



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



CDHA National Conference

# Practice **360**

November 12–14, 2026 | Halifax, Nova Scotia

**Exhibitor & Sponsorship** Prospectus





**THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION**  
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DES HYGIÉNISTES DENTAIRES**

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

This year's theme is **Empower to Elevate**. Join CDHA in Halifax as we elevate the profession by delivering knowledge that empowers and learning that leads!



CDHANational Conference

**Practice360**

November 12–14, 2026 | Halifax, Nova Scotia



## Meeting Dates & Location

November 12 to 14, 2026  
Halifax Convention Centre  
1650 Argyle Street, Halifax  
Nova Scotia, Canada



## Purpose of the Conference

This conference brings Canada's oral health community together to explore emerging technologies, collaborate across clinical, academic, and industry sectors, and strengthen understanding of the dental hygiene body of knowledge. It aims to inspire and empower professionals to shape the future of oral health care through innovation and shared purpose.

## Exhibit Hall

New in 2026! The Exhibit Hall will be open for **TWO** days.



### Exhibitor Booth Rates

Before April 30, 2026: \$2,150

After April 30, 2026: \$2,695

## Exhibitor Schedule

### Friday, November 13

8:00 am to 12:00 pm: Exhibitor registration and move-in

12:30 to 8:00 pm: Exhibit Hall open

4:00 to 8:00 pm: Sunset Social

### Saturday, November 14

8:00 am to 2:00 pm: Exhibit Hall open

2:00 to 4:00 pm: Exhibitor move-out

Note: Lunch on Friday and Saturday and the Saturday morning coffee and nutrition breaks will take place in the Exhibit Hall.

## Why Exhibit?

- Strengthen your presence in Canada's dental hygiene community
- Connect with current and future dental hygiene customers
- Target your marketing and promotion of new products and services
- Be recognized as a leading provider of dental hygiene products and services
- Get broad exposure to dental hygienists with recognition and branding on various CDHA properties

## What You Get:

- 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 (option to purchase more at additional cost)



CDHA Partners' Circle members and conference sponsors receive right of first refusal for booth location, on a first come, first served basis.

## Sponsorship Opportunities

Conference sponsorships support your organization's marketing initiatives, offering enhanced visibility and engagement with attendees. These strategic opportunities allow direct interaction with a targeted professional audience and contribute to sustained brand recognition. By aligning your brand with us, you position your organization as a committed supporter of professional development and advancement of the dental hygiene profession.

## Benefits

- Recognition in all onsite marketing materials, including signage, as well as on the conference website
- Verbal recognition at sponsored event, if applicable
- Digital branding on site, if applicable
- Choice of exhibitor space, if applicable. Selections will be made based on availability.

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

## Contact

Greg Royer  
Corporate Partnerships Manager  
613-224-5515 ext. 130 or 613-314-3533

**CDHA's 2024 conference trade show had a record attendance!**



## Available Opportunities

### **NEW! Relaxation Station—\$3,000**

Sponsor the relaxation station in the Exhibit Hall during the Sunset Social on Friday, November 13, from 4:00 to 8:00 pm. The station will feature 2 to 3 registered massage therapists offering 10-minute massages to conference attendees. Include a branded “ticket” for a free massage in attendee bags or distribute these tickets at your booth, next to the station, and get brand exposure on conference signage.

### **NEW! Regiception—\$5,000**

Help CDHA kick off the conference on Friday, November 13, with live music and an early morning caffeine boost! Be among the very first to welcome attendees at the “Regiception” next to the registration booth, where attendees will collect their name badges just before the opening plenary. Conduct a product giveaway or hand out discount offers or a pamphlet to those in line.

### **NEW! Empowerment Wall—\$2,500**

Celebrate the professionals who keep us smiling by sponsoring the Empowerment Wall. This is a dynamic, interactive installation where conference attendees will share messages of pride, encouragement, and appreciation. Enjoy the visibility offered by this high-traffic area, reinforcing your brand’s commitment to oral health and professional empowerment.

### **Sunset Social—\$5,000**

Sponsor this highly anticipated Friday evening reception in the Exhibit Hall, where attendees will enjoy networking opportunities and industry exhibits over refreshments. Includes branding on signage and beverage stations.

### **CDHA Educational Sessions—6 of 9 SOLD**

#### **\$3,000 each**

Sponsor one of our two-hour professional development sessions led by CDHA-invited guest speakers on Friday, November 13, and Saturday, November 14.

**Topics:** Interprofessional practice, resilience, clinical attachment levels, tobacco cessation strategies, vaccine counselling panel presentation, head & neck survivorship.

### **Sponsor-Led Educational Sessions—SOLD**

Sponsor a one-hour professional development session led by a key opinion leader of your choice. These sessions will take place on Saturday, November 14. Presentation topic and speaker are subject to CDHA approval.

### **Preconference Workshop—SOLD**

Do you have a product, equipment or techniques best suited to in-person instruction? Consider our hands-on workshop opportunity at Dalhousie University as part of our preconference educational program on Thursday, November 12. This sponsorship package includes:

- A light breakfast and lunch
- A classroom setup with an approximate capacity of 60 participants
- An LCD projector, screen, and microphone
- Promotion of your workshop and coordination of registration by CDHA

Costs for any additional items will be at your company’s expense, including material handling, machines/equipment, electrical, internet, etc.

### **Friday Opening Plenary —\$5,000**

Be the exclusive title sponsor of our conference opening plenary on Friday morning, November 13, where all attendees will gather to begin their learning journey. Bring greetings from your company, introduce the keynote speaker, and enjoy branding and visibility on conference marketing materials.

**Keynote:** Jody Urquhart | “The Joy of the Career”

### **Saturday Opening Plenary—\$5,000**

Be the exclusive title sponsor of our Saturday opening plenary on November 14.

**Keynote:** Dr. Peter C. Fritz | “Artificial Intelligence”

### **Saturday Closing Plenary—\$5,000**

Be the exclusive title sponsor of our conference closing plenary on November 14, where all conference attendees will end their learning journey.

**Keynote:** Bryan Fader | “Mental Performance Skills Training”

Saturday’s opening plenary session may be led by a sponsor’s key opinion leader, provided the presentation is educationally focused. Presentation speaker is subject to CDHA approval.

#### **Value-add opportunities for any plenary sponsor:**

Share your relevant evidence-informed publication or a product discount with all attendees via a lead-generating QR code. The code will be built into the slide deck for attendees to access during the event using their mobile device! OR offer a sponsored giveaway to the first 100 conference attendees who line up at your booth during the lunch hour on the day of presentation!

## Product Showcase—6 of 10 SOLD

Ten for ten! This popular conference event gives 10 companies 10 minutes each to present NEW or updated information on innovative dental hygiene related products. The Product Showcase, held on Friday, November 13, will drive traffic to your booth in the Exhibit Hall throughout the day. Promote your relevant evidence-informed product or technology to all attendees using your lead-generating QR code within the presentation.

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

## Independent Practice

### Networking Breakfast —SOLD

Join us on Saturday, November 14, for a lively 1.5-hour networking continental breakfast designed for owners of independent dental hygiene practices and those aspiring to entrepreneurship. Roundtable discussions will provide a unique opportunity to connect with this fast-growing segment of the profession. Invite company representatives to join the conversation and gain valuable insights into this group's needs and motivations.

### Refreshment Break Package—\$4,000

Sponsor the Friday, November 13, mid-morning refreshment break and the Saturday, November 14, early morning caffeine eye-opener and mid-morning refreshment break. Includes branding on signage at the coffee and nutrition stations.

### Water Refill Station—SOLD

Promote the importance of environmental sustainability! As the exclusive sponsor of this opportunity, your company will enjoy brand exposure (including promotion of your Exhibit Hall booth number and QR code) at the water refill station on the convention level. We highly encourage you to provide a reusable, branded water bottle for all attendees.

## CDHA Photo Booth—SOLD

Strike a pose! Sponsor our always popular themed photo booth located in a high-traffic area of the conference centre for the duration of the event. Attendees will use props in front of a backdrop featuring your branding to capture their conference memories. Photo prints and a digital version are provided onsite to share on social media.

## Conference Attendee Bags—\$3,500

Enjoy brand visibility on the official conference attendee bags. Each bag will feature your company logo integrated into the design along with CDHA's dental hygiene professional identity statement.

## Exhibit Hall Giveaway (Friday)—\$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 at the start of lunch on Friday, November 13.

## Exhibit Hall Giveaway (Saturday)—\$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 at the start of lunch on Saturday, November 14.

*\*Specific item to be mutually agreed upon.*

## Lanyards—SOLD

Print your company's logo on the lanyards that hold the official conference attendee badges. This is a high-visibility sponsorship opportunity and provides long-term recognition as they are a keepsake for many attendees.



## Mouth Rinse Stations—**SOLD**

Reinforce the importance of good oral hygiene by sponsoring the mouth rinse stations located in two banks of washrooms within CDHA's dedicated conference space. Sponsors are responsible for shipping the product (including cups) directly to the venue. CDHA will provide branded signage, including promotion of your Exhibit Hall booth number and/or QR code.

## Conference Bag Inserts—**\$500 (per insert)**

Maximize your onsite exposure by including an insert in the official conference attendee bag. You can provide a postcard, brochure, flyer or newsletter. All material must be preapproved by CDHA, and you are responsible for shipping materials to the conference venue by a predetermined date. This opportunity is also available to companies who are unable to participate in the conference.

**Additional customized sponsorship opportunities can be built around your company's objectives.**



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## About CDHA

Serving the profession since 1963, CDHA is the national collective voice of nearly 34,000 dental hygienists in Canada, directly representing over 24,000 individual members, including dental hygiene students. Dental hygiene ranks as the sixth largest regulated health profession in the country, with professionals working in diverse settings with people of all ages to address oral health issues.

## Please contact

**Greg Royer**, Corporate Partnerships Manager,  
at [groyer@cdha.ca](mailto:groyer@cdha.ca) or by phone at 613-314-3533.

Our national conference is CDHA's pre-eminent educational event. The anticipation level is high, so you won't want to miss out on all the excitement!

*"Absolutely awesome! Fantastic speakers, beautiful location, great company! I wish conference was every year as I don't want to wait 2 years to do this all again!! Proud to be a CDHA RDH ♥"*

*"The CDHA National Conference in Niagara Falls was one of the best conferences I have ever participated in. We had the opportunity to have fun, to learn, to dance, and to make new friends. The organizers from CDHA went above and beyond when choosing the courses, the speakers, the location, and the social event. I can't wait two more years until our next National conference! Thank you from the bottom of my heart, CDHA! Well done!"*



# Exhibitor & 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.

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail Address \_\_\_\_\_

Social Media Handles

Instagram: \_\_\_\_\_

X/Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

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

10'x10' booth space (40 booths available) |  \$2,150 (before April 30, 2026) |  \$2,695 (after April 30, 2026)

### Sponsorship Packages

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> <b>NEW!</b> Relaxation Station \$3,000        | <input type="checkbox"/> Saturday Opening Plenary \$5,000       | <input type="checkbox"/> Exhibit Hall Giveaway (Saturday) \$2,500 |
| <input type="checkbox"/> <b>NEW!</b> Regiception \$5,000               | <input type="checkbox"/> Saturday Closing Plenary \$5,000       | <input type="checkbox"/> Conference Bag Inserts \$500 per insert  |
| <input type="checkbox"/> <b>NEW!</b> Empowerment Wall \$2,500          | <input type="checkbox"/> Product Showcase \$1,500               |   |
| <input type="checkbox"/> Sunset Social \$5,000                         | <input type="checkbox"/> Refreshment Break Package \$4,000      |   |
| <input type="checkbox"/> CDHA Educational Sessions \$3,000 per session | <input type="checkbox"/> Conference Attendee Bags \$3,500       |   |
| <input type="checkbox"/> Friday Opening Plenary with Keynote \$5,000   | <input type="checkbox"/> Exhibit Hall Giveaway (Friday) \$2,500 |   |

## Payment Options

Cheque       Visa       Mastercard       Money Order       Please invoice

Credit Card Number \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_\_ CVV# \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

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

NS HST (14%) \$ \_\_\_\_\_

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

If paying by credit card, a convenience fee of 2.5% will be added to the total invoice amount.  
This fee covers the processing costs associated with credit card transactions.

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

### Name of Authorized Officer (please print)

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

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

**Contact:** Greg Royer, Corporate Partnerships Manager

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

**Phone:** 613-224-5515 ext. 126 *(if paying by credit card)*

**Fax:** 613-224-7283

**Mail:** CDHA Conference 2026

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

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

# Terms and Conditions

## The Exhibitor/Sponsor agrees:

- a. To abide by the terms and conditions set forth in this contract;
- b. 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;
- c. To abide by the fire, safety and emergency code of the Halifax Convention Centre;
- d. 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;
- e. 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;
- f. 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;
- g. 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;
- h. 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;
- i. 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;
- j. That exhibit/sponsorship fees are refundable, less a 50% administration fee, providing cancellation notice is received in writing by August 31, 2026. No refunds after August 31, 2026, and notwithstanding the cancellation provisions contained herein, no refund will be made once the order for a sponsored item has been placed by CDHA;
- k. That, except as specifically provided herein, the Exhibitor and Sponsor Agreement does not include such items or services as electrical; additional furnishings; carpets; telephone services; internet services and connections; lighting; transportation; customs brokerage; special materials; conference shipping or drayage and onsite 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;
- l. 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;
- m. 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;
- n. 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;
- o. That advertising, solicitation, and distribution of literature, and samples for commercial purposes are only permitted in the Exhibit Hall unless otherwise expressly approved by CDHA;
- p. That there shall be no direct sale of goods or services during the event— orders for goods/services must be fulfilled after the conference;

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- q. That all installation and set-up must be completed within the date and time allotted: Friday, November 13, 2026, between 8:00 am and 12:00 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;
  - r. That all exhibits must be packed and removed between 2:00 pm and 4:00 pm on Saturday, November 14, 2026. Any material left on the floor after that time will be removed and disposed. All costs will be charged to the Exhibitor;
  - s. 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.;
  - t. 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 Halifax 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;
  - u. That no verbal arrangements or any variation of this agreement or its conditions are binding on CDHA unless confirmed in writing by CDHA;
  - v. To allow CDHA to share their contact information with show services.
  - w. That freight arriving at the Halifax Convention Centre will be subject to material handling fees. Materials handling and vehicle staging/marshalling requirements must be arranged through the exclusive show services provider, Global Convention Services.



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[cdha.ca/conference](https://cdha.ca/conference)



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