



Creating Magical Smiles

1ST ANNUAL WESTERN ORTHODONTIC CONFERENCE

A JOINT MEETING OF THE PCSO & RMSO



October 22-25, 2020

DISNEYLAND® HOTEL

ANAHEIM, CA

*Sponsor
Prospectus*





Sponsorship Opportunities

PLATINUM

\$20,000	Closing Celebration (COMMITTED)
\$15,000	Welcome Reception (COMMITTED)
\$15,000	Tote Bags
\$15,000	New & Younger Member Reception

BENEFITS

- Recognition and signage as a Platinum Level supporter, including recognition in marketing brochures, website and at strategic locations throughout the conference area
- One 10' x 20' exhibit booth
- Two additional exhibitor registrations
- Full Page Ad in the On-site Program
- One 600 x 110 pixel, 4-color banner advertisement in the Conference Mobile App linked to your website
- One attendee mailing list
- Message on PCSO & RMSO Social Media





Sponsorship Opportunities



WELCOME RECEPTION (COMMITTED)

Each year at the Annual Session, there is a welcome event and this year the event will be held inside the exhibit hall. Your sponsorship of this event will include the opportunity to take full credit of the event in its entirety.

CLOSING CELEBRATION (COMMITTED)

For the first year ever there will be a closing celebration. Close out the conference as the host for this spectacular outdoor event.



TOTE BAGS

With so much material to carry around, the conference tote bag has become an essential apparel item for each attendee. From the time they pick up their registration packets until they depart for the airport, attendees are rarely seen without their tote bags in tow, each emblazoned with the supporter's logo and the Western Orthodontic Conference logo. Your company's exposure continues long after the meeting is over as attendees continue to use their bags at home and work. (PCSO produces the tote bags; sponsor logo is needed.)

NEW & YOUNGER MEMBER RECEPTION

The New and Younger Member Reception is geared towards doctors that have been members for less than 10 years. Now is your chance to reach them and build a relationship early. The board of directors will also be in attendance so you have an even wider audience to network with. Be the only supplier in the room as the sponsor of this event. This year the event will take place in Splitsville USA in Downtown Disney which is just steps from the conference space.



We are pleased to offer a variety of sponsor opportunities for your consideration. These are offered on a first come, first paid basis and we will attempt to meet your first choice. All sponsors receive first dibs on exhibit booth selection. They are confirmed based on the date requested and payment received. To secure your sponsorship or for more information please contact Aesha Beattle at abeattle@pcsortho.org.



Sponsorship Opportunities

GOLD

\$10,000	Outdoor Welcome Banner
\$10,000	Lanyards (COMMITTED)
\$10,000	Charging Station Locker
\$7,000	Conference Foyer Column Wrap
\$7,000	Conference Note Pads
\$7,000	Hand Fan



BENEFITS

- Recognition and signage as Gold Level supporter, including recognition in marketing brochures, website and at strategic locations throughout the conference area
- One 8' x 10' exhibit booth
- One additional exhibitor registration
- One 600 x 110 pixel banner advertisement in the Conference Mobile App, linked to your website
- One attendee mailing list



Sponsorship Opportunities



OUTDOOR WELCOME BANNER

Be the first to welcome attendees by sponsoring the Welcome Banner with your logo that will hang over the front drive at the Disneyland Hotel.

LANYARDS (COMMITTED)

If you are looking for maximum exposure during the Annual Session, these high-quality lanyards are a sure bet as every attendee will be wearing them with their name badge.

CHARGING STATION LOCKER

Everyone these days has a cell phone and/or iPad and all of those devices need to stay charged. Be the hero of the conference by providing battery life to all of the participants!

CONFERENCE FOYER COLUMN WRAP

Make a statement by displaying your brand on 10' column wraps in the lobby area, outside of the Doctors' Lecture Room.

CONFERENCE NOTE PADS

Be seen by every attendee at the conference as they take notes in the educational sessions using a notebook or pen with your company's branding.

HAND FAN

It gets a little warm in Anaheim this time of year and being so close to Downtown Disney, attendees will need to cool off while walking around. Your company is sure to be remembered by helping beat the heat with a collapsible handheld fan. When opened, it is a durable fan with your company logo and the conference logo. It closes easily with just a twist and can be stored in a pocket or purse.

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Sponsorship Opportunities

SILVER

\$5,000

Refreshment Break (two available)

\$4,500

Conference Photo Booth

BENEFITS

- Recognition and signage as Silver Level supporter, including recognition in marketing brochures, website, and at strategic locations throughout the conference area
- One additional exhibitor registration
- One 600 x 110 pixel banner advertisement in the Conference Mobile App, linked to your website
- One pre-registrant mailing list



Refreshment Break (two available)

Providing sustenance for attendees is an essential part of making sure they are able to stay alert and get the most out of this professional development opportunity. Sponsors can choose from two break times – two separate morning breaks. All of the refreshment breaks are located in the exhibit hall which makes for a dedicated time for the attendees to mingle with the exhibitors. You can make it fun! You may choose to have an ice cream or popcorn break with the station set up next to your booth!

PHOTO BOOTH

Take advantage of the opportunity to host a photo booth that will promote your company on the booth throughout the week.



Sponsorship Opportunities



BRONZE

\$750

FLOOR GRAPHICS

SEE DETAILS BELOW

CONFERENCE MOBILE APP OPTIONS

BENEFITS

- Recognition and signage as a Bronze Level supporter, including recognition in marketing brochures, website, and at strategic locations throughout the conference area



FLOOR GRAPHICS

Attention-grabber. Lead attendees to the registration area with mega-sized 4'x4' printed floor graphics.

CONFERENCE MOBILE APP SPONSORSHIPS

Be ahead of the curve by sponsoring the comprehensive electronic guide to the Annual Session. Your logo will be included in the conference mobile app through one of these options within the app.

Splash Screen **\$3,000**

The app's splash screen is going to be viewed every time the user opens the conference app, which could be dozens of times during the course of a two-day event. It is a visual that fills the entire screen, free from distraction. This opportunity will only be available to one company.

Push Notification(s) **\$1,500**

Messages sent directly to event attendees' mobile device. Notifications can be scheduled in advance or last minute, on-the-fly. Reach all attendees or a select group at strategic times.

Banner Ad **\$1,000**

Receive roughly five seconds of display time each time your customized ad appears. Banner ads are constantly rotating at the top of the app as users locate sessions, read through the agenda or use the app in any way.

Beacon Alert **\$1,000**

Notify attendees with a location-based message listing time to meet or special last-minute promos specifically for certain days of the conference.

For additional information on mobile app sponsorships please contact Aesha Beattle, Director of Meetings via email: abeattle@pcsortho.org.





Sponsorship Contract



Please email Sponsorship/Support and Advertising Contract to abeattle@pcsortho.org

Select the sponsorship line item below. Please email Sponsorship Contract to abeattle@pcsortho.org.

SPONSORSHIP OPPORTUNITIES

Platinum Level

<input type="checkbox"/> Closing Celebration	\$20,000
<input type="checkbox"/> Welcome Reception	\$15,000
<input type="checkbox"/> Tote Bags	\$15,000
<input type="checkbox"/> New & Younger Member Reception	\$15,000

Gold Level

<input type="checkbox"/> Outdoor welcome Banner	\$10,000
<input type="checkbox"/> Lanyards	\$10,000
<input type="checkbox"/> Charging Station Locker	\$10,000
<input type="checkbox"/> Conference Foyer Column Wrap	\$7,000
<input type="checkbox"/> Conference Note Pads	\$7,000
<input type="checkbox"/> Hand Fan	\$7,000

Silver Level

<input type="checkbox"/> Refreshment Break (two available)	\$1000
<input type="checkbox"/> Conference Photo Booth	\$1000

Bronze Level

<input type="checkbox"/> Floor Graphics	\$750
<input type="checkbox"/> Splash Screen	\$3000
<input type="checkbox"/> Push Notifications	\$1500
<input type="checkbox"/> Banner Ad	\$1000
<input type="checkbox"/> Beacon Alert	\$1000



Sponsorship Contract



(continued from page 8)

Company Name:

Company Contact:

Address:

City, State/Province, Zip, Country:

Contact Phone:

Contact Email:

Company Website:

Authorized Signature:

Date:

PAYMENT

All funds MUST be submitted from a U.S. bank in U.S. funds. PCSO/RMSO does not accept purchase orders or invoices for services.

A check is enclosed (payable to PCSO) in the amount of: \$ _____ Check #: _____

Charge my credit card in the amount of: \$ _____ Visa MasterCard American Express Discover

Cardholders Name:

Credit Card Number:

Expiration Date:

CVV:

Credit Card Billing Address:

Credit Card Billing City:

State:

Zip:

Signature of Cardholder: *(required to process credit card payment)*

CONTRACT TERMS

I agree to pay the costs set forth above upon receipt of invoice of sponsorship. You agree to indemnify and hold the Pacific Coast Society of Orthodontists and Rocky Mountain Society of Orthodontists harmless from all damages, including attorneys' fees arising from any breach of this Agreement by the sponsor.

Sponsor Representative:

Date:

PCSO/RMSO Representative:

Date:

Contracts without an authorized signature or payment will be returned unprocessed.