

# 2024 Sponsor & Exhibitor Prospectus

PARTNERSHIP OPPORTUNITIES

ANNUAL SESSION

**WO**  
**CON** | WESTERN  
ORTHODONTIC  
CONFERENCE

THE WESTIN RANCHO MIRAGE GOLF

RESORT & SPA • PALM SPRINGS, CA

NOVEMBER 14-17, 2024

C O M B I N E D  
M E E T I N G



# Dear Valued Partner,



We would like to invite you to be a part of the **2024 Western Orthodontic Conference (WOCON) Annual Session**, a joint meeting of the Pacific Coast Society of Orthodontists (PCSO) and Rocky Mountain Society of Orthodontists (RMSO). Held at the Westin Rancho Mirage in Palm Springs, CA from November 14-17, 2024, this will be the meeting of the year for orthodontists and their teams.

This event presents a unique opportunity for companies to promote themselves and showcase their offerings to a highly targeted audience of doctors, residents, clinical staff, and office staff. **Combined, the PCSO and RMSO have over 4,000 members representing the western half of the United States and Canada.** Please review the multiple sponsorship opportunities and exhibitor options available to you, and let us know how we can make your experience a rewarding endeavor.

On behalf of the Continuing Education Committee, we look forward to partnering with you in Palm Springs.

Dr. Alyssa Levin, Chair

COMBINED  
MEETING



## Who We Are And What We Do

The PCSO and RMSO are professional organizations of orthodontic specialists who strive to help their members provide the highest level of care. To support this endeavor, the PCSO and RMSO present the Western Orthodontic Conference (WOCON) Annual Session each year.

## Conference Overview

WOCON is a 3 ½-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 by participating in a wide variety of topics in various in-person sessions, pre-conference workshops, and social events. This year's meeting features a wide range of interdisciplinary speakers on topics such as vertical maxillary excess, airway & sleep, microesthetics, and TMD and occlusion.

## Our Value To You

The PCSO will host doctors, residents, and clinical and office team members at the 2024 WOCON Annual Session. Our leadership works with industry partners to build tailored relationships that provide value to the PCSO, RMSO, and their members, but just as important, to supporting companies.

**This prospectus outlines exhibitor and sponsor opportunities that provide EXPOSURE TO OVER 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.**

## PCSO HISTORICAL MEETING DATA

| YEAR  | LOCATION      | TOTAL ATTENDEES |
|-------|---------------|-----------------|
| 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             |
| 2016  | Seattle, WA   | 1,536           |

\* Joint session with RMSO



# Platinum



## Platinum Level SPONSORSHIPS

|                 |  |
|-----------------|--|
| <b>\$18,000</b> | <b>NEW!</b> Keynote Sponsor (2 AVAILABLE)                          |
| <b>\$15,000</b> | Conference Tote Bags   |
| <b>\$15,000</b> | Closing Celebration and Chip Shot Contest:<br>A Palm Springs Party |

## Platinum Level BENEFITS

- Recognition as a Platinum Level Sponsor
- One 10' x 10' exhibit booth
- Priority booth placement
- Two additional exhibitor registrations (Total of 4)
- Two Closing Celebration tickets
- 20 Drink Tickets (for you to distribute as you please for use at the Welcome Reception or the Closing Celebration)
- Logo in preview program (if provided by deadline)
- Logo on meeting website with link to company website
- Logo in on-site conference program
- Full-page ad in the on-site conference program (if provided by deadline)



- One full-color banner ad on the conference mobile app linked to your website
- One push notification through the conference mobile app
- Logo on meeting slides and signage at strategic locations throughout conference area
- Acknowledgment on PCSO social media outlets
- One pre- and one post-registration attendee list of all **opted-in** attendees (includes email addresses)

## Platinum

Platinum Level  
OVERVIEW

## NEW! Keynote Sponsor

2 AVAILABLE

All attendees attend a joint doctor/team member keynote lecture to kick the day off on Friday and Saturday morning. Be the sponsor for one of the keynote sessions – first come, first serve. Pick either:

**Friday | Dr. Lucia Cevidanes:** *AI as the Game Changer in Orthodontic Decision Making*

– or –

**Saturday | Mr. Dino Watt:** *Own Your Role: Magnify Your Position & Ignite Your Passion*

**Be a Keynote Sponsor and get the day started right!**



## Conference Tote Bags

With so much to carry, these tote bags are 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 required.)

Closing Celebration  
and Chip Shot Contest:

## A PALM SPRINGS PARTY



Add your flair to this reception as we celebrate the history and flavor of Palm Springs. You'll even get a Chip Shot Contest branded for you (comes with two tickets for your representatives to welcome people to the contest). Everyone is invited to eat, drink, and show off their golf swing. You will get your logo on all signage and references to the Closing Celebration, a signature drink named for your company (all attendees receive one complimentary drink ticket), and a chance to say hello to your guests.





Gold

Gold Level  
SPONSORSHIPS**\$10,000** Lanyards**\$10,000** Phone/Tablet Charging Stations**\$10,000** **NEW!** Welcome Reception Signature Drink
**\$10,000**  **NEW!** Wine 'N Learn (2 AVAILABLE)

**\$ 7,500**  **NEW!** Breakfast 'N Learn (4 AVAILABLE)
**\$ 7,500** Conference Photo BoothGold Level  
BENEFITS

- Recognition as a Gold Level Sponsor
- One 10' x 10' exhibit booth
- One additional exhibitor registration (Total of 3)
- One Closing Celebration ticket
- Priority booth placement
- Logo in preview program (if provided by deadline)
- Logo on meeting website with link to company website
- Logo in on-site conference program
- Logo on meeting slides and signage at strategic locations throughout conference area
- Half-page ad in the on-site conference program
- Acknowledgment on PCSO social media outlets
- One pre- and one post-registration attendee list of all **opted-in** attendees (includes email addresses)



# Gold

## Gold Level

### OVERVIEW

#### Lanyards

If you are looking for maximum exposure during WOCON 2024 these high-quality lanyards are a sure bet as every attendee will be wearing them with their name badge.

#### Phone/Tablet Charging Stations

We all have a mobile phone and/or iPad that need to stay charged. Be the hero of the conference by providing battery life to all the participants! Placement of stations TBD with possibility of one strategically placed next to your booth.



#### NEW! Welcome Reception Signature Drink

WOCON 2024 will launch with a Welcome Reception held in the Exhibit Hall that kicks off the conference with an opportunity for attendees to reconnect with old friends, make new introductions, and engage in conversations. Your branding will be on all signage, and you can choose a signature drink branded for your company. The signature drink will be offered to every attendee as they enter the Welcome Reception. A company representative is invited to welcome attendees as they enter as well.



#### NEW! Wine 'N Learn

2 AVAILABLE - FRIDAY

Engage, involve, and delight conference attendees. A private space, wine, and snacks will be available to the sponsoring company for a 60-minute workshop. Sponsors will have the ability to demo new products, present new ideas, share new company information, etc. Session will be listed in conference registration. Space will be limited to no more than 50 registrants per session. Sponsor will receive a list of registered attendees. Sponsor will provide any room set-up instructions and audio/visual needs (\*A screen/projector and podium mic will be provided; additional a/v will be at company expense). Sponsor is welcome and encouraged to supplement with their own marketing outreach to highlight this new and unique opportunity.



#### NEW! Breakfast 'N Learn

4 AVAILABLE - 2 FRIDAY; 2 SATURDAY

Rise and shine with conference attendees. A private space and enhanced breakfast offering will be available to the sponsoring company for a 60-minute workshop. Sponsors will have the ability to demo new products, present new ideas, share new company information, etc. Session will be listed in conference registration. Space will be limited to no more than 50 registrants per session. Two Breakfast 'N Learn sessions available on Friday morning, and two on Saturday morning. Sponsor will receive a list of registered attendees. Sponsor will provide any room set-up instructions and audio/visual needs (\*A screen/projector and podium mic will be provided; additional a/v will be at company expense). Sponsor is welcome and encouraged to supplement with their own marketing outreach to highlight this new and unique opportunity.

#### Conference Photo Booth

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.






# Silver

## Silver Level

### SPONSORSHIPS



**\$5,500**  Industry News  
You Can Use (5 AVAILABLE)

**\$5,000** Mobile App Sponsor

**\$2,500** Daily Email Sponsor (3 AVAILABLE)

**\$2,500** **NEW!** Table Flyers

## Silver Level

### BENEFITS

- Recognition as a Silver Level Sponsor
- Logo in preview program (if provided by deadline)
- Logo on meeting website with link to company website
- Logo in on-site conference program
- Logo on meeting slides and signage at strategic locations throughout the conference area
- Acknowledgment on PCSO social media outlets
- One pre-event attendee list of all **opted-in** attendees (includes email addresses)



# Silver

## Silver Level

### OVERVIEW



### Industry News You Can Use

5 AVAILABLE

These fast-paced sessions are for industry thought-leaders to share insights, innovations, and new product information. Each lecture is 40-minutes and presented beginning at 1:00pm on Thursday, November 14. Time slot selection is dependent on order of paid sponsorship. **Sign up by March 15 for inclusion in the preview program.**

### Mobile App Sponsor

Your logo will be on the app's splash screen. This screen is viewed every time the user opens the app, which will likely be dozens of times during the four-day event. It is a visual that fills the entire screen, free from distraction. In addition, this will feature a sticky banner that lives on the home screen of the app and two push notifications. This opportunity will be available to one company only.



### Daily Email Sponsor

3 AVAILABLE

Have your company front and center on emails sent daily (Friday -Sunday) during the conference with schedule reminders and special event information. You will receive an email banner that can drive traffic to your website or booth.

### NEW! Table Flyers

Get your company branding noticed throughout the exhibit hall. Your company flyers will be placed on meal tables throughout the Exhibit Hall for all attendees to see! This is a non-exclusive sponsorship, but will be limited to only 15 exhibiting companies; all sponsored materials must be approved by PCSO/RMSO staff. PCSO/RMSO Staff will put out the initial flyers. Sponsor is responsible for replenishing throughout the conference. Sponsor must meet deadline for approval and is responsible for shipping to the conference venue.





# Add-Ons

## Drink Ticket Packages

Woo your customers and potential customers to your exhibit with drink tickets for the bars at the Welcome Reception (in the exhibit hall) and the Closing Celebration (on hotel property). We give you the tickets to distribute how you'd like!

100 Tickets: **\$850**  
 50 Tickets: **\$500**  
 20 tickets: **\$250**

## Attendee List

Extend your reach to contact attendees before or after the show! The email list of opted-in, registered attendees is available for a one-time use. A pre- or post-conference attendee list will be available. **Note:** Attendees have the right to opt-out of receiving email messages. There are a lot of scams out there. Do not purchase from any other provider.

**\$350**

## NEW! Scavenger Hunt

Drive more booth traffic and qualified leads! Highlight your company as a participating exhibitor in the mobile app for WOCON's first-ever Scavenger Hunt. Your company will be required to submit a multiple choice question (about your product, about your company, about Palm Springs – your choice) that attendees will only be able to answer by interacting with your booth. Attendees who answer all questions will be entered into a drawing for lavish prizes provided by PCSO. Exhibitor participation will be capped.

**\$500**

## NEW! Digital Inserts

Showcase your company and promotions with a PDF Digital Grab Bag insert (PDF must be 1.5 MB or smaller). Includes one push notification. **10 AVAILABLE.**

**\$1,000**

**NEW!**

# 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.

# Exhibit Pricing Packages

## TIER ONE:

**ELITE****\$4,200****\$4,700** *after July 31*

- Preferred 10' x 10' exhibit space (Marked as "P" on exhibit hall diagram)
- Pre-Conference Attendee List
- 50 drink tickets to distribute from your booth (tickets can be used for the Welcome Reception or Closing Celebration – distribute however you'd like!)

## TIER TWO:

**PREFERRED****\$3,750****\$4,250** *after July 31*

- Preferred 10' x 10' exhibit space (Marked as "P" on exhibit hall diagram)
- Pre-Conference Attendee List

## TIER THREE:

**STANDARD****\$3,000****\$3,500** *after July 31*

- 10' x 10' exhibit space (Unmarked on exhibit hall diagram)



## SPECIAL PRICING FOR ADDITIONAL REPS

Each exhibitor receives the following number of complimentary representatives according to their booth configuration:

- 10' x 10' Booth = 2 reps
- 10' x 20' Booth = 4 reps

Additional reps are welcome  
at a special price of

**\$400**  
per person



## Show Hours

**Thursday, November 14, 2024:** 5:00pm – 6:00pm

**Friday, November 15, 2024:** 7:00am – 5:30pm

**Saturday, November 16, 2024:** 7:00am – 3:30pm

**NOTE:** Exhibits will not be open on Sunday, November 17.

### DEDICATED HOURS

**Thursday, November 14, 2024:**

Welcome Reception 5:00pm – 6:00pm

**Friday, November 15, 2024:**

Breakfast 7:00am – 8:00am

Morning Break 9:30am – 10:00am

Lunch 11:15am – 1:00pm

Afternoon Breaks 1:40pm – 2:30pm and 3:25pm – 3:55pm

**Saturday, November 16, 2024:**

Breakfast 7:00am – 8:00am

Morning Break 9:20am – 9:50am

Lunch 11:20am – 1:10pm

Afternoon Breaks 1:35pm – 3:30pm

## Important Dates

### July 31, 2024

- Deadline to Submit Exhibit Application and Payment Before Fee Increase
- Initial Space Assignments Begin

### August 16, 2024

- Certificate of Insurance Due
- All 10-word Descriptions and Logos Due (to guarantee printing in final conference materials)

### October 21, 2024

- Deadline for Exhibitor Badge Online Registration
- Hotel Room Reservation Cut Off

# Booth Information, Eligibility & Assignments

## Booth Offerings

### ELITE & PREFERRED BOOTHS

Elite/Preferred booth space is indicated with the symbol **P** on the Exhibit Hall Map (see page 16). This symbol indicates booth space that is preferable because of its location. These locations are expected to have high visibility due to the placement of the hall entrance and refreshments.

### STANDARD BOOTHS

Standard booths are all booths **not marked with the P** symbol.



## Booth Rental Fees

**Each 10' 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 Freeman, 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 Freeman.

### 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 September 13, 2024. All cancellations will be assessed a minimum processing fee of \$400.



## Code of 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.



## Hotel Information

### THE WESTIN RANCHO MIRAGE GOLF RESORT & SPA

The Westin Rancho Mirage Golf Resort & Spa is the host hotel for the 2024 WOCON Annual Session. Room reservation information will be sent to exhibitors after exhibit registration.

### THE SPECIAL WOCON CONFERENCE RATE

**\$249** plus tax and a  
\$10/night resort fee.

## 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 for services provided in August to all exhibiting companies.





# Insurance Requirements

## Certificate of Insurance

All exhibitors must provide proof of insurance to be allowed in the Exhibit Hall no later than August 16, 2024. Should a Certificate of Insurance not be received by **August 16, 2024**, 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**

**The Westin Rancho Mirage Golf Resort & Spa**  
**71333 Dinah Shore Drive**  
**Rancho Mirage, CA 92270**

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 Decorating Company, The Westin Rancho Mirage Resort 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 October 10, 2024.



## 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.

## THE WESTIN RANCHO MIRAGE GOLF RESORT & SPA - CELEBRITY BALLROOM





# Exhibitor Contract

## NOW ONLINE

The application process is streamlined making it easier for you to submit everything online. To purchase your booth package, just click the button and follow the prompts on the log-in page.

[CLICK FOR EXHIBITOR CONTRACT](#)

## ANNUAL SESSION

## Questions?

Contact our Director of Meetings:

**Abby Freeman**  
[afreeman@pcsortho.org](mailto:afreeman@pcsortho.org)  
(833) 621-7276



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