



Exhibitor's Prospectus

87th American Dental Education Association Annual Session and Exhibition
February 27 - March 3, 2010
Washington, DC
Gaylord National Harbor
www.adea.org

The 87th ADEA Annual Session and Exhibition is the perfect opportunity to showcase your products and services for thousands of current and prospective clients, including deans and faculty from U.S. and Canadian allied, predoctoral, and postdoctoral dental education programs.

The ADEA Annual Session and Exhibition is an exceptional marketing opportunity because:

- It's a key source of information for the decisionmakers in dental education—and a prime venue for building awareness among future decisionmakers
- With ADEA membership now topping 17,000, 2010 will be the largest ADEA Annual Session yet
- The ADEA Exhibition Hall features many other exciting activities to increase traffic and attendance, including food, Poster Sessions, and prize drawings

ADEA looks forward to welcoming you as an exhibitor in Washington, DC!

BENEFITS OF EXHIBITING WITH ADEA

Commercial exhibit booths at the ADEA Annual Session and Exhibition include:

- One 10' x 10' booth
- A standard booth frame with an 8-foot-high back drape and a 36-inch-high draped side divider
- An identification sign with your company name and booth number
- Security services from exhibit move-in through move-out
- Four complimentary registrations per booth
- Organization name listed in the official program (if payment is received by **November 2, 2009**), and ADEA's *Bulletin of Dental Education Online*

Educational exhibit booths at the ADEA Annual Session and Exhibition include:

- A standard booth frame with an 8-foot-high back drape and a 36-inch-high draped side divider
- A 6-foot draped table with two chairs and a wastebasket
- An identification sign with your company name and booth number
- Security services from exhibit move-in through move-out
- Educational exhibitors must pay for registration as attendees—registration for educational exhibitors is **not** complimentary

CLASSIFICATION (Commercial or Educational)

Commercial Exhibit

ADEA Corporate Member: \$3,440 per 10' x 10' booth

Nonmember: \$4,400 per 10' x 10' booth

Individual members from Member Institutions do not qualify for the Corporate Member rate. To receive the Corporate Member rate, you must be an ADEA Corporate Member when space is reserved (you may send both application forms together if you plan to join).

Commercial Exhibitors are eligible to receive four complimentary registrations per 10' x 10' booth, for use by company employees only. The registrations are not limited to the exhibit hall (ADEA has no exhibit-only badges). They allow the holders full access to the entire ADEA meeting (excluding ticketed events).

Educational (non-commercial) Exhibitor

ADEA Corporate Member: \$525 per 10' x 10' tabletop booth

Nonmember: \$650 per 10' x 10' tabletop booth

An Educational Exhibit is presented by a nonprofit organization, dental school, or university. It demonstrates the wide range of interests, activities, and opportunities related to dental education, and it does not explicitly offer any product or service for sale, either in the exhibit or by the applicant organization. Educational Exhibit staffs are required to conduct themselves according to relevant provisions of the Standards in the Exhibit Regulations.

ADEA invites nonprofit associations, organizations, and academic or educational institutions to exhibit. Applications for educational exhibits must be approved by the ADEA Annual Session Planning Committee.

Educational (non-commercial) Exhibitors do NOT receive complimentary registrations. All booth personnel for educational exhibits register for the meeting and pay the appropriate registration fee. No educational exhibitor who will work in the booth may register as a "Guest."

All educational exhibits will be located in the exhibit hall and they must be staffed during regular exhibit hours. The installation and dismantling schedule applies to educational exhibits.

EXHIBITOR TIMELINE

September - December

Booth assignment notification letters will be emailed on an ongoing weekly basis.

November 2, 2009

Deadline for returning Exhibition Application with payment to have your company's name, booth assignment, and description listed in the ADEA Annual Session Program. *(For applications received after November 2, your information will be printed in an Addendum to the Program that appears with the first-day issue of ADEA Annual Session Daily News).*

November 18, 2009

Deadline for insertion of orders for advertising in the ADEA Annual Session Program.

On or about November 20, 2009

Exhibitor Service Kits will be sent via email to all exhibiting companies by Levy Exposition.

December 18, 2009

Deadline for all "early bird" registrations (including exhibitors).

January 15, 2010

Deadline for requesting Exhibition booth cancellation with a refund.

January 18, 2010

Deadline for making hotel reservations at the Gaylord National Harbor.

January 29, 2010

Deadline for submitting raffle items for Exhibition Raffle

January 29, 2010

Deadline for all registration cancellations.

February 19, 2010

Deadline for registering online (including exhibitors).

HALL HOURS:**February 28, 2010**

Booth setup takes place 10:00 a.m. – 5:00 p.m.

March 1, 2010

Booth setup takes place 8:00 – 11:00 a.m.

Exhibition is open Noon – 5:00 p.m.

Note: Connecting with Colleagues Reception takes place 4:00 - 5:00 p.m. in the Exhibit Hall.

March 2, 2010

Exhibition is open 11:00 a.m. – 3:00 p.m.

Booth teardown takes place 3:00 – 8:00 p.m.

IMPORTANT INFORMATION**Order-taking and Raffles**

Exhibitors will not be allowed to take orders on the exhibit floor. Under NO circumstances shall any delivery of goods or items or exchange of merchandise for payment be permitted, in keeping with the educational nature of the Exhibition.

Contests, lotteries, raffles, games of chance, and display or promotion of special discount offers are strictly prohibited.

Participate in the Exhibition Raffle

ADEA would like each exhibitor to contribute at least one item to the raffle. ADEA will promote exhibit attendance through this raffle program. Each ADEA Annual Session registrant will receive a card that must be stamped by 20 exhibiting companies. Fully completed cards can be entered in a raffle for a chance to win prizes.

Annual Session sponsorship and ADEA membership

For information about sponsorship or membership, please contact Dr. Ronald L. Rupp, Senior Director, External Relations and Institutional Advancement, at 202-289-7201, ext. 114, or ruppr@adea.org.

Exhibitors interested in sponsoring events throughout the five-day Annual Session can gain increased exposure to ADEA members before, during, and after the meeting. As an ADEA Annual Session sponsor, your company is highlighted publicly at special events and acknowledged in the final program, the *Bulletin of Dental Education Online*, and the *ADEA House of Delegates Manual*. Activities available for specific sponsorship include:

- Receptions
- Keynote speakers
- Educational programming
- And much more!

Also, corporations can join ADEA as active members and become part of the powerful network of individuals and institutions influencing dental education. ADEA Corporate Members have representation and voting privileges in the ADEA House of Delegates and membership on the ADEA Board of Directors. Corporate Members are encouraged to contribute fully to ADEA and participate in the governance of the Association, its activities, and its development.

Hotel accommodations

The deadline for reserving hotel accommodations is **January 18, 2010**. More detailed information can be accessed on the ADEA website at <http://www.adea.org/events/Pages/ADEA2010.aspx>

Meeting room and restaurant requirements

If you need a room at the Gaylord National Harbor for a meeting or event, please contact Rhonda Buford at 202-289-7201, ext. 181, or bufordr@adea.org.

Complimentary registrations

It is the responsibility of the exhibiting company to activate complimentary registrations by registering through the online exhibitor link, which will be sent to the contact person listed on your exhibit application prior to the **February 19, 2010**, advance registration deadline. Complimentary registrations may also be activated on site. Substitutes for complimentary exhibit personnel registered in advance will be accepted on site as long as substitutes are company employees (a company business card must be presented on site for verification).

If any of your booth personnel pay the individual registration fee for the meeting and later want to utilize an unused complimentary registration, there will be a **\$75 processing fee** per individual. Refunds will be processed after the meeting. Additional personnel must register individually and pay the applicable registration fees.

CONTACT INFORMATION

Simone Smith
Meetings Manager - Exhibits
American Dental Education Association
1400 K Street, NW, Suite 1100
Washington, DC 20005
202-289-7201 ext. 196
smiths@adea.org

Exhibit Service Contractor
Levy Exposition Services Inc.
808 Kirkland Avenue
Kirkland, WA 98033
253-437-0031
Fax 253-437-0032
operations@levyshow.com
www.levyshow.com