

THE AUSTRALIAN DENTAL INDUSTRY  
**AWARDS**



PRESENTED BY  
**ADIA** Australian Dental  
Industry Association



## Sponsorship Opportunities Australian Dental Industry Awards 2022

### **AWARDS**

Innovation  
Marketing

Outstanding Achiever  
Oral Health Partnership  
Educational Initiative  
Community Service  
Sustainability Program  
Service and Support

## Introducing – The Australian Dental Industry Awards 2022

The Australian Dental Industry Association (ADIA) is pleased to release the Sponsorship opportunities for the Australian Dental Industry Awards 2022, an awards program that acknowledges business operations and individual staff contributions within the dental industry.

Rejuvenated in 2019, the Australian Dental Industry Awards 2022 acknowledge both individuals and businesses within the dental industry for their dedication to business outcomes and, as a result, the oral health of Australia. Members are doing amazing work to support the oral health of all Australians. Supporting the Australian Dental Industry Awards 2022 is an unparalleled opportunity to reach Australian dental industry businesses with a focus on quality, innovation and continuous improvement.

The Gala Presentation Dinner, held as part of ADX Sydney, will be an entertaining night.

Providing a rare opportunity for your company to strengthen relationships with the dental industry, the Australian Dental Industry Awards 2022 represents a targeted brand alignment with excellence.

The profile of the Australian Dental Industry Awards 2022 Sponsors is strengthened by a presence at the Awards and a comprehensive marketing campaign.

For more information about sponsorship of the Australian Dental Industry Awards 2022 please contact the ADIA Director of Corporate Engagement, Nikki Kelso, by email at [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) or by telephone on 1300 943 094.

### Key Dates

#### Stage One

Sponsorship opens  
12 July 2021

#### Stage Two

Nominations  
12 July 2021 (open)  
29 October 2021 (close)

#### Stage Three

Finalists announced  
9 December 2021

#### Stage Four

Gala Presentation Dinner  
18 March 2022

Tanya McRae  
National President

### Sponsorship Enquiries

Nikki Kelso  
Director of Corporate Engagement  
Australian Dental Industry Association  
GPO Box 960  
Sydney NSW 2001

T: 1300 943 094  
E: [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au)



## Principal Sponsor (EXCLUSIVE)

Member: \$20,000 ex GST  
Non Member: \$30,000 ex GST

Be seen as the principal supporter of excellence across all aspects of dental industry business and individual contributions. With several brand impression opportunities across the length of the Awards process, your name will be indelibly linked with quality.



### BENEFITS

- Speaking:** 5-minute introduction of the Awards  
2-minute closing vote of thanks to Awards recipients
- Branding:** Your logo alongside the Awards logo wherever it appears  
Holding slide featuring you as Principal Sponsor
- Tickets:** 1 table  
20% discount on additional tickets
- Website:** Website link on the ADIA website
- Social Media:** Two instances of the promotion as the Principal Sponsor to our dental industry audience
- Marketing:** Suite of tiles to use in your own marketing, thanking you as Principal Sponsor, acknowledging nominees, congratulating short-listed nominees and honouring winners

### UPGRADE OPTIONS (+ \$5,000 each)

**Engagement:** Exclusive event, hosted by ADIA President and CEO, with Award winners, timed to suit you

## Keynote Speaker Sponsor (EXCLUSIVE)

Member: \$10,000 ex GST  
Non Member: \$15,000 ex GST

Wow guests with your brand alignment with the inspirational keynote speaker.



2021 speaker, 3-time Australian Paralympian and 9-time World Champion gold medallist, Carol Cooke AM

### BENEFITS

<b>Speaking:</b>	2 minute introduction of the speaker
<b>Branding:</b>	Holding slide thanking you as Sponsor
<b>Tickets:</b>	Six tickets 15% discount on additional tickets
<b>Website:</b>	Website link on the ADIA website
<b>Social Media:</b>	One instance of promotion as the Sponsor to our dental industry audience
<b>Marketing:</b>	Suite of tiles to use in your own marketing, thanking you as Sponsor, acknowledging nominees, congratulating short-listed nominees and honouring winners

### Why I sponsored the Australian Dental Industry Awards

*"Sponsoring the Sustainability Program Award just made sense to us. It aligns with our purpose at EnergyAustralia which is: to lead and accelerate the clean energy transformation for all. It helped us identify and target the key members in the group that share the same values as us, and that are just as enthusiastic about Sustainability as we are."*

## Business Award / Individual Awards (8 OPPORTUNITIES)

Member: \$5,000 ex GST  
Non Member: \$7,500 ex GST

By presenting one or more Awards, you align your brand with the business or personal excellence acknowledged by that Award. Business Awards celebrate excellence in six categories:

- Innovation
- Marketing
- Oral Health Partnership
- Educational Initiative
- Sustainability Program
- Community Service

Individual Awards celebrate excellence in two categories:

- Service and Support
- Outstanding Achiever



### BENEFITS

- Naming:** Your Award can be named " *Your Company Name* Category Award"
- Speaking:** Present your selected Award and read nominee description
- Branding:** Your name listed as sponsor on the physical Award trophy  
Holding slide thanking you as Award Sponsor for your Award
- Tickets:** Two tickets at a strategic table  
10% discount on additional tickets
- Website:** Website link on the ADIA website
- Social Media:** One instance of promotion as the Award Sponsor to our dental industry audience
- Marketing:** Acknowledgement as Award sponsor in Awards media  
Suite of tiles to use in your own marketing, thanking you as Award Sponsor, acknowledging nominees, congratulating short-listed nominees and honouring winners

### UPGRADE OPTION (+ \$2,000 each)

- Engagement:** Interview with winner for use in your marketing material

## About the Australian Dental Industry Association

Founded in 1925, the Australian Dental Industry Association (ADIA) is the peak business organisation representing suppliers of products and services to oral health professionals.

The ADIA membership ranges in size from the local operations of multi-billion dollar corporations through to family-owned entities. They share common aspirations for the growth of their business, the creation of jobs and an industry that is sustained through the provision of quality products and services to dental professionals.

### ADIA Mission

ADIA is the peak business organisation representing manufacturers and suppliers of products to oral health professionals.

### ADIA Vision

An industry that empowers oral health professionals to advance the health and well-being of all Australians.

ADIA provides leadership, strategy, advocacy and support. ADIA's greatest asset is its members, the businesses who allow their employees to volunteer and serve on the ADIA Board, national committees, state branches and special interest groups. This contribution, when coupled with the expertise and leadership provided by ADIA staff, is what has contributed to ADIA's long-term growth and knowledge capacity to support not only its members, but the broader dental industry.

The high level of member engagement – ADIA member businesses supply more than 95% of the dental products supplies in Australia – means ADIA can to deliver a comprehensive range of services to support member growth. The support from industry also places ADIA in a leadership position where parliamentary and departmental stakeholders look to ADIA as a source of advice and guidance on policy matters.

For more information about joining, contact ADIA on 1300 943 094 or [membership@adia.org.au](mailto:membership@adia.org.au).

### ADIA Contact Details

National Office  
GPO Box 960  
Sydney NSW 2001

Government Affairs  
GPO Box 1  
Canberra ACT 2601

T: 1300 943 094  
F: 1300 943 794

Administration email  
[national.office@adia.org.au](mailto:national.office@adia.org.au)

Membership Email  
[membership@adia.org.au](mailto:membership@adia.org.au)

Awards Email  
[awards@adia.org.au](mailto:awards@adia.org.au)

### Sponsorship Enquiries

Nikki Kelso  
Director of Corporate Engagement  
Australian Dental Industry Association  
GPO Box 960  
Sydney NSW 2001

T: 1300 943 094  
E: [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au)



