



# PNDC SPONSORSHIP PROSPECTUS

MAY 8-10, 2025 | SEATTLE

## CONTACT

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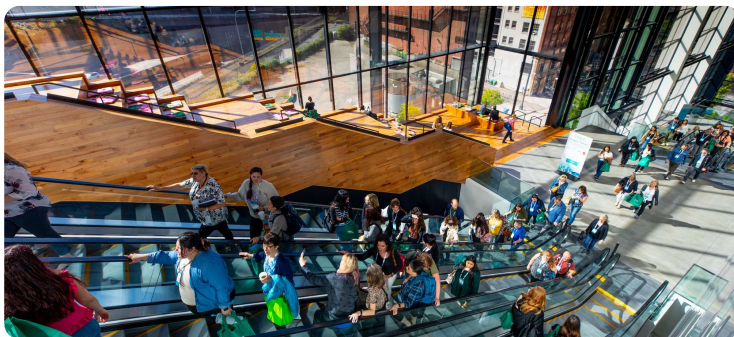
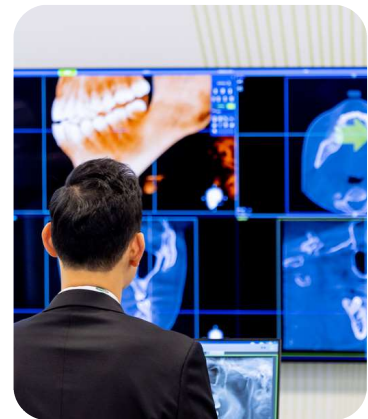
# INTRODUCTION



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 8, 2025

|                  |   |
|------------------|---|
| 9:00am - 7:00pm  | Exhibit Hall Open   |
| 9:00am - 10:00am | Session Break   |
| 11:30am - 1:30pm | Lunch Break   |
| 3:00pm - 4:00pm  | Session Break   |
| 5:30pm - 7:00pm  | Exhibit Hall Happy Hour<br>(open to all attendees, sponsors & exhibitors) |



## DAY 2

### Friday, May 9, 2025

|                  |  |
|------------------|--|
| 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 - 6:30pm  | Sips & Smiles Reception<br>(open to attendees & sponsors only) |



## DAY 3

### Saturday, May 10, 2025

|                  |                   |
|------------------|-------------------|
| 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?

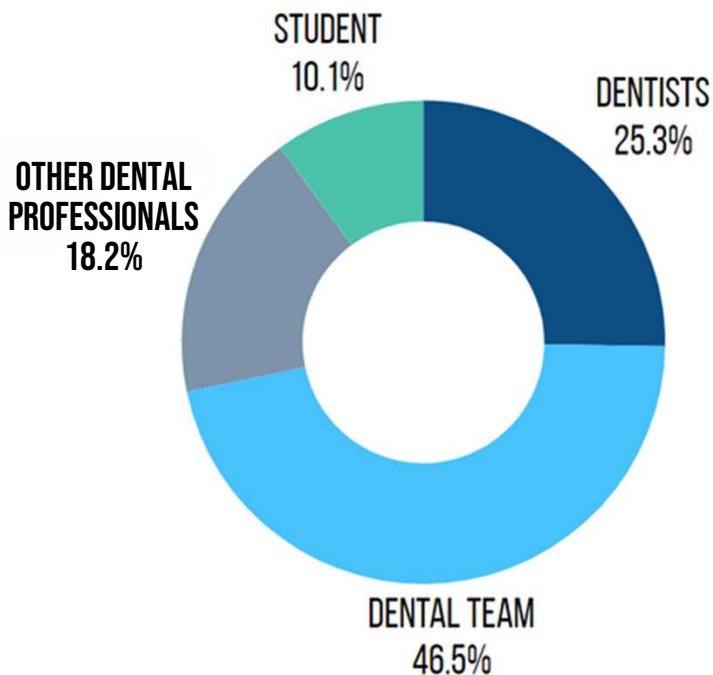
- Market your brand at PNDC by reaching thousands of dental professionals in every department and specialty
- Stand out from your competition
- Generate new business and nurture your relationships with current or new clients



# 91%

## OF 2024 ATTENDEES PLAN TO ATTEND PNDC 2025

*based on 2024 survey results*



**2024 ATTENDANCE**

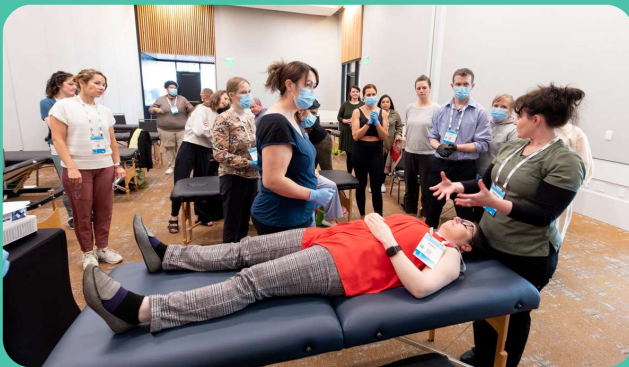
**TOTAL: 4,467**





# BASE SPONSORSHIP PACKAGE

\$3,500



## SPONSOR RECOGNITION

- Sponsor Recognition by Level on Conference Signage
- Sponsor Recognition by Level on PNDC Website Sponsor Page
- Sponsor Recognition by Level in Preview Program\*
- Sponsor Recognition by Level in WSDA News Magazine

## PNDC SPEAKER SPONSORSHIP

- Pick 1 speaker from our speaker list relevant to your business and your target market (available speakers based on sponsor level)
- 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

*\*If purchased and file received by 11/15/2024 \*\*All Sponsorships are subject to Approval*

# UPGRADES

## SPONSORSHIP PACKAGES

### SILVER

All base 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:

- 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 11/15/2024 \*\*All Sponsorships are subject to Approval*

*\*\*Sponsor opportunities will vary by final investment*

# PACKAGES AT-A-GLANCE

|  | BASE | 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 (Available Speakers based on Level) | X    | X      | X    | X        |
| Sponsorship of (1) Onsite Activation   |      | X      | X    | X        |
| <b>UPGRADE</b> 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        |
| <b>UPGRADE</b> to Choice of Platinum-Level Onsite Activation Options**               |      |        |      | X        |
| <b>UPGRADE</b> to Full-Page Ad Size in the Preview Program*                          |      |        |      | X        |
| <b>UPGRADE</b> 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

Your name and logo in the hand of every attendee.



## BRANDED PENS - SOLD

Your name and logo in the hand of every attendee.

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



# GOLD SPONSOR RECOGNITION OPPORTUNITIES ONSITE ACTIVATIONS



**PNDCC** 2024 PACIFIC NORTHWEST DENTAL CONFERENCE  
May 9-11 | Seattle

## PHOTOBOOTH - SOLD

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.



## MASSAGE CHAIRS - SOLD

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.



## PUPPY TIME - SOLD

Treat attendees to some puppy snuggles, brought to you by Seattle Puppy Raisers, a local group of volunteers fostering future guide dogs.

Available Friday during Lunch.



## EXHIBIT HALL LOUNGE - SOLD

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.

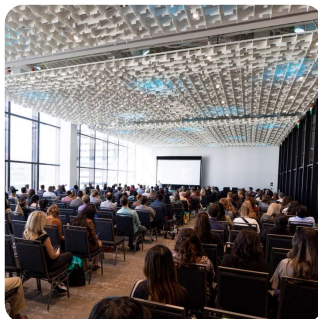
Signage with your company name and logo will be displayed throughout.



## NEW & EMERGING SPEAKER ROOM - SOLD

Sponsor this popular session.

Available Thursday - Saturday.



## SNACK BREAK

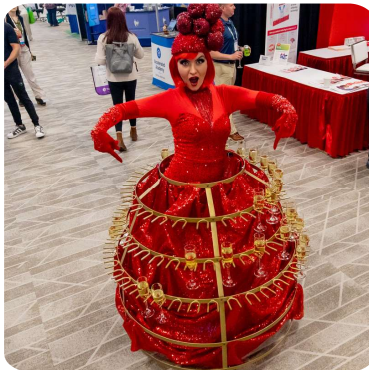
Provide refreshments for attendees to enjoy while browsing the Exhibit Hall.

Available Thursday or Friday during the afternoon break.

# 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 - SOLD

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*



## INDIVIDUAL SESSION BRANDING

Select a speaker for  
(2) 90-minute lectures.

**\$1,000**



## 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*



## MASTER PROGRAM AGENDA BRANDING

**\$3,000**

*\*\*All Sponsorships are subject to Approval*



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



**CONTACT**

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