

The 2019 ANNUAL CONFERENCE OF THE CANADIAN ACADEMY OF PEDIATRIC DENTISTRY



**OTTAWA, ONTARIO, CANADA
SEPTEMBER 19 -20 -21, 2019
DELTA HOTELS OTTAWA CITY CENTRE**

SPONSOR AND EXHIBITOR OPPORTUNITIES AT THE ANNUAL CONFERENCE



Exhibitor Prospectus & Sponsorship Opportunities

September 19-20-21, 2019

Ottawa, Ontario, Canada

The Voice for Children’s Dentistry in Canada

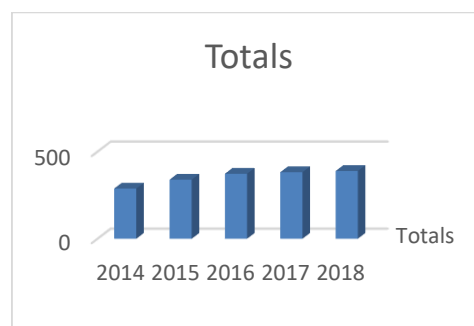
The Canadian Academy of Pediatric Dentistry/l’Académie Canadienne de Dentisterie Pédiatrique (CAPD/ACDP) is the voice for children’s dentistry and those individuals with special health care needs in Canada. CAPD/ACDP is a not-for-profit organization committed to offering its members outstanding continuing dental education and professional peer networking opportunities while advocating for Canada’s children’s oral health.

The Premier Canadian Conference for Pediatric Dentists

Our national Annual Conference attracts pediatric dentists from across Canada and the United States, as well as local general dentists and their dental teams. As the authoritative voice of children’s dentistry in Canada, CAPD/ACDP is looked upon for leadership in children’s dentistry by general dentists, other dental specialists, dental hygienists and assistants, as well as pediatricians and other health care providers. Many of our Academy’s members are educators of pediatric specialists and general dentists, hygienists and assistants, and speak nationally and internationally in continuing education forums. Our advocacy and influence is great, so your sponsorship will not only profile you in the eyes of the audience but will also have far-reaching effects on our ongoing efforts for advocacy in promoting oral health care in children and those with special health care needs.

CAPD/ACDP Membership Growth 2014-2018

	2014	2015	2016	2017	2018
Full Members	199	218	225	250	260
Students	28	43	67	46	49
1st Year Graduates	17	24	17	27	12
2nd & 3rd Year Graduates	13	27	36	32	37
Honourary	15	15	16	16	16
Retired	16	12	12	11	12
Affiliate Members	-	-	-	-	3
Total	288	339	373	382	389



CAPD/ACDP is pleased to offer opportunities for partnership and engagement with our membership, either on an annual basis (Sponsors) or on an event basis (Exhibitors).

Sponsors participate throughout the year by communicating their message in e-blasts to members, ads in The Mirror (Newsletter) through banners posted on the Academy website and by exhibiting at the Annual Conference Trade Show. Sponsors receive special recognition throughout the Annual Conference.

Exhibitors bring their message to the members through participation and interaction at the Annual Conference supplier showcase.

An Invitation to Participate



Dr. Raymond Lee
CAPD/ACDP President

On behalf of CAPD/ACDP, I am thrilled to invite you to partner with us to make the 2019 Annual Conference in Ottawa, Ontario an outstanding success. The Banff Conference in 2018 was a record setting success, in large part due to the active role taken by so many generous corporate partners. At CAPD/ACDP we take enormous pride in the fact that we currently maintain as members approximately 82% of all eligible pediatric dentists as well as the majority of the students in Canada! In your role as Sponsor or Exhibitor, you will have an exclusive opportunity to interact with more pediatric dentists than any other venue or organization. The feedback from our corporate partners this year has been very positive and they were very impressed with the gratitude expressed by so many of our attendees that visited their booths.

CAPD/ACDP has a long history of working with our corporate partners that provide solutions for the daily needs of our members. We refer to this as Corporate Partner Engagement and it is in this spirit we look forward to seeing you in Ottawa in September, 2019.

Sincerely,
Dr. Raymond Lee, BMath, DDS, DipPaed, MSc, FRCD(C)
President

Preliminary Schedule for the 2019 Annual Meeting

Thursday September 19, 2019			
07:00	-	19:00	Conference Pre-Courses
07:30	-	14:00	Meeting of the CAPD/ACDP Executive Committee
18:00	-	20:00	Registration Opens
			Sponsors and Exhibitors may set up for the Trade Show
Friday September 20, 2019			
07:00	-	16:30	Registration open
07:00	-	08:00	Breakfast
08:00	-	16:30	Exhibits are Open
08:15	-	11:30	Scientific Sessions and Morning Refreshment Break
11:30	-	12:30	Annual General Meeting
12:30	-	13:30	Lunch
13:30	-	16:30	Scientific Sessions and Afternoon refreshment Break
18:00	-	21:00	Welcome Reception
Saturday September 21, 2019			
07:00	-	14:00	Registration is open
07:00	-	08:00	Breakfast
08:00	-	16:00	Exhibits are Open
08:00	-	10:00	Graduate Student Research Presentations and Morning Refreshment
10:00	-	12:00	Scientific Sessions Continue
12:00	-	13:00	Lunch
13:00	-	16:30	Scientific Sessions and Afternoon Refreshment Break
18:00	-	23:59	Cocktail Reception and President's Dinner

2019 Sponsorship Opportunities

Please see Page 10 for Exhibitor Opportunities

Levels of Sponsorship Available

- Sustaining
- Platinum
- Gold
- Silver

Benefits Offered to all Levels of Sponsorship:

Acknowledgment of Sponsorship

- Exposure to the Members of the Academy through e-blasts and editorials throughout the year
- Prominent exhibition space at the trade show that runs concurrently with the Meeting sessions
- Featured profile or logo on CAPD/ACDP Conference website
- Verbal acknowledgement of sponsorship at the Annual Meeting
- Acknowledgement and placement of company name and logo on the online information relating to the Annual Conference in proportion to the level of sponsorship
- Acknowledgement and company name or logo in the conference program and signage.
- Daytime Conference meals: Breakfasts, Breaks and Lunches.

Sustaining Sponsor

(\$15,000 CAD per year (plus HST), sustained over 5 consecutive years or more)

Major Benefits

- Acknowledged sponsor of individually agreed upon ongoing CAPD/ACDP events.
- Continuous acknowledgement on CAPD/ACDP website of ongoing relationship of CADP/ACDP individually sponsored event.
- Prominent signage indicating overall sponsorship of the Annual Conference.
- Up to six tickets to the Welcome Reception on Friday, September 20.
- Up to six tickets to the President's Dinner Saturday, September 21.
- Five pre-meeting and five post-meeting complimentary e-blasts to all CAPD/ACDP members.
- 2 Full Page showcases in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to and after the Annual Conference.
- Two Full Page colour advertisements in the Conference Program.
- Insertion of up to 10 promotional materials supplied by the Sponsor, into the Conference Registration Kit.
- One 365-day banner ad on the CAPD/ACDP website.

Plus Benefits Offered to all Levels of Sponsorship

Platinum Sponsor
(\$10,000.00 CAD (plus HST))

Major Benefits

- Acknowledged sponsor of one of
 - The Friday Welcome Reception
 - Conference speaker
- Prominent signage at the Annual Conference including at the Registration Desk, indicating level and area of sponsorship.
- Up to four tickets to the Welcome Reception on Friday, September 20.
- Up to four tickets to the President's Dinner Saturday, September 21.
- Three pre-meeting and three post-meeting complimentary e-blasts to all CAPD/ACDP members announcing sponsorship and any conference specials.
- 1 1/2 page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to and after the Annual Conference.
- 1 ½ page(s) colour advertisement in the Conference Program.
- Insertion of up to 5 promotional materials supplied by the Sponsor, into the Conference Registration Kit.
- One 180-day banner ad on the CAPD/ACDP website.

Plus Benefits Offered to all Levels of Sponsorship

Gold Sponsor
(\$7,500.00 CAD (Plus HST))

Major Benefits

- Acknowledged sponsor of one of
 - The Friday Breakfast or Lunch
 - The Saturday Breakfast or Lunch
- Maximum of two tickets to the Welcome Reception on Friday, September 20.
Maximum of two tickets to the President's Dinner Saturday, September 21.
- Two pre-meeting and two post-meeting complimentary e-blasts to all CAPD/ACDP members announcing sponsorship and any conference specials.
- One page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to and after the Annual Conference.
- Signage at the Annual Conference including at the Registration Desk indicating level and area of sponsorship.
- One-page colour advertisement in the Conference Program.
- Up to 3 inserts supplied by the Sponsor in the Meeting Registration Kit.
- One 90-day banner ad on the CAPD/ACDP website.

Plus Benefits Offered to all Levels of Sponsorship

Silver Sponsor
(\$5,000.00 CAD (plus HST))

Major Benefits

- Acknowledged sponsor of one of
 - Friday morning or afternoon Break
 - Saturday morning or afternoon Break
 - Conference Audio Visual Equipment
- Maximum of one ticket to the Welcome Reception on Friday, September 20.
- Maximum of one ticket to the President's Dinner on Saturday, September 21.
- One pre- and one post-meeting complimentary e-blast to all CAPD/ACDP members.
- ½ page showcase in The Mirror (CAPD/ACDP's newsletter) which will be sent to all members prior to and after the Annual Conference.
- Signage at the sponsored event.
- ½ page colour advertisement in the Conference Program.
- 1 insertion supplied by the Sponsor in the Conference Registration Kit.
- One 60-day Banner Ad on the CAPD/ACDP website.

Plus Benefits Offered to all Levels of Sponsorship

Additional Opportunities Only Available to Sponsors

In addition to the benefits outlined above, Sponsors may wish to enhance their profile at the Annual Conference by sponsoring one of the following activities. Please contact steve@capd-acdp.org to enquire about the availability of sponsoring these additional features. They will be available on a first-come, first-served basis.

- **Appreciation Dinner, Thursday Evening (\$3500.00 + HST)**
- **Cocktail Reception on Saturday Afternoon (\$3500.00 + HST)**
- **Conference Lanyards (\$3500.00 + HST)**
- **Conference Registration Bags (\$3500.00 + HST)**

Sponsorship and Exhibitor Benefits

BENEFIT	SUSTAINING \$15,000	PLATINUM \$10,000	GOLD \$7,500.00	SILVER \$5,000.00	EXHIBITOR \$2500.00
Exhibit Space	2 Tables*	2 Tables*	2 Tables*	2 Tables*	1 Table*
Number of Tradeshow Reps	Up to 6	Up to 4	Up to 4	Up to 3	Up to 2
Electricity for the Tradeshow Booth	included	included	included	included	included
Daytime meals Friday & Saturday	included	included	included	included	included
Alphabetical List of Attendee names	included	included	included	included	included
Profile on website	included	included	included	included	Logo Only
Signage at Conference	included	included	included	included	Logo Only
Name & Logo in Conference Program	included	included	included	included	Logo Only
Pre-Event e-blasts	5	3	2	1	-
Post-Event e-blasts	5	3	2	1	-
Ad in the Conference Program	2 full page ads	1 ½ page ad	1 page ad	½ page ad	-
Insertions into the Conference Kit	Up to 10	Up to 5	Up to 3	1	-
Banner ads on the Conference website	1 X 365 days	1 X 180 days	1 X 90 days	1 X 60 days	-
Showcase in The Mirror Newsletter	Two Full pages	1 ½ page	1 page	1/2 page	-
Verbal Acknowledgement during scientific sessions	included	included	included	included	-
Tickets to the Welcome Reception	Up to 6	Up to 4	Maximum of 2♦	Maximum of 1♦	-
Tickets to the President's Dinner	Up to 6	Up to 4	Maximum of 2♦	Maximum of 1♦	-
Overall Sponsorship of the Annual Conference	Available	-	-	-	-
President's Dinner & Dance	Not Available	-	-	-	-
Graduate Student Presentations	Not Available	-	-	-	-
Welcome Reception	-	Available	-	-	-
Full Day Speaker**	-	Available	-	-	-
½ Day Speaker**	-	-	Available	-	-
Friday or Saturday Breakfast	-	-	Available	-	-
Refreshment Breaks	-	-	-	Available	-
Audio Visual	-	-	-	Available	-

* Tables are 6 feet in length.

**The CAPD Scientific Committee selects the Conference speakers. This benefit refers to an acknowledgment only in covering the pre-selected Speaker's fees.

♦ There is no opportunity at this sponsorship level to purchase additional tickets to the evening social events.

A note on Podium Time

From time to time CAPD/ACDP receives requests from Sponsors and Exhibitors to speak to the Conference delegates, in whole or in part. This may be related to a general address they wish to give, product information they wish to impart or to announce the winner of a prize draw held during the Tradeshow.

In order to maintain the scientific objectivity of our Annual Conference and to ensure a level playing field for all sponsors and exhibitors, no persons or parties, other than the CAPD/ACDP Executive, Scientific Speakers and session Moderators will have Podium Time.

Those holding prize draws at the Tradeshow will be provided with a microphone where possible, to announce the winner of the draw at their respective tradeshow booths.

Sponsors who are hosting a major Conference event, e.g. the 3M-CAPD/ACDP Graduate Student Research Awards, will be part of the Awards presentation. Similarly, a Sustaining Sponsor who is hosting the President's Dinner or the Welcome Reception, will be allowed to welcome the guests—not as a company advertisement—but as the host of the event.



SPONSORSHIP REGISTRATION FORM

CAPD/ACDP Annual Meeting September 19-20-21, 2019
Delta Hotels Ottawa City Centre, Ottawa, Ontario, Canada

Company _____

Contact Person _____

Address _____

City _____ Province/State _____

Postal Code/Zip Code _____

Phone _____ Fax _____

Email _____

Website _____

Sponsorship Levels (in Canadian Dollars)

Sustaining Sponsor: \$15,000.00 (Plus HST) or more over 5 consecutive years or more

Platinum Sponsor: \$10,000.00 (Plus HST)

Gold Sponsor: \$7,500.00 (Plus HST)

Silver Sponsor: \$5,000.00 (Plus HST)

I require access to a power outlet for my display table(s)

Please note that WiFi and electricity are included in the exhibit area
Booth spaces are assigned on a first-come, first-served basis

In addition to my Sponsorship I am interested in sponsoring one of the following. I have numbered the opportunities in order or preference. I understand that CAPD/ACDP will contact me to confirm my selection:

Appreciation Dinner, Thursday Evening. (\$3500.00 + HST)

Cocktail Reception, Saturday Afternoon. (\$3500.00 + HST)

Conference Lanyards. (\$3500.00 + HST)

Conference Registration Bags. (\$3500.00 + HST)

Cancellation of Space

Written notice of cancellation of this Agreement, or reduction of Sponsor/Exhibit Category, must be received by the CAPD/ACDP by May 1, 2019, for full refund less an administration fee of \$250 will be made. If space is cancelled between May 2, 2019, and July 1, 2019, 50% of the total refund fees will be retained by CAPD/ACDP. Official notice received after that date negates any refund.

Any space not claimed or occupied by 12:00 Noon on Friday, September 19, 2019, may be reassigned by CAPD/ACDP without refund.

In the event that all Exhibit space is sold, the Exhibitor will have the opportunity to be wait-listed, and payment will be processed. Companies will be entitled to a full refund in the event that the wait list does not clear.

SPONSORSHIP REGISTRATION FORM
CAPD/ACPD Annual Conference Sept 19-21, 2019
Delta Hotels Ottawa City Centre

Booth Personnel Representative(s) (add more names if eligible for your sponsorship level)

Sustaining: up to 4 representatives
Platinum: up to 4 representatives
Gold: up to 4 representatives
Silver: up to 3 representatives

1) Name _____
Title _____

2) Name _____
Title _____

3) Name _____
Title _____

4) Name _____
Title _____

Payment Information:

Invoice requested: Yes / No (please circle one)

Total due: _____

Cheque # _____

Visa / MasterCard / American Express

Number: _____ / _____ / _____ / _____

Exp Date ____ / ____ Security Code _____

Name on Card _____

Authorized signature _____

Billing Address (if different from address above)

City _____ Prov / State _____ Postal/Zip Code _____

Please email this completed form to
Steve Gillick, Director of Operations steve@capd-acdp.org

2019 Exhibitor Opportunities

\$2,500.00 CAD (Plus HST)

Benefits Offered to all Exhibitors

- Exhibition space at the trade show which runs concurrently with the meeting sessions
- One 6-foot skirted table
- WiFi in the exhibit room
- Electricity for the display table
- Daytime meals and breaks (Exhibitors are requested to eat at their display tables)
- Extra Representatives may be registered at a cost of \$250.00 + HST each

Please note this category **does not** include

- The opportunity to include materials in the conference kit or place brochures on the delegate tables in the scientific session room;
- The opportunity to purchase tickets for the Welcome Reception or the President's Dinner.

Cancellation of Space

Written notice of cancellation of this Agreement, or reduction of Sponsor/Exhibit Category, must be received by the CAPD/ACDP by May 1, 2019, for full refund less an administration fee of \$250. If space is cancelled between May 2, 2019, and July 1, 2019, 50% of the total fee will be retained by CAPD/ACDP. No refund is available after July 1, 2019.

Any space not claimed or occupied by 12:00 Noon on Friday, September 19, 2019, may be reassigned by CAPD/ACDP without refund.

In the event that all Exhibit space is sold, the Exhibitor will have the opportunity to be wait-listed, and payment will be processed. Exhibitors will be entitled to a full refund in the event that the wait list does not clear.



EXHIBITOR REGISTRATION FORM

CAPD/ACPD Annual Conference September 19-20-21, 2019
Tradeshow at Delta Hotels Ottawa City Centre

Company _____

Contact Person _____

Address _____

City _____ Province/State _____ Postal Code/Zip Code _____

Phone _____ Fax _____

Email: _____

Website _____

Please note that WiFi is included in the exhibit area. Do you Require Electricity? Yes No

Booth Personnel Representative (you may have a maximum of two reps)

1) Name _____ Title _____

2) Name _____ Title _____

Please note that extra representatives may register at a cost of \$250.00 + HST per person

Payment Information:

Total due: \$2500.00 CAD (Plus HST) Invoice requested: Yes / No (please circle one)

Cheque # _____

Visa / MasterCard / American Express

Number: _____ / _____ / _____ / _____ /

Exp Date ____ / ____ Security Code _____

Name on Card _____

Authorized signature _____

Billing Address (if different from address above)

City _____ Prov / State _____ Postal/Zip Code _____

Please email this completed form to Steve Gillick, Director of Operations
steve@capd-acdp.org