



American Dental Hygienists' Association 2020 Annual Conference Corporate Symposia Guidelines

Corporate Symposia are a valued educational component of the ADHA Annual Conference. ADHA offers several opportunities to hold these dynamic sessions supported by educational grants and accredited for CE credit by ADHA. Dental education/meeting management organizations are invited to submit proposals to conduct ADHA Annual Conference Symposia on topics concerning dental hygiene and related dental related topics.

The ADHA Annual Conference Corporate Symposia Guidelines are designed to provide comprehensive information to organizations that wish to hold a symposium at the ADHA Annual Conference. Read these guidelines thoroughly prior to initiating any grant requests for a symposium. Should there be any questions or additional information needed, please do not hesitate to contact ADHA for assistance.

ADHA Contact:

Linda Griffin
Corporate Sponsor Consultant

Email: LindaG@adha.net

AUDIENCE: Dental Hygienists involved in clinical practice, education, public health, and research, interested in staying up to date on current practices of care for their patients

ANTICIPATED SYMPOSIUM ATTENDANCE: Up to 300

Attendance: The estimated total meeting attendance is 1500+. Please estimate about 300 for each symposium. Participation levels for an individual symposium can vary greatly. Attendance is strongly driven by the educational subject matter of the symposium.

Attendees will be asked to select the corporate symposia they wish to attend on their meeting registration form. Management companies will be provided with regular updates regarding the pre-registration numbers for their symposium and the overall meeting. This information is provided to assist with planning only. Symposia are ticketed events and attendees with tickets will be given prior access to the room over attendees without tickets (attendees are advised of this on the registration form).

MEETING SPACE & TIME SLOTS:

Meeting rooms for symposia will be provided by ADHA Official Headquarter Hotel at the Hilton Riverside. The food function and educational session will be in the same room with set-up per ADHA specifications (rounds, buffet service). Based on room size and AV space requirements, each room is expected to accommodate approximately 300 people. Access to room 1 hour prior to start of meal function.

Friday, June 12, 6:15 PM – 7:45 PM

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CE CREDITS PER SESSION: 1.5 CE CREDITS (75 minutes for content and 15 minutes for Q & A)

COST PER SYMPOSIUM:

- Option 1: **\$25,000** (sponsor will be responsible for selecting and coordinating the food & beverage onsite) (Please refer to page four for details)
- Option 2: **\$55,000** (ADHA will pre-select the food & beverage and manage onsite)

PROGRAM DESIGN: The standard program format for ADHA corporate symposia is to have 1-3 presenting speakers delivering content for up to 75 minutes with an additional 15 minutes for Q&A. Other formats may be accepted upon ADHA review and approval. After the conclusion, a corporate symposium will be preceded by a modest food function. The corporate symposia time slots are scheduled to allow up to 30 minutes of additional time to accommodate this function.

PROGRAM MATERIALS: ADHA will approve all program materials including handouts and Power Point presentations (print, digital or other media) prior to production and distribution. Handouts and Power Point presentations cannot include logos and will give a balanced view of therapeutic options.

Additional advertising opportunities are available for corporate symposia including ads in ADHA publications and meeting specific materials.

ENDURING MATERIALS: Presentation recording (slides with synchronized audio and video) includes:

- On-site Corporate Symposia audio and video recording by ADHA and applicable AV charges
- Synchronization of audio and video with slides
- Creation of a printable PDF of activity (slides and transcript)
- Hosting on ADHA LMS for 3 years
- Online post-test
- Contact information for follow-up evaluation
- Free CE for ADHA members (non-members pay a nominal fee)
 - \$5,000 for enduring material (not included in fee)

Service	Included in Sponsorship Fee
Application Processing Fee	INCLUDED
Program Management and ADHA Staff dedicated to working with supporting organization	INCLUDED
Meeting Room	INCLUDED Room Rental Banquet Rounds of 10 Head Table and chairs Podium
Audio Visual	INCLUDED (3) lavalier microphones (1) podium microphones (2) wired aisle microphones (1) screen (1) AV technician (1) LCD projector (1) VGA switch Sound amplification and mixer (1) remote slide charger No outside equipment or labor permitted Additional A/V needs can be made directly with PRG
Food and Beverage	INCLUDED (unless option 1 is selected) 300 people inclusive of tax and gratuity. Buffet dinner. Attendance cannot be guaranteed.
Signage	INCLUDED (1) Meter board sign placed outside meeting room and additional signage throughout the convention center
Accreditation	INCLUDED ADHA is accredited to issue continuing education to attendees
Course Materials	INCLUDED Review and approval of slides, handouts and promotional copy
On-site Staff Badge Scanning	INCLUDED A team of (2) staff will scan attendees at the beginning of the session
Attendance Report	INCLUDED Report containing attendee contact information will be distributed 2 weeks after the program
Evaluation Forms	INCLUDED Evaluation results processing and summary report will be distributed 100 days after program
Application review by ADHA staff and	INCLUDED

Program Listing/Promotional Advertising/Additional Advertising Opportunities	INCLUDED Listing in the preliminary registration brochure, annual conference website, online planner and mobile app
Faculty Registration	INCLUDED Complimentary registration for up to three speakers
Walking Challenge QR Code	INCLUDED Complementary QR code for bonus steps as part of ADHA Walking Challenge

ROLES & RESPONSIBILITIES

Task	ADHA	Program Administrator
Program Title		X
Provide Written Support of Needs Assessment		X
Faulty Roster		X
Financial Relationship Disclosure Forms		X
Selection Objectives		X
Disclosure of Relevant Financial Relationships and Commercial Support to Learners		X
Program Content		X
Determination of Program Schedule and Amount of Credits to be Awarded	X	
Develop and produce all required print materials for program, including: Evaluation questions, any optional advertising Program Promotional Materials (if received by deadline)		X
Statement of Credits	X	
Summarize Evaluation Forms	X	
Management of freight <i>Any items that need to be moved from the convention center to the hotel will need to be coordinated with the show decorator GES</i>		X
Faculty Communication		x
Budget		X
Securing faculty		X
Faculty Honoraria, Housing, Travel Expenses		X
Enduring Material		X
Meeting Room Logistics Securing the meeting room, order the catering, AV set up		X
Manage on-site logistics, including, but not limited to: <i>coordination of food functions, working with ADHA approved vendors to purchase additional AV and recording enhancements</i>		X

Print Materials & Advertising

ADHA must approve all program materials (print, digital, and other media) prior to production and distribution. This includes both required and optional materials and advertising. Management companies will be provided with the ADHA symposium Materials Content Checklist for content requirements of all program materials upon initial symposium approval.

Mailers

Management companies are encouraged to produce and send at least one (1) marketing piece that promotes their symposium. This piece will be sent to the list of their choice, either:

- Annual Conference attendee registration list with emails
- Annual Conference attendee registration list with mailing addresses

Each list is for one-time use only. Proofs of required mailer must be submitted to ADHA for approval as well as documentation of approval by the faculty Chair. **Allow 3-5 business days for review and response**

Optional Marketing: Additional advertising opportunities are available for symposia, including ads in association publications and an insert in the attendee tote bag at the Annual Conference. While optional, these items must still be approved by ADHA prior to publication.

Presentation Slides: ADHA will need to review the presentation slides at least four weeks prior to conference. The management company reserves the right to ask ADHA not to publish the slide due for proprietary concerns.

Lead Retrieval: Management companies will have the option of renting additional lead retrieval scanners from ADHA's Registration partner to capture attendee data and attendance numbers for their symposium. ADHA will provide (2) scanners and (2) designated ADHA staff to assist with "scanning" the incoming attendees.

SLIDE REVIEW ROOM: Corporate Symposium speakers can utilize the Speaker Ready Room (located in the convention center, room number TBD). ADHA does not provide additional complimentary meeting space. Management companies can secure space at the Hilton Riverside by completing the affiliate meeting request form.

ENDURING MATERIALS: The management company has the option of adding on enduring materials to their fees.

Cancellation Policy

ADHA has established a cancellation policy for ADHA Annual Conference Corporate Symposia as follows:

If the supporter withdraws its support of the intended program a cancellation fee of \$10,000 and any out-of-pocket expenses will be charged to the commercial supporter.

Corporate Symposium Application

Program Details

Symposium Title:
Symposium Learning Objective:
Symposium Description:

Contact & Payment Information

<input type="checkbox"/> \$25,000 (sponsor will be responsible for selecting and coordinating the food & beverage onsite)
<input type="checkbox"/> \$55,000 (ADHA will pre-select the food & beverage and manage onsite)
<input type="checkbox"/> Enduring Material (optional): \$5,000
Total Fee: _____
Contact Full Name: _____
Organization Name: _____ Booth #: _____
Payment type: <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> Check
Credit Card #: _____ Exp. Date _____
Phone: _____ Email: _____

Submit form to Leah Johnson via email: leahj@adha.net
Questions can be directed to Leah Johnson, Senior Manager of Meetings & Conventions
Phone: (312) 440-8903 Email: leahj@adha.net