

The 2017 ANNUAL MEETING OF THE CANADIAN ACADEMY OF PEDIATRIC DENTISTRY



**WINNIPEG, MANITOBA, CANADA
SEPTEMBER 14-15-16, 2017
THE FORT GARRY HOTEL, SPA AND CONFERENCE CENTRE**

SPONSOR AND EXHIBITOR OPPORTUNITIES AT THE ANNUAL CONFERENCE



Exhibitor Prospectus & Sponsorship Opportunities

September 14-15-16, 2017

Winnipeg, Manitoba, Canada

The Voice for Children’s Dentistry in Canada

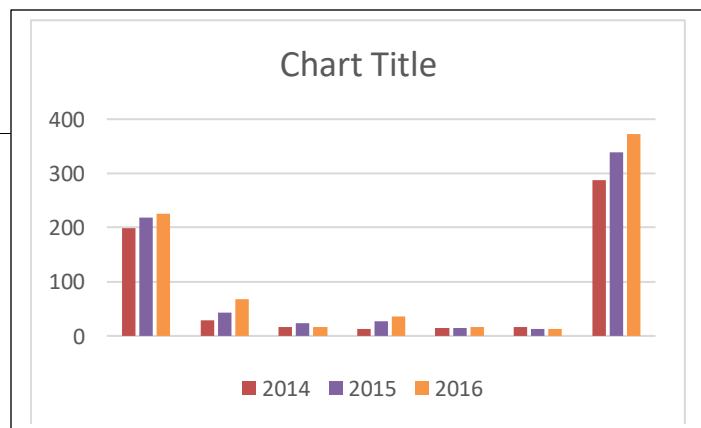
The Canadian Academy of Pediatric Dentistry/l’Académie Canadienne de Dentisterie Pédiatrique (CAPD/ACDP) is the voice for children’s dentistry and those individuals with special health care needs in Canada. CAPD/ACDP is a non-profit organization committed to offering its members outstanding continuing 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 in children and those with special health care needs.

CAPD/ACDP Membership Growth 2014-2016

	2014	2015	2016
Active	199	218	225
Students	28	43	67
1st Year Graduates	17	24	17
2nd & 3rd Year Graduates	13	27	36
Honourary	15	15	16
Retired	16	12	12
Total	288	339	373



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.

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



An Invitation to Participate

Dr. Paul Andrews
CAPD/ACDP
President

On behalf of CAPD/ACDP, I am thrilled to invite you to partner with us to make the 2017 Annual Meeting in Winnipeg, Manitoba an outstanding success. The Toronto meeting earlier this year 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 92% 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 Winnipeg next year!

Sincerely,
Dr. Paul Andrews
BSc, DDS, MSc, FRCD(C), FADI(H), FPFA(H)
President

Preliminary Schedule for the 2017 Annual Meeting

Thursday September 14, 2017

07:45 - 17:00 Meeting of the CAPD/ACDP Executive Committee
18:00 - 21:00 Registration Opens
Sponsors and Exhibitors may set up for the Trade Show

Friday September 15, 2017

07:00 - 16:30 Registration open
Sponsors and Exhibitors may set up their displays
07:00 - 08:00 Breakfast
08:00 - 16:30 Exhibits are Open
08:15 - 12:00 Scientific Sessions and Morning Refreshment Break
12:00 - 13:30 Lunch
13:30 - 16:30 Scientific Sessions and Afternoon refreshment Break
18:30 - 22:00 Welcome Reception at the Museum of Human Rights

Saturday September 16, 2017

07:00 - 14:00 Registration is open
07:00 - 08:00 Breakfast
08:00 - 16:00 Exhibits are Open
08:30 - 11:30 Student Abstract Presentations and Morning Refreshment Break
11:30 - 12:30 Annual General Meeting
12:30 - 13:30 Lunch
13:45 - 16:00 Scientific Sessions and Afternoon Refreshment Break
6:00 pm - Midnight Cocktail Reception
President's Gala Dinner, Dance and Awards

2017 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 on the conference registration kit/bag in proportion to the level of sponsorship.
- Daytime Conference meals: Breakfasts, Breaks and Lunches.

Sustaining Sponsor

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

Major Benefit

- Acknowledged sponsor of individually agreed upon ongoing CAPD/ACDP activity
- Continuous acknowledgement on CAPD/ACDP website of ongoing relationship of CAPD/ACDP individually sponsored event
- Prominent signage at the Annual Conference indicating overall sponsorship of the Annual Meeting.
- Up to six tickets to the President's Gala Dinner Saturday, September 16.
- Up to six tickets to the Welcome Reception on Friday, September 15.
- 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 GST))

Major Benefit:

- 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.
- Four tickets to the President's Gala Dinner Saturday, September 16.
- Four tickets to the Welcome Reception on Friday, September 15.
- Three pre-meeting and three post-meeting complimentary e-blasts to all CAPD/ACDP members announcing sponsorship and any meeting 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 GST))

Major Benefit:

- Acknowledged sponsor of one of
 - The Friday Breakfast or Lunch
 - The Saturday Breakfast or Lunch
- Two tickets to the President's Gala Dinner Saturday, September 16.
- Two tickets to the Welcome Reception on Friday, September 15.
- Two pre-meeting and two post-meeting complimentary e-blasts to all CAPD/ACDP members announcing sponsorship and any meeting 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 GST))

Major Benefit:

- Acknowledged sponsor of one of
 - Friday morning or afternoon Break
 - Saturday morning or afternoon Break
 - Conference Audio Visual Equipment
- One ticket to the President's Gala Dinner on Saturday, September 16.
- One ticket to the Welcome Reception on Friday, September 15.
- 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

Sponsorship and Exhibitor Benefits

BENEFIT	SUSTAINING \$15,000	PLATINUM \$10,000	GOLD \$7,500.00	SILVER \$5,000.00	EXHIBITOR \$2000.00
Exhibit Space	2 Tables	2 Tables	2 Tables	2 Tables	1 Table
Number of Tradeshow Reps	Up to 4	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 1/2 page	1 page ad	1/2 page ad	-
Insertions into the Conference Kit	Up to 10	Up to 5	Up to 3	1	-
Banner ads on website	1 X 365 days	1 X 180	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	-
Placement of Logo on promotional materials in relation to level of sponsorship	included	included	included	included	-
Tickets to the Welcome Reception	Up to 6	Up to 4	2	1	-
Tickets to the President's Gala	Up to 6	Up to 4	2	1	-
Overall Sponsorship of the Annual Meeting	Available	-	-	-	-
President's Gala 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	-

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, eg 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 Gala 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 14-16, 2017
The Fort Garry Hotel, Spa and Conference Centre

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 GST) or more over 5 consecutive years or more

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

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

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

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

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, 2017, for full refund less an administration fee of \$250 will be made. If space is cancelled between May 2, 2017, and July 1, 2017, 50 percent 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 15, 2017, 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.

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

2017 Exhibitor Opportunities

\$2,000.00 CAD (Plus GST) per table

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 (Exhibitors are requested to eat at their display tables)

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 Gala dinner.

Cancellation of Space

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EXHIBITOR REGISTRATION FORM

CAPD/ACPD Annual Meeting September 14-16, 2017
The Fort Garry Hotel, Spa and Conference Centre

Company _____

Contact Person _____

Address _____

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

Phone _____ Fax _____

Email _____

Website _____

Please note that Wi-Fi 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 _____

Payment Information:

Total due: \$2000.00 CAD (Plus GST) 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