

SPONSOR PROSPECTUS

WOCON | WESTERN
ORTHODONTIC
CONFERENCE

COMBINED MEETING **PCSO & RMSO**

2021 • PORTLAND, OR • OCT. 21-24

Oregon Convention Center



SPONSORSHIP
OPPORTUNITIES



WHO WE ARE

The Pacific Coast Society of Orthodontists (PCSO) and Rocky Mountain Society of Orthodontists (RMSO) are professional organizations of orthodontic specialists.

OUR MISSION

To support the successful practice of orthodontics by empowering members to provide the highest level of care to their patients. Each year, to support this mission, the PCSO and RMSO present the annual Western Orthodontic Conference (WOCON).

CONFERENCE OVERVIEW

WOCON is a four-day event – a forum for continuing education and collaboration designed to foster an open dialogue between the organization, its members, guest speakers, exhibitors, and sponsors. Attendees engage in a wide variety of topics by participating in various virtual and in-person sessions, pre-conference workshops, and social events. This year's theme is **BUILDING BRIDGES**.

OUR VALUE TO YOU

The target audience for WOCON 2021 includes residents, clinical staff, and office staff. This prospectus outlines sponsorship opportunities that provide exposure to the nearly 1,300 expected attendees, 600 of which are doctors. Imagine the advantages of getting your company name and brand message in front of such a diverse audience.



TAKE A LOOK AT OUR SPONSORSHIP OPPORTUNITIES - WHICH WORK BEST FOR YOU?

WOCON | WESTERN
ORTHODONTIC
CONFERENCE
COMBINED MEETING **PCSO & RMSO**
2021 • PORTLAND, OR • OCT. 21-24



SPONSORSHIP OPPORTUNITIES

Platinum Level Sponsorships

	\$20,000	Closing Celebration
SOLD	\$15,000	Welcome Reception
SOLD	\$15,000	Conference Tote Bags
SOLD	\$15,000	New & Young Member Reception

BENEFITS

- Recognition and signage as a Platinum Level Sponsor, including recognition in the On-site Conference Program and at strategic locations throughout the conference area
- One 10' x 20' exhibit booth
- Two additional exhibitor registrations (Total of 4)
- Full-page ad in the On-site Conference Program
- One 600 x 110 pixel, 4-color banner ad in the Conference Mobile App linked to your website
- One pre- and post-registration list of all opted-in attendees (mailing address only)
- Message on PCSO & RMSO Social Media



Platinum Level Sponsorships

BENEFITS OVERVIEW

Closing Celebration

Held at the Oregon Museum of Science and Industry (OMSI) – one of the nation’s leading science museums with an international reputation in science education – this event will take over the entire museum. With access to each nationally acclaimed exhibit, guests will marvel as each hall offers different themes and a variety of seating and catering options.

Your sponsorship of this event provides you with the exclusive opportunity to take full credit for the entire event and offer kick-off remarks at the start of the event.

Welcome Reception **SOLD**

WOCON 2021 will launch with a Welcome Reception. This kick-off event provides attendees an invaluable opportunity to reconnect with old friends, make new introductions, and engage in conversations all around within the exhibit hall. Your company will be front and center, along with the WOCON Continuing Education Committee, to officially open the exhibit hall at the beginning of this reception. Be among the first to greet everyone and network over light refreshments.

Conference Tote Bags **SOLD**

With so much to carry, these tote bags have become an essential tool. From the time attendees pick up their registration packets until they depart, they have their tote bags in tow, each emblazoned with the conference and sponsor’s logo. Your company’s exposure continues long after the meeting as attendees continue to use their bags at home and work. (PCSO produces the tote bags; sponsor logo is needed.)

New & Younger Member Reception **SOLD**

The reception is geared toward doctors that have been members for less than 10 years. Now is your chance to build relationships with these doctors early on. 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.





SPONSORSHIP OPPORTUNITIES

Gold Level Sponsorships

	\$10,000	Entrance Welcome Banner
SOLD	\$10,000	Lanyards
	\$10,000	Phone Charging Stations
SOLD	\$ 7,000	Conference Notepads
SOLD	\$ 7,000	Hotel Key Cards
	\$ 7,000	Column Wrap
	\$ 7,000	Street Poles for Banners
	\$ 7,000	Large Reader Board
	\$ 7,000	Supersized Banner
	\$ 6,000	Face Masks

BENEFITS

- Recognition and signage as a Gold Level Sponsor, including recognition in the On-site Conference Program and at strategic locations throughout the conference area
- One 10' x 10' exhibit booth
- One additional exhibitor registration (Total of 3)
- Half-page ad in the On-site Conference Program
- One 600 x 110 pixel, 4-color banner ad in the Conference Mobile App linked to your website
- One pre-registration list of all opted-in attendees (mailing address only)

Gold Level Sponsorships

BENEFITS OVERVIEW

Entrance Welcome Banner

Be the first to welcome attendees by sponsoring the Welcome Banner with your logo. This banner will be located at the entrance of the session halls.

Lanyards **SOLD**

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.

Phone Charging Stations

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

Conference Notepads **SOLD**

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

Hotel Key Cards **SOLD**

This sponsorship level provides continual exposure to all attendees at WOCON 2021 as the sponsor's logo and conference logo are printed on two keys per guest room. Each time the attendee goes into their hotel room, they will see your company's logo! (Sponsor creates artwork for the key card and PCSO will have them produced.)

Column Wrap

Make a statement by displaying your brand on 10' column wraps in the convention lobby area, outside of the Session Halls.

Street Poles for Banners

Take advantage of the exclusive rights to 12 street light poles surrounding the Oregon Convention Center with 4' x 5' banners that capture the attention of all WOCON attendees who pass by or arrive via the MAX light-rail and/or Portland Streetcar.

Large Reader Board

Prominent advertising space for larger 4' x 9'6" double-sided banners is available alongside the exterior reader board pylons.

Supersized Banner

Exclusive sponsorship space is available with a 13' x 11'5" Supersized Banner prominently displayed at NE First Avenue and NE Holladay Street entrance.

Face Masks

Feature your logo on the reusable, cloth conference face masks given to all attendees. Sponsor to provide a one-color logo for imprint. Sponsorship includes production. **Act fast – Sponsorship must be sold by July 30, 2021 for fulfillment.**

Silver Level Sponsorships

SOLD	\$ 5,000	Conference Photo Booth
	\$ 4,500	Refreshment Breaks (2 available)
	\$ 3,000	Window Clings (12 available)
	\$ 3,000	Digital Signage (8 available)
	\$ 2,000	Escalator Decals (10 available)

BENEFITS

- Recognition and signage as a Silver Level Sponsor, including recognition in the On-site Conference Program and at strategic locations throughout the conference area
- One 600 x 110 pixel, 4-color banner ad in the Conference Mobile App linked to your website



Silver Level Sponsorships

BENEFITS OVERVIEW

Conference Photo Booth **SOLD**

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

Refreshment Breaks (2 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.

Window Clings (12 available)

Eye catching views and prominent locations provide the perfect windows of opportunity. PCSO must approve all artwork and materials prior to production and installation.

Digital Signage (8 available)

The Oregon Convention Center has digital displays located throughout the convention center. These state-of-the-art displays run eye-catching branded images, ads, and stunning video content. Videos run as 10 second spots with a max 120 second loop. Audio is not supported by displays.

Escalator Decals (10 available)

These unique sponsorship opportunities provide high visibility throughout the Convention Center for guests and attendees.

Bronze Level Sponsorships

\$ 1,500	Mobile App Splash Screen
\$ 1,500	Mobile App Push Notification(s)
\$ 1,000	Mobile App Banner Ad
\$ 250	Elevator Decals (6 available)

BENEFITS

Recognition and signage as a Bronze Level Sponsor, including recognition in the On-site Conference Program and at strategic locations throughout the conference area



Bronze Level Sponsorships

BENEFITS OVERVIEW

Be ahead of the curve by sponsoring the 2021 Conference Mobile App - The app is the comprehensive electronic guide to the Annual Session. Your logo will be included in the app through the three options listed below. The choice is yours.

Splash Screen

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

Push Notification(s)

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

Banner Ad

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 of a number of ways.

Elevator Decals (6 available)

Another great sponsorship opportunity available at the Bronze Level - Elevator Decals provide high visibility throughout the Convention Center for guests and attendees.

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

Sponsorship Contract

SPONSORSHIP OPPORTUNITIES

Select the sponsorship-level line item below. Then proceed to the next page to complete the two-page Sponsorship Contract. Email the completed contract to abeattle@pcsortho.org

PLATINUM LEVEL SPONSORSHIP

☐ Closing Celebration..... \$20,000

SOLD Welcome Reception..... \$15,000

SOLD Tote Bags..... \$15,000

SOLD New & Young Member Reception..... \$15,000

GOLD LEVEL SPONSORSHIP

☐ Entrance Welcome Banner..... \$10,000

SOLD Lanyards..... \$10,000

☐ Phone Charging Stations..... \$10,000

SOLD Conference Notepads..... \$ 7,000

SOLD Hotel Key Cards..... \$ 7,000

☐ Column Wrap..... \$ 7,000

☐ Street Poles for Banners..... \$ 7,000

☐ Large Reader Board..... \$ 7,000

☐ Supersized Banner..... \$ 7,000

☐ Face Masks..... \$ 6,000

SILVER LEVEL SPONSORSHIP

SOLD Conference Photo Booth..... \$ 5,000

☐ Refreshment Break - 2 available \$ 4,500 each > Quantity ☐

☐ Window Clings - 12 available \$ 3,000 each > Quantity ☐

☐ Digital Signage \$ 3,000

☐ Escalator Decals - 10 available \$ 2,000 each > Quantity ☐

BRONZE LEVEL SPONSORSHIP

☐ Mobile App Splash Screen \$ 1,500

☐ Mobile App Push Notification(s)..... \$ 1,500

☐ Mobile App Banner Ad..... \$ 1,000

☐ Elevator Decals - 6 available \$ 250 each > Quantity ☐

CONTACT INFORMATION

Company Name:

Company Contact:

Address:

City, State/Province, Zip, Country:

Contact Phone:

Company Website:

Authorized Signature:

METHOD OF 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 ☐

Cardholder's Name:

Credit Card Number: Expiration Date: CVV:

Credit Card Billing Address:

Credit Card Billing City: State: Zip:

Cardholder's Signature: (required to process credit card payment)

RETURN SPONSORSHIP CONTRACT

Please email the completed contract to **abeattle@pcsortho.org**

Or mail completed contract and check payment to:

Attn: Exhibits Manager
PCSO Executive Office
15621 W 87th Street, #267
Lenexa, KS 66219

When paying by mail, please include a copy of your contract with check payment and also email a copy to **abeattle@pcsortho.org**

CONTRACT TERMS

I agree to pay the costs set forth above upon receipt of invoice of sponsorship. I 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:

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