Showcase Your Global Brand to Dental Hygienists in 35 National Organizations!

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 @ Director@IFDH.org or 011-240-778-6790 ext. #3
The International Federation of Dental Hygienists

GLOBAL LEADERSHIP, COLLABORATION, ADVOCACY & MORE!

The IFDH is an international non-governmental organization, originally established in 1973 and now incorporated and registered in the United States as a 501(c)6 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.

IN INVOLVEMENT FROM ALL MEMBERS

IFDH currently (2022) has association membership of 35 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.
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 diseases 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 their 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.

1. PROGRAM SPONSORSHIP

NEW ASSOCIATION RESOURCE CENTER

We are in phase 1 of coordinating and selecting the best Dental Hygienist association projects and practices currently in operation worldwide.

Many have been added to the secure section of our new website, for access only by our members - all to improve operation of their organization.

One Sponsor ONLY: $10,000 annual

WEBINARS & COURSES

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)

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

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.

EVERY CHILD HAS A TOOTHBRUSH

This culminated in a 2019 seminar at ISDH in Brisbane Australia, where 17 presenters from member countries delivered presentations on life-changing programs. In 2020-21, IFDH member countries shared their experiences virtually. In 2022, at the ISDH in Dublin Ireland, the top programs received awards, as well as explaining to the audience the workings of their programs. This format will continue through 2024.

Platinum: $20,000 Gold: $15,000
Silver: $10,000 Bronze: $5,000

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

You can choose from:

1. Advertising/Marketing (page 6)
   - Website
   - eNewsletters
   - Quarterly CONTACT
   - New Product Showcase
   - 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 9)
   2023 & 2024
   - Global Oral Health Summit
   - Executive Leadership Forum

2024
- International Symposium on Dental Hygiene (ISDH) in Seoul S. Korea
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. The new look of our website and expanded content and capabilities will see expanded viewership.

- **Banner Ad:** One banner ad with a link from the top of the IFDH.org home page to your web site (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**

EDUCATIONAL ACADEMY WEB SECTION
The IFDH Educational Academy web section is a constantly expanding informational platform for Dental Hygienists to access a wide variety of educational materials. This includes research articles, free webinars and new product videos. These pages will be promoted in the IFDH quarterly eNews and on IFDH social media platforms.

- **Annual Fees:** To have an item appear on the web page for a year:
  - Research Article (includes category, headline of article and link) - $100
  - Webinar (up to 1 hour maximum. Includes graphic, 1 paragraph description and link) - $350
  - New Product Video (up to 30 minutes maximum. Includes a graphic, 1 paragraph description and link) - $500

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

- **Facebook, Twitter and Instagram:** 2 mentions on each platform, in one month: **$600**
- **Boosting:** In a recent FB boost for one post, there were over 100,000 views! Let’s discuss.

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

NEWSLETTERS

**CONTACT eNews**
Our electronic newsletter CONTACT eNews, published 4 times per year is distributed to our 35 national organizations, which in turn, forward it to their 93,000+ 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**
The IFDH Oral Health New Product Showcase eNewsletter

Looking for more targeted access to Dental Hygienists around the world for your new product? Try our IFDH Oral Health New Product Showcase eNewsletter.

- Published 3 times per year (February, June, October)
- Sent to IFDH national association members to distribute to their members (approximately 85,000)
- Promoted by IFDH to its members and through its social media platforms.

You provide the advertorial text, photo and/or video, and your logo. You choose the size based on number of words (see chart below for details).

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<th>Size</th>
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* Only if a Platinum annual contract signed and an IFDH Program sponsor. ** Video add $125

3. EVENTS

GLOBAL ORAL HEALTH SUMMIT & EXECUTIVE LEADERSHIP FORUM

The Global Oral Health Summit has been held in 2021 (virtually) and 2022 at ISDH in Dublin, Ireland, featuring influential leaders and stakeholders in oral health, public health and industry. This successful event will continue on an annual basis, again in 2023 and 2024 at the ISDH in Seoul S. Korea.

The Executive Leadership Forum is a one-day program in 2023 and 2024 in conjunction with the House of Delegates Business Meeting for our national Dental Hygienist organizations current board and future leaders.

Hygienists will learn from experts on how to advance their leadership skills through strategic thinking and collaboration, integrated with proven principles of personal and organizational management.

These events have a separate brochure with more details.

GLOBAL ORAL HEALTH SUMMIT

THE FUTURE TOGETHER: Enhancing the Role of the Dental Hygienist in Oral Health & Total Health

Executive Leadership FORUM

Strengthen Your Leadership & Improve Your Organization’s Progress
The International Symposium on Dental Hygiene (ISDH) is held every two years under the auspices of the IFDH, to provide a forum for the understanding and discussion of issues pertaining to dental hygiene. Over 1,200 symposium attendees, from over 40 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.