



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



DISCOVER

CDHA National Conference 2019
October 3-5 | St. John's, Newfoundland & Labrador

Exhibitor & Sponsor Prospectus





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CDHA National Conference 2019

October 3-5 | St. John's, Newfoundland & Labrador

A national dental hygiene conference hosted by the Canadian Dental Hygienists Association (CDHA).

Meeting Dates and Location

The conference will be held October 3-5, 2019, at the St. John's Convention Centre in St. John's, Newfoundland and Labrador, Canada.

About CDHA

Serving the profession since 1963, CDHA is the collective national voice of 29,246 registered dental hygienists working in Canada, directly representing more than 19,000 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.

Purpose of the Conference

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

- D** **Discover** new products and opportunities for Canadian dental hygienists
- I** **Interact** and broaden networks
- S** **Share** new knowledge and best practices
- C** **Cultivate** collegial relationships among oral health researchers and clinicians
- O** **Offer** quality dental hygiene-specific professional development
- V** **Validate** understanding of new technologies
- E** **Experience** comprehensive hands-on training
- R** **Rejoice** in the progress of the profession

Exhibit Hall: Discovery Trail

Following our 2017 conference, 89% of exhibitors indicated that their marketing needs had been exceeded or met. Almost 95% of attendees agreed that the variety of exhibitors reflected dental hygienists' interests, and 93.6% indicated that the exhibitor information and samples were beneficial.

Benefits

- Networking opportunities with key dental hygiene decision makers from across the country
- Targeted marketing of new products and services
- Recognition as a leader in the provision of dental hygiene products and services
- Prominence on CDHA's 2019 conference website and in the printed conference program

Schedule

Thursday, October 3

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

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

Friday, October 4

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.

Exhibitor Rates and Information

(All prices listed are in Canadian dollars.)

Exhibitor Package – \$1,950

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

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

EARLY BIRD RATE: \$1,450 if booked before April 30, 2019



OVER 75% SOLD!
ONLY A FEW SPACES REMAINING!

Contact

Peter Greenhough, President

Peter Greenhough Media Partners Inc.

Phone: 647-955-0060 x101

Email: pgreenhough@pgmpi.ca



“Always a valuable conference to attend for professional and personal development. Always makes me feel proud to be an RDH and excited to get back to my clinical practice when I get home!”

—Angela Brady, Alberta

Event Sponsorship Opportunities

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

Benefits

- Recognition on all on-site marketing materials including signage and printed program, 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.

SOLD Preconference Workshops

Do you have a product, equipment or techniques that would benefit from hands-on instruction? If so, then your company should consider our incredible hands-on workshop opportunities. You may choose to provide one or two three-hour hands-on sessions or one full-day session as part of our educational program on Thursday, October 3.

The maximum room capacity will be approximately 45-50 participants with a classroom setup.

CDHA will promote your workshop(s) and have attendees register for your class. An LCD projector, screen, and microphone will be provided. Costs for additional requirements will be your company's responsibility, including material handling, machines/equipment, electrical, internet, etc.

SOLD Exhibit Hall Welcome Reception

Sponsor our ever-popular opening reception, where attendees will enjoy networking opportunities and industry presentations over refreshments on Thursday evening, October 3. Includes a complimentary exhibit booth and branding on signage at food and beverage stations.

SOLD Sunrise Breakfast

Ramp up the excitement on Friday, October 4, the first 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 wishes; food and beverage choices will influence the cost of the opportunity. Includes a complimentary exhibit booth.

SOLD Opening Ceremonies

Be the title sponsor of CDHA's conference opening ceremonies on Friday, October 4. Includes a complimentary exhibit booth.

NEW! Product Showcase – \$1,500 **(only one spot remaining)**

Ten for ten! This new conference offering gives 10 companies 10 minutes each to present NEW and updated information on the products they manufacture for the dental hygiene profession. The Product Showcase on Friday, October 4, 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 taking place in the Exhibit Hall immediately following.

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

SOLD Independent Practice Connections Café

Sponsor a two-hour networking event Friday afternoon, October 4, for dental hygienists in independent practice and for those contemplating starting their own practice. Participants will gain valuable insight while enjoying a hot beverage and good conversation with their like-minded peers in a comfortable and relaxed setting.

Rally in the Alley Social Event – \$5,000

Leave a lasting impression on attendees after the end of the trade show on Friday, October 4. Sponsor this evening of fun as dental hygienists participate in an organized tour to experience Newfoundland hospitality, culture, and food. Includes two complimentary tickets to the event. Sponsor receives branding on all promotions, signage, and verbal recognition during tour as well as a five-minute speaking opportunity to address the participants.



“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.”

—Donna Scott, Yukon

SOLD Refreshment Breaks

Choose from a Friday, October 4, early morning caffeine eye-opener or a mid-morning refreshment break, or a Saturday, October 5, early morning caffeine eye-opener. Includes branding on signage at the coffee and nutrition stations.

Topical Sessions – \$2,000 (six sessions available)

Sponsor one of six two-hour professional development sessions led by CDHA-invited guest speakers. These sessions take place on Friday and Saturday (October 4 and 5). Session topics include workplace wellness, new technologies, clinical care, family violence, and alternative practice. (Contact CDHA for a list of confirmed speakers.)

SOLD Awards Luncheon

Sponsor the awards luncheon on Saturday, October 5, where professional excellence is recognized. Includes a complimentary exhibit booth.

*Right of first refusal given to returning sponsors

Promotional Sponsorship Opportunities

SOLD Attendee Bags

Enjoy brand recognition on each attendee bag. Includes a complimentary exhibit booth.

Charging Station – \$2,500

Be in charge! Attendees and exhibitors will have access to a conveniently located charging station at the conference venue. Includes branding recognition on the multispace charging locker.

Exhibit Hall Opening Giveaway – \$1,500

Place your company's logo beside CDHA's on a promotional item to be distributed to the first 100 attendees who enter the Exhibit Hall on opening day, Thursday, October 3.

SOLD Lanyards

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

Advertising Opportunities

Attendee Bag Promotional Material

– \$500 (per item)

Insert your company's postcard, brochure, flyer or newsletter in the official attendee 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)

Conference Program Advertising – \$575

(full-page advertisement; three spaces left)

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

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 July 31, 2019**. No refunds will be issued for ads that fail to meet the above conditions.

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

Contact

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

(All prices listed are in Canadian dollars.)

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 (_____) _____ Ext. _____ E-mail Address _____

Social media handle/hashtag _____

Package Selection

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

Exhibitor Package

- ☐ 8'x10' booth space
- ☐ \$1,450 (before April 30, 2019)
- ☐ \$1,950 (after April 30, 2019)

Event Sponsorship Packages

- ☐ Preconference Workshop (limit of two) **SOLD**
- ☐ One half-day workshop (morning), Thursday, October 3
- ☐ One half-day workshop (morning), Thursday, October 3
- ☐ One half-day workshop (afternoon), Thursday, October 3
- ☐ One half-day workshop (afternoon), Thursday, October 3

- ☐ Exhibit Hall Welcome Reception* **SOLD**
- ☐ Sunrise Breakfast **SOLD**
- ☐ Opening Ceremonies **SOLD**
- ☐ Product Showcase \$1,500
- ☐ Independent Practice Connections Café **SOLD**
- ☐ Rally in the Alley Social Event \$5,000
- ☐ Refreshment Break **SOLD**

- ☐ Early morning caffeine eye-opener on Friday, October 4
- ☐ Mid-morning break on Friday, October 4
- ☐ Early morning caffeine eye-opener on Saturday, October 5

- ☐ Topical Session \$2,000
- ☐ Awards Luncheon* **SOLD**

*Right of first refusal given to returning sponsors

Promotional Sponsorship Opportunities

- ☐ Attendee Bags **SOLD**
- ☐ Charging Station \$2,500
- ☐ Exhibit Hall Opening Giveaway \$1,500
- ☐ Lanyards **SOLD**

Advertising

- ☐ Attendee Bag Promotional Material \$500
- ☐ Conference Program Advertising \$575

Note:

All prices listed are in Canadian dollars. Applicable sales taxes will be added.
Canadian Dental Hygienists Association GST/HST number: 10684 5233 RT0001



“What an amazing experience to see so many health care professionals from various countries come to Canada to put knowledge into action. Can’t wait for the 2019 conference in NL!”

—Laleh Yaghini, Quebec

Payment Options

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

☐ Cheque ☐ Money Order ☐ Visa ☐ Mastercard ☐ Please invoice

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 2019

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

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

Cardholder Name _____ Signature _____

Subtotal: \$ _____ NL HST (15%) \$ _____ 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 _____

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 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;
6. 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;
7. 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;
8. That exhibit/sponsorship fees are refundable, less a 50% administration fee, providing cancellation notice is received, in writing by July 31, 2019. No refunds after July 31, 2019, and notwithstanding the cancellation provisions contained herein, no refund will be made once the order for a sponsored item has been placed by CDHA;
9. 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;
10. 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;
11. 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;
12. 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;
13. 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;
14. That there shall be no direct sale of goods or services during the event. Orders for goods/services must be fulfilled after the Conference;
15. That all installation and set-up must be completed within the date and time allotted: Thursday, October 3, 2019, 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;
16. That all exhibits must be packed and removed between 2:30 pm and 4:00 pm on Friday, October 4, 2019. Any material left on the floor after that time will be removed and disposed. All costs will be charged back to the Exhibitor;
17. 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.;
18. 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 St. John's Convention Centre (SJCC) 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;
19. That no verbal arrangements or any variation of this agreement or its conditions are binding on CDHA unless confirmed in writing by CDHA;
20. That all display spaces will include electrical;
21. For CDHA to share their email address with show services.



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