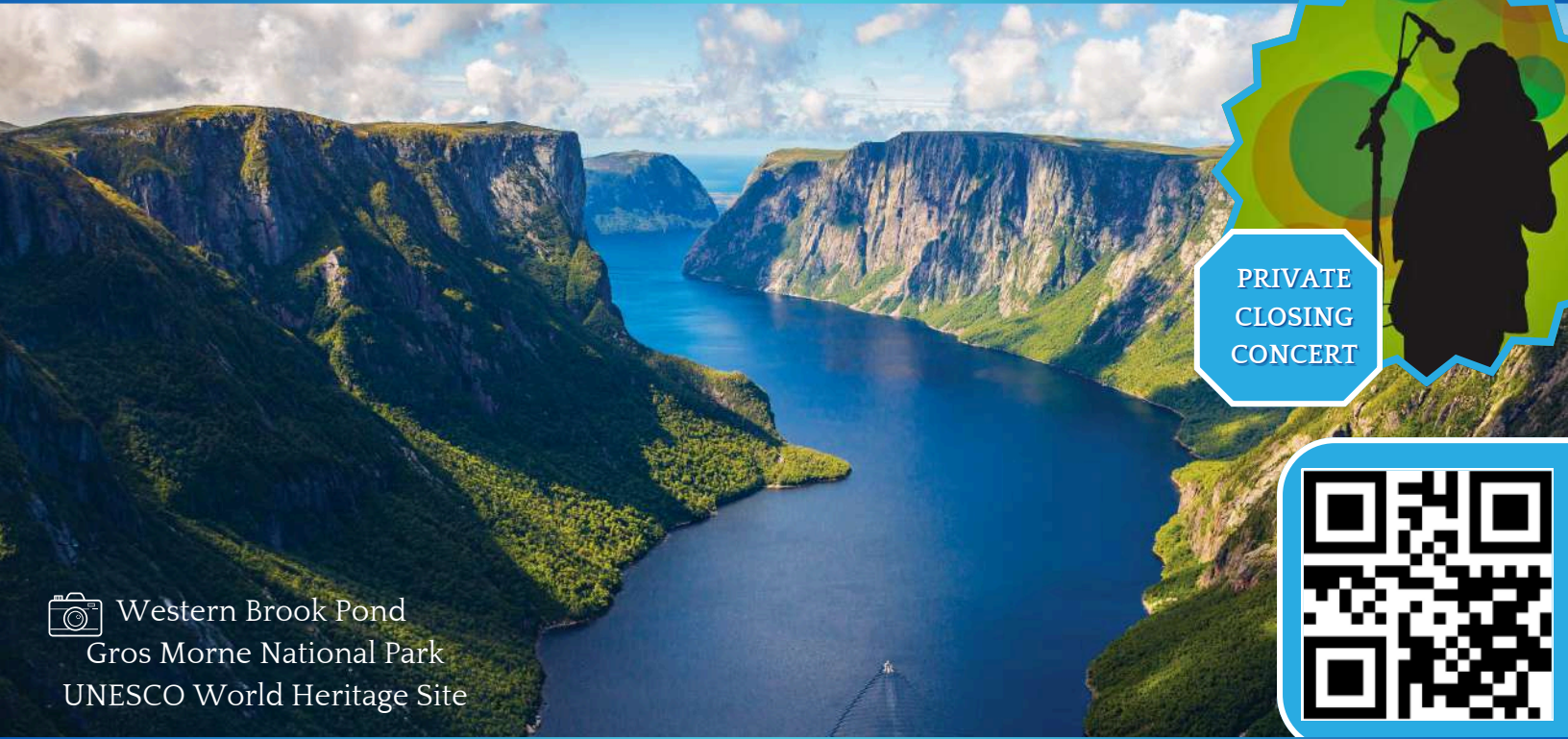



# ADVERTISING AND SPONSORSHIP



 Western Brook Pond  
Gros Morne National Park  
UNESCO World Heritage Site

PRIVATE  
CLOSING  
CONCERT



## National Oral Health Convention 2025 in St. John's, Newfoundland & Labrador

**COME FOR THE CE, STAY FOR THE PARTY**

CANADIAN DENTAL ASSOCIATION NATIONAL CONFERENCE  
AUGUST 27th-30th, 2025 | ST. JOHN'S, NL



Brought to you by:



Tel: 709-579-2362  
Email: [info@nlda.net](mailto:info@nlda.net)

 [www.nlda.net](http://www.nlda.net)

 NL Dental Association

 @nldental

 @nldentalassociation

 NL Dental Association

# Overall Convention Sponsorship

There are four (4) levels of overall convention sponsorship opportunities:

1. Platinum - One (1) opportunity
2. Gold - Two (2) opportunities
3. Silver - Three (3) opportunities
4. Bronze - No maximum

## Platinum Sponsorship

**\$40,000**

Sponsor will secure the following:

- **One (1)** complimentary booth space
- Recognition as a Platinum sponsor and logo on the signage in the registration area
- Recognition as a Platinum sponsor and logo in the program
- Recognition on CDA and NLDFA websites with link to sponsor's website
- **Two (2) tickets** to attend the closing concert plus **two (2) tickets** to the **Alan Doyle Meet and Greet**
- **Two tickets (2)** to attend the Gala
- **One (1) full-page ad** in the Convention program
- Complimentary insert in the delegate bags

## Gold Sponsorship

**\$30,000**

Sponsor will secure the following:

- **One (1)** complimentary booth space
- Recognition as a Gold sponsor and logo on the signage in the registration area
- Recognition as a Gold sponsor and logo in the program
- Recognition on CDA and NLDFA websites with link to sponsor's website
- **Two (2) tickets** to attend the closing concert
- **Two (2) tickets** to attend the Gala
- **Half-page (1/2) ad** in the Convention program
- Complimentary insertion in the delegate bags

[Secure Your Sponsorship HERE.](#)

# Overall Convention Sponsorship

## Silver Sponsorship

**\$20,000**

Sponsor will secure the following:

- **One (1)** complimentary booth space
- Recognition as a Silver sponsor and logo on the signage in the registration area
- Recognition as a Silver sponsor and logo in the program
- Recognition on CDA and NLDA's websites with link to sponsor's website
- **Two (2)** tickets to attend the closing concert
- **Half-page (1/2)** ad in the Convention program

## Bronze Sponsorship

**\$10,000**

Sponsor will secure the following:

- Recognition as a Bronze sponsor and logo on the signage in the registration area
- Recognition as a Bronze sponsor and logo in the program
- Recognition on CDA and NLDA's websites with link to sponsor's website
- **Quarter-page (1/4)** ad in the Convention program

# Conference Sponsorship Opportunities

There are four (4) categories of conference sponsorship opportunities:

1. Education
2. Operational
3. Social
4. Wellness

## Educational

**Keynote Speaker**    Exclusive    **\$6,000**

**Friday lunchtime**, we have **Brad Gushue** as our keynote speaker who you would introduce, and have the opportunity to mention your company while introducing Mr. Gushue. Don't miss this **exclusive** opportunity to showcase your brand in a high-impact visual manner. You can use this opportunity to launch a new product - a great extension for your onsite marketing efforts.

**Speakers**    1 of 32    **\$5,500**

Sponsor will secure the following:

- Sponsor signage prominently displayed in the course classroom
- Brief introduction at the beginning of the course
- Logo or Ad in the Convention programme

**17 Remain**

## Operational

### Food and Beverage

**Coffee Break**    **\$2,500**

- Sponsor signage prominently displayed on the table during break
- Logo in the Convention programme

**2 Per Day Remain**

**Lunch**    **\$5,000**

- Sponsor signage prominently displayed on the table during break
- Logo in the Convention programme

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## Receptions and Gala

### Thursday, Opening Reception (Exclusive)

**\$6,000**

- Sponsor signage prominently displayed at the Opening Reception
- Logo in the Convention programme
- Brief introduction at the beginning of the Opening Reception

### Friday, Pre-Gala Reception

**\$5,000**

- Sponsor signage prominently displayed on the Pre-Gala Reception
- Logo in the Convention programme
- Brief introduction at the beginning of the Pre-Gala Reception

### President's Gala Table Centrepieces (Exclusive)

**\$8,000**

- Sponsor logo on a business-sized thank you card that will be placed in each centrepiece
- Recognized in the gala programme
- The Mcee will thank the sponsor at the dinner

### President's Gala Table Wine (Exclusive)

**\$6,000**

- Sponsor logo on a wine tag to be placed on both the white and red wine bottles
- Recognized in the gala programme
- The Mcee will thank the sponsor at the dinner

### Spirit of Newfoundland Show (Exclusive)

**\$8,000**

- This show takes place as dessert is given to Gala attendees
- Sponsor board during the show
- Recognized in the gala programme
- Mcee will thank the sponsor at the President's Gala

### Saturday, Pre-concert Reception

**\$5,000**

- Sponsor signage prominently displayed on the Pre-concert Reception
- Logo in the Convention programme
- Brief introduction at the beginning of the Pre-concert Reception

**SOLD**



## Printed Materials

### Floor Graphics - Set of 5

**\$10,000**

- The sponsor's logo or ad will be placed on the walkway from the Delta to the St. John's Convention Centre

### Exhibit Hall Floor Plan Board (Exclusive)

**\$3,500**

- The sponsor's logo or banner will be placed on the top and the bottom of the Exhibit Hall Floor Plan Board
- Logo or ad in the convention programme

### Conference Program

The Conference programme will be emailed to approximately 20,000 dentists and distributed in paper copy to all conference and trade show participants.

- ~~Back cover~~ ~~\$1,500.00~~ **SOLD** plus 15% HST
- Inside front cover \$1,500.00 plus 15% HST
- ~~Inside back cover~~ ~~\$1,500.00~~ **SOLD** plus 15% HST
- Full-page \$750.00 plus 15% HST
- Half-page \$500.00 plus 15% HST
- Quarter-page \$350.00 plus 15% HST
- Business Card Size \$250.00 plus 15% HST

### NLDA Journal Advertisement

Pre-convention newsletter advertising in both the winter and summer editions of the NLDA Dental Bits and Bites. Please provide ads in either .jpeg or .png format.

- Inside front cover \$1,500.00 plus 15% HST
- Inside back cover \$1,500.00 plus 15% HST
- Full-page \$1,000 plus 15% HST
- Half-page \$500.00 plus 15% HST
- Quarter-page \$250.00 plus 15% HST

### Attendee Bag Inserts

**\$2,000**

- An opportunity to put a direct mail piece or product sample in the attendee bags.
- This is a cost-effective way of reaching and driving attendees to your booth.
- Bag inserts must be received by the NLDA Office by **May 1, 2025**.

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## Digital Signage

### Large Convention Screens

**\$500** per screen

- Four screens will be utilized.
- The sponsor's logo or ad will be placed on the walkway from the Delta to the St. John's Convention Centre.

### Media Wall

**\$5,000**

- This is a great opportunity to have your brand front and center as attendees attend courses and visit the tradeshow floor over the three days.
- Have your brand stand out in the high-traffic areas of the Media Wall.
- The opportunity is to have your ad or video on-screen for **one minute, four slots per hour, 15 hours** per day for **three days**. Specs are 3840w x 2160h pixels and can be a still or a video ad!
- Total of 180 slots of advertising. The video or ad must be the same one used for all slots.

## Social Events

### Golf Tournament

**\$3,000**

- Sponsor logo is prominently displayed at the Golf Club
- Sponsor logo or ad in the convention programme

### Pub Crawl

**\$7,000**

- Sponsor signage prominently displayed at the event starting point
- Brief introduction at the beginning of the event
- Logo or Ad in the Convention programme
- Logo to be placed on attendees' bandanna

### Private Concert Artist Meet and Greet

**\$500** per ticket

- Purchase a ticket to meet the Private Closing Concert Artist for 30 minutes before the concert begins.
- The ticket can be used by the company or it can be used for a draw (chance to win cannot be purchased by attendees).
- There are only 30 tickets available for the meet and greet.

# Wellness Booth

## NLDA Wellness Booth

- This year our wellness booth will have swag to pass out to visitors to the booth.
- We would like to share this with you, therefore, we are providing you with the opportunity to co-brand one or all of the below products.
- Each product will have a limit based on the product.
- We are currently in the process of negotiating the prices for the items.

- Pens
- First Aid Kits
- Lip Balm
- Coffee Mugs
- Stress Ball
- Baseball Hats
- Sunglasses
- T-shirts
- Coffee Travel Mug
- Water Travel Mug
- Thumb Drive
- Picnic Blanket
- Sunscreen
- Emergency COB
- Flashlight Multi-Tool
- Yoga Mat
- Shaker Cups
- Floating Keychain
- Metal Keychain
- Travel Toothbrushes

If you are interested in these wellness booth items, please contact Anthony Patey.

## Exhibitor Meeting Rooms

**\$500** per half day

- Meetings Rooms are located on the second level at the Convention Center and may be rented at a half-day rate
- These rooms may be used for special demonstrations to a limited number of Exhibitors

To inquire about further sponsorship opportunities, please contact:

Anthony Patey

NLDA Office

Tel: 709 579-2362


email: [anthony@nlida.net](mailto:anthony@nlida.net)

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# Advertising and Sponsorship is now Open!



 Fishing Stages at  
Quidi Vidi Gut  
St. John's, NL

## We are excited to work with you!



Brought to you by:

