


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

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

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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

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Operational

Food and Beverage

Coffee Break **\$2,500**

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

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 \$1,700.00 plus 15% HST
- Inside front cover \$1,500.00 plus 15% HST
- Inside back cover \$1,500.00 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

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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:

