

OCTOBER 21-24, 2027

Sponsorship & Exhibitor Prospectus

CHART A NEW COURSE

WOCON 2027 is a DOCTOR-ONLY
meeting designed to redefine
the industry experience.

With just 45 tabletop exhibits in the WOCON Commons (exhibit hall), this intimate setting creates meaningful opportunities to connect, exchange ideas, and shape the future of orthodontics.

DEER VALLEY
UTAH



Think beyond the traditional exhibit.

Bring ideas that inspire, spark “aha” moments, and create conversations that build lasting connections.

Be A Part of WOCON 2027

A Doctor-Only Meeting: WOCON 2027 is intentionally designed around the doctor experience, creating an environment where industry companies have direct access to practicing orthodontists without the distractions of a large, traditional trade show.

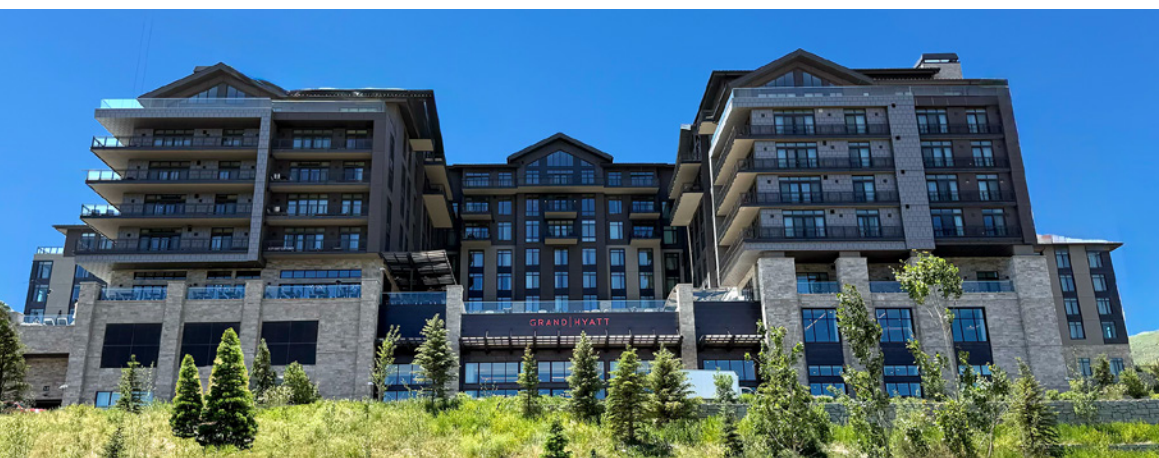
Quality Over Quantity: With only **45 tabletop exhibits**, the WOCON Commons (exhibit hall) is intentionally intimate, giving participating companies greater opportunity to connect and have meaningful conversations.

Decision-Makers in the Room: Connect directly with orthodontists who are evaluating products, technology, services, and solutions for their practices.

Attendee-Driven Experiences: WOCON programming is designed with built-in networking, education, and social touchpoints that naturally bring doctors and industry together.

Opportunities That Start Conversations: From hands-on education to networking experiences and attendee amenities, WOCON provides opportunities to create genuine engagement rather than simply display a logo.

A Team That Understands Your Goals: Our team works with industry companies to help create experiences that support their objectives, whether that means education, relationship building, brand awareness, feedback, or meaningful engagement.



You know your product. We know our doctors. Let's build something attendees remember.

From the WOCON Commons (exhibit hall) to educational sessions, networking experiences, and social events, WOCON provides multiple ways to create meaningful engagement beyond a traditional tabletop. **Choose an opportunity that supports your goals—or bring us an idea and let's build it together.**

PCSO HISTORICAL MEETING DATA

YEAR	LOCATION	TOTAL ATTENDEES
2026*	Monterey, CA	TBD
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

** Joint session with RMSO*

WOCON 2027 Sponsorship Levels

Find the right fit for your brand, goals,
and desired level of engagement.

PLATINUM: \$15,000-\$25,000

GOLD: \$10,000-\$14,999

SILVER: \$ 5,000-\$ 9,999

BRONZE: Up to \$4,999

Sponsorship Benefits

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Preferred tabletop exhibit in the WOCON Commons (exhibit hall) – as space allows	●			
Priority 1 Exhibit Placement	●			
Priority 2 Exhibit Placement		●		
Exhibitor Registrations	4	3	2	2
Pre-Conference Attendee List — Opt-In Only	●	●	●	●
Full-Color On-Site Program Ad	Full Page	Half Page		
Logo on WOCON Website, Preview Program, On-Site Program, Signage, & Meeting Slides	●	●	●	●
WOCON Social Media Recognition	●	●	●	●
WOCON Mobile App Push Notification	1			
WOCON Mobile App Banner Ad	1	1		

Sponsorship Opportunities

PLATINUM \$15,000-\$25,000	GOLD \$10,000-\$14,999	SILVER \$5,000-\$9,999	BRONZE UP TO \$4,999
\$25,000 SOCIAL RECEPTIONS 2 AVAILABLE - 1 FRIDAY & 1 SATURDAY	\$10,000 FIRESIDE NETWORKING LOUNGE SATURDAY	\$7,500 TRANSPORTATION 2 AVAILABLE - 1 FRIDAY & 1 SATURDAY	\$2,500 DAILY EMAILS 3 AVAILABLE
\$20,000 CLINICAL SPEAKER 2 AVAILABLE - FRIDAY OR SATURDAY	\$10,000 <i>SOLD</i> LANYARDS	\$7,500 WELLNESS EXPERIENCE	\$1,000 DIGITAL INSERTS 10 AVAILABLE
\$15,000 LUNCH 'N LEARN 1 AVAILABLE - FRIDAY	\$10,000 BREAKFAST 'N LEARN 2 AVAILABLE - SATURDAY	\$7,500 MOBILE APP	
\$15,000 HANDS-ON WORKSHOP 4 AVAILABLE - SUNDAY	\$10,000 CHARGING STATION	\$5,000 THE PORTRAIT LOUNGE	
	\$10,000 WOMEN ORTHODONTISTS BREAKFAST		
	\$10,000 HOTEL KEY CARDS		
	\$10,000 PHOTO BOOTH		
	\$10,000 PRACTICE SYSTEMS SPEAKER 1 AVAILABLE - SATURDAY		



SOCIAL RECEPTIONS: \$25,000

2 AVAILABLE – 1 FRIDAY & 1 SATURDAY

Turn Conversations Into Connections

The WOCON Social Reception is held in the WOCON Commons (exhibit hall) with exhibiting companies and creates a relaxed, informal environment where orthodontists and industry can step away from the classroom, enjoy hosted small bites and beverage, and build relationships without the structure of a formal educational session.

As the exclusive sponsor of your selected evening, your company will have a prominent presence throughout the experience — with the opportunity to engage doctors in a setting designed for genuine conversation and connection.

INCLUDES:

- **Main stage clinical speaker**
- **Preferred tabletop exhibit**
- **Guaranteed exhibit placement by food/drink station**
- Exclusive recognition as the WOCON Social Reception sponsor for that evening
- Brand integration throughout the reception
- Recognition on event signage and meeting materials



CLINICAL SPEAKER:** \$20,000

2 AVAILABLE – 1 FRIDAY & 1 SATURDAY

Support Meaningful Education

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

Includes preferred tabletop exhibit.

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.

LUNCH 'N LEARN: \$15,000

1 AVAILABLE – FRIDAY

Put Education at the Center of the Conversation

Host meaningful conversations in a relaxed environment where doctors can learn, ask questions, and engage directly with your speakers.

Includes preferred tabletop exhibit.

A Lunch 'n Learn provides an opportunity to connect education with real-world clinical and practice conversations.



HANDS-ON WORKSHOP: \$15,000

4 AVAILABLE – SUNDAY

Let Doctors Experience Your Innovation

Give attendees the opportunity to learn by doing.

Hands-On Workshops are designed for interactive education and practical application, allowing doctors to engage directly with products, technology, techniques, or workflows.

Includes preferred tabletop exhibit.

Four Sunday morning opportunities available.

Each workshop provides an immersive environment designed to encourage questions, discussion, and direct interaction.

GOLD SPONSORSHIPS

\$10,000-\$14,999

FIRESIDE NETWORKING LOUNGE: \$10,000 | SATURDAY

Create a space where meaningful conversations happen.

The Fireside Networking Lounge provides doctors with a relaxed, inviting place to gather between sessions, exchange ideas, and build relationships — complete with a private s'mores experience around the fire.

As the exclusive partner, your brand will be integrated throughout this premium gathering space. Sponsors are encouraged to make the experience their own by bringing branded blankets or other thoughtful touches that extend the brand experience beyond traditional signage.

Want to take the conversation further? Collaborate with PCSO on adding a bartender and creating a signature whiskey experience; or use the fireside setting to lead an informal discussion with doctors on a topic of your choice.

Whether you want to introduce an idea, gather candid feedback on a product or concept, or simply listen to what doctors are thinking, this is an opportunity to create genuine conversation in an environment designed for connection.

OPEN TO COLLABORATION: We will work with the sponsor to develop a fireside experience that feels authentic to your brand and valuable to the doctors in the room.



LANYARDS: \$10,000 **SOLD**

Keep your brand visible throughout the meeting with exclusive WOCON lanyard branding.

BREAKFAST 'N LEARN: \$10,000
2 AVAILABLE – SATURDAY

Start the Day With Meaningful Conversation

Create a focused learning environment where doctors can engage directly with your speakers through collaborative, study-club-style discussions.

A Lunch 'n Learn provides an opportunity to connect education with real-world clinical and practice conversations.

CHARGING STATION: \$10,000

Put Your Brand at the Center of the Conversation

Provide a valuable resource for attendees while creating a natural gathering point. Your brand will be associated with a practical amenity doctors use throughout the meeting.

WOMEN ORTHODONTISTS BREAKFAST: \$10,000

Support Connection and Community

Support this gathering created specifically for women orthodontists.

This experience provides an opportunity to welcome attendees, support meaningful conversation, and build authentic connections within the orthodontic community.

Sponsors will have the opportunity to welcome guests to the breakfast, provide brief remarks, and offer any approved giveaway(s) of their choosing.

HOTEL KEY CARDS: \$10,000

Keep Your Brand in Their Hands

Keep your brand visible throughout attendees' stay with custom-branded hotel room keys.

This high-frequency branding opportunity puts your company directly into the daily WOCON experience.



PHOTO BOOTH: \$10,000

Create a Moment Worth Remembering

Create experiences attendees will share, photograph, and remember beyond the meeting.

The photo booth provides a natural opportunity for brand engagement while adding energy and personality to the WOCON experience.

PRACTICE SYSTEMS SPEAKER:*** \$10,000

1 AVAILABLE - SATURDAY

Support Meaningful Education

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.



TRANSPORTATION: \$7,500

2 AVAILABLE - 1 FRIDAY & 1 SATURDAY

Take Your Brand on the Journey

Friday and Saturday evening, looping shuttles will transport attendees between the hotel and Park City Main Street — approximately a 20-minute ride each way.

This sponsorship gives your team a unique opportunity to **step onto each departing shuttle and personally connect with attendees before the bus leaves.** Your representatives will have 2–3 minutes to welcome the group, share a quick message, distribute a branded drink, giveaway, or other promotional item, and send attendees on their way.

With multiple buses departing throughout the evening, your team can repeat the experience with each group — creating a series of small, personal brand interactions rather than one large, passive branding opportunity.

INCLUDES:

- Sponsor presence on Friday and Saturday evening shuttle service
- Opportunity for company representatives to board each departing shuttle
- 2-3 minute welcome/message to attendees on each bus
- Opportunity to distribute approved branded drinks, swag, or promotional materials
- Recognition on transportation signage and meeting materials
- Opportunity to connect directly with doctors in a relaxed, captive environment

WELLNESS EXPERIENCE: \$7,500

Support the Doctor Experience

Support attendee wellbeing with a curated wellness experience featuring branded and non-branded essentials designed to enhance the doctor experience.

Create a positive association between your brand and the moments that help doctors recharge throughout the meeting.

MOBILE APP: \$7,500

Put Your Brand in the Palm of Every Attendee

Your company will have premium visibility every time attendees engage with the WOCON mobile app.

INCLUDES:

- App splash screen recognition
 - Home screen sticky banner placement
 - Includes one push notification
 - Exclusive opportunity available to one company
-

THE PORTRAIT LOUNGE: \$5,000

Give Doctors Something They Will Actually Use

Professional headshots provide doctors with a valuable takeaway while creating a relaxed and memorable opportunity for brand engagement.

Your company will be associated with an experience attendees can take with them long after WOCON ends.

DAILY EMAILS: \$2,500

3 AVAILABLE

Stay Top of Mind Throughout WOCON

Keep your brand visible throughout the meeting with recognition in scheduled WOCON communications featuring important reminders, updates, and event information.

DIGITAL INSERTS: \$1,000

10 AVAILABLE

Share Your Message Directly with Attendees

Showcase your company, promotions, educational resources, or other approved content through a digital insert available to attendees.



Tabletop Opportunities in the WOCON Commons: The WOCON Commons (aka the exhibit hall) 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.

WOCON 2027 offers a limited number of 45 tabletop opportunities.

Space is limited; **companies are encouraged to secure their placement early.**

TABLETOP PRICING

Preferred Tabletop: \$4,950

Early Rate through November 30, 2026

\$5,450 after December 1, 2026

Standard Tabletop: \$3,950

Early Rate through November 30, 2026

\$4,250 after December 1, 2026

See page 23 to view floorplan and tabletop location selection opportunities.

Included With All Tabletops:

- Pre-conference attendee list — opted-in attendees only
- Two exhibitor badges
- Listing in the printed and digital program
- Table with 2 chairs

Additional representatives may be registered for **\$450 each.**

Not Included With Tabletops:

Electricity, freight handling, and other exhibit services are not included and must be ordered through the official WOCON service contractor.

WOCON 2027 Dates & Details

THE WOCON COMMONS (EXHIBIT HALL) HOURS*

THURSDAY, OCTOBER 11, 2027

2:00 PM – 6:00 PM — Industry Move-In

FRIDAY, OCTOBER 12, 2027

9:00 AM – 5:30 PM

SATURDAY, OCTOBER 13, 2027

9:00 AM – 6:00 PM

DEDICATED CONNECTION HOURS

FRIDAY, OCTOBER 12

9:30 AM – 10:00 AM

11:00 AM – 11:15 AM — Morning Break

12:15 PM – 1:30 PM — Lunch

2:45 PM – 3:30 PM — Afternoon Break

4:30 PM – 5:30 PM — WOCON Social

SATURDAY, OCTOBER 13

9:00 AM – 11:45 AM — Multiple Staggered Breaks

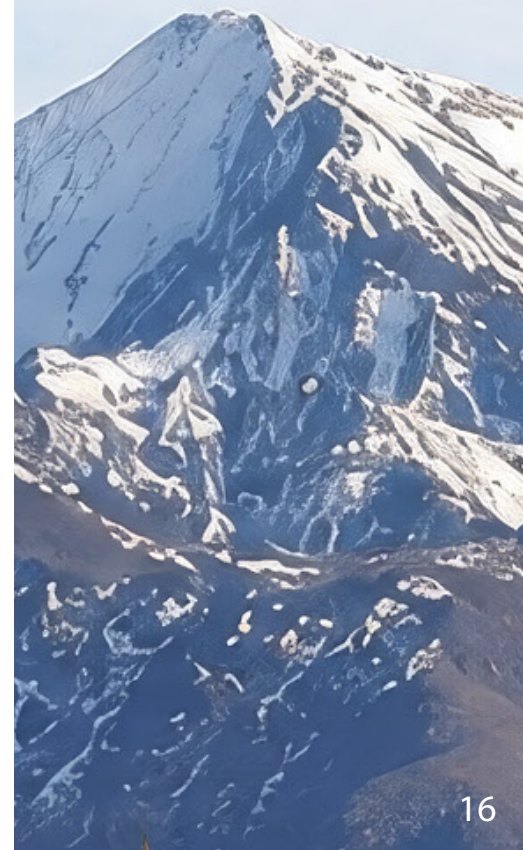
12:45 PM – 2:00 PM — Lunch

5:00 PM – 6:00 PM — WOCON Social

*Schedule subject to change.

The logo for WOCON 2027 is displayed in white and blue text. The 'WO' is in white, the 'CON' is in blue, and the year '2027' is in white. The logo is set against a background of horizontal blue stripes.

WO
CON
2027



IMPORTANT DEADLINES

NOVEMBER 30, 2026

Early tabletop rate deadline

DECEMBER 31, 2026

Company Logo due

JUNE 30, 2027

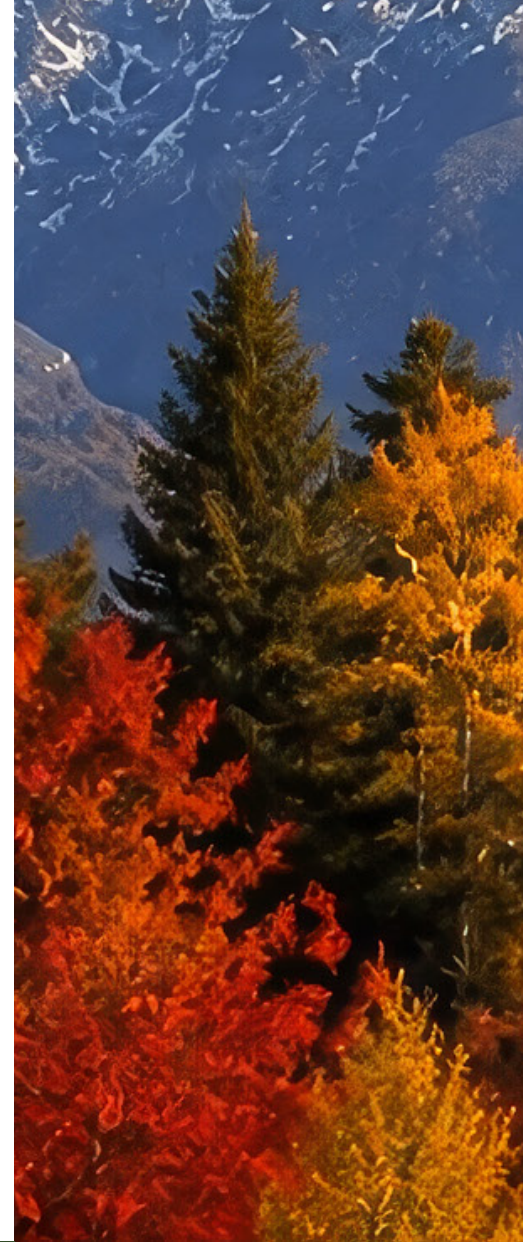
Initial tabletop assignments begin

JULY 15, 2027

- Certificate of Insurance due
- 10-word descriptions due to guarantee inclusion in final conference materials

September 29, 2027

Exhibitor badge registration and hotel reservation cutoff



HOTEL INFORMATION GRAND HYATT DEER VALLEY THE HOST HOTEL FOR WOCON 2027

WOCON 2027 Conference Rate

\$289 per night

Single or double occupancy, plus applicable taxes and fees.

The hotel reservation deadline is

September 29, 2027, subject to availability.

Hotel reservation information will be provided to exhibiting companies once tabletop placement has been **confirmed**. Exhibitors will be notified when the hotel booking link is available in the exhibitor portal.



Offering a quiet mountain escape with vibrant fall foliage, cooler weather, and an unmistakably chill ambiance, Deer Valley is a brilliant autumn destination. Relax and enjoy spectacular scenic vistas as slopes turn stunning shades of gold orange and red. The perfect backdrop for WOCON 2027, the Grand Hyatt Deer Valley offers modern mountain elegance where contemporary design meets rustic charm. Savor the unexpected with fine dining options, world-class mixology, Agaci Spa + Wellness, a year-round heated pool, state-of-the-art fitness center, and more than seven fire pits overlooking the mountains and the Jordanelle Reservoir. Every detail is crafted to elevate experiences and celebrate Utah's vibrant creativity and flair.



Exhibitor Information

PAYMENT:

Payment in full must be received with the completed exhibit application.

Applications will not be accepted or processed, and tabletop space will not be assigned, without full payment.

CANCELLATIONS:

No refunds will be made for cancellations received after August 20, 2027. All cancellations will be assessed a minimum processing fee of \$450.

SPACE ASSIGNMENT:

Space will be assigned on a **first-come, first-paid basis**.

Paid sponsorships receive priority placement.

Assignment of tabletop space will be determined by:

1. Date of receipt of completed contract and payment
2. Tabletop placement requested
3. Requests for companies to be near or away from
4. Overall configuration of the WOCON Commons (exhibit hall)

The PCSO/RMSO will make every effort to accommodate placement requests; however, specific locations cannot be guaranteed.

In addition, the PCSO/RMSO reserves the right to modify tabletop locations when necessary and in the best interest of the meeting.

ELIGIBILITY:

The PCSO/RMSO considers applications based on the following criteria:

1. Manufacturers, suppliers, and distributors of orthodontic/dental products and services
2. Manufacturers, suppliers, and distributors of products and services that benefit orthodontics
3. Manufacturers, suppliers, and distributors of products and services considered to be of general interest to WOCON attendees
4. Providers of professional, financial, consulting, and miscellaneous services considered to be of general interest to WOCON attendees
5. Existing WOCON policies and procedures

In addition, the PCSO/RMSO reserves the right to modify tabletop locations when necessary and in the best interest of the meeting.

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](#)

SUBLETTING & SHARING SPACE:

No company may sublet, assign, or share any portion of its assigned tabletop space with another person or company.

Companies may not display products or services other than those normally distributed in the regular course of business.

Violations may result in immediate closure and removal from the WOCON Commons (exhibit hall) without refund of space rental fees.

EXHIBITOR SERVICES:

WOCON will have an official service contractor to handle exhibiting needs.

The official contractor acts independently and is not an agent, employee, or representative of the PCSO/RMSO. All contractors will bill exhibiting companies 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 provide the **Exhibitor Service Kit (ESK)** to participating companies prior to the meeting.

CERTIFICATE OF INSURANCE:

All exhibiting companies must provide proof of insurance to participate in WOCON no later than **August 1, 2027.**

Failure to provide a Certificate of Insurance by the deadline may result in cancellation of exhibit space without refund.

WOCON requires the following coverage:

- Comprehensive General Liability insurance, including contractual liability, with limits of at least **\$1,000,000 per occurrence**
- **\$2,000,000 aggregate**
- Workers' Compensation coverage in compliance with applicable federal and state laws covering all exhibitor employees performing work on the exhibitor's behalf

Certificates of Insurance must name the following as additional insureds:

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

Grand Hyatt Deer Valley

1702 Glencoe Mountain Way
Park City, UT 84060

Each party involved in the conference is responsible for claims arising from its own negligence and intentional acts and those of its employees or agents.

Each party is responsible for protecting its own property through appropriate insurance.

The PCSO/RMSO, the official service contractor, the Grand Hyatt Deer Valley, and their agents assume no liability for injury to any person or loss or damage to property before, 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 PCSO/RMSO, or for any negligent or intentional acts of any exhibitor or any third party.

By signing the exhibit contract, the exhibiting company agrees to indemnify, defend, and hold the PCSO/RMSO harmless from damages, liabilities, actions, and demands, including reasonable attorney's fees, arising from or related to the company's negligent or intentional actions while exhibiting or any breach of these rules and policies.

USE OF WOCON LOGO:

WOCON reserves the right to approve or prohibit the use of the WOCON logo in advertising, promotional materials, and incentive items.

Requests for use of the WOCON logo must be submitted for review and approval in advance.

No company may use the WOCON name or logo in a manner that implies endorsement without written approval.



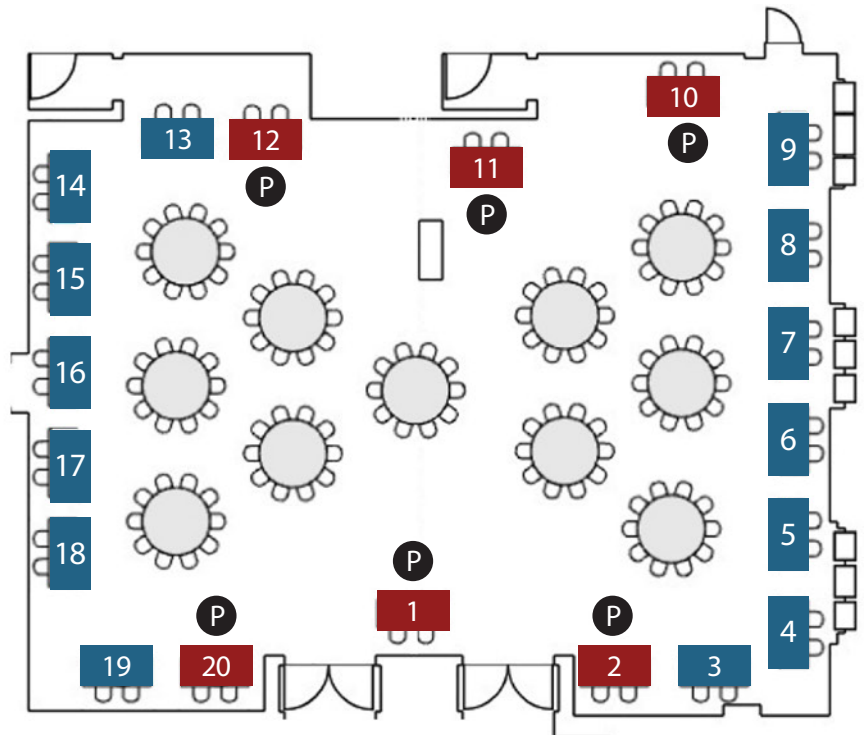
VIOLATIONS:

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 WOCON Commons (exhibit hall) without refund of space rental fees or penalty to the PCSO/RMSO. The exhibitor may also be prohibited from participating in future WOCON exhibits.

Tabletop Offerings

PREFERRED TABLETOPS

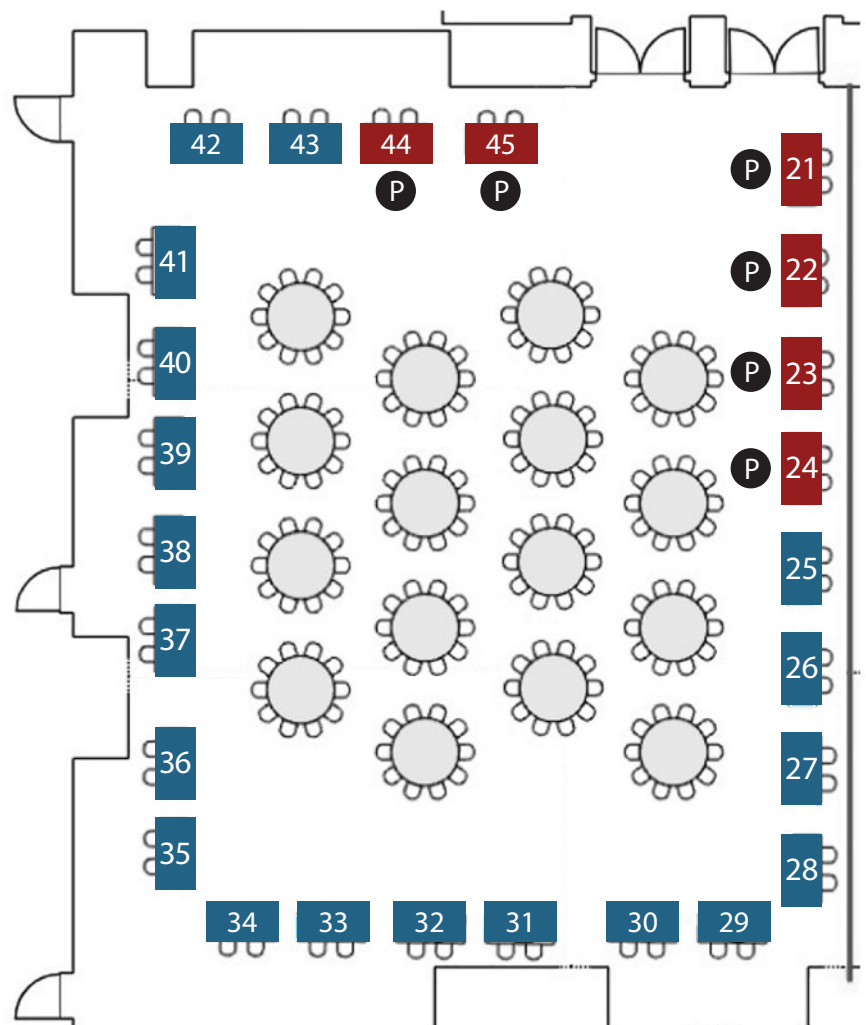
PREFERRED tabletop spaces are indicated in RED and marked with the **P** symbol on the WOCON Commons Map. This symbol indicates spaces that are preferable because of their location. These locations are expected to have high visibility due to layout of the exhibit space, hall entrance, and placement of refreshments.



The WOCON Commons (exhibit hall)

STANDARD TABLETOPS

STANDARD tabletop spaces are indicated in BLUE. They are not marked with the P symbol.



ANNUAL SESSION

WOCON | WESTERN
ORTHODONTIC
CONFERENCE

GRAND HYATT DEER VALLEY

DEER VALLEY, UTAH

OCT. 21-24, 2027

LET'S BUILD
SOMETHING
ATTENDEES
REMEMBER

YOUR
BRAND

WOCON 2027 in Deer Valley provides a rare setting to step away from the traditional trade show model and create something more intentional — an experience where doctors and industry can learn from one another, challenge ideas, and build relationships.

Help your company make a lasting impression that evolves into a long-term relationship.

**SPONSOR | EXHIBITOR
CONTRACT
NOW ONLINE**

CLICK TO PURCHASE

C O N T A C T

Chelsea Jackson

Director of Meetings

Pacific Coast Society of Orthodontists

Email: cjackson@pcsortho.org

Phone: (833) 621-7276

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ANNUAL SESSION

GRAND HYATT DEER VALLEY

DEER VALLEY, UTAH

OCT. 21-24, 2027