



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION

L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIREs

CDHA Virtual Conference 2021

Practice360

Achieving a Healthy Workplace

October 29–30



Exhibitor & Sponsorship Prospectus

Virtual Edition

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About CDHA

Serving the profession since 1963, CDHA is the collective national voice of 30,219 registered dental hygienists working in Canada, directly representing more than 20,000 individual members, including dental hygienists and students. Dental hygiene is the sixth largest regulated health profession in Canada, with professionals working in a variety of settings, including independent dental hygiene practice, with people of all ages, addressing issues related to oral health.

Virtual Event Dates

The first-ever virtual conference will be held October 29–30, 2021.

Purpose of the Virtual Conference

CDHA recognizes the significant impact that the pandemic has had on the profession and the health and wellbeing of members. The virtual conference is being designed to bring learning and community safely to you. The purpose of the virtual conference is to:

- Recognize the importance of health and wellbeing and empower dental hygienists to achieve their full scope of practice
- Foster a spirit of collaboration to improve client care and advance the profession
- Share best clinical practices and build collegial relationships from coast to coast
- Support efforts to create healthy and respectful workplaces free from harassment, bullying, and violence
- Communicate information about valid and useful research tools and resources

Virtual Exhibit Hall

Following CDHA's 2019 conference, 83% of exhibitors felt their overall conference experience was excellent or very good. Almost 93% of delegates indicated the Exhibit Hall was an important component of the conference. Furthermore, 96% of delegates agreed that the variety of exhibitors reflected dental hygienists' interests, and 97% indicated that the exhibitor information and samples were beneficial.

Benefits

- Targeted marketing of new products and services
- Recognition as a leader in the provision of dental hygiene products and services
- Prominence on CDHA's 2021 conference website and in the virtual event space

Virtual Exhibit Booth Details

- Exhibit hall opens on October 29 and remains open until December 31, 2021
- Two complimentary Exhibit Hall passes. Additional passes can be purchased for \$75 each

Virtual Exhibit Booth Functionalities

- Dedicated, branded virtual booth space
- Delegates can chat with exhibitors during the two-day event
- Delegates can leave their contact information and request a meeting
- Visitors can drop a business card at the booth
- Upload resources (i.e., pdfs, slide decks, etc.)

Exhibitor Rates & Information

Exhibitor Package — \$1,950



Early bird rate:

\$1,450 if booked before April 30, 2021

Only 20 spaces available!

Sold out in 2019

Event Sponsorship Opportunities

Sponsorship opportunities complement your company's marketing plan by increasing your visibility and interaction with CDHA members, and other conference delegates during, and after the conference.

Benefits

- Recognition in all digital marketing materials
- Branded sponsor recognition on virtual event platform
- Verbal recognition at sponsored event if applicable

Additional benefits may be negotiated or allocated based on level of funding provided. Please contact Peter Greenhough to discuss options and availability.



Opening Ceremonies | Keynote — \$10,000

Ten for Ten! Product Showcase — \$1,500

This offering was a big hit during CDHA's 2019 conference, giving 10 companies 10 minutes each to present NEW and updated information on the products they manufacture for the dental hygiene profession. The virtual Product Showcase will allow you to raise awareness of your company's latest oral health product(s) and drive traffic to your virtual exhibit space!

Limited availability. Exhibit space application and deposit must be received prior to acceptance of your product presentation application.

Virtual Yoga Session — \$1,500 each or \$2,500 for both

Choose from a Saturday, October 30, early morning energizer and/or evening restorative yoga session! These half hour sessions are led by a registered yoga instructor who is also a registered dental hygienist, these sessions are sure to be a popular self-care tool for members. Includes branding on virtual platform and associated promotions.

Virtual Stretch Break — \$500 each

Sponsor these unique sessions led by a registered yoga instructor who is also a registered dental hygienist. Two 10-minute stretch breaks will be incorporated into the program on October 29 and 30 to encourage members to get up and move, promoting overall health and wellness. Includes branding on virtual platform and associated promotions.



Topical Sessions — \$2,000



Motivational Moments — \$5,000

All prices listed are in Canadian dollars; applicable sales taxes are extra.

Contact

Peter Greenhough, President | Peter Greenhough Media Partners Inc (PGMPI) | Phone: 647-955-0060 ext. 101 | Email: pgreenhough@pgmpi.ca

Exhibitor & Sponsor Application Form

I/we hereby make application to attend the Canadian Dental Hygienists Association (CDHA) virtual exhibit hall at CDHA's dental hygiene conference, to be allotted by CDHA, and to reserve the sponsorship opportunities that I/we have specified herein.

Contact Name _____

Company Name _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Telephone (_____) _____ Extension _____

E-mail Address _____

Social media handle/hashtag _____

Note: Applicable sales taxes will be added to all exhibitor and sponsor fees.

Canadian Dental Hygienists Association GST/HST number: 10684 5233 RT0001

Package Selection

Please check the appropriate exhibitor and/or sponsorship package(s) you wish to reserve.

Exhibitor Package

- Virtual booth space
 - \$1,450 (**before** June 30, 2021)
 - \$1,950 (**after** June 30, 2021)

Virtual Event Sponsorship Packages

- Product Showcase \$1,500 each
- Virtual Yoga Sessions \$1,500 each
(or sponsor both for \$2,500)
 - Early morning energizer on Saturday, October 30
 - Evening wind-down on Saturday, October 30
- Virtual Stretch Break \$500 each
 - Stretch Break 1
 - Stretch Break 2

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Payment Options

Cheque

Visa

Mastercard

Please invoice

Send completed application form with payment information using any one of the methods below:

Email: info@cdha.ca (please do not send credit card information by email)

Phone: 1-800-267-5235 ext. 126 or 613-224-5515 ext. 126 (if paying by credit card)

Fax: 613-224-7283

Mail: CDHA Conference 2021

Canadian Dental Hygienists Association
1122 Wellington St. W
Ottawa, ON K1Y 2Y7

Credit Card Number _____ Expiry (mm/yy) _____ CVV# _____

Cardholder Name _____

Signature _____

Subtotal \$ _____

Applicable Taxes \$ _____

Total Amount (Tax included) \$ _____

Authorization

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. The company agrees to comply with all the policies contained in the Exhibitor and Sponsor Prospectus.

Name of authorized officer (please print)

Name _____

Title _____

Signature _____

Date _____

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