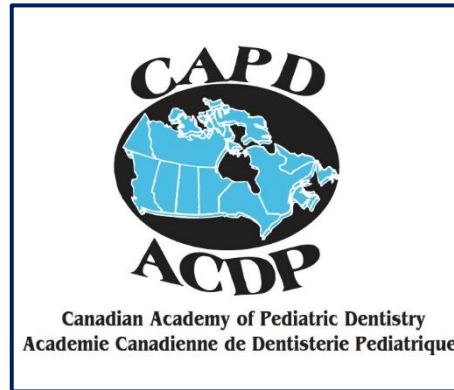


# 2024 CAPD/ACDP ANNUAL CONFERENCE



**St. John's, Newfoundland  
September 19-20-21, 2024  
Sheraton Hotel Newfoundland**

## SPONSOR AND EXHIBITOR OPPORTUNITIES



# Exhibitor Prospectus & Sponsorship Opportunities

## September 19-20-21, 2024

### St. John's, Newfoundland

#### The Voice for Children's Dentistry in Canada

The Canadian Academy of Pediatric Dentistry/l'Académie Canadienne de Dentisterie Pédiatrique (CAPD/ACDP) is the voice for children's dentistry and those individuals with special health care needs in Canada. CAPD/ACDP is a not-for-profit organization committed to offering its members outstanding continuing dental education and professional peer networking opportunities while advocating for Canada's children's oral health.

#### The Premier Canadian Conference for Pediatric Dentists

Our national Annual Conference attracts pediatric dentists from across Canada and the United States, as well as local general dentists and their dental teams. As the authoritative voice of children's dentistry in Canada, CAPD/ACDP is looked upon for leadership in children's dentistry by general dentists, other dental specialists, dental hygienists and assistants, as well as pediatricians and other health care providers. Many of our Academy's members are educators of pediatric specialists and general dentists, hygienists and assistants, and speak nationally and internationally in continuing education forums. Our advocacy and influence is great, so your sponsorship will not only profile you in the eyes of the audience but will also have far-reaching effects on our ongoing efforts for advocacy in promoting oral health care in children and those with special health care needs.

#### CAPD/ACDP Members represent 90% of the registered Pediatric Dentists in Canada

CAPD/ACDP is pleased to offer opportunities for partnership and engagement with our membership, on a sustained basis, on an annual basis (Sponsors) or on an event basis (Exhibitors).

**Sponsors** participate throughout the year by communicating their message in e-blasts to members, ads in The Mirror (Newsletter) through banners posted on the Academy website and by exhibiting on the Conference App and in person at the Annual Conference Trade Show. Sponsors receive special recognition throughout the Annual Conference.

**Exhibitors** bring their message to the members through participation and interaction on the Conference App, and in person at the Annual Conference supplier showcase.

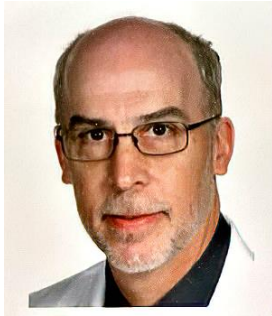


St. John's is an amazing "Bucket List" destination, so we are anticipating a big turnout of CAPD/ACDP members. **This is a great opportunity to be a sponsor** to network at the Trade Show with present and future clients and showcase your latest product offerings.

I look forward to greeting you in St. John's!

Dr. Ross Anderson  
CAPD/ACDP Executive Director

## An Invitation to Participate



On behalf of CAPD/ACDP, I am thrilled and honored to invite you to partner with us at the CAPD/ACDP Annual Conference on September 19-20-21, 2024 at the Sheraton Hotel Newfoundland in beautiful St. John's.

We are anticipating impressive registration numbers for the 2024 Annual Conference, and as a Sponsor or Exhibitor, this event will offer you an exclusive opportunity to make valuable contacts with Canadian Pediatric Dentists.

The success of our annual conferences could not be achieved without the generosity of our corporate partners and your support is truly appreciated. We look forward to seeing you in person and hope you will join us in 2024!

Sincerely,

Gregory J. Westman BSc, DDS, Cert.Ped, FRCDC  
CAPD/ACDP President

### The 2024 Joint Conference Theme and Preliminary Schedule:

#### Oral Pathology and Radiology

<b>Thursday September 19, 2024</b>			
07:00	-	19:00	Conference Pre-Courses
08:00	-	14:00	CAPD/ACDP Executive Council Committee Meeting
17:00	-	19:00	Registration Opens
17:00	-	19:00	Sponsors and Exhibitors may set up for the Trade Show
<b>Friday September 20, 2024</b>			
07:00	-	16:30	Registration open
07:00	-	08:00	Breakfast
08:00	-	16:30	Exhibits are Open
08:00	-	08:15	Opening Remarks
08:15	-	09:00	Keynote Address
09:00	-	12:00	Scientific Sessions and Refreshment Break
12:00	-	13:00	Lunch
13:00	-	17:00	Scientific Sessions and Refreshment Break
18:00	-	21:00	Welcome Reception
<b>Saturday September 21, 2023</b>			
07:00	-	14:00	Registration is open
07:00	-	08:00	Breakfast
08:00	-	16:30	Exhibits are Open
08:00	-	10:00	3M Graduate Student Research Presentations and Refreshment Break
10:00	-	11:00	Scientific Sessions Continue
11:00	-	12:00	CAPD/ACDP Annual General Meeting
12:00	-	13:00	Lunch
13:00	-	17:00	Scientific Sessions and Refreshment Break
18:00	-	23:59	Cocktail Reception and President's Dinner

## Summary of Sponsorship and Exhibitor Benefits

BENEFITS	SUSTAINING \$15,000	PLATINUM \$10,000	GOLD \$8,000	SILVER \$6,500	BRONZE \$4,500	EXHIBITOR \$2,500
Exhibit Space at the Trade Show	Max 3 Tables*	2 Tables*	2 Tables*	1 Table*	1 Table*	1 Table*
Priority booth allocation	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>
Number of Tradeshow Reps	Up to 6	Up to 4	Up to 4	Up to 2**	Up to 2**	Up to 2**
Priority Sponsor Opportunities	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	-
Priority Pre-Course Involvement ###	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	-	-	-
Electricity for the Tradeshow Booth	Included	Included	Included	Included	Included	Included
Daytime meals Friday & Saturday	Included	Included	Included	Included	Included	Included
Daytime Meal arrangements	May join delegates	May join delegates	May join delegates	At booth	At booth	At booth
Profile on website	Included	Included	Included	Logo only	Logo only	Logo only
Signage at Conference	Included	Included	Included	Included	Logo only	Logo only
Name & Logo in Program	Included	Included	Included	Included	Included	Included
Pre-Event e-blasts	6	4	3	2	Either 1pre OR 1 post eblast	-
Post-Event e-blasts	6	4	3	2		-
Ad in the Conference Program ●●	2 Full Pages	1½ Pages	1 Page	½ Page	¼ Page	-
Eblast invitation to visit booth	Included	Included	Included	-	-	-
Insertions into the Conference Kit	Up to 10	Up to 5	Up to 3	1	-	-
Banner ads on the Conference	1 x 365 days	1 x 180 days	1 x 120 days	1 x 30 days	-	-
Showcase in The Mirror Newsletter	Two Full pages	1½ Pages	1 Page	½ Page	¼ Page	-
Tickets to the Welcome Reception	Up to 6	Up to 4	Max of 2♦	Max of 1♦	-	-
Tickets to the President's Dinner	Up to 6	Up to 4	Max of 2♦	Max of 1♦	-	-
Overall Sponsorship of the Annual Conference	Available	-	-	-	-	-
President's Dinner & Dance	Available	-	-	-	-	-
Graduate Student Presentations	Available	-	-	-	-	-
Welcome Reception	Not Available	-	-	-	-	-
Academic Day	Available	Available	-	-	-	-
Full Day Scientific Session ♦♦	-	Available	-	-	-	-
½ Day Scientific Session ♦♦	-	-	Available	-	-	-
Friday or Saturday Breakfast	-	-	Available	-	-	-
One of the 2 daily Refreshment Breaks	-	-	-	Available	-	-
Friday Morning Audio Visual	-	-	-	-	Available	-
Friday Afternoon Audio Visual	-	-	-	-	Available	-
Saturday morning Audio Visual	-	-	-	-	Available	-
Saturday afternoon Audio Visual	-	-	-	-	Available	-
	-	-	-	-	-	-
Whoava Conference App***						
Profile and logo	Included	Included	Included	Included	Included	Included
Banner	Included	Included	Included	Included	Included	-
Coupons, raffles and giveaways	Included	Included	Included	Included	Included	Included
Video presentation	Included	Included	Included	Included	Included	Included
Live product presentation	Included	Included	Included	Included	Included	Included
Direct interaction with attendees	Included	Included	Included	Included	included	Included
Handouts	Included	Included	Included	Included	Included	Included

## **Notes on Sponsor and Exhibitor Benefits**

\*Tables are 6 feet in length

\*\*Please note that these are maximums. Additional tradeshow reps are not possible. Substitutions are allowed up to the maximum allowed at any one time.

### Sustaining, Platinum and Gold level sponsors can request to do a pre-conference course in priority order that may promote their product(s) and provide education regarding product use. In these instances the sponsor provides their own speaker and covers speaker fees, transportation and accommodation. Pre-conference courses are granted through the National Annual Conference planning committee and first right of refusal is given to the highest sponsorship levels. Specifics regarding room rental, AV, F & B, and registration fees can be clarified with the Director of Operations.

\*\*\*CAPD/ACDP does not provide Conference attendance lists or emails in compliance with Canadian Privacy laws; however, several email blasts are included in the benefits, according to sponsorship level. In addition, Sponsors may take advantage of the features in the Whova App during the conference to generate leads.

◆ This is the maximum allowable. Additional tickets are not available in this category.

◆◆ The CAPD/ACDP Scientific Committee selects the Conference speakers. This benefit of sponsoring a full day or half-day Scientific Session refers to an acknowledgment only of the session. Sponsors may not pay speakers or suggest that speakers mention any products (without mentioning all products available on the market). Speakers are required to disclose any conflict of interest in presenting their Scientific Session.

Please note: The provision of Conference Registration Bags is an exclusive Sponsorship opportunity. No other Conference bags may be distributed to Conference delegates.

●● Ad Dimensions: All ads must have ¼" white all around on the inside.

Full Page: 8 ½ X 11 – PDF- portrait-oriented- No cuts or bleeds

Half Page: 8 ½ X 5 ½ - JPG- landscape-oriented No cuts or bleeds

Quarter Page: 5 ½ X 4 ¼ - JPG – portrait-oriented No cuts or bleeds

**Please see Page 11 for Exhibitor Opportunities**

## **Levels of Sponsorship Available**

- Sustaining
- Platinum
- Gold
- Silver
- Bronze

## **Benefits Offered to all Levels of Sponsorship:**

### **Acknowledgment of Sponsorship**

- Exposure to the Members of the Academy through e-blasts and editorials throughout the year
- Prominent exhibition space at the trade show that runs concurrently with the Meeting sessions
- Featured profile or logo on both the CAPD/ACDP Conference website and the General Website
- Verbal acknowledgement of sponsorship during the Annual Conference
- Acknowledgement and placement of company name and logo on the online information relating to the Annual Conference in proportion to the level of sponsorship
- A presence on the WHOVA App that will be used to enhance the trade show experience both for the Sponsors and Exhibitors and the attendees
- Acknowledgement and company name or logo in the conference program and signage.
- Daytime Conference meals: Breakfasts, Breaks and Lunches.

### **Sustaining Sponsor**

(\$15,000 CAD per year plus 15% HST),  
sustained over 5 consecutive years or more)

### **Major Benefits**

- 1<sup>st</sup> Priority for booth allocation, sponsor opportunities and pre-course involvement
- Up to 3 display tables at the trade show
- May join conference delegates for daytime meals
- Acknowledged sponsor of individually agreed upon ongoing CAPD/ACDP events.
- Continuous acknowledgement on CAPD/ACDP website of ongoing relationship of CAPD/ACDP individually sponsored event.
- Up to six tickets to the Welcome Reception on Friday, September 22
- Up to six tickets to the President's Dinner Saturday, September 23
- Six pre-meeting and Six post-meeting complimentary e-blasts to all CAPD/ACDP members.
- 2 Full Page showcases in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members on or about May 31, and on or about November 30.
- Two Full Page colour advertisements in the Conference Program.
- Insertion of up to 10 promotional materials supplied by the Sponsor, into the Conference Registration Kit.
- One 365-day banner ad on the CAPD/ACDP website.

***Plus Benefits Offered to all Levels of Sponsorship***

**Platinum Sponsor**  
(\$10,000.00 CAD (plus 15% HST))

**Major Benefits**

- 2<sup>nd</sup> Priority for booth allocation, sponsor opportunities and pre-course involvement
- May join Conference Delegates for daytime meals
- Acknowledged sponsor of one of
  - Conference speaker
  - Agreed upon ongoing CAPD/ACDP Event
- Prominent signage at the Annual Conference
- Up to four tickets to the Welcome Reception on Friday, September 22
- Up to four tickets to the President's Dinner Saturday, September 23
- Four pre-meeting and four post-meeting complimentary e-blasts to all CAPD/ACDP members announcing sponsorship and any conference specials.
- 1 1/2 page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members on or about May 31, and on or about November 30.
- 1 ½ page(s) colour advertisement in the Conference Program.
- Insertion of up to 5 promotional materials supplied by the Sponsor, into the Conference Registration Kit.
- One 180-day banner ad on the CAPD/ACDP website.

***Plus Benefits Offered to all Levels of Sponsorship***

**Gold Sponsor**  
(\$8,000.00 CAD (Plus 15% HST))

**Major Benefits**

- 3<sup>rd</sup> Priority for booth allocation, sponsor opportunities and pre-course involvement
- May join Conference delegates for daytime meals
- Acknowledged sponsor of one of
  - The Friday Breakfast or Lunch
  - The Saturday Breakfast or Lunch
- Maximum of two tickets to the Welcome Reception on Friday, September 22  
Maximum of two tickets to the President's Dinner Saturday, September 23
- Three pre-meeting and three post-meeting complimentary e-blasts to all CAPD/ACDP members announcing sponsorship and any conference specials.
- One page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to (May) and after (November) the Annual Conference.
- Signage at the Annual Conference
- One-page colour advertisement in the Conference Program.
- Up to 3 inserts supplied by the Sponsor in the Meeting Registration Kit.
- One 90-day banner ad on the CAPD/ACDP website.

***Plus Benefits Offered to all Levels of Sponsorship***

**Silver Sponsor**

(\$6,500.00 CAD (plus 15% HST))

### **Major Benefits**

- 4<sup>th</sup> Priority for booth allocation and sponsor opportunities
- Acknowledged sponsor of one of
  - Friday morning or afternoon Break
  - Saturday morning or afternoon Break
  - Conference Audio Visual Equipment
- Maximum of one ticket to the Welcome Reception on Friday, September 22
- Maximum of one ticket to the President's Dinner on Saturday, September 23
- Two pre- and two post-meeting complimentary e-blast to all CAPD/ACDP members.
- ½ page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to and after the Annual Conference.
- Signage at the sponsored event.
- ½ page colour advertisement in the Conference Program.
- 1 insertion supplied by the Sponsor in the Conference Registration Kit.
- One 60-day Banner Ad on the CAPD/ACDP website.

### ***Plus Benefits Offered to all Levels of Sponsorship***

## **Bronze Sponsor**

(\$4,500.00 CAD (plus 15% HST))

### **Major Benefits**

- 5<sup>th</sup> Priority for booth allocation and sponsorship opportunities
- Maximum of one ticket to the Welcome Reception on Friday, September 22
- Maximum of one ticket to the President's Dinner on Saturday, September 23
- Choice of one pre- or one post-meeting complimentary e-blast to all CAPD/ACDP members.
- 1/4 page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to and after the Annual Conference.
- Signage at the sponsored event.
- 1/4 page colour advertisement in the Conference Program.
- 1 insertion supplied by the Sponsor in the Conference Registration Kit.
- One 60-day Banner Ad on the CAPD/ACDP website.

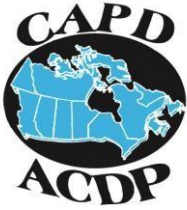
### ***Plus Benefits Offered to all Levels of Sponsorship***



**Additional Opportunities Only Available to Sponsors according to Priority 'right of first refusal'.**

In addition to the benefits outlined above, Sponsors may wish to enhance their profile at the Annual Conference by sponsoring one of the following activities. Please contact [directorofoperations@capd-acdp.org](mailto:directorofoperations@capd-acdp.org) to enquire about the availability of sponsoring these additional features. They will be available on a first-come, first-served basis.

- **Conference Registration Bags (\$3,500.00 + HST). The order deadline is June 15, 2024.**
- **CAPD/ACDP Executive Council Appreciation Dinner, Thursday Evening (\$3500.00 + GST)**
- **Cocktail Reception on Saturday Afternoon (\$3500.00 + GST)**
- **Conference Lanyards (\$3,500.00 + HST). The order deadline is June 15, 2024.**
- **CAPD/ACDP Reception at the AAPD Annual Session (May 25, 2024, Toronto, Canada) (\$5000.00) Deadline to claim this sponsor opportunity is March 1, 2024.**



## **SPONSOR REGISTRATION FORM**

CAPD/ACPD Annual Conference  
September 19-20-21, 2024  
Sheraton Hotel Newfoundland

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_

Postal Code/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Sponsorship Levels (in Canadian Dollars)

- Sustaining Sponsor: \$15,000.00 (Plus 15% HST) or more over 5 consecutive years or more**
- Platinum Sponsor: \$10,000.00 (Plus 15% HST)**
- Gold Sponsor: \$8,000.00 (Plus 15% HST)**
- Silver Sponsor: \$6,500.00 (Plus 15% HST)**
- Bronze Sponsor: \$4,500.00 (plus 15% HST)**
- I require access to a power outlet for my display table(s)**

**Please note that meals (breakfast, lunch and refreshment breaks), as well as electricity and WIFI, are included in the Trade Show.**

**SPONSOR REGISTRATION FORM**  
CAPD/ACPD Annual Conference September 19-20-21, 2024  
Sheraton Hotel Newfoundland

Booth Personnel Representative(s) (add more lines if eligible for your sponsorship level) ##

Sustaining: up to 6 representatives  
Platinum: up to 4 representatives  
Gold: up to 4 representatives  
Silver: up to 2 representatives  
Bronze: up to 2 representatives

1) Name \_\_\_\_\_  
Title \_\_\_\_\_

2) Name \_\_\_\_\_  
Title \_\_\_\_\_

3) Name \_\_\_\_\_  
Title \_\_\_\_\_

4) Name \_\_\_\_\_  
Title \_\_\_\_\_

## Please review the notes that follow the Benefits Chart, regarding the number of booth reps.

Payment Information:

Invoice requested: Yes / No (please circle one)

Total due: \_\_\_\_\_

Cheque # \_\_\_\_\_

Visa / MasterCard / American Express

Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Exp Date \_\_\_\_\_ / \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized signature \_\_\_\_\_

Billing Address (if different from address above)

\_\_\_\_\_

City \_\_\_\_\_ Prov / State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Please email completed form to  
Steve Gillick, Director of Operations  
[directorofoperations@capd-acdp.org](mailto:directorofoperations@capd-acdp.org)

## 2024 Exhibitor Opportunities

**\$2,500.00 CAD (Plus 15% HST)**

### Benefits Offered to all Exhibitors

- Exhibition space at the trade show which runs concurrently with the meeting sessions
- One 6-foot skirted table
- Two booth representatives
- Wifi in the exhibit room
- Electricity for the display table
- An Exhibit booth on the Whova App
- Daytime meals and breaks (Exhibitors are requested to eat at their display tables)

Please note this category **does not** include

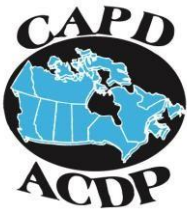
- The opportunity to include materials in the conference kit or place brochures on the delegate tables in the scientific session room;
- The opportunity to purchase tickets for the Welcome Reception or the President's Dinner.
- Extra booth representatives at the booth

#### **Cancellation of Space**

Written notice of cancellation of this Agreement, or reduction of Sponsor/Exhibit Category, must be received by the CAPD/ACDP by July 1, 2024, for full refund less an administration fee of \$250. If space is cancelled between July 2, 2024, and August 31, 2024, 50% of the total fee will be retained by CAPD/ACDP. No refund is available after August 31, 2024.

Any space not claimed or occupied by 12:00 Noon on Friday, September 20, 2024 may be reassigned by CAPD/ACDP without refund.

In the event that all Exhibit space is sold out, the Exhibitor will have the opportunity to be wait-listed, and payment will be processed. Exhibitors will be entitled to a full refund in the event that the wait list does not clear.



**EXHIBITOR REGISTRATION FORM**

CAPD/ACPD Annual Conference  
September 19-20-21, 2024  
Sheraton Hotel Newfoundland

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal Code/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email: \_\_\_\_\_

Website \_\_\_\_\_

Please note that WiFi is included in the exhibit area. Do you Require Electricity? Yes No

Booth Personnel Representative (you may have a maximum of two reps)

1) Name \_\_\_\_\_ Title \_\_\_\_\_

2) Name \_\_\_\_\_ Title \_\_\_\_\_

**Payment Information:**

Total due: \$2,500.00 CAD (Plus 15% HST) Invoice requested: Yes / No (please circle one)

Cheque # \_\_\_\_\_

Visa / MasterCard / American Express

Number: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Exp Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized signature \_\_\_\_\_

Billing Address (if different from address above)

\_\_\_\_\_  
City \_\_\_\_\_ Prov / State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Please email this completed form to Steve Gillick, Director of Operations  
[directorofoperations@capd-acdp.org](mailto:directorofoperations@capd-acdp.org)