


# PNDC SPONSORSHIP PROSPECTUS

MAY 28-30, 2026 | SEATTLE, WA

## CONTACT

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# INTRODUCTION






Presented by the WSDA, the Pacific Northwest Dental Conference (PNDC) is Washington's largest dental conference, attracting over 4,000 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 three-day Exhibit Hall, and various receptions and special events.



The Washington State Dental Association (WSDA) represents over 4,000 member dentists across the state of Washington, including dentists from all specialties and practice types. Among other member benefits, WSDA provides high-quality continuing dental education and events for Washington's dental community, including its flagship CE event, the Pacific Northwest Dental Conference (PNDC).





# CONFERENCE SCHEDULE

**LOCATION:**
**SUMMIT - SEATTLE CONVENTION CENTER**
**900 PINE ST, SEATTLE**

DAY 1

## Thursday, May 28, 2026

| | |
|---|---|
| 9:00am - 6:30pm | Exhibit Hall Open |
| 9:00am - 10:00am | Session Break |
| 11:30am - 1:30pm | Lunch Break |
| 3:00pm - 4:00pm | Session Break |
| 5:30pm - 6:30pm | Exhibit Hall Happy Hour (open to all attendees, sponsors & exhibitors) |

DAY 2

## Friday, May 29, 2026

| | |
|---|---|
| 9:00am - 5:00pm | Exhibit Hall Open |
| 9:00am - 10:00am | Session Break |
| 11:30am - 1:30pm | Lunch Break |
| 3:00pm - 3:30pm | Session Break |
| 5:00pm - 6:00pm | Sips & Smiles Reception (open to attendees & sponsors only) |

DAY 3

## Saturday, May 30, 2026

| | |
|---|---|
| 9:00am - 1:00pm | Exhibit Hall Open |
| 9:00am - 10:00am | Session Break |
| 11:30am - 1:00pm | Lunch Break |

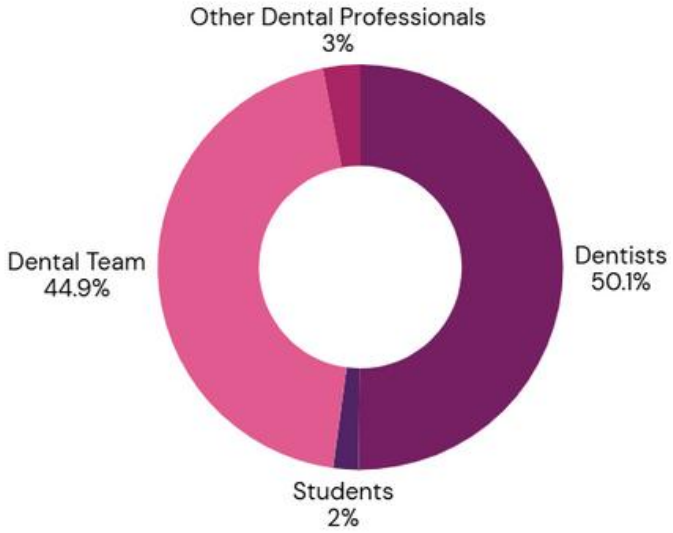




# ABOUT PNDC

## WHY SHOULD YOUR COMPANY SPONSOR OR ADVERTISE AT PNDC?

- Reach thousands of dental professionals across every specialty
- Showcase your brand with high-visibility exposure
- Drive new business and strengthen client relationships




**2025 ATTENDANCE** **TOTAL: 4,613**

# 92%

## OF 2025 ATTENDEES PLAN TO ATTEND PNDC 2026

*based on 2025 survey results*



# BRONZE SPONSORSHIP PACKAGE

# $3,500

## SPONSOR RECOGNITION

- On Conference Signage
- On PNDC Website Sponsor Page
- In Preview Program*
- In WSDA News Magazine








## PNDC SPEAKER SPONSORSHIP

- One speaker from PNDC 2026 speaker line up will be assigned to each sponsor.
- Includes acknowledgement at the start and end of the speaker's session(s), your company's logo on the session sign, and an opportunity to hand out promotional materials outside of the session room

***Speakers assigned based on sponsor level***

**If purchased and file received by **11/21/2025** **All Sponsorships are subject to Approval*

# UPGRADES

## SPONSORSHIP PACKAGES

### SILVER

**All Bronze package benefits plus:**

- Sponsorship of 1 Onsite Activation (Silver Level, Page 8)

**$6,000**

### GOLD

**All Silver package benefits plus:**

- Upgrade to Choice of Gold-Level Onsite Activation Options (page 9)
- 1 Half-Page Ad in the Preview Program*
- Opportunity for 1 Sponsored Article on WSDA Blog
- Opportunity for 1 Sponsored Article in WSDA News Magazine
- Opportunity for 1 Sponsored Post on PNDC Facebook & Instagram
- Sponsor Recognition by Level on Session Intro Slide
- 1 Sponsored Push Notification in the PNDC App
- 2 Complimentary Parking Passes

**$9,500**

### PLATINUM

**All Gold package benefits plus:**

- VIP Lounge Access
- Upgrade to Choice of Platinum-Level Onsite Activation Options** (Page 10)
- Upgrade to Full-Page Ad Size in the Preview Program*
- Upgrade to 2 Sponsored Push Notifications in the PNDC App
- Sponsor Recognition on PNDC Registration Website
- 1 Dedicated Sponsored Email to PNDC Attendee List (Sent via PNDC)
- 1 10'x10' Exhibit Booth

**STARTING AT $25,000**

**If purchased and file received by **11/21/2025** **All Sponsorships are subject to Approval*
***Sponsor opportunities will vary by final investment*

# PACKAGES AT-A-GLANCE

| | BRONZE | SILVER | GOLD | PLATINUM |
|---|---|---|---|---|
| Sponsor Recognition by Level on Conference Signage | X | X | X | X |
| Sponsor Recognition by Level on PNDC Website Sponsor Page | X | X | X | X |
| Sponsor Recognition by Level in Preview Program* | X | X | X | X |
| Sponsor Recognition by Level in WSDA News Magazine | X | X | X | X |
| Sponsorship of (1) PNDC Speaker & Their Sessions (Assigned Speakers based on Sponsorship Level) | X | X | X | X |
| Sponsorship of (1) Onsite Activation | | X | X | X |
| ***UPGRADE*** to Choice of Gold-Level Onsite Activation Options | | | X | X |
| (1) Half-Page Ad in the Preview Program* | | | X | X |
| Opportunity for (1) Sponsored Article on WSDA Blog | | | X | X |
| Opportunity for (1) Sponsored Article in WSDA News Magazine | | | X | X |
| Opportunity for (1) Sponsored Post on PNDC Facebook & Instagram | | | X | X |
| Sponsor Recognition by Level on Session Intro Slide | | | X | X |
| (1) Sponsored Push Notification in the PNDC App | | | X | X |
| (2) Complimentary Parking Passes | | | X | X |
| VIP Lounge Access | | | | X |
| ***UPGRADE*** to Choice of Platinum-Level Onsite Activation Options** | | | | X |
| ***UPGRADE*** to Full-Page Ad Size in the Preview Program* | | | | X |
| ***UPGRADE*** to (2) Sponsored Push Notifications in the PNDC App | | | | X |
| Sponsor Recognition on PNDC Registration Website | | | | X |
| (1) Dedicated Sponsored Email to Attendee List (Sent via PNDC) | | | | X |
| (1) 10'x10' Exhibit Booth | | | | X |

# SILVER
## SPONSOR RECOGNITION OPPORTUNITIES
## ONSITE ACTIVATIONS




### HENRY LIVE PAINTING

Wow guests with a live painting demo by one of the PNW's most prolific mural artists during the exhibitor happy hour.



### BRANDED NOTEPADS & PENS

SOLD

Keep your brand top of mind and in attendee's hands.

# HAVE OTHER SPONSORSHIP IDEAS?
# LET'S MAKE IT HAPPEN!

# GOLD
## SPONSOR RECOGNITION OPPORTUNITIES
## ONSITE ACTIVATIONS




### PHOTOBOOTH

Enjoy three days of photo booth fun, co-branded with your logo and the PNDC logo in the Exhibit Hall, featuring a fun backdrop and onsite prints for attendees to take home as a memento.

SOLD



### MASSAGE CHAIRS

A chair massage treatment, will melt away any built-up tension.

Available Thursday and Friday in the Exhibit Hall Lounge available 9:00 AM - 2:00 PM.

SOLD



### PUPPY/KITTEN TIME

Treat attendees to some puppy or kitten snuggles brought to you by a local shelter.

Available Friday during Lunch.

*An attendee favorite!*

SOLD




### EXHIBIT HALL LOUNGE

Position your company at the center of all the action by sponsoring the Exhibit Hall lounge. This custom lounge area serves as a gathering place for hundreds of attendees.

Signage with your company name and logo will be displayed throughout.

SOLD




### NEW & EMERGING SPEAKER ROOM

Sponsor this popular session.

Available Thursday - Saturday.





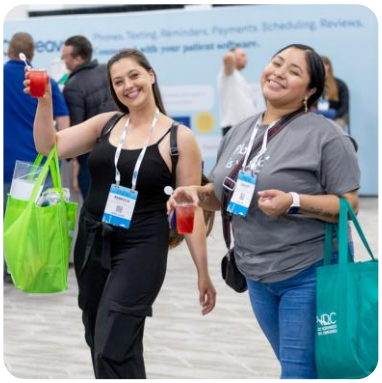

### SNACK BREAK

Provide refreshments for attendees to enjoy while browsing the Exhibit Hall.

Available Thursday or Friday during the afternoon break.

SOLD

# PLATINUM
## SPONSOR RECOGNITION OPPORTUNITIES
## ONSITE ACTIVATIONS



### EXHIBIT HALL HAPPY HOUR

SOLD



### HAPPY HOUR ENTERTAINMENT

Provide the *fun* for the much anticipated Exhibit Hall Happy Hour, including caricature artists, a musician, a spectacle walker, and a magician.

*Beverages additional*




### CHARGING STATIONS

Two charging stations with your logo grab the attention of attendees by providing a much-appreciated service around the Exhibit Hall.

### BRANDED ROOM KEYS

Your logo and message on the back of host hotel key cards.



### HAPPY HOUR ENTERTAINMENT: PIKE PLACE FISH THROWERS

Dressed in quintessential orange overalls and straight from historic Pike Place Market, fish mongers will throw fish, entertain and engage with attendees.

### COFFEE STATION

Promote your brand while attendees get their caffeine fix.

### AUDIOLOGIST BOOTH

Gift attendees a complimentary hearing test.

### BREAKFAST

Greet attendees at the Exhibit Hall opening on Thursday morning by offering grab-and-go bites to energize them for the busy day ahead.





### SMOOTHIE BAR

Treat guests to a morning pick-me-up during the morning break on Friday in the Exhibit Hall lounge.

# A-LA-CARTE
## SPONSOR OPPORTUNITIES



### WIFI PASSWORD

Every attendee is sure to remember your brand if you make it the PNDC Wi-Fi password.

**$10,000**





### HEADSHOT STATION

Host a photo station for teams to update their headshot. Sponsor logo included at station and in email when photos are delivered.

**$6,500**

*Available Thursday and Friday in the Exhibit Hall.*

*Enhancement Option: a stylist onsite for a hair and make-up refresh*

### SINGLE SESSION BRANDING

Select a speaker for (2) 90-minute lectures.
**$1,000**

### MASTER PROGRAM AGENDA BRANDING

**$3,000**



### 45-MINUTE "SMILE SESSIONS"

Stand out as an industry innovator by showcasing and demonstrating your new product in front of a live audience.

**$1,500**
*Must be an exhibitor*
*Talks will take place during session breaks*
*Any CE credits self-managed by sponsor*



### SIPS & SMILES

Spoil attendees with appetizers, drinks & 360 photo booth. Includes branded napkins and (4) VIP lounge tickets.

**$45,000**



### THURSDAY NIGHT COMEDY SHOW

Bring on the laughter with Dr. Brady Smith—dentist, podcast host, and stand-up comic.

**$15,000**

***All Sponsorships are subject to Approval*

# WE THANK YOU
## FOR YOUR CONTINUED SUPPORT
# OF THE PNDC

PNDC 2026

WSDA

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