Exhibit Dates: Friday, June 12th and Saturday, June 13th, 2020

Conference Dates: Friday, June 12th through Sunday, June 14th, 2020

EXHIBITOR PROSPECTUS
JUNE 12-14, 2020
NEW ORLEANS, LA

2019 Exhibits Sold Out!
Shine In the Spotlight In Front of over 1,500 Dental Hygiene Professionals

For nearly 100 years, the American Dental Hygienists’ Association has served as the premier association for the dental hygiene community. The ADHA Annual Conference is the largest, most comprehensive, and cost-effective event for dental hygienists in the U.S. and is the only conference focused exclusively on dental hygienists.

Exhibiting puts you front and center before 1,500 oral hygiene professionals intent on learning and viewing about the latest innovations, programs, and services showcased on the exhibit floor. This is your opportunity to stand shoulder-to-shoulder with other industry leaders on ADHA’s vibrant exhibit floor!

Who Attends?
• ADHA attendees are comprised of dental hygienists, students, clinicians, researchers, and other oral health industry professionals.

“"The ADHA Annual Conference provides us with an invaluable opportunity to strengthen our shared commitment to meet the current and future needs of hygienists through ongoing innovation and education, delivering inspired solutions for daily dentistry.”
— Premier Dental

Who Exhibits
• ADHA exhibitors represent the industry’s leading innovators and producers of the following: Ergonomic Products, Homeopathic Products, Instruments, Medical Devices, Operatory Products, Pharmaceuticals, Restorative Products, Sterilization Equipment, Uniforms and Accessories, and more!

76% of attendees who work in a clinical practice setting are a decision maker or an influencer in their practice setting when it comes to purchasing items for their practice.

*Attendees were able to select multiple categories
ATTENDEE PROFILE

98% of attendees indicated that by attending the exhibits they were able to learn about a product that they would now recommend to their patients

Attendee Demographics

• There was a 13% jump from 2018 to 2019 from attendees indicating that exhibit show hours were just right. In fact, 91% indicated that the ADHA 2019 format which included unopposed exhibit hall hours allowed them to have more time to take CE courses and go to the exhibit hall.

• ADHA attendees are getting younger and attending ADHA Annual Conference guides how they establish brand loyalty. In 2019, 28% of attendees had been in practice more than 25 years, while 38% have been practicing for 10 years or less.

This is the first time that there was a higher percentage of attendees that have been in practice ten years or less than those who have been in practice 25 years or more.

• ADHA attendees are informed members of the industry. Seventy-one percent of attendees hold an advanced degree, with 29% indicating their highest degree attained as master’s or above. For students, 64% currently enrolled in a bachelor’s program.
“Exhibiting at the ADHA Annual Conference provides us an opportunity to meet industry leaders, hygienists, students and dentists throughout the country and allows us to promote innovative products.”
— Orascoptic

Benefits of Exhibiting
• Cost-effective exhibits area focused on retaining attendees with incentive-laden schedule of exhibit hours
• Substantial block of unopposed exhibit hours
• Be visible in front of influential decision makers and oral health industry professionals intent on viewing the newest products and services
• Analyze your competition.

What is Included in My Booth Package?
• Complimentary company listing and profile on online exhibitor list and in the conference mobile app
• Admittance to all general sessions at the conference
• Four (4) exhibit hall badges for your booth staff
• Opportunity to take CE courses

Exhibitor Pricing
• 10’ x 10’ Booth - $2,650
• $100 charge for each exposed corner

Exhibit Schedule
• Thursday, June 11 – Exhibit Hall Happy Hour 6:00 PM to 7:00 PM
  *Booths must be show ready by 5:00 PM

• Friday, June 12 –
  9:00 AM to 2:00 PM
  Unopposed exhibit hours
  9:00 AM - 9:45 AM
  12:00 PM - 1:30 PM

• Saturday, June 13 –
  9:30 AM to 1:30 PM
  Unopposed exhibit hours
  9:30 AM - 10:00 AM
  12:00 PM - 1:30 PM

Enhance Your Exposure
Complement your exhibit presence create and add to your visibility with a multitude of options offered by ADHA including but not limited to: Sponsorships, Advertising, Exhibit Floor Product Presentations & more! Don’t restrict yourself; work with ADHA’s sponsorship team and tailor a sponsorship providing your company optimal visibility! Reach out to Linda Griffin, Sponsorship Consultant, at linda@adha.org, for more info!

2019 Exhibits Sold Out!
ADHA Attracts Industry Leaders

Unsure if you should exhibit at ADHA Annual Conference? Companies like these annually exhibit at ADHA Annual Conference and take advantage of the opportunity to connect with RDHs, students, and oral health professionals. Don’t be left behind!

For Booth Reservations and Questions Contact:

David Gerhardt
ADHA Annual Conference Exhibits Manager
david@corcexpo.com
or call 312. 265. 9664
www.adha2020.org

To view an updated floor plan, exhibitor list, and to reserve your booth online please go here: https://www.adha2020.org/interested-in-exhibiting/
ADHA Annual Conference
EXHIBIT SPACE APPLICATION
June 12-13, 2020 • Ernest Morial Convention Center • New Orleans, LA

INSTRUCTIONS: Complete all sections of application, sign, and return including a payment check made payable to:
ADHA, P.O. Box 485, LaGrange, IL 60525-0485.

COMPANY NAME

The KEY CONTACT PERSON listed below will receive ALL exhibitor communications.

KEY CONTACT PERSON

KEY CONTACT PHONE NUMBER

KEY CONTACT E-MAIL ADDRESS

STREET ADDRESS

CITY/STATE/ZIP

COMPANY WEB ADDRESS

1

EXHIBIT SPACE RENTAL PER 100 SQUARE FEET:

Minimum booth size is 10’ x 10’.

Booth Rate per 10’x10’: $2,650

There is a $100 charge for each exposed corner.

Exhibit Package Includes:

- Four (4) exhibit booth badges per each 10x10 space. (Additional booth badges available for purchase.)
- Exhibitor ID sign, 8’ draped back wall and 3’ draped side wall
- Online exhibitor listing and inclusion in conference mobile app

A 50% deposit for each 10x10 booth must be made upon invoicing. An invoice will be included as part of space confirmation and include a balance due date of February 3, 2020. There is a $100 charge for returned checks.

CANCELLATION & REFUND POLICY: All requests for cancellation of space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of space. If Show Management receives a written request for cancelation of space on or before February 3, 2020, the exhibitor will be liable for 50% of the total cost of space canceled. There are no refunds for cancellations after February 3, 2020.

2

We prefer not to be assigned next to or across the aisle from (list specific company names, not product categories):

________________________________________

LOCATION PREFERENCES: The following choices indicate the location and configuration of the preferred booth space.

1st Choice: ___________________________ 2nd Choice: ___________________________

3rd Choice: ___________________________ 4th Choice: ___________________________

3

QUANTITY OF 10’X10’s X EXHIBIT SPACE RATE = TOTAL EXHIBIT AMOUNT

NUMBER OF CORNERS X $100 = TOTAL CORNER AMOUNT

DEPOSIT 50% of TOTAL AMOUNT = TOTAL AMOUNT DUE

For applications submitted after February 3, 2020, full payment must be included.

4

EARN ADDITIONAL EXHIBIT POINTS BY ADVERTISING OR SPONSORING

❏ Yes, I want additional information about meeting-related print, web, mobile, and e-media advertising.

❏ Yes, I want additional information about meeting-related sponsorships.

5

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE

TITLE

QUESTIONS?
Corcoran Expositions, Inc.
Phone: 312-265-9664, Fax: 312-541-0573
E-mail: david@corcexpo.com

FOR OFFICE USE ONLY
These rules and regulations are a bona fide part of the contract for exhibit space with The American Dental Hygienists Association, hereinafter referred to as ADHA, for the Conference and Exhibition which is managed by Corcoran Expositions, Inc., hereinafter referred to as Show Management. It shall be understood and agreed upon that the acceptance of any exhibit space by any exhibitor, being by application for exhibit space, is hereby submitted for acceptance by Show Management. The acceptance of any such application for exhibit space shall be solely in the discretion of Show Management, and Show Management reserves the right to refuse any exhibit space or to cancel any exhibit space at any time. No part of the building of Show Management shall be used for any purpose other than exhibiting. The building is not for use by the exhibitors or any of their agents. The building is to be maintained in accordance with all of the building codes, regulations, and laws of the state of Louisiana and the city of New Orleans. The building shall be open to the public for the period of the Exposition. The building will be closed to the public on the day prior to the beginning of the Exposition except during the hours so designated by Show Management. Exhibit space and other arrangements as herein made shall be entirely subject to the decision of Show Management. The show will be open to the trade and public from 9:00 a.m. to 5:00 p.m. daily. The Exhibitor shall prepare, exhibit, and maintain all exhibits located in the spaces purchased by the Exhibitor for the period of the Exposition. The Exhibitor shall be the sole judge of what constitutes appropriate sound levels.

2. PAYMENT OF SPACE.
A 50% payment is due upon invoicing. The balance must be paid by February 3, 2020. Applications received on or after February 4, 2020, must be paid in full by March 1, 2020. Payment of space must be made by check or credit card and subject to Show Management’s approval. All checks are payable in U.S. dollars and drawn on a U.S. bank. Exhibitors shall be responsible for all charges (other than service and personal expense) which may be incurred by or imposed upon ADHA and Show Management by virtue of any such litigation. Neither ADHA, Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and ADHA, Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of ADHA, Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage. Use of Certain Property. Exhibitor will assume all risks arising out of the use of patented, trademarked, or franchised materials, devices, processes or designs rights used on or incorporated in the exhibitor’s space or material(s) placed or developed by or for the exhibitor for use of the exhibitor. Exhibitor expressly releases Show Management, its owner, the Ernest Morial Convention Center and its officers, directors, members, agents and employees of and against all claims, demands, suits, liabilities, losses, costs, damages, or expenses including attorney’s fees arising out of or caused by exhibitor of said copyrighted materials. Booth space and its contents are the sole responsibility of the exhibitor. The exhibitor agrees to hold harmless and defend the Show Management from any claims of whatever kind or nature, which might result from the exhibitor’s sole risk and expense. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard, cartons, literature, etc. If any equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor shall make application for a permit therefor and pay all fees required therefor. All booths decorations must meet flame-proofing codes. All exits, hallways, aisles and fire control apparatus must be unobstructed. The building of Show Management is to be maintained in accordance with all of the building codes, regulations, and laws of the state of Louisiana and the city of New Orleans. The building shall be open to the public for the period of the Exposition. The building will be closed to the public on the day prior to the beginning of the Exposition except during the hours so designated by Show Management. Exhibit space and other arrangements as herein made shall be entirely subject to the decision of Show Management. The show will be open to the trade and public from 9:00 a.m. to 5:00 p.m. daily. The Exhibitor shall prepare, exhibit, and maintain all exhibits located in the spaces purchased by the Exhibitor for the period of the Exposition. The Exhibitor shall be the sole judge of what constitutes appropriate sound levels.

3. CANCELLATION AND REFUNDS.
All cancellations of space must be received in writing by Show Management. Cancellations made before February 3, 2020, will receive a refund of 75% of the total cost of space. Cancellations made after February 3, 2020, will receive a 50% refund of the total cost of space. No refunds will be issued for cancellations made after February 10, 2020. Cancellations made after February 10, 2020, will be considered a space transfer and will be charged at the price of the original exhibitor. Show Management reserves the right to refuse any exhibit space or to cancel any exhibit space at any time. No part of the building of Show Management shall be used for any purpose other than exhibiting. The building is not for use by the exhibitors or any of their agents. The building is to be maintained in accordance with all of the building codes, regulations, and laws of the state of Louisiana and the city of New Orleans. The building shall be open to the public for the period of the Exposition. The building will be closed to the public on the day prior to the beginning of the Exposition except during the hours so designated by Show Management. Exhibit space and other arrangements as herein made shall be entirely subject to the decision of Show Management. The show will be open to the trade and public from 9:00 a.m. to 5:00 p.m. daily. The Exhibitor shall prepare, exhibit, and maintain all exhibits located in the spaces purchased by the Exhibitor for the period of the Exposition. The Exhibitor shall be the sole judge of what constitutes appropriate sound levels.

4. SPACE RENTAL AND ASSIGNMENT OF LOCATION.
No exhibitor may assign, sublet or alter his space to or with another business entity or individual without the written consent of Show Management. Show Management reserves the right to change the location and/or size of any exhibit space rented, if in its opinion, the change is necessary or advisable for the proper operation of the Exposition.

5. USE OF SPACE, SUBLETTING SPACE.
No exhibitor may assign, sublet or alter his space to or with another business entity or individual without the written consent of Show Management. Show Management reserves the right to change the location and/or size of any exhibit space rented, if in its opinion, the change is necessary or advisable for the proper operation of the Exposition.

6. OPERATIONS OF EXHIBITS.
Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole judgment, reflects against the character of the Exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable. Exhibitors in default in charges or with respect to space, time, or any other permission granted by Show Management shall not be allowed to keep their exhibit open for keeping the rules near its exhibit free of congestion by demonstration or demonstrations or other promotions. Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit space except with the written permission of Show Management. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibit space. Literature must be authorized to be distributed through the use of a exhibiting firm’s nameplate or trademark under which same is sold in the general course of business. Sharing of booth space with individuals or companies not officially represented by the contracting exhibitor is strictly prohibited and may result in exhibitor’s removal from show.

7. ARRANGEMENT OF EXHIBITS.
Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space.