IFDH 2020 - 2022
Corporate Partnership Opportunities

Showcase Your Global Brand to Dental Hygienists in 31 Countries!

International Federation of Dental Hygienists
The IFDH is an international non-governmental organization, originally established in 1973 and now incorporated and registered in the United States as a 501(c6) non-profit organization. It unites Dental Hygiene associations and individual members from around the world.

**MISSION:** The International Federation of Dental Hygienists is an international non-profit association uniting national Dental Hygienist organizations, by fostering leadership and collaboration. IFDH is the principal advocate for the Dental Hygiene profession globally and promotes excellence in oral health, education, research and practice.

**VISION:** IFDH is dedicated to enhancing the recognition of the Dental Hygienist as being the key provider of preventive oral health care worldwide, and ensuring that oral health is integrated as a key aspect of overall health.

**INFORMATION FROM ALL MEMBERS**

IFDH currently (2020) has association membership of 34 National Dental Hygienist Associations and growing. Two representatives are sent by each Full Association Member to the governing body known as the House of Delegates, which meets every 2 or 3 years prior to the International Symposium on Dental Hygiene. From the House of Delegates, the Board of Directors is elected to administer the business of the IFDH on their behalf.
34 NATIONAL DENTAL HYGIENIST ORGANIZATIONS

REPRESENTING OVER 85,000 DENTAL HYGIENISTS

and growing!

AUSTRALIA
Dental Hygienists’ Association of Australia Inc (DHAA)
Affiliated Association Member: Australian Dental and Oral Health Therapists’ Association (ADOHTA)

AUSTRIA
Austrian Dental Hygienists Association (VDHO)

CANADA
Canadian Dental Hygienists Association (CDHA)

CZECH REPUBLIC
Associate Dentalanich Hygienistek CR (ADH CR)

DENMARK
The Danish Association of Dental Hygienists (Dansk Tanplejerforening)

FINLAND
Finish Federation of Dental Hygienists (FFDH)
Affiliated Association Member: The Finnish Federation of Oral Health Care Professionals

GERMANY
German Dental Hygienists Association (DDHv e.V.)

INDIA
Federation of Indian Dental Hygienists Association (FIDHA)

IRELAND
The Irish Dental Hygienists Association (Irish DHA)

ISRAEL
Israeli Dental Hygiene Association (Israel DHA)

ITALY
Associazione Igiene Dentali Italiani (AIDI)

JAPAN
Japan Dental Hygienist Association (JDHA)

KOREA
Korean Dental Hygienists Association (KDHA)

LATVIA
Latvian Dental Hygienists Association (LDHA)

LITHUANIA
Lithuanian Dental Hygienists Association

MALTA
Malta Association of Dental Hygienists

NEPAL
Dental Hygienist Association Nepal (DHAN)
Affiliated Association Member: Nepal Dental Hygienist Association (NDHA)

NETHERLANDS
Dutch Dental Hygienist Association (NWH)

NEW ZEALAND
New Zealand Dental Hygienists Association (NZDHA)

NORWAY
Norwegian Dental Hygienists Association (Norsk Tannepleierforening)

PORTUGAL
Portuguese Dental Hygienist Association (APHO)

RUSSIA
Professional Society of Russian Dental Hygienists

SINGAPORE
Association for Oral Health Therapists

SLOVAK REPUBLIC
Association of Dental Hygienists of Slovak Republic (ADHFS)

SOUTH AFRICA
Oral Hygienists’ Association of South Africa (OHASA)

SPAIN
Spanish Association of Oral Hygienists (ESPAÑA HIDES)

SWEDEN
Swedish Dental Hygienist Association (Sveriges Tandhygienistforening)

SWITZERLAND
Swiss Dental Hygienists

UNITED ARAB EMIRATES
Emirates Dental Hygienists Club

UNITED KINGDOM
British Society of Dental Hygiene and Therapy (BSDHT)

UNITED STATES OF AMERICA
American Dental Hygienists’ Association (ADHA)
OUR OBJECTIVE OF A PARTNERSHIP WITH YOUR COMPANY:

To provide coordinated, international programs & marketing opportunities that promote excellence in Oral Health, Education, Research & Practice.

The ability of the IFDH to act as a conduit of information to our worldwide member associations via a range of interface opportunities is well recognized as a valuable resource.

We appreciate the involvement of our corporate partners to promote our common interests of improving oral health, preventing oral disease and raising the awareness of the systemic links between oral health and general health.

THE ALIGNMENT OF MUTUALLY BENEFICIAL GOALS

IFDH provides its corporate partners with a platform for successfully achieving our respective objectives. While the member associations of the IFDH enjoy the support of sponsors for their national and regional market, the coordinated, international programs and marketing opportunities provide high profile opportunity for your involvement - worldwide.

USE THIS BROCHURE TO LOOK AHEAD & INCLUDE IFDH IN YOUR ANNUAL MARKETING PLANS

You can choose from:

1. Advertising/Marketing (page 6)
   - Website
   - eNewsletter
   - Social Media Posts

2. Program Sponsorship (page 5)
   - Association Resource Center
   - Education Academy (Webinars and more)
   - Every Child Has a Toothbrush
   - Research Grants
   - Social Responsibility

3. High Profile Events (page 7)
   2021
   - Leadership Forum & Oral Health Summit, in Barcelona, Spain
   - International Oral Health Day
   2022
   - International Symposium on Dental Hygiene (ISDH) in Dublin, Ireland

SPONSOR LEVELS

Depending on the total value of the annual programs you sponsor, will determine your Sponsorship Level. Your company logo will be displayed on every page of our website in your appropriate level.

- **Platinum**: $30,000+
- **Gold**: $20,000-$29,999
- **Silver**: $10,000-$19,999
- **Bronze**: $3,000-$9,999
1. PROGRAM SPONSORSHIP

NEW ASSOCIATION RESOURCE CENTER
We are in the early stages of coordinating and selecting the best Dental Hygienist association projects and practices currently in operation worldwide. These will be added to our secure web section – all to improve operation of our member organizations.

One Sponsor ONLY: $20,000 annual

EDUCATION ACADEMY & CE RESOURCES
The IFDH Education Academy is an international continuing education resource for Dental Hygienists. Online and hands-on courses are offered on our website free, or at discounted rates for IFDH Individual Members and members of IFDH Association Members. We work with your company and our member countries for the best speaker and topic. We will continue to enhance the Education Academy with more categories.

Webinars: One - $5,000; Two - $4,000 ea.; Three - $3,000 ea.

Hands-On Course: Based on length, # of speakers & location.

EVERY CHILD HAS A TOOTHBRUSH
Dental hygienists interested in improving the oral health of the public are provided small grants and toothbrushes to conduct a prevention program designed to teach children how to use a toothbrush to properly manage biofilm. Outcomes are measured.

Annual $10,000 (plus toothbrushes)

RESEARCH GRANTS
IFDH has developed a Research Grant Program as a resource for Dental Hygienists interested in pursuing research opportunities in either a clinical setting, community, public health or undergraduate environment. We provide small grants of $1000 - $2,000 depending on our total sponsorship amounts.

Platinum: $10,000; Gold $7,500; Silver $5,000

SOCIAL RESPONSIBILITY
The IFDH Social Responsibility program offers training and funding for projects promoting access to quality preventive oral health services, and increase public awareness that oral disease can be prevented through proven regimens of dental hygiene. This unique program started in 2016 with an Awareness Workshop in Lucerne Switzerland, followed by a conference in Florence Italy in 2017. These set the stage for our members to understand their role in supporting social responsibility programs.

This culminated in a 2019 seminar at ISDH in Brisbane Australia, where 17 presenters from member countries delivered presentations on life-changing programs. In 2020, the balance of IFDH member countries are invited to share their experiences in social responsibility. In addition, we will be setting up a Social Responsibility Resource Center, and providing an Awards Program. In February 2021, this topic will be a major area of discussion at the IFDH Global Oral Health Summit in Barcelona Spain.

Platinum: $20,000 Gold: $15,000 Silver: $10,000 Bronze: $5,000
2. ADVERTISING & MARKETING

WEBSITE
User traffic statistics show that the IFDH website (presented in 90 languages) has over 55,000 annual visitors from over 175 countries. Look for a new look for our website in 2020.

Banner Ad: One banner ad with a link from the top of the IFDH.org home page to your website (rotates with others): **Annual $3,500**

Ad Boxes: 1 column wide on our webpage & links to your website:
  - **Single: Annual $2,500**
  - **Double: Annual $4,500**

BROCHURE OUTREACH
A valued source of information to current and potential members, trade show and seminar attendees is our Membership Brochure. Includes your logo on the back cover with sponsorship.

**Membership Brochure: $3,000**
**Other Brochures: To be discussed**

NEWSLETTER
CONTACT eNews
Our electronic newsletter CONTACT eNews, published 4 times per year is distributed to our 34 national organizations, which in turn, forward it to their 85,000+ members.

**Main Sponsor**
(includes one large logo at the bottom of the eNews, with link to your site) **Annual $10,000**

**Ad Box:** On the side column with links to your website:
  - **Single: Annual $3,000**
  - **Double: Annual $5,000**

SOCIAL MEDIA MARKETING
IFDH has a very robust and solid following beyond its membership on Facebook and Twitter, with our several times a week posts. You provide the content and we will coordinate the timing of the posts.

**Facebook & Twitter:**
2 mentions on each platform, in one month: **$500**

**Boosting:**
In a recent FB boost for one post, there were over 100,000 views! Let’s discuss.
3. EVENTS

NEW INTERNATIONAL ORAL HEALTH DAY
We will be coordinating this annual event and provide all of our association members with posters, ads, social media and news release, including your logo. This will preview in 2021, but get on board early for your international exposure.

NEW EXECUTIVE LEADERSHIP FORUM & GLOBAL ORAL HEALTH SUMMIT
Barcelona, Spain: February 2021
The Executive Leadership Forum is a one-day program for our national Dental Hygienist organizations current board and future leaders. Hygienists will learn from experts on how to advance your leadership skills through strategic thinking and collaboration, integrated with proven principles of personal and organizational management.

On the second day, The Global Oral Health Summit will feature influential leaders and stakeholders in oral health, public health and industry. Attendees will learn as speakers share their experiences, opinions, perspectives, challenges and insights on current and future issues related to oral health education, research, public policy and the global role of the Dental Hygienist profession.

This event has a separate brochure with more details.

INTERNATIONAL SYMPOSIUM ON DENTAL HYGIENE (ISDH)
2022: Dublin, Ireland
2024: Seoul, S. Korea
2026: Milan, Italy
The International Symposium on Dental Hygiene (ISDH) is held every two years (starting after 2022) under the auspices of the IFDH, to provide a forum for the understanding and discussion of issues pertaining to dental hygiene. Over 1,500 symposium attendees, from over 35 countries, include Dental/Oral Hygienists, Medical/Dental Practitioners and Allied Healthcare Practitioners. The official language of the symposium is English with simultaneous translation into other languages, depending on the location.

This has a separate brochure with more details.
Ready to sponsor? 
Need more information? 
New concept to discuss?

Should any aspect of this brochure require further clarification, or if your company has concepts for us to develop, or if you’re ready to discuss sponsorships,

PLEASE CONTACT PETER ANAS @
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