



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRES

CDHA National Conference

# Practice360

October 17–19, 2024 | Niagara Falls, Ontario



Exhibitor & Sponsor Prospectus



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The national dental hygiene conference hosted by the Canadian Dental Hygienists Association (CDHA) highlights advances in clinical practice, research, and education that will support the efforts of dental hygienists to improve oral health outcomes.

## Meeting Dates & Location

This national dental hygiene conference will be held October 17–19, 2024, at the Niagara Falls Convention Centre, 6815 Stanley Avenue, Niagara Falls, Ontario, Canada.

### About CDHA



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIREs

Serving the profession since 1963, CDHA is the collective national voice of more than 31,000 dental hygienists working in Canada, directly representing 21,000 individual members, including dental hygiene students. Dental hygiene is the sixth largest regulated health profession in Canada, with professionals working in a variety of settings, with people of all ages, addressing issues related to oral health.

## Purpose of the Conference

The conference is designed to bring the Canadian dental hygiene community together to:

- Share new knowledge and discuss implications for clinical practice
- Build collegial relationships among clinicians, oral health researchers, subject matter experts, and individuals from academia and industry
- Foster a spirit of collaboration among peers to improve clinical care and advance the profession

- P** – professionalism
- R** – reflection
- A** – autonomy
- C** – communication
- T** – therapy
- I** – inclusion
- C** – collaboration
- E** – evidence-informed practice

## Here's what CDHA members had to say about our past conferences:

*"Perfect opportunity to continue my lifelong journey of learning while supporting a national organization truly dedicated to representing the profession while promoting the oral health of all Canadians."*

*"The CDHA conference provides a quality scientific program including current and timely information and opportunities for professional development, time for networking with colleagues, and an overall wonderful experience."*

*"The Exhibit Hall was VERY beneficial, learned a lot and definitely enhanced the overall experience. It was worth having."*

*"Great enthusiasm & quality of vendors. The reps had lots of samples and were knowledgeable."*

# Exhibit Hall

## Benefits

- Strengthened presence in Canada's dental hygiene community
- Opportunity to connect with current and future dental hygiene customers
- Targeted marketing and promotion of new products and services
- Recognition as a leader in the provision of dental hygiene products and services
- Broad exposure to dental hygienists through recognition and branding on CDHA's 2024 conference website

## Exhibitor Rates & Information

### Exhibitor Package – \$2,450



Early bird rate of \$1,950 if booked before April 30, 2024

**CDHA's last in-person conference trade show SOLD OUT with a waiting list!**

- 10'x10' booth space
- 8' high background drape, 3' side drapes, one 6' draped table, one wastebasket, and two chairs
- Two complimentary Exhibit Hall passes

CDHA Partners' Circle members and conference sponsors receive right of first refusal for booth location.

## Contact

**Peter Greenhough, President**

Peter Greenhough Media Partners Inc. (PGMPI)

Phone: 647-955-0060 x101

Email: [pgreenhough@pgmpi.ca](mailto:pgreenhough@pgmpi.ca)

## Schedule

Thursday, October 17

**Noon – 4:00 pm**

Exhibitor registration and move-in

**5:00 – 9:00 pm**

Exhibit Hall open with welcome reception

Friday, October 18

**7:45 am – 2:30 pm**

Exhibit Hall open

**2:30 – 4:00 pm**

Exhibitor move-out

All breaks and lunch will take place in the Exhibit Hall.

All prices listed are in Canadian dollars. Applicable sales taxes are extra.

# Sponsorship Opportunities

Sponsorship opportunities complement your company's marketing plan by increasing your visibility and interaction with CDHA members and other conference attendees, as well as your brand recognition over the long term.

## Benefits

- Recognition in all on-site marketing materials, including signage, as well as on the conference website
- Verbal recognition at sponsored event, if applicable
- Digital branding on site
- Right of first refusal for choice of exhibit space

Additional benefits may be negotiated/allocated based on level of funding provided.



### Preconference Workshops (2) – \$2,500 (half day)

Do you have a product, equipment, or techniques best suited to in-person instruction? If so, then your company should consider our incredible hands-on workshop opportunities at Peller Estates Winery and Ravine Vineyard Estates Winery in Niagara-on-the-Lake. You may choose to provide one or two three-hour practical sessions as part of our preconference educational program on Thursday, October 17. A light breakfast and lunch will be served, and transportation to/from the hotel will be available. Following the morning workshops, an afternoon winery tour and tasting will allow you to continue networking and mingling with attendees!

The room capacity will be approximately 60 participants in a classroom setup.

CDHA will promote your workshop(s), facilitate registration, and manage check-in. An LCD projector, screen, and microphone will be provided. Costs for additional items will be your company's responsibility, including material handling, machines/equipment, electrical, internet, etc.



### Program Directors' Session – \$3,000 (Full day)

Sponsor the dental hygiene program directors' networking and educational session at Trius Winery in Niagara-on-the-Lake, on Thursday, October 17. Network and mingle with dental hygiene leaders and educators from across the country. A light breakfast and lunch will be served, and transportation to/from the hotel will be arranged. Following the meeting, a late-afternoon winery tour and tasting will give you an opportunity to connect informally with program directors!

The maximum room capacity will be 50 participants in a classroom setup.

CDHA will promote your session, facilitate registration, and manage check-in. An LCD projector, screen, and microphone will be provided.



### Exhibit Hall Welcome Reception – \$5,000

Sponsor our hugely popular opening reception, where attendees will enjoy networking opportunities and industry exhibitions over refreshments on Thursday evening, October 17. Includes branding on signage at food and beverage stations.

### Sunrise Breakfast – \$12,500\*

Kick-start the excitement on Friday, October 18, the first official day of the conference. Attendees will enjoy breakfast while they take in your company's chosen programming. Attendance will be capped based on your company's commitment.

\*Food and beverage choices will affect the final cost of the opportunity.

### Opening Ceremonies & Keynote – \$10,000

Be the title sponsor of our conference opening ceremonies and keynote address on Friday morning, October 18, where all conference attendees will gather to hear keynote speaker and begin their learning journey.

All prices listed are in Canadian dollars. Applicable sales taxes are extra.



### **Product Showcase – \$1,500**

1 spot remaining

Ten for ten! This popular conference offering gives 10 companies 10 minutes each to present NEW or updated information on innovative products they manufacture for the dental hygiene profession. The Product Showcase on Friday, October 18, will allow you to raise awareness of your company’s latest oral health product(s) and drive traffic to your exhibit booth during the extended lunch in the Exhibit Hall immediately following this session.

Space is limited. Exhibit booth application and deposit must be received prior to acceptance of your product presentation application.

### **Independent Practice Connections Café – \$3,500**

Sponsor a 2.5-hour networking event Friday afternoon, October 18, for owners of independent dental hygiene businesses and for those exploring entrepreneurship. Participants will gain valuable insights and share in conversation with their peers while enjoying a hot beverage in a comfortable and relaxed setting.



### **Student Scientific Program Travel Bursary – \$2,500**

Support the future of dental hygiene research by sponsoring our student travel bursary program. Four students will be awarded a maximum of \$500 each to offset travel expenses should they be selected to deliver an oral or poster presentation as part of the scientific program. Travel expenses may include airfare, bus or train tickets, accommodation, etc.



### **Student Project Exhibit & Student Session – \$1,500**

First (\$250), second (\$150), and third (\$100) place prizes will be awarded to the top displays in CDHA’s dedicated student project exhibit within the Exhibit Hall. Sponsoring this exhibit and the student session on Friday, October 18, is a great way to meet the next generation of dental hygiene clinicians and researchers.



### **Awards Luncheon – \$5,000\***

Sponsor the awards luncheon on Saturday, October 19, where professional excellence is recognized and celebrated.

\*Right of first refusal given to returning sponsor(s).

### **Social Event – \$5,000**

Leave a lasting impression on attendees after the trade show ends on Friday, October 18. Support an evening of fun and excitement as dental hygienists participate in two of Niagara Falls’ newest attractions: Currents, a sound and light show, and the underground tunnel experience at the Niagara Parks Power Station. Experience both attractions with attendees and mix and mingle over refreshments! Includes two complimentary tickets to the event. Sponsor receives branding on all promotions, signage, and verbal recognition during the tour as well as a five-minute speaking opportunity to address the participants.



### **Refreshment Breaks – \$1,750 each or \$4,000 for all three**

Choose from a Friday, October 18, early morning caffeine eye-opener or a mid-morning refreshment break, or a Saturday, October 19, early morning caffeine eye-opener. Includes branding on signage at the coffee and nutrition stations.



### **Educational Sessions – \$3,000 each**

Sponsor one of our two-hour professional development sessions led by CDHA-invited guest speakers. These sessions take place on Friday and Saturday (October 18 and 19). Session topics available:

- Collaboration with Medicine in a Busy Dental Hygiene Practice
- Stress Management and Resilience
- Authentic Assessment in the Age of AI
- The Oral-Systemic Link

Contact CDHA for a list of confirmed speakers.

### **Conference Bags – \$5,000**

Enjoy brand recognition on bags provided to each attendee.

All prices listed are in Canadian dollars. Applicable sales taxes are extra.

# À La Carte Sponsorship Opportunities

## Conference Bag Inserts – \$500 (per item)

Insert your company's postcard, brochure, flyer, or newsletter in the official conference bag and immediately maximize your on-site exposure. All material must be preapproved by CDHA, and each sponsoring company is responsible for shipping materials to the conference venue by a predetermined date.

- 5"x7" postcard (up to five opportunities available)
- 8.5"x11" flyer (up to five opportunities available)
- Booklet or newsletter (up to two opportunities available)

## Charging Station – \$2,500

Power up! Attendees and exhibitors will have access to a multispace charging station featuring your corporate branding, conveniently located at the conference venue.

### **Misty Memories Photo Booth – \$2,500**

Strike a pose! Sponsor this year's photo booth located adjacent to CDHA's booth in a high-traffic area of the conference venue for the duration of the event. Attendees will use fun props and a themed backdrop featuring your branding to capture their conference experience for posterity, receiving photo prints and a digital version to share on social media as part of our photo contest.

### **Mouth Rinse Stations – \$5,000**

Help CDHA promote the importance of good oral hygiene at this year's conference by sponsoring the eight mouth rinse stations located in all restrooms on the main level of the convention centre. Sponsors are responsible for shipping the product (including cups) directly to the venue. CDHA will provide branding recognition on signage, including promotion of your Exhibit Hall booth # and/or QR code.

Additional sponsorship opportunities can be customized based on your company's objectives. Please contact Peter Greenhough to discuss options and availability.

Our national conference is CDHA's pre-eminent educational event. The 2024 gathering comes with the added thrill of being our first in-person conference since 2019. The anticipation level is high, so you won't want to miss out on all the excitement!

### **Free Falls Refills – \$1,000**

Work with CDHA to promote the importance of environmental sustainability! As a sponsor, you will receive branding recognition (including promotion of your Exhibit Hall booth # and QR code) at the five water refill stations in the building. Sponsor is encouraged to provide a reusable branded water bottle for all attendees.

### **Exhibit Hall Opening Giveaway – \$2,500**

Place your company's logo alongside CDHA's on a limited-edition promotional gift to be distributed to the first 100 attendees who enter the Exhibit Hall on the opening evening, Thursday, October 17.

### **Lanyards – \$2,500**

Put your company's logo on the lanyards that hold the official conference attendee badges. This is a high-visibility sponsorship opportunity.

## Contact

**Peter Greenhough, President**  
Peter Greenhough Media Partners Inc.  
Phone: 647-955-0060 x101  
Email: pgreenhough@pgmpi.ca

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## Exhibitor and Sponsor Application Form

I/we hereby make application to lease from the Canadian Dental Hygienists Association (CDHA) commercial exhibit space at CDHA's dental hygiene conference, to be allotted by CDHA, and to reserve the sponsorship opportunities that I/we have specified herein. I/we agree to abide by all rules and regulations governing commercial exhibit space rental and sponsorship as printed in the Terms and Conditions contained within this document which form part of this contract. I/we hereby acknowledge that I/we have read and understood the said document.

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone (     ) \_\_\_\_\_ Extension \_\_\_\_\_

Email 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  
(All prices listed are in Canadian dollars.)

# Package Selection

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

## Exhibitor Package

- 10'x10' booth space (60 booths available)
  - \$1,950** (before April 30, 2024)
  - \$2,450** (after April 30, 2024)

## Sponsorship Packages

**SOLD** Preconference Workshops

- 1) One half-day workshop (morning), Thursday, October 17 **\$2,500**
- 2) One half-day workshop (morning), Thursday, October 17 **\$2,500**

**SOLD** Program Directors' Session (full day), Thursday, October 17 **\$3,000**

**SOLD** Exhibit Hall Welcome Reception **\$5,000**

- Sunrise Breakfast **\$12,500\***  
\*Food and beverage choices will affect the final cost of the opportunity.
- Opening Ceremonies & Keynote **\$10,000**
- Product Showcase **\$1,500**
- Independent Practice Connections Café **\$3,500**
- Student Scientific Program Travel Bursary **\$2,500**

**SOLD** Student Project Exhibit & Student Session **\$1,500**

Social Event **\$5,000**

**SOLD** Refreshment Break **\$1,750** each (or sponsor all three for **\$4,000**)

Early morning caffeine eye-opener on Friday, October 18

Mid-morning break on Friday, October 18

Early morning caffeine eye-opener on Saturday, October 19

Educational Sessions **\$3,000**

**SOLD** Awards Luncheon\* **\$5,000**

Conference Bags **\$5,000**

\*Right of first refusal given to returning sponsors

## À La Carte Sponsorship Opportunities

- Conference Bag Inserts **\$500**
- Charging Station **\$2,500**
- Photo Booth **\$2,500**
- SOLD** Water Refill Stations **\$1,000**
- SOLD** Mouth Rinse Stations **\$5,000**
- SOLD** Exhibit Hall Opening Giveaway **\$2,500**
- SOLD** Branded Lanyards **\$2,500**

All prices listed are in Canadian dollars. Applicable sales taxes are extra.



# Payment Options

Cheque       Money order       Visa       Mastercard       Please invoice

Credit card number \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_\_ CVV # \_\_\_\_\_

Cardholder name \_\_\_\_\_

Signature \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

ON HST (13%) \$ \_\_\_\_\_

Total amount (including HST) \$ \_\_\_\_\_

## 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 & Sponsor Prospectus and the Terms and Conditions set out herein.

Name of authorized officer (please print) \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Send completed application form with credit card information using any of the methods below:

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

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

**Fax:** 613-224-7283

**Mail:** CDHA Conference 2024

Canadian Dental Hygienists Association

1122 Wellington St. W

Ottawa, ON K1Y 2Y7

## Contact

**Peter Greenhough, President**

Peter Greenhough Media Partners Inc.

Phone: 647-955-0060 x101

Email: pgreenhough@pgmpi.ca

# Terms and Conditions

## The Exhibitor/Sponsor agrees:

1. To abide by the terms and conditions set forth in this contract;
2. To abide by CDHA's payment terms if invoiced. No services under this contract shall be provided by CDHA unless payment has been received prior to the event;
3. That each and all provisions of the governing law shall be deemed an integral part of this contract with the same force and effect as if set forth in said contract. The law governing the interpretation and implementation of this contract is the law prevailing in the province of Ontario, Canada;
4. That CDHA reserves the right to cancel this contract at any time during the conference should Exhibitors or Sponsors fail to comply with the terms set out herein;
5. That, in the event it becomes impossible for CDHA to permit occupation of exhibit space due to any force majeure, CDHA is released from any and all claims for damage which might arise in consequence thereof. If, for any reason, the exhibition is not held as proposed, CDHA shall be in no way whatsoever liable to the Exhibitor or Sponsor other than to return to the Exhibitor or Sponsor, without interest, all monies received from said Exhibitor or Sponsor less any legitimate expenses on a pro rata basis of costs associated with the preparation of facilities, services, promotion and publicity directly related to the Exhibitor/Sponsor;
6. That CDHA cannot guarantee the number of registrants for any sponsored session and reserves the right to cancel any session where numbers are low. Sponsorship monies will be directed to another conference opportunity in such a situation;
7. That provision of exhibit space by CDHA does not constitute endorsement of goods and/or services, nor shall an Exhibitor or Sponsor imply, in any way, to a third party, that acceptance as an Exhibitor or Sponsor constitutes endorsement of products or services by CDHA;
8. That allocation of space and reservation of sponsorship opportunities will commence at once and be at the sole discretion of CDHA. There shall be no sharing of exhibit space, unless otherwise expressly approved by CDHA in writing. The Exhibitor or Sponsor further agrees that space may not be sublet or assigned, and that cancellation of this agreement must be received in writing as set out herein;
9. That exhibit/sponsorship fees are refundable, less a 50% administration fee, providing cancellation notice is received in writing by July 31, 2024. No refunds after July 31, 2024, and notwithstanding the cancellation provisions contained herein, no refund will be made once the order for a sponsored item has been placed by CDHA;
10. That, except as specifically provided herein, the Exhibitor and Sponsor Agreement does not include such items or services as additional furnishings; carpets; telephone services; internet services and connections; lighting; transportation; customs brokerage; special materials; conference shipping or drayage and on-site transfer; set-up and dismantling of equipment or booths; lift services; security services; or additional staff badges. These items are at the sole cost of the Exhibitor or Sponsor;
11. That CDHA reserves the right to prohibit the installation or enforce the removal of any exhibit or display which, in the opinion of CDHA, may be detrimental to the Conference or the interests of the Association and/or the profession of dental hygiene;
12. To arrange for the insurance covering the exhibit and staff, if so desired, at own expense. CDHA shall not be liable for any loss or damage to the property of the Exhibitor or Sponsor in any manner whatsoever or howsoever caused. The Exhibitor or Sponsor agrees to indemnify and hold CDHA harmless against all claims of any person whomsoever, arising out of the acts of omission of the Exhibitor or Sponsor and their employees or representatives. Further, CDHA assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor or Sponsor to comply with the terms of this Agreement;
13. That agents, solicitors and representatives of firms selling commercial products in connection with the Conference will not be permitted to solicit or distribute pamphlets or samples outside the confines of the booth/table space rented unless otherwise expressly approved by CDHA;
14. That advertising, solicitation, and distribution of literature, and samples for commercial purposes are only permitted in the exhibited space, unless otherwise expressly approved by CDHA;
15. That there shall be no direct sale of goods or services during the event—orders for goods/services must be fulfilled after the Conference;
16. That all installation and set-up must be completed within the date and time allotted: Thursday, October 17, 2024, between noon and 4:00 pm. No display material may be moved into the Exhibit Hall once the show has opened. In the event an Exhibitor fails to set up within the time specified, the Exhibitor's property may be removed and stored at the Exhibitor's expense;
17. That all exhibits must be packed and removed between 2:30 pm and 4:00 pm on Friday, October 18, 2024. Any material left on the floor after that time will be removed and disposed. All costs will be charged to the Exhibitor;
18. That Exhibitor logistics will be emailed to all confirmed Exhibitors, providing them with booth allocation; Exhibit Hall floor plan; booth set up and dismantling details; delivery contacts, etc.;
19. That all matters not covered in these regulations are subject to the decision and control of CDHA notwithstanding anything in the application for space contained in these regulations. CDHA expressly reserves the right to change the dates but not to reduce the aggregate time of the Conference; to transfer the Conference to another building, if for any reason the Niagara Falls Convention Centre should not be available. CDHA expressly reserves the right to change the floor plan, or alter the location, or reduce the size of the Exhibitor's space, and alter sponsorship opportunities and packages, if in the opinion of CDHA, it is necessary to do so;
20. That no verbal arrangements or any variation of this agreement or its conditions are binding on CDHA unless confirmed in writing by CDHA;
21. That all display spaces will include electrical;
22. To allow CDHA to share their email address with show services.

# Notes

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