WOCON WESTERN ORTHODONTIC CONFERENCE

MONTEREY CONFERENCE CENTER

OCT. 2-4, 2026

COMBINED MEETING

PCSO | RMSO

2026 SPONSOR & EXHIBITOR PROSPECTUS

This prospectus outlines SPONSOR and EXHIBITOR opportunities that provide EXPOSURE TO 1,000+ EXPECTED ATTENDEES, NEARLY HALF OF WHICH ARE DOCTORS. Imagine the advantages of getting your company name and brand message in front of such a diverse audience.

SPONSOR OPPORTUNITIES
SEE PAGES 2 - 6

EXHIBITOR OPPORTUNITIES
SEE PAGES 7 - 11

WELCOME TO **WOCON 2026**

WOCON isn't just another conference — it's an immersive experience where orthodontic professionals come to learn, connect, and be inspired. And for our sponsors and exhibitors, it's the ultimate stage to spark conversations, create memorable moments, and drive real results.

In 2026, we're bringing our community to **Monterey, CA** — a stunning backdrop for an event designed to energize, engage, and deliver ROI that lasts well beyond the closing session.

This isn't about "having a booth." **This is about making your brand impossible to forget.**

OUR **SPONSORSHIP** PHILOSOPHY

In today's event world, it's not enough to be seen — you need to be remembered. That means moving past logo placement and into **meaningful, experience-driven engagement** that changes attendee behavior.

At WOCON 2026, that's exactly what we help you do. Every shared moment is a step forward — compounding over time into stronger brand awareness, deeper relationships, and better results year after year.

WHY **PARTNER** WITH WOCON?

- **1,000+ expected attendees** — half of them practicing doctors
- Decision-makers who are eager to connect with innovative brands
- Attendee-driven programming with built-in networking touchpoints
- Creative engagements that spark conversations and keep your brand top of mind
- A team dedicated to helping you design an experience, not just rent space

IN TODAY'S EVENT WORLD, IT'S NOT ENOUGH TO BE SEEN – YOU NEED TO BE REMEMBERED.

PCSO HISTORICAL MEETING DATA

YEAR	LOCATION	TOTAL ATTENDEES
2025*	Honolulu, HI	1,414
2024*	Palm Springs, CA	978
2023	Anaheim, CA	1,454
2022*	San Diego, CA	1,365
2019*	Honolulu, HI	1,526
2018	Monterey, CA	1,286
2017	Reno, NV	872

** Joint session with RMSO*

SPONSORSHIP OPPORTUNITIES*

We've organized sponsorship opportunities into four tiers so you can find the right fit for your brand and goals.

MAIN CONFERENCE OPPORTUNITIES

FLAGSHIP: $12,500–$20,000+

- $20,000 WELCOME RECEPTION — SOLD
- $13,500 CLINICAL SPEAKER QTY. 4 — SOLD
- $13,500 LUNCH 'N LEARN (SATURDAY) — SOLD
- $12,500 WINE 'N LEARN QTY. 2 (SATURDAY) — SOLD

WAVE MASTER: $8,500–$12,499

- $10,000 NEW & YOUNGER MEMBER MEETUP
- $8,500 BREAKFAST 'N LEARN QTY. 2 (FRIDAY & SATURDAY) — SOLD
- $8,500 LANYARDS — SOLD
- $8,500 HOTEL KEY CARDS — SOLD
- $8,500 PRACTICE SYSTEMS SPEAKER QTY. 2 — SOLD
- $8,500 WOMEN ORTHODONTISTS BREAKFAST — SOLD

MOMENTUM MAKER: $5,000–$8,499

- $7,500 PHOTO BOOTH
- $7,500 HOTEL BRANDING – PORTOLA ELEVATORS — ONLY 2 LEFT
- $7,500 WELLNESS STATION — SOLD
- $6,000 WOCON MOBILE APP — SOLD
- $5,000 COMMERCIALS ON EVENT SCREENS QTY. 6

BRAND BOOSTER: UP TO $5,000

- $4,000 HEADSHOT LOUNGE — SOLD
- $2,500 DAILY EMAILS — ONLY 2 LEFT
- $1,000 DIGITAL INSERTS — ONLY 7 LEFT

*Note: Flagship and Wave Master sponsorship levels are eligible for priority booth placement and 50% off booth price.

AQUARIUM CLOSING CELEBRATION OPPORTUNITIES

- VIP LOUNGES QTY. 3
- AQUARIUM QUEST GAME
- PHOTO SPONSOR
- BAR SPONSOR QTY.2
- TRANSPORTATION
- SOUVENIR SPONSOR (SEA OTTER PLUSHIES)
- GOBO QTY.2
- CAPTAIN HAT SPONSOR
- TANK DISPLAY SPONSOR

KEY FEATURES	FLAGSHIP	WAVE MASTER	MOMENTUM MAKER	BRAND BOOSTER
Exhibitor Registrations	4	3	2	2
Pre-Conference attendee list (attendees who have opted-in)	●	●	●	●
Full-color ad in on-site program	FULL-PAGE	FULL-PAGE		
Logo on website, preview program, on-site program, signage, & meeting slides	●	●	●	●
Recognition on WOCON social media channels	4	2	1	1
WOCON mobile app push notification	1	1		
WOCON mobile app full-color banner ad	1			
Exhibit Space at 50% off normal price with priority booth placement	●	●		

SPONSORSHIP OPPORTUNITIES | MAIN CONFERENCE

FLAGSHIP:
$12,500 - $20,000+

Designed for brands ready to make a major impact with high-visibility, high-engagement opportunities.

WELCOME RECEPTION | $20,000 *SOLD*

Welcome attendees to the 2026 WOCON by hosting the Welcome Reception in the exhibit hall. Your logo will be on all signage and references to the Welcome Reception. You can even have your booth placed right next to the bar or a food station to encourage people to stop by and visit with you after the first full day of lectures. Includes one main stage speaking spot.

CLINICAL SPEAKER* | $13,500 *SOLD*

Reserve the main stage for a clinical speaker and presentation of your choice. Sponsor may offer CE for the lecture. Speaker honorarium and travel are covered by sponsors.

PLEASE NOTE: Companies should not apply for a main stage speaking spot two years in a row.

*Clinical speakers: Clinical lectures are likely centered on a treatment approach or a product. The objective of the presentation is to enhance treatment outcomes, in a broad, global sense, through knowledge and learning. Examples: bracket systems, aligners, adhesives, TADs including MARPE. We typically see doctors and clinical assistants attending these lectures.

LUNCH 'N LEARN | $13,500 | SATURDAY *SOLD*

Feed minds and fuel connections. These mid-day sessions combine lunch with meaningful, small-group education in a relaxed, study club-style setting. It's your opportunity to lead a focused conversation while attendees are fully present—no exhibit distractions, just real dialogue, real learning, and real connection over great food. Want to build brand trust? Start with lunch.

WINE 'N LEARN | $12,500 | QTY. 2 (SATURDAY) *SOLD*

Raise a glass while raising knowledge! This after-hours session brings a relaxed, study club-inspired feel where attendees can connect, ask questions, and engage in thoughtful conversation over wine and light bites. Perfect for meaningful, memorable dialogue around advanced topics.

WAVE MASTERS:
$8,500 - $12,499

Opportunities that keep your brand in constant attendee view.

NEW & YOUNGER MEMBER MEETUP | $10,000

This popular reception is geared toward doctors and orthodontic residents that have been practicing for less than 10 years. Now is your chance to build relationships with these doctors early on. PCSO leadership will also be in attendance.. As the sponsor of this event, you will be the only supplier in attendance to greet attendees.

BREAKFAST 'N LEARN | $8,500 SOLD

Fuel up and focus — these morning sessions combine breakfast with in-depth education in a collaborative, study club-style environment. Attendees can interact directly with your speakers, explore case studies, and dive deep into topics that matter most to their practice.

LANYARDS | $8,500 SOLD

If you are looking for maximum exposure during WOCON 2026 these high-quality lanyards are a sure bet. Every attendee wears them with their name badge.

HOTEL KEY CARDS | $8,500 SOLD

Be in the hands of every attendee, every day. Custom branded room keys for the Marriott and Portola conference hotels ensure your company is front and center from check-in to check-out.

PRACTICE SYSTEMS SPEAKER** | $8,500 SOLD

Reserve the main stage for a practice systems speaker and presentation of your choice. Sponsor may offer CE for the lecture. Speaker honorarium and travel are covered by sponsors.

PLEASE NOTE: Companies should not apply for a main stage speaking spot two years in a row.

**Practice systems speakers: Practice systems lectures are diverse. They include marketing strategies, enhancing the patient experience, optimizing treatment and operational workflows, and learning about the tools available to do so. Examples: artificial intelligence, 3D printing, practice management software and strategies, digital forms. This type of presentation is well-suited for the entire team, but since topics are less clinically relevant, they tend to attract front office team members as well as doctors.

WOMEN ORTHODONTISTS BREAKFAST | $8,5 SOLD

This popular breakfast is for women orthodontists only. As the exclusive sponsor of this event, you will be the only supplier in attendance to greet attendees and offer a short welcome message.

MOMENTUM MAKERS:
$5,000 - $8,499

Creative touchpoints that keep you in the conversation.

PHOTO BOOTH | $7,500

Take advantage of the opportunity to host a photo booth that will promote your company on the booth throughout the week. Sponsors will also have logo recognition printed on the photos that attendees take home.

WELLNESS STATION | $7,500 SOLD

The WOCON Wellness Station will be stocked with conference wellness must haves - and they must have your logo on them! We will brand up to 3 items for you, plus up to 3 non-branded items. Branded items might include lip balm, lotion, hand sanitizer or other comparable items. Non-branded items could include vitamin C powder, mints, band-aids or others. As the WOCON Wellness sponsor, you will have signage near the station with your company logo in addition to the branded items.

HOTEL BRANDING – PORTOLA ELEVATORS | $7,500 ONLY 2 LEFT

Make a bold first impression—your brand will ride with every guest, multiple times a day, with full elevator doors and interior wraps in high-traffic areas of the host hotel.

WOCON MOBILE APP | $6,000 SOLD

Your logo will be on the mobile app main splash screen. This screen is viewed every time the user opens the app, which will likely be dozens of times during the three-day event. Sponsor also receives a sticky banner that lives on the home screen of the app and two push notifications. This opportunity is available to one company only.

COMMERCIALS ON EVENT SCREENS | $5,000 | QTY. 6

Broadcast your message where it counts. A 20-second video ad plays in rotation on strategically placed screens outside the exhibit halls, guaranteeing repeated exposure during peak traffic times.

BRAND BOOSTERS:
UP TO $5,000

Perfect for brands wanting smaller but highly visible engagement.

HEADSHOT LOUNGE | $4,000 SOLD

This is where transformation happens. Attendees get professional headshots in your stylish, co-branded lounge—while your team builds relationships over coffee and compliments. Want brand stickiness? This is it.

DAILY EMAILS | $2,500 ONLY 2 LEFT

Have your company front and center on emails sent daily (Friday-Sunday) during the conference with schedule reminders and special event information (one company featured daily. May purchase more than one). You also receive a mobile app banner ad that can drive traffic to your website and/or booth.

DIGITAL INSERTS | $1,000 ONLY 7 LEFT

Showcase your company and promotions with a PDF Digital Grab Bag insert (PDF must be 1.5 MB or smaller). Includes one push notification.

SPONSORSHIP OPPORTUNITIES

THIS YEAR'S CLOSING CELEBRATION AQUARIUM EXPERIENCE IS A WORLD OF ITS OWN—and we're doing sponsorships differently. From branded tanks and themed photo ops to playful, educational spark, this is your chance to anchor your brand to WOCON's most talked-about event.

VIP LOUNGES: QTY. 3

JELLYFISH
OPEN OCEAN
OCTOPUS CAVE

STEP INTO YOUR OWN BRANDED WORLD WITHOUT THE HEAVY LIFTING

Each VIP Lounge is a turnkey, fully furnished space with custom bars and stylish seating, located in high-traffic areas near buffet.

Isolated from other vendors, these lounges offer a calm, focused atmosphere where your brand can shine without distraction. Just bring your team and any marketing materials you'd like to display—we'll handle the rest. It's the perfect setting to build real trust, spark meaningful conversations, and create positive, lasting brand memories.

AQUARIUM EXPERIENCES continued on the following page...

AQUARIUM QUEST GAME

Turn learning into engagement! Sponsors can participate in a trivia-style scavenger hunt where attendees answer questions placed throughout the aquarium—either on printed signage or through the conference app.

PHOTO OP SPONSOR

Be the face of WOCON. This co-branded entrance experience is the photo moment of the conference—meaning your logo is in every selfie, every story, and every LinkedIn recap. You'll be the first impression and the lasting memory.

BAR SPONSOR | QTY. 2

ENTRANCE BAR | DJ BAR

Be the brand behind the buzz. These high-traffic standalone bars—pick either the aquarium entrance or near the DJ and dance floor—are fully branded with your company's logo front and center. It's a prime opportunity for visibility as attendees gather, mingle, and celebrate. Drinks are guest-purchased, but you are welcome to add drink tickets for your bar if you want to boost engagement or treat attendees to a toast.

TRANSPORTATION

Take your brand on the road. Includes looping commercials on shuttle buses and exterior bus signage—maximum visibility as attendees travel between venues. Anchors away!

SOUVENIR SPONSOR (SEA OTTER PLUSHIES):

Give them something to cuddle! Branded sea otter plushies will be handed out to attendees as their aquarium keepsake, making your brand part of their WOCON memory (and suitcase).

GOBO | QTY. 2

Your company logo seen at the scenic tidepool area or right at the entrance by the aquarium store (you pick one)—an eye-catching, atmospheric branding moment in high traffic areas perfect for photos and evening impressions!

CAPTAIN HAT SPONSOR

You get to greet guests and help distribute hats. Your logo plus WOCON branding on iconic ship captain hats distributed during the aquarium event guarantees your brand becomes part of the theme, the photos, and the fun. Anchors away!

TANK DISPLAY SPONSOR

Your branded coffee mug gets a permanent home inside the Treasure Trove tank—yes, inside the aquarium. It's weird, it's memorable, and it's the only sponsorship that lives on after the conference. Now that's legacy branding.

SPONSORSHIP CONTRACT

NOW ONLINE

CLICK TO PURCHASE

The application process is streamlined making it easier for you to submit everything online. To select a sponsorship option, just click the button and follow the prompts on the log-in page.

QUESTIONS? Contact Chelsea Jackson, Director of Meetings | cjackson@pcsortho.org | (833) 621-7276

EXHIBITOR OPPORTUNITIES

THE BOARDWALK

The Boardwalk is the heart of WOCON — where attendees come to discover, refuel, and collaborate. This isn't a traditional exhibit hall. It's a place where ideas are launched, relationships are built, and your brand becomes part of the experience.

IMPORTANT CONSIDERATIONS

- Space will be assigned on a first-come, first-paid basis
- Paid sponsors receive priority placement

EXHIBIT PRICING

PREFERRED BOOTHS		
8' X 10' Booth	**$4,950**	**$5,450** *after May 31, 2026*

STANDARD BOOTHS		
8' X 10' Booth	**$3,950**	**$4,225** *after May 31, 2026*

INCLUDED WITH ALL BOOTHS

- Pre-conference attendee list (opted-in)
- Two exhibitor badges (additional $450 each)
- Listing in printed program and mobile app

IMPORTANT DEADLINES

MAY 31, 2026

- Deadline to submit exhibit application and payment before rate increase

JUNE 30, 2026

- Initial booth assignments begin

AUGUST 1, 2026

- Certificate of Insurance due; all 10-word descriptions and logos due (to guarantee printing in final conference materials)

SEPTEMBER 2, 2026

- Badge registration & hotel cut-off

ADD-ON

Post-Conference Attendee List* – $350

Extend your reach to contact attendees after the show! A post-conference attendee list of opted-in, registered attendees is available for purchase and one-time use.

There are a lot of scams out there. Do not purchase from any other provider.

*All booths receive a pre-conference attendee list with booth reservation.

BOARDWALK HOURS*

THURSDAY, OCTOBER 1, 2026: 2:00pm – 6:00pm (Exhibitor Move-In)
FRIDAY, OCTOBER 2, 2026: 9:00am – 5:45pm
SATURDAY, OCTOBER 3, 2026: 8:45am – 2:05pm

DEDICATED HOURS

FRIDAY, OCTOBER 2, 2026
9:30am – 10:00am
10:45am – 11:20am (Morning Break)
12:15pm – 2:05pm (Lunch)
2:55pm – 3:40pm (Afternoon Break)
4:45pm – 5:45pm (Welcome Reception)

SATURDAY, OCTOBER 3, 2026
8:55am – 11:45am (Multiple Staggered Breaks)
12:20pm – 2:05pm (Lunch)

* This schedule is subject to change.

LET'S BUILD SOMETHING ATTENDEES REMEMBER

A Note From The Events Manager

"I'm here to be your biggest cheerleader—whether you're a brand-new startup or a long-time industry leader. I truly believe rising tides raise all ships, and WOCON is about lifting each other up. My door (and inbox!) is always open to collaborate, brainstorm, and find creative ways to help your brand shine. Let's make something remarkable together in Monterey."

– **Chelsea Jackson,** Director of Meetings

CONTACT:

cjackson@pcsortho.org | (833) 621-7276

BOOTH INFORMATION, ELIGIBILITY, AND ASSIGNMENTS

BOOTH OFFERINGS

PREFERRED BOOTHS

PREFERRED booth space is indicated with the symbol P on the Exhibitor Floor Plan (see page 11). This symbol indicates booth space that is preferable because of its location. These locations are expected to have high visibility due to layout of the exhibit space, proximity to hall entrance, and placement of refreshments.

STANDARD BOOTHS

STANDARD booth are booths not marked with the P symbol.

BOOTH RENTAL FEES

Each 8' x 10' booth includes pipe, drape, two exhibit-hall-only booth representative badges, and a one-line identification sign. All other materials, including internet, electricity, booth furnishings, carpet, and freight handling, must be addressed through the official service contractor for the Western Orthodontic Conference (WOCON).

PLEASE NOTE: Booths do **NOT** include tables or chairs. These items must be purchased through the official service contractor.

PAYMENT
Payment in full must be received by the PCSO/RMSO with the completed exhibit application. Applications WILL NOT be accepted or processed, and booths will not be assigned, without full payment.

REJECTED APPLICATIONS
In the event an exhibit application is not accepted by the PCSO/RMSO, the payment for the exhibit space will be refunded to the applicant.

CANCELLATIONS
No refunds will be made for cancellations received after **August 20, 2026.** All cancellations will be assessed a minimum processing fee of **$450.**

CONDUCT

Exhibitors and their agents are expected to always act in a professional manner. Any disruptions or unacceptable conduct may result in ejection from the Exhibit Hall with no refund of space rental fees. This includes following the guidelines in the **WOCON Industry Partner Code of Conduct.**

CLICK FOR CODE OF CONDUCT

ELIGIBILITY FOR EXHIBITING

The PCSO/RMSO considers all exhibit contracts based on the following criteria in the order they are listed.

- Manufacturers, suppliers and distributors of orthodontic/dental products and services.
- Manufacturers, suppliers and distributors of products and services that benefit orthodontics.
- Manufacturers, suppliers and distributors of products and services that are considered by the PCSO/RMSO to be of general interest to conference attendees.
- Providers of professional, financial, consulting, and miscellaneous services that are considered by the PCSO/RMSO to be of general interest to conference attendees.
- Existing policies and procedures.

The PCSO/RMSO have the right to prohibit or remove any exhibit, or part of any exhibit, that violates policy, local ordinance, or is judged inappropriate by the PCSO/RMSO.

SPACE ASSIGNMENT POLICY

Sponsors receive priority in space assignments. After sponsors have been assigned, assignment of space is determined by the following general criteria:

- Date of receipt of completed contract AND payment,
- Booth numbers requested, and
- List of companies to be near or away from.

The configuration of the Exhibit Hall is another factor involved in the assignment of exhibit space. PCSO/RMSO will make every effort to accommodate requests; however, there will be no guarantees on booth assignments. In addition, the PCSO/RMSO may alter the location of the any exhibit at any time, if in the best interest of the exhibition.

SUBLETTING/SHARING SPACE

No exhibitor can sublet, assign, or share any portion of the assigned exhibit space to any other person or company. No exhibitor can display any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.

EXHIBITOR SERVICES

EXHIBITOR SERVICE KIT

PCSO/RMSO will have an official contractor to handle all exhibiting needs. These contractors act on their own behalf and are not agents, employees, or representatives of the PCSO/RMSO. All contractors will bill the exhibitor directly for their services. The PCSO/RMSO does not assume any liability or responsibility for any act performed or omitted by the official contractors. The official contractor will send the Exhibitor Service Kit (ESK) in July to all exhibiting companies.

HOTEL INFORMATION

THE PORTOLA HOTEL & SPA AND MONTEREY MARRIOTT ARE THE HOST HOTELS FOR THE 2026 WOCON ANNUAL SESSION

Room reservation information will be sent to exhibitors after exhibit registration.

The special WOCON 2026 conference rate ranges from

$319-$339

for single or double occupancy (plus tax).

The reservation deadline is September 2, 2026 to reserve at the conference rate.

Monterey, California, is a vibrant coastal city on the Central Coast known for its history, stunning natural beauty, and rich culture. Featuring iconic attractions like the Monterey Bay Aquarium and Cannery Row, abundant marine wildlife, fresh seafood, and world-class wines, Monterey offers a lively, city-like atmosphere with nostalgic small-town charm making it a popular tourist destination.

INSURANCE REQUIREMENTS

CERTIFICATE OF INSURANCE

All exhibitors must provide proof of insurance to be allowed in the Exhibit Hall no later than August 1, 2025. **Should a Certificate of Insurance not be received by August 1, 2026, the exhibit space may be canceled without refund of monies.** The PCSO/RMSO requires the following coverage, with respect to insurance:

Comprehensive General Liability insurance, including contractual liability with limits of at least $1,000,000 per occurrence and $2,000,000 aggregate.

Workman's Compensation to full compliance of federal and state laws covering all the exhibitor's employees for any work done on the exhibitor's behalf.

Certificates of Insurance are to name the PCSO/RMSO as additional insured and are to include the following:

Pacific Coast Society of Orthodontists
15621 W 87th St., #267
Lenexa, KS 66219

Rocky Mountain Society of Orthodontists
15621 W 87th St., #267
Lenexa, KS 66219

Monterey Conference Center
One Portola Plaza
Monterey, CA 93940

Portola Hotel & Spa
Two Portola Plaza
Monterey, CA 93940

Monterey Marriott
350 Calle Principal
Monterey, CA 93940

Each party involved in the conference is responsible for any claims arising out of its own negligence and intentional acts, and those of its employees or agents. Each party agrees to be responsible for its own property through insurance.

It is understood that the PCSO/RMSO, the general services contractor, the Hilton Hawaiian Village and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during, or after the conference.

The PCSO/RMSO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of the PCSO/RMSO, or for any negligent or intentional acts of any exhibitor or any third party.

By signing the exhibit contract, you agree to indemnify, save, defend, and hold the PCSO/RMSO harmless from any and all damages, liabilities, actions, and demands, including reasonable attorney's fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at this conference, and any breach of these rules and policies.

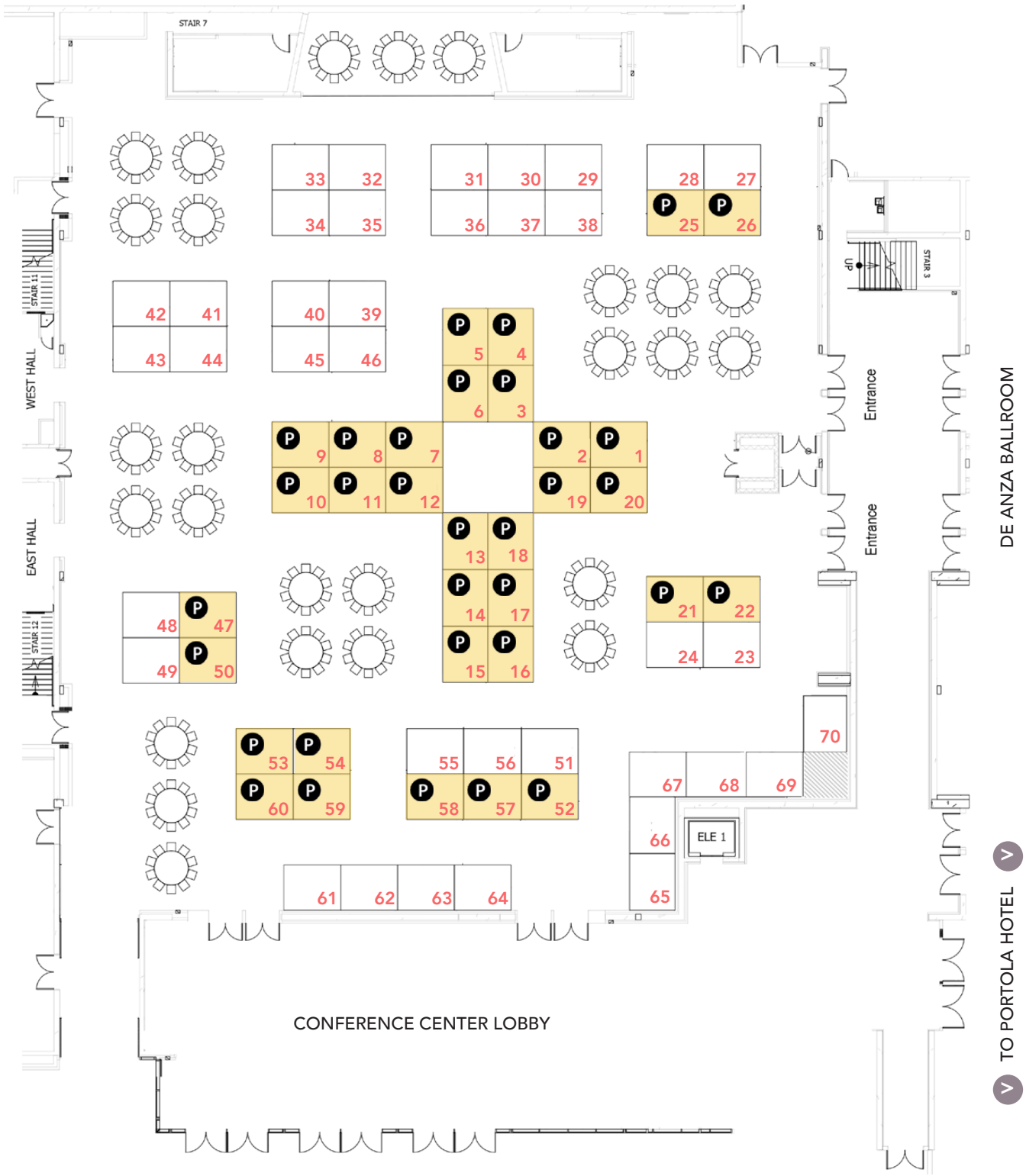
USE OF LOGOS

The PCSO reserves the right to prohibit the use of the PCSO, RMSO, and WOCON logos in any advertising, promotional piece, and incentive items. Requests for use of the WOCON logo must be reviewed and approved in advance by the PCSO/RMSO no later than August 31, 2026.

VIOLATIONS

Action may be taken by the PCSO/RMSO against exhibitors who violate any of the rules or policies of the Exhibitor Guide. The action taken will be determined based on the PCSO/RMSO's policies and procedures and the particular circumstance of the violation. The action may, in the PCSO/RMSO's sole discretion, entail immediate closure and removal of the exhibitor from the Exhibit Hall without refund of space rental fees or penalty to the PCSO/RMSO. The exhibitor may also be prohibited from participating in future PCSO/RMSO exhibits.

EXHIBITOR FLOOR PLAN



EXHIBITOR CONTRACT

NOW ONLINE

CLICK TO PURCHASE

The application process is streamlined making it easier for you to submit everything online. To select a sponsorship option, just click the button and follow the prompts on the log-in page.

QUESTIONS? Contact Chelsea Jackson, Director of Meetings | cjackson@pcsortho.org | (833) 621-7276