must embrace new ways of thinking with even more passion to thrive in a world where change comes ever faster. Global events, especially the recent COVID-19 pandemic, have opened our eyes to the exciting possibilities offered by emerging technologies.

### INVEST IN THE FUTURE

**Sponsor-a-Student**  
Annual Session registration sponsorship

<table>
<thead>
<tr>
<th>Amount</th>
<th>Supports</th>
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### RAISE YOUR PROFILE!

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<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Details</th>
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<tbody>
<tr>
<td>Welcome Reception</td>
<td>$30,000</td>
<td>Saturday, two co-sponsors</td>
</tr>
<tr>
<td>Opening Plenary Session</td>
<td>$25,000</td>
<td>Sunday, co-sponsored with ADEA Corporate Council</td>
</tr>
<tr>
<td>Tapestry Table Plenary Session</td>
<td>$40,000</td>
<td>Monday, two co-sponsors</td>
</tr>
<tr>
<td>Tuesday Plenary Session</td>
<td>$40,000</td>
<td>$20,000, two co-sponsors</td>
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<tr>
<td>Headshot Café in the Exhibit Hall</td>
<td>$25,000</td>
<td>Sunday and Monday</td>
</tr>
<tr>
<td>Chair of the Board Reception</td>
<td>$40,000</td>
<td>Sunday, two co-sponsors</td>
</tr>
<tr>
<td>President’s Symposium on Men of Color in the Health Professions</td>
<td>$15,000</td>
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<tr>
<td>National Curriculum Hackathon STUDENT EVENT</td>
<td>$15,000</td>
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</tr>
<tr>
<td>Student Diversity Leadership Program</td>
<td>$15,000</td>
<td>STUDENT EVENT, $7,500, two co-sponsors</td>
</tr>
<tr>
<td>Student Diversity Leadership Program (SDLP) and ADEA Council of Students, Residents and Fellows (ADEA COSRF) Brunch</td>
<td>$20,000</td>
<td></td>
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<tr>
<td>General Support</td>
<td>$10,000</td>
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<tr>
<td>Freshen Your Mouth Stations</td>
<td>$10,000</td>
<td>Your mouthwash and dental hygiene products in the bathrooms</td>
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<tr>
<td>Wellness Lounge</td>
<td>$7,500</td>
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<tr>
<td>Student Poster Session</td>
<td>$5,000</td>
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</table>
WHAT’S IN IT FOR YOU?

“Sponsored by” Recognition

Recognition on Mobile App or Program Planner

Recognition on Website and in Program Materials

Recognition on Signage On Site

Network With Attendees

Brief Remarks

BONUS:
HEADSHOT CAFÉ SPONSORS GET CONFERENCE BAG INSERTS

WHO ATTENDED THE 2023 ADEA ANNUAL SESSION & EXHIBITION?

- Full-time Faculty Member: 44%
- Associate or Assistant Dean: 16%
- Program Director Allied Dental: 5%
- Program Director Advanced Dental: 4%
- Chair of Academic Department: 5%
- Admissions Officer: 5%
- Part-time Faculty Member: 3%
- Student, Resident or Fellow: 2%
- Corporate Member: 1%
- Representative of a Professional Association: 2%
- Dean or Interim Dean: 5%
- Other: 8%
- All Others: 67%

Dean or Interim Dean: 2%
Representative of a Professional Association: 1%
Corporate Member: 2%
Student, Resident or Fellow: 3%
Part-time Faculty Member: 8%
Associate or Assistant Dean: 16%
Program Director Allied Dental: 5%
Program Director Advanced Dental: 4%
Chair of Academic Department: 5%
Admissions Officer: 5%
Other: 8%
All Others: 67%
The William J. Gies Awards for Vision, Innovation and Achievement (The Gies Awards) honor individuals, institutions, and organizations who meaningfully advance oral health and dental education. The work of our awardees embodies the ideals set forth more than 90 years ago by dental education pioneer William J. Gies, Ph.D. Founded in 2007, the annual Gies Awards are a catalyst for change—to encourage new ideas, generate opportunities and tackle issues facing the not-so-distant future of dental education. It’s a platform to accelerate innovation by coalescing diverse minds around common goals that improve oral and systemic health and move our communities forward. The Gies Awards recognize the vision and commitment of our colleagues to bring new ideas and better solutions forward to the dental professions.

RAISE YOUR PROFILE!

$20,000 .............. Presenter Sponsor
$12,000 .............. Visionary Sponsor
$7,000 .............. Innovator Sponsor
$5,000 .............. Collaborator Sponsor

WHAT’S IN IT FOR YOU?

“Sponsored by” Recognition
Recognition on Mobile App or Program Planner
Recognition on Website and in Program Materials
Recognition on Signage On Site
Network With Attendees
Brief Remarks

17TH ANNUAL GIES AWARDS CELEBRATION AND WATCH PARTY
Established in 1998, the ADEA International Women’s Leadership Conference has evolved into an extraordinary international event recognizing women’s leadership across the global health workforce. This year marks the seventh convening, which will take place in New Orleans March 12–13 for oral health leaders passionate about addressing global issues facing women, impacting gender equity and affecting global oral health care and research underpinnings. Attendees will include dental educators, school administrators, researchers, corporate leaders, health policy advocates, governmental and foundation representatives and others committed to supporting gender equity in oral health and advancing women’s leadership in public health, academic dentistry, and research.

**RAISE YOUR PROFILE!**

- **$30,000**............ Welcome Reception  
  5 Comp Registrations
- **$20,000**............ International Faculty/Student Scholarship  
  4 Comp Registrations
- **$20,000**............ Global Oral Health Plenary  
  4 Comp Registrations
- **$15,000**............ Opening Plenary OR Closing Plenary  
  3 Comp Registrations
- **$15,000**............ Breakfast or Lunch (two each)  
  2 Comp Registrations
- **$5,000**............ General Support  
  2 Comp Registrations

**WHAT’S IN IT FOR YOU?**

- “Sponsored by” Recognition
- Recognition on Mobile App or Program Planner
- Recognition on Website and in Program Materials
- Recognition on Signage On Site
- Network With Attendees
- Brief Remarks  
  *excluding General Support Sponsors*
ADEA INTERIM MEETINGS

ADEA INTERIM MEETINGS INCLUDE THE FOLLOWING:

- ADEA Allied Dental Program Directors’ Conference
- ADEA Sections on Business and Financial Administration and Clinical Administration Meeting
- ADEA Diversity, Inclusion, Equity and Belonging Workshop
- ADEA Deans’ Conference

FORMAT

- Corporate Meet-and-Greet to introduce new products and services to attendees.*
- Keynote and breakout session speakers with insights on current issues and trends in dental education.
- Corporate Sponsor brochure featuring brief descriptions and contact details for event sponsors.
- Poster sessions featuring cutting-edge research (ADEA ADPDC only).
- Networking with peers and ADEA Corporate Members.

*The ADEA Deans’ Conference does not include a Corporate Meet-and-Greet.

MEMBERSHIP INCLUDES ACCESS

Sponsorship of ADEA Interim Meetings is exclusive to ADEA Corporate Members. NOT A MEMBER? Visit adea.org/Join/Corporate to learn more and join!

ATTENDANCE POLICIES

Sponsorship at ADEA Interim Meetings allows each corporate member sponsor to have up to two designated representatives in attendance for the entire meeting. Each corporate sponsor may have more than two designated representatives present ONLY for the specific social event the company is sponsoring, not for education programs. Corporate sponsor representatives should not schedule events in direct conflict with the official schedule; that is, invite a select group of meeting attendees to a private dinner/event in direct conflict with another corporate sponsor’s scheduled event. This policy is intended to honor each corporate commitment in support of official meeting functions.
ADEA ALLIED DENTAL PROGRAM DIRECTORS’ CONFERENCE

(ADEA ADPDC)

The ADEA ADPDC is the only conference developed for allied dental program directors, by allied dental program directors. ADEA ADPDC features vital sessions on wellness, mindfulness and resilience. The Pecha Kucha presentations promote lively discussion on important topics, plus core programming around management of inappropriate patient behavior and making work more human. Attendees will lift one another up during this high-energy, supportive, truly transformational conference, and leave as stronger—more empowered—leaders with top strategies for promoting diverse, inclusive and equitable programs. The 100 to 130 attendees are from Dental Hygiene, Dental Assisting, Dental Lab Technology, and Dental Therapy.

RAISE YOUR PROFILE!

$40,000 ............... Welcome Reception and Dinner
$20,000 ............... Networking Reception
$15,000 ............... Networking Breakfast
$8,000 ............... General Support
$5,000 ............... First-time Attendee Support

WHAT’S IN IT FOR YOU?

“Sponsored by” Recognition
Comp Registrations
Corporate Meet and Greet Table
Inclusion in Sponsor Brochure
Recognition on Signage
Network With Attendees
Brief Remarks
excluding General Support Sponsors
ADEA SECTIONS ON BUSINESS AND FINANCIAL ADMINISTRATION AND CLINIC ADMINISTRATION MEETING

(ADEA BFACA)

The ADEA BFACA Meeting brings together the individuals who drive “the business side” of dental education to share knowledge and learn from one another and industry experts. Our shared goal centers on improving business and clinical operations at dental education institutions. The robust agenda provides something for everyone, from the community of business and clinical administrators to aspiring leaders in dental education. All those interested in business, financial and clinical administration, regardless of their current role, are welcome to attend. Attendees to this meeting consist of business and clinical administrators with approximate attendance of 100.

RAISE YOUR PROFILE!

$30,000 .......... Welcome Reception and Dinner
                $15,000, two co-sponsors

$15,000 .......... Networking Luncheon
                limit one sponsor

$15,000 .......... Networking Breakfast
                limit one sponsor

$8,000 .......... General Support

WHAT’S IN IT FOR YOU?

“Sponsored by” Recognition
Recognition on Mobile App or Program Planner
Recognition on Signage On Site
Network With Attendees
Brief Remarks
excluding General Support Sponsors
ADEA DIVERSITY, INCLUSION AND BELONGING WORKSHOP

Started in 2015, the ADEA Diversity, Equity & Inclusion Workshop Series provides dental school administrators, faculty and staff with the tools and strategies to promote and capitalize on the role of diversity in achieving academic excellence within health professions education. Workshop attendance has grown since the inaugural meeting, and now includes a poster session. Attendees include dental deans, faculty from dental and allied dental education institutions and students. The 2022 workshop in St. Louis, MO had 179 registrants. Additionally, 31 posters were presented at the workshop.

RAISE YOUR PROFILE!

$15,000 ............ Diversity & Inclusion Workshop
   Exclusive to One Sponsor

$8,000 ............ General Support

WHAT’S IN IT FOR YOU?

“Sponsored by” Recognition
Recognition on Mobile App or Program Planner
Recognition on Signage On Site
Network With Attendees
Brief Remarks
excluding General Support Sponsors
ADEA DEANS’ CONFERENCE

The position of the dental school dean has evolved significantly over the years. While many deans enter their role focused on leading the academic enterprise, much of the dean’s day-to-day work is focused on providing executive leadership for the business enterprise in areas such as financial management, crisis management and human relations and public policy. The annual ADEA Deans’ Conference provides dental school deans with information and tools to support them in the evolving areas of their roles and responsibilities. The conference addresses contemporary issues in dental education as they are emerging and is a source of significant networking among attendees while providing engaging programing for all. The ADEA Deans’ Conference is an invitation-only meeting for U.S. and Canadian dental deans and associate deans (who are invited by deans to attend the conference alongside them). Attendees consist of the deans and their seconds with approximate attendance of 75 a year.

RAISE YOUR PROFILE!

$15,000 ............ Welcome Reception and Dinner
Exclusive to One Sponsor

$15,000 ............ Networking Luncheon
Exclusive to One Sponsor

$15,000 ............ Networking Breakfast
Exclusive to One Sponsor

$10,000 ............ General Support

WHAT’S IN IT FOR YOU?

“Sponsored by” Recognition
Recognition on Mobile App or Program Planner
Recognition on Signage On Site
Network With Attendees
Brief Remarks
excluding General Support Sponsors

$15,000 ............ Welcome Reception and Dinner
$15,000 ............ Networking Luncheon
$15,000 ............ Networking Breakfast
$10,000 ............ General Support

$10,000 ............ General Support
ADEA ENID A. NEIDLE SCHOLARS RETREAT

JANUARY 2025

Started in 1994, this Scholar-in-Residence program honors Enid A. Neidle, former President of ADEA (1985–86). Under her leadership, ADEA adopted its policy of promoting the advancement of women in dental education. The program offers a unique opportunity for a dental educator to concentrate on issues affecting women faculty. During the fellowship, the scholar gains a distinct perspective on issues facing women faculty, including promotion, advancement, and tenure policies; entry and re-entry into the workforce; childcare and elder care; women’s health; work patterns; advanced education and research opportunities; and other gender-related issues.

The ADEA Enid A. Neidle Scholar-in-Residence Leadership Retreat is a four-day gathering to provide all the scholars the opportunity to further leadership development, networking and discussions of professional and personal interests to advance their personal and career goals. The inaugural retreat occurred in January 2023 with 12 scholars in attendance. The retreat focused on topics related to their professional and research pursuits and also provided opportunities for self-reflection and group activities to assist the scholars in learning more about their individual leadership and coaching styles for future development.

This retreat will be held every other year at ADEA headquarters in Washington, DC, with the next leadership retreat scheduled for January 2025.

SPONSORSHIP OPPORTUNITIES

$22,500: Enid A. Neidle Scholar-in-Residence Event
Exclusive Sponsorship
- Named corporate sponsor
- Five-minute welcome presentation during the retreat
- Opportunity to distribute a goodie bag of promotional items (provided by corporate sponsor) to attending scholars
- Invitation for up to three sponsorship members to join attendees at the retreat reception
- Recognition in all onsite and post-event marketing efforts where the retreat is mentioned
- Priority selection of future ADEA sponsorship opportunities

$11,250: Enid A. Neidle Scholar-in-Residence Event
Co-Sponsorship—Up to TWO Corporate Sponsors
- Named corporate sponsor
- Two-minute welcome presentation during the retreat
- Invitation for up to one representative to join attendees at the retreat reception
- Recognition in all onsite and post-event marketing efforts where the retreat is mentioned
- Priority selection of future ADEA sponsorship opportunities
ADEA ALLIED DENTAL FACULTY LEADERSHIP DEVELOPMENT PROGRAM

(ADEA ADFLDp)

While ADEA hosts several leadership development programs, some of which welcome applications from allied dental directors and faculty, this program is the only face-to-face leadership program designed especially for allied dental faculty and facilitated by allied dental leaders. Faculty must be nominated by their dean or program director and apply to participate.

The program is a 3½-day intensive dive into:
- Fundamentals in leadership
- Trauma-informed leadership
- Equity and cultural competence
- Generational issues
- Gender differences in leadership
- Emotional intelligence
- Legal and ethical issues impacting leadership
- Mentoring and peer coaching
- Negotiation and conflict management
- Personality types and their effect on leadership
- Team building
- Goal development and visioning
- Work-life integration
- Personality types and their effect on leadership
- Team building
- Goal development and visioning
- Work-life integration
- Personality types and their effect on leadership
- Team building
- Goal development and visioning
- Work-life integration

Allied dental faculty are not assured funding to attend a 3½-day meeting for which they have to pay program tuition and cover their hotel, per diem and travel costs. To aid this lack of leadership development funds, ADEA attempts to keep registration costs from escalating and works diligently to seek conference hotels in the Washington, DC area that cost under $250 per night.

Because of efforts to keep costs down, the allied dental facilitators for this program are unpaid volunteers who are passionate about leadership and committed to ADEA.

RAISE YOUR PROFILE!
$8,000 ............... General Support Sponsor

BENEFITS OF CORPORATE SPONSORSHIP

It is these future leaders who will make decisions at all allied dental programs. Having an influence on them is invaluable to a corporate member hoping to further promote their business and offerings in allied dental programs. The larger number of new program directors often don’t think of the value of corporate interaction and use in their programs. This is an opportunity to highlight your company’s continuing education offerings, products and support of the allied dental professions.
WHO TO CONTACT

FOR QUESTIONS AND TO SECURE SPONSORSHIPS, CONTACT:

Yolanda Lee
Senior Vice President, Corporate Relations
leey@ADEA.org

Simone Smith
Director, Corporate Relations
smiths@ADEA.org

Thank You for Your Consideration and Continued Support!