

# CDA Sponsorship Packages

Annual Spring Governance Meetings  
of the Canadian Dental Association

April 23–24, 2026  
(Intercontinental Toronto Centre)

Deadline for booking Sponsorship: February 3, 2026





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## About the Event and Attendees

The Canadian Dental Association's (CDA) Annual Spring Governance Meetings bring together approximately 100 to 125 influential dental leaders from across Canada, alongside CDA award recipients and special guests. This event serves as a key gathering for the leaders of the dental profession, providing an opportunity to conduct annual business meetings and celebrate the achievements of the profession.

## Who We Are

Founded in 1902, CDA is an association that has no regulatory role. It is a federally incorporated not-for-profit organization whose corporate members are Canada's provincial and territorial dental associations (PTDAs). CDA represents over 21,000 practising dentists nationwide and is a trusted brand and source of information for and about the dental profession on national and international issues.



## Vision

A trusted national leader working to improve the oral health of all people living in Canada.

## Mission

As the national voice for dentists, we promote oral health, support our members, and advance the dental profession.

## Values

**Trust:** We are rooted in honesty, ethical conduct, evidence-informed decisions and building relationships based on transparency.

**Collaboration:** We work together with our members, stakeholders, and partners, leveraging collective strengths to drive meaningful results for oral health care delivery.

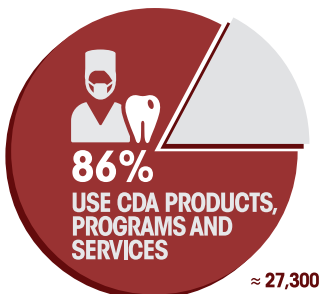
**Respect:** We foster an environment of inclusivity and understanding, treating everyone with respect and creating a space where diverse perspectives are valued.

**Leadership:** We bring the profession together at the national level to identify solutions for issues impacting dentistry and the oral health of people living in Canada.

**Excellence:** We consistently strive for the highest standards, using best practices and continuous improvement to deliver exceptional quality in everything that we do.

## Our Impact



### LICENSED DENTISTS IN CANADA



### CORPORATE COMMUNICATIONS

- +24 MAGAZINE ISSUES AND JOURNAL ARTICLES
- +100 NEWSLETTERS SENT TO 17,000 EN/FR SUBSCRIBERS
- +47 BLOG/VIDEO POSTS, 370,000 IMPRESSIONS, 100,000 VIEWS
- +700 SOCIAL MEDIA POSTS ON FB, X, AND LI

### WEBSITE PRESENCE

-  TOTAL VIEWS: 2,025,000+
-  TOTAL USERS: 790,000+



## Sponsorship Opportunities

Tier	Benefits	Cost
<b>Diamond — (0 available)</b>		
Reception and Dinner (April 24)	* Exclusive sponsorship of the CDA President’s Reception and Dinner <ul style="list-style-type: none"> <li>Brand alignment (prominent sponsorship logo display) on CDA website, event program brochure, invitation and meetings signage</li> <li>Opportunity for logo/brand display at reception and dinner venues</li> <li>Show a short sizzle reel (90 seconds or less, provided by sponsor)</li> <li>5+ guest tickets to the dinner</li> <li>Opportunity for president/representative to briefly address the attendance</li> <li><i>CDA Essentials</i> advertisement</li> <li>Social Media Shoutout</li> <li>Newsletter Feature</li> </ul> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">NOT AVAILABLE</p>	<b>\$ 40,000</b> <i>plus applicable taxes</i>
<b>Platinum — (0 available)</b>		
Awards Luncheon (April 24)	* Exclusive sponsorship of the Awards Luncheon <ul style="list-style-type: none"> <li>Brand alignment (prominent sponsorship logo display) on CDA website, event program brochure and meetings signage</li> <li>Opportunity for logo/brand display at luncheon venue</li> <li>Opportunity to show a short sizzle reel (60 seconds or less, provided by sponsor)</li> <li>3+ guest tickets to the dinner</li> <li>Opportunity for president/representative to briefly address the attendance (remarks)</li> <li>Social Media Shoutout</li> <li>Newsletter Feature</li> </ul> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">NOT AVAILABLE</p>	<b>\$15,000</b> <i>plus applicable taxes</i>
<b>Gold — (2 available)</b>		
Canadian Dental Leaders Forum / Presidents and CEOs meeting (April 23)	Exclusive sponsorship of the Canadian Dental Leaders Forum / Presidents and CEOs meeting <ul style="list-style-type: none"> <li>Brand alignment (prominent sponsorship logo display) on CDA website and meeting signage</li> <li>Opportunity for logo/brand display at the forum venue</li> <li>Logo on agenda or your company’s banner display</li> </ul>	<b>\$10,500</b> <i>plus applicable taxes</i>
National Council of the Dental Profession (April 24)	Exclusive sponsorship of the National Council of the Dental Profession <ul style="list-style-type: none"> <li>Brand alignment (prominent sponsorship logo display) on CDA website and meeting signage</li> <li>Opportunity for logo/brand display at the council meeting venue</li> <li>Logo on agenda or your company’s banner display</li> </ul>	<b>\$10,500</b> <i>plus applicable taxes</i>
<b>Silver — (1 available)</b>		
VIP Gift	Exclusive sponsorship of the VIP welcome gift <ul style="list-style-type: none"> <li>Display of logo on CDA website and on all meeting signage</li> <li>Promotional opportunity for logo/brand display on the gift bag.</li> </ul>	<b>\$7,500</b> <i>plus applicable taxes</i>
Event <i>décor</i> (April 24)	Exclusive sponsorship of centrepieces at President’s Dinner <p style="text-align: right; font-weight: bold; font-size: 1.2em;">NOT AVAILABLE</p> <ul style="list-style-type: none"> <li>Display of logo on CDA website, program brochure and on all meeting signage</li> <li>Opportunity for logo display and acknowledgement on event program</li> <li>Acknowledgement at the opening of the event</li> </ul>	<b>\$7,500</b> <i>plus applicable taxes</i>



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CDA Opening Reception (April 23)	<p>Exclusive sponsorship of the CDA Opening Reception</p> <ul style="list-style-type: none"> <li>• Display of logo on CDA website and on all meeting signage</li> <li>• Opportunity for logo/brand display at the reception venue and table drop in main room</li> </ul>	<b>NOT AVAILABLE</b>	<b>\$7,500</b> plus applicable taxes
<b>Bronze — (2 available)</b>			
Breakfast for the Canadian Dental Leaders Forum (April 23)	<p>Exclusive sponsorship of the Canadian Dental Leaders Forum breakfast</p> <ul style="list-style-type: none"> <li>• Display of logo on CDA website and on all meeting signage</li> <li>• Opportunity for logo/brand display at the breakfast venue and table drop in main room</li> </ul>	<b>\$5,000</b> plus applicable taxes	
Lunch for the Canadian Dental Leaders Forum (April 23)	<p>Exclusive sponsorship of the Canadian Dental Leaders Forum lunch</p> <ul style="list-style-type: none"> <li>• Display of logo on CDA website and on all meeting signage</li> <li>• Opportunity for logo/brand display at the lunch venue and table drop in main room</li> </ul>	<b>NOT AVAILABLE</b>	<b>\$5,000</b> plus applicable taxes
Photographer — Awards, President’s Reception and Dinner and Annual General Meeting	<p>Exclusive sponsorship of the professional event photographer</p> <ul style="list-style-type: none"> <li>• Display of logo on CDA website and on all meeting signage</li> <li>• Table drop in main room</li> </ul>	<b>\$5,000</b> plus applicable taxes	
Photobooth at the President’s Dinner (April 24)	<p>Exclusive sponsorship of the photobooth at the President’s Dinner</p> <ul style="list-style-type: none"> <li>• Display of logo on CDA website and on all meeting signage</li> <li>• Logo displayed on each photo, along with the CDA logo</li> </ul>	<b>NOT AVAILABLE</b>	<b>\$5,000</b> plus applicable taxes
<p><i>* Diamond and Platinum sponsorship options are exclusive. If full sponsorship cannot be secured, CDA may offer partial sponsorship with proportional adjustments to benefits and recognition.</i></p>			

To reserve a spot please contact: [sponsorships@cda-adc.ca](mailto:sponsorships@cda-adc.ca) (Deadline for booking: February 3, 2026)



Canadian Dental Association  
Association dentaire canadienne





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# Plan Ahead: Secure Your Multi-Year Sponsorship Today

## Upcoming Annual Spring Governance Meetings

CDA Annual Spring Governance Meetings are scheduled to continue attracting Canada's dental leaders in the coming years. Mark your calendar and ensure your brand remains at the forefront by securing sponsorship for multiple years.

- **April 15–16, 2027 in Ottawa (Milestone achievement: CDA's 125<sup>th</sup> anniversary)**
- **April 27–28, 2028 in Toronto**

By committing to a multi-year sponsorship, your organization will:

- **Maximize visibility:** Build sustained brand recognition with a recurring presence.
- **Strengthen connections:** Develop long-term relationships with CDA and showcase your brand to the leaders of the dental profession.
- **Streamline planning:** Secure your spot ahead of time for preferred sponsorship tiers.
- **Lock in savings:** Secure 2026 sponsorship package pricing by committing to a multi-year sponsorship today.

Let us help you connect your company's brand with leaders of the Canadian dental profession year after year.

### Act Now!

**Email us at [sponsorships@cda-adc.ca](mailto:sponsorships@cda-adc.ca) to inquire about or to secure your sponsorship opportunity today.**

*Dates may be subject to change due to force majeure situations, but we will keep you informed every step of the way.*

