



SPONSORSHIP PROSPECTUS

PNDCC 2022

**PACIFIC NORTHWEST
DENTAL CONFERENCE**

November 10-12 | Seattle



PNDC is Washington's largest dental conference and a source for high-quality, affordable continuing dental education.



ABOUT WSDA

The Washington State Dental Association (WSDA) has approximately 4,400 members. Approximately 70% of licensed dentists in Washington are members of WSDA. As a member benefit, the Association provides continuing education opportunities to the dental profession along with additional advocacy and governance events for its members.



ABOUT PNDC

Put on by the WSDA, the Pacific Northwest Dental Conference (PNDC) is Washington's largest dental conference, attracting over 5,000 attendees annually from the Pacific Northwest and across the country. PNDC offers dentists, dental staff, dental students and other attendees three days of both lecture and workshop-based continuing dental education, a two-day Exhibit Hall, and various receptions and special events.

SPONSOR PACKAGES

PLATINUM *only 3 available!*

on request

Onsite Branding at PNDC

- ✓ (1) 10x10 exhibit booth (Exhibit hall is open on Thurs & Fri)
- ✓ (1) Saturday table top exhibit
- ✓ Opportunity to provide an attendee welcome gift/give-away
- ✓ Recognition on conference signage
- ✓ Logo on session projection screens in session rooms
- ✓ Opportunity to donate a raffle prize to be given away at event
- ✓ Event Venue Parking Space (2x)

PNDC Digital Marketing & Social Media

- ✓ Registration site recognition
- ✓ Logo and link on PNDC Sponsor page
- ✓ PNDC Facebook page opportunity for sponsored content
- ✓ PNDC & WSDA Facebook recognition
- ✓ PNDC Mobile App push notifications (2x)
- ✓ WSDA Twitter opportunity for sponsored content tweet
- ✓ WSDA Facebook page opportunity for sponsored content

Direct Access to Constituents & Attendees

- ✓ Dedicated email message to PNDC attendee list sent via WSDA
- ✓ Invitations to the Sips & Smiles Reception (2x)
- ✓ Passes to VIP Lounge (4x)

PNDC Materials & Publications

- ✓ Full Page Ad in Preview Program
- ✓ Recognition by level in Preview Program
- ✓ Recognition by level in WSDA News
- ✓ Opportunity for sponsored content in WSDA communications (WSDA News Magazine, WSDA Blog)

PNDC Education *(Sponsor can select a speaker to sponsor for all sessions)*

Session: Lectures are learning opportunities where speakers and attendees engage with each other. Pick a topic relevant to your business and your target market. Includes acknowledgement at the start and end of the session, logo on the lecture session sign and an opportunity to handout promotion material outside of the session room.

Platinum level speaker options: TBA

PNDC Event for Exclusive Sponsors Recognition (Select One)

1. Happy Hour
2. Thank you at Espresso Coffee Cart and Branding on Cups
3. Pop-up Experience
4. Give Back Activation
5. Lounge Mixer

SPONSOR PACKAGES

GOLD *only 5 available!*

\$9,500

Onsite Branding at PNDC

- ✓ (1) Saturday table top exhibit
- ✓ Recognition on conference signage
- ✓ Logo on session projection screens in session rooms
- ✓ Opportunity to donate a raffle prize to be given away at event
- ✓ Event Venue Parking Space

PNDC Digital Marketing & Social Media

- ✓ Logo and link on PNDC Sponsor page
- ✓ PNDC Facebook page opportunity for sponsored content
- ✓ PNDC & WSDA Facebook recognition
- ✓ PNDC Mobile App push notification (1x)
- ✓ WSDA Twitter opportunity for sponsored content tweet
- ✓ WSDA Facebook page opportunity for sponsored content

Direct Access to Constituents & Attendees

- ✓ Invitation to the Sips & Smiles Reception
- ✓ Passes to VIP Lounge (2x)

PNDC Materials & Publications

- ✓ ½ Page Ad in Preview Program
- ✓ Recognition by level in Preview Program
- ✓ Recognition by level in WSDA News
- ✓ Opportunity for sponsored content in WSDA communications (WSDA News Magazine, WSDA Blog)

PNDC Education *(Sponsor can select a speaker to sponsor for all sessions)*

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Gold level speaker options: TBA

PNDC Event for Exclusive Sponsors Recognition (Select One)

1. First Time Attendee Social
2. Pop-Up Experience
3. CE Theater
4. Registration Flyer
5. Branding on Selfie Station and Digital Photos
6. Notepads

SPONSOR PACKAGES

SILVER *only 5 available!*

\$6,000

Onsite Branding at PNDC

- ✓ Recognition on conference signage
- ✓ Opportunity to donate a raffle prize to be given away at event

PNDC Digital Marketing & Social Media

- ✓ Logo and link on PNDC Sponsor page
- ✓ PNDC & WSDA Facebook recognition

PNDC Materials & Publications

- ✓ Recognition by level in Preview Program
- ✓ Recognition by level in WSDA News

PNDC Education *(Sponsor can select a speaker to sponsor for all sessions)*

Session: Lectures are learning opportunities where speakers and attendees engage with each other. Pick a topic relevant to your business and your target market. Includes acknowledgement at the start and end of the session, logo on the lecture session sign and an opportunity to handout promotion material outside of the session room.

Silver level speaker options: TBA

PNDC Event for Exclusive Sponsors Recognition (Select One)

1. Aisle Signs in Exhibit Hall
2. Pop-up Event

BRONZE *only 5 available!*

\$3,500

Onsite Branding at PNDC

- ✓ Recognition on conference signage
- ✓ Opportunity to donate a raffle prize to be given away at event

PNDC Digital Marketing & Social Media

- ✓ Logo and link on PNDC Sponsor page

PNDC Materials & Publications

- ✓ Recognition by level in Preview Program
- ✓ Recognition by level in WSDA News

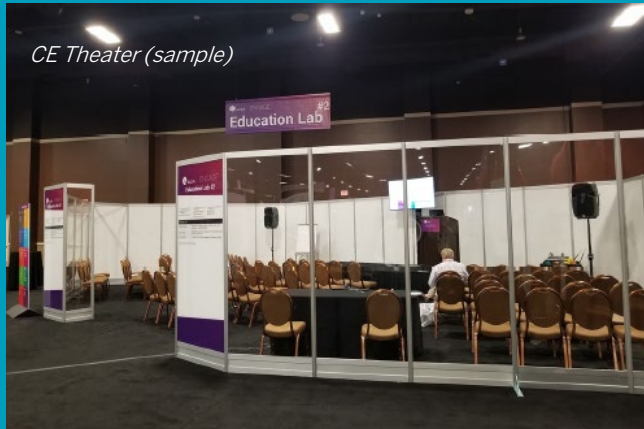
PNDC Education *(Sponsor can select a speaker to sponsor for all sessions)*

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Bronze level speaker options: TBA



General Session 4F (sample)



CE Theater (sample)



Lanyard Bins (sample)

A LA CARTE OPTIONS

General Session 4F	\$15,000
Wifi	\$10,000
CE Theater	\$5,000
Exhibit Hall Lounge	\$5,000
Lanyard Bins	\$1,000
Session	\$1,000

CONTACT

For more information about PNDC Sponsor Packages and opportunities contact:

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