

# Translating Knowledge to Action



A Global Dental Hygiene  
Conference

OTTAWA | 2017

October 19 - 21, 2017 | Ottawa Conference and Event Centre

Hosted by:



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

**dhnet**

National Center for  
Dental Hygiene  
Research & Practice



# Translating Knowledge to Action

A Global Dental Hygiene Conference

## Exhibitor & Sponsor Prospectus

### Translating Knowledge to Action

A global dental hygiene conference hosted by the Canadian Dental Hygienists Association (CDHA) and the National Center for Dental Hygiene Research and Practice (NCDHRP).

### Meeting Dates and Location

The conference will be held October 19–21, 2017, at the Ottawa Conference & Event Centre in Ottawa, Ontario, Canada, followed by a post-conference workshop on Sunday, October 22.



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
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### About CDHA

Serving the profession since 1963, CDHA is the collective national voice of 28,495 registered dental hygienists working in Canada, directly representing over 18,000 individual members, including dental hygienists and students. Dental hygiene is the sixth largest registered 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.

### About NCDHRP

The National Center for Dental Hygiene Research was established through a three-year grant from the Bureau of Health Professions (BHP), U.S. Department of Health and Human Services in 1993. The Center has adopted a collaborative model that brings researchers, educators and clinicians together to develop and conduct studies related to national dental hygiene research priorities that can help advance the profession. More recently, the NCDHRP expanded its scope to include a focus on translational research to enhance clinical practice. This change has been reflected in the name of the center and in its mission and goals.



### Purpose of the Conference

The conference is designed to bring the Canadian and international dental hygiene communities together in order to:

- Share new knowledge obtained through research investigations
- Explore how to translate research to practice in a meaningful and useful manner
- Increase and diversify the number of individuals engaged in oral health research
- Build collegial relationships among oral health researchers and organizations representing academia, government, and industry
- Captivate, advance, and nurture a cadre of dental hygiene researchers
- Provide information about valid and useful research tools and resources
- Provide workshops for “hands-on” training in scientific writing, editorial review, searching for best evidence, and teaching research methods
- Mentor student and novice investigators in preparation for careers in research



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### Exhibit Hall

#### 2015 CDHA National Conference Feedback

- 99% of delegates found the exhibitor information/samples to be beneficial
- 100% of exhibitors said the exhibitor experience met or exceeded their marketing needs

#### Benefits

- Networking opportunities with key dental hygiene decision makers from Canada, the US, and overseas
- Targeted marketing of new products and services
- Recognition as a leader in the provision of dental hygiene products and services
- Visibility on CDHA's 2017 conference website

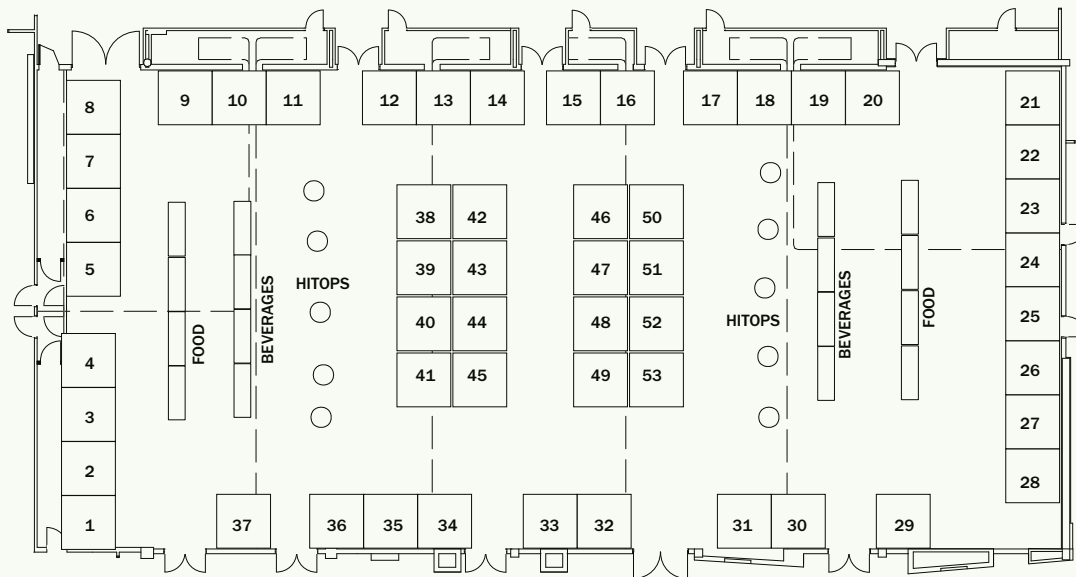
#### Exhibitor Rates and Information

Exhibitor Package - \$1,850

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

Conference sponsors receive first right of refusal for booth location.

(All prices listed are in Canadian dollars.)



#### Schedule

Thursday, October 19

Noon - 4:00 pm: Exhibitor registration and move in

5:00 - 9:00 pm: Exhibit Hall open with welcome reception

Friday, October 20

7:45 am - 2:30 pm: Exhibit Hall open

2:30 - 4:00 pm: Exhibitor move out

All breaks and lunch will occur in the Exhibit Hall.

#### Contact

Peter Greenhough, Vice President, Keith Communications Inc.

Phone: 1-800-661-5004 x18

Email: [pgreenhough@keithhealthcare.com](mailto:pgreenhough@keithhealthcare.com)



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## Exhibitor & Sponsor Prospectus

### Sponsorship Opportunities

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

#### Benefits

- Recognition on all on-site marketing materials including signage, printed program, and conference website
- Verbal recognition at sponsored event if applicable
- Digital branding on site
- First right of refusal for choice of exhibit space
- Additional benefits may be negotiated/allocated based on level of funding provided

### NEW! Conference sponsorship opportunities

#### Wi-Fi – \$2,500

Stay connected at the conference! This sponsorship provides conference delegates and exhibitors alike with three days of free Wi-Fi services at the conference venue.

#### Charging Station – \$2,500

Be in charge! Delegates and exhibitors will have access to a conveniently located complimentary charging station at the conference venue. Sponsor receives branding on the multi-space charging "locker" located in the atrium.

#### Shuttle Service – \$1,500

An evening of fun! Delegates can participate in an exciting scavenger hunt and/or enjoy the many dining and shopping options at Ottawa's popular downtown destination, the ByWard Market! Shuttle service from conference venue to ByWard Market and return. Sponsor receives signage on the bus as well as at the conference venue.

#### Coffee House Chat – \$1,000

Independent practicing dental hygienists and those interested in this practice model will meet over coffee to discuss issues and opportunities relevant to entrepreneurs in the dental hygiene profession.

#### **SOLD** Pre-conference Workshops

#### **SOLD** Exhibit Hall Welcome

#### **SOLD** Reception

#### **SOLD** Opening Ceremonies

#### **SOLD** Awards Luncheon

#### **SOLD** Delegate Bags

#### **SOLD** Lanyards

#### **SOLD** Nutrition Break

### À La Carte Sponsorship Opportunities

#### Delegate Bag Promotional Material

Place your company's postcard, brochure, flyer or newsletter in the official delegate bag and you will immediately maximize your on-site exposure. All material must be pre-approved by CDHA, and each sponsoring company is responsible for shipping materials to CDHA no later than October 2, 2017.

- 5"x7" postcard – \$500 (five opportunities available)
- 8.5"x11" flyer – \$750 (five opportunities available)
- Booklet/magazine – \$1,000 (two opportunities available)
- Promotional item – \$1,500 (two opportunities available)

#### Conference Program Advertising

Make an impact by purchasing advertising space in the on-site conference program. Space is limited so reserve today.

Full page 8.5"x11" with .25" bleed – \$575  
(seven opportunities available)

#### Digital files must follow these specifications:

Adobe Acrobat PDF/x-1a is the preferred format; 300 dpi CMYK; crop, bleed and registration marks; fonts embedded.

Advertising must be supplied to CDHA no later than September 6, 2017. No refunds will be issued for ads not meeting the above conditions.

#### Contact

Peter Greenhough, Vice President, Keith Communications Inc.

Phone: 1-800-661-5004 x18

Email: [pgreenhough@keithhealthcare.com](mailto:pgreenhough@keithhealthcare.com)

Additional sponsorship opportunities will be available through the NCDHRP. For information, please contact Dr. Jane Forrest.

Email: [jforrest@usc.edu](mailto:jforrest@usc.edu)

(All prices listed are in Canadian dollars.)



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## Exhibitor & Sponsor Prospectus

### Exhibitor and Sponsor Application Form

I/we hereby make application to lease from the Canadian Dental Hygienists Association (CDHA) commercial exhibit space at the CDHA/NCDHRP global 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 \_\_\_\_\_

Yes, I agree to provide my email address to the conference show services.

Note: 13% HST will be added to all exhibitor and sponsor fees.

Canadian Dental Hygienists Association GST/HST number: 10684 5233

### Package Selection

From the selections provided, please check the appropriate exhibitor and/or sponsorship package(s) you wish to reserve.

#### Sponsorship Packages

- Wi-Fi \$2,500
- Charging Station \$2,500
- Shuttle Service \$1,500
- Coffee House Chat \$1,000

- SOLD** Pre-Conference Workshops
- SOLD** Exhibit Hall Welcome Reception
- SOLD** Opening Ceremonies
- SOLD** Awards Luncheon
- SOLD** Delegate Bags
- SOLD** Lanyards
- SOLD** Nutrition Break

#### Exhibitor Package

- 8'x10' booth space
- \$1,450 (before December 31, 2016)
- \$1,850 (after December 31, 2016)

**BOOTH SPACE IS LIMITED**  
*Book yours today!*

(All prices listed are in Canadian dollars.)



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## Exhibitor & Sponsor Prospectus

### Payment Options

- Cheque       Money Order       Visa       MasterCard       Please invoice

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

**Email:** [info@cdha.ca](mailto:info@cdha.ca)

**Fax:** 613-224-7283

**Mail:** CDHA/NCDHRP Conference 2017  
Canadian Dental Hygienists Association  
1122 Wellington St. W, Ottawa, ON K1Y 2Y7

Credit Card Number \_\_\_\_\_ Expiry \_\_\_\_\_

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

Signature \_\_\_\_\_

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 of the policies contained in the Exhibitor and Sponsor Prospectus and the Terms and Conditions set out herein.

### Name of Authorized Officer

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Contact

Peter Greenhough, Vice President, Keith Communications Inc.

**Phone:** 1-800-661-5004 x18

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## Exhibitor & Sponsor Prospectus

### Terms and Conditions

#### The Exhibitor/Sponsor agrees:

1. To abide by the terms and conditions set forth in this contract;
2. That each and all of the 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;
3. 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;
4. 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 kind 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. Further, the Exhibitor or Sponsor shall release CDHA from all claims for said damages;
5. 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;
6. 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;
7. That exhibit/sponsorship fees are refundable, less a 50% administration fee, providing cancellation notice is received, in writing by August 31, 2017. No refunds after August 31, 2017, and notwithstanding the cancellation provisions contained herein, no refund will be made once the order for a sponsored item has been placed by CDHA;
8. 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;
9. 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;
1. 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 any and 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;
2. 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;
3. 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;
4. That there shall be no direct sale of goods or services during the event—orders for goods/services must be fulfilled after the Conference;
5. That all installation and set-up must be completed within the date and time allotted: Thursday, October 19, 2017, 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;
6. That all exhibits must be packed and removed between 2:30 pm and 4:00 pm on Friday, October 20, 2017. Any material left on the floor after that time will be removed and disposed. All costs will be charged back to the Exhibitor;
7. That exhibitor logistics will be emailed to all confirmed exhibitors providing them with booth allocation; exhibit space floor plan; booth set up and dismantling details; delivery contacts, etc.;
8. 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 Ottawa Conference & Event 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;
9. That no verbal arrangements or any variation of this agreement or its conditions are binding on CDHA unless confirmed in writing by CDHA;
10. That all display spaces will include electrical.



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Dr. Jane L Forrest, Director of the NCDHRP  
E-mail: [jforrest@usc.edu](mailto:jforrest@usc.edu)