FLAVOURS OF THE ORTHODONTIC FUTURE

CAO | ACO
Setting It Straight | Disons les vraies choses

72nd Annual Scientific Session
SEPT 24-26
2020
DELTA GRAND OKANAGAN RESORT
KELOWNA, BC

Sponsorship Opportunities
2020 CAO SPONSORSHIP PROGRAM

Thank you for considering a sponsorship of the CAO 72nd Annual Scientific Session. Please see below the sponsorship categories and inclusions for 2020. The CAO prides itself on providing strong opportunities and visibility for all sponsors at a variety of levels. Your support and commitment to the CAO and Orthodontic industry is greatly appreciated.

Any questions regarding sponsorship can be directed to Exhibit and Sponsorship Manager at (416) 491-3186/1-877-226-8800 or cao@associationconcepts.ca

See the following level descriptions and make your selections on the form on the last page.

**Diamond [$20,000+]**

**Item Sponsored:**
- Title of Auxiliary Program

**Inclusions:**
- To be listed as a Major Contributor on all conference material
- Premier Booth location including (1) complimentary booth
- Rotating ad on Electronic Videoboard throughout conference locations
- Two (2) Tickets to each of the following events: Welcome Reception, Thursday Night Social, President’s Banquet
- Opportunity to provide one speaker for Auxiliary Program speaker block of 1.25 hours (speaker must be selected one year prior when program is being developed, must present on a topic of CAO’s choosing, be free of commercial bias, and final approval is the right of the CAO, based on content and program for the year)
- Web Link on (1) preconference e-blast material
- Logo on all preconference e-blast material
- List of attendees one month prior to conference (name and city/province only) and cannot be used by sponsor for any pre-conference marketing or solicitation.
- Logo on A/V in session rooms (time displayed determined by Level)
- Rotating Banner Ad on Mobile App
- Company Name in Banner of Preliminary Program in Auxiliary Program Section
- Logo in Preliminary Program and Mobile App
- Logo on Conference Website
- Logo on Conference Signage (size determined by Level)
- Corporate Item put in delegate bag
- First right of refusal for same sponsorship item for following year’s conference

**Sapphire [$15,000+]**

**Choice of:**
- Social Event (up to 2 non-competitors can be co-sponsors at CAO discretion)
  - Welcome Reception
  - Thursday Night Social
  - President’s Banquet
  - Closing Reception

**Inclusions:**
- To be listed as a Major Contributor on all conference material
- Premier Booth location
- Rotating ad on Electronic Videoboard throughout conference locations
- Tickets for up to (4) booth personnel to hosted event (if applicable)
- One (1) Ticket to other social events: Welcome Reception or Thursday Night Social or President’s Banquet
- Unique recognition at event (signage plus another event-appropriate method)
- Company representative to welcome guests at social event
- List of attendees one month prior to conference (name and city/province only) and cannot be used by sponsor for any pre-conference marketing or solicitation.
- Logo on A/V in session rooms (time displayed determined by Level)
- Logo on all preconference e-blast material
- Rotating Banner Ad on Mobile App
- Logo in Preliminary Program and Mobile App
- Logo on Conference Website
- Logo on Conference Signage (size determined by Level)
- Corporate Item put in delegate bag
- First right of refusal for same sponsorship item for following year’s conference
# 2020 CAO Sponsorship Program

## Ruby [$7,500+]

**Choice of:**
- WiFi ability in all conference areas
- Mobile App
- Conference Name Badges
- Doctor and Auxiliary Delegate Bags
- Host Conference Hotel Room Keys
- Conference Registration Desk
- Speaker Session (To be determined with mutual agreement)

**Inclusions:**
- Company logo clearly displayed on item sponsored
- Rotating logo on Electronic Videoboard throughout conference locations
- One (1) Ticket to each of the following events: Welcome Reception, Thursday Night Social, President’s Banquet
- Logo on A/V in session rooms (time displayed determined by Level)
- Logo on all preconference e-blast material
- Rotating Banner Ad on Mobile App
  - If Mobile App Sponsor, dedicated banner ad
- Logo in Preliminary Program and Mobile App
- Logo on Conference Website
- Logo on Conference Signage (size determined by Level)
- Corporate Item put in delegate bag
- First right of refusal for same sponsorship item for following year’s conference

## Emerald [$3,000+]

**Choice of:**
- Continental Breakfast on Exhibit Floor
  - Friday
  - Saturday
- Lunch on Exhibit Floor
  - Friday
  - Saturday
- New and Younger Members Luncheon
- Student Social (up to 2 sponsors)

**Inclusions:**
- Signage at food and beverage event sponsored
- Logo on A/V in session rooms (time displayed determined by Level)
- Rotating Banner Ad on Mobile App
- Logo in Preliminary Program and Mobile App
- Logo on Conference Website
- Logo on Conference Signage (size determined by Level)
- Corporate Item put in delegate bag
- First right of refusal for same sponsorship item for following year’s conference

## Topaz [$1,500+]

**Choice of:**
- Coffee Breaks
  - Friday AM
  - Friday PM
  - Saturday AM

**Inclusions:**
- Logo on A/V in session rooms (time displayed determined by Level)
- Rotating Banner Ad on Mobile App
- Logo in Preliminary Program and Mobile App
- Logo on Conference Website
- Logo on Conference Signage (size determined by Level)
- Corporate Item put in delegate bag
- First right of refusal for same sponsorship item for following year’s conference

## Amethyst [$500+]

**Inclusions:**
- Logo on A/V in session rooms (time displayed determined by Level)
- Rotating Banner Ad on Mobile App
- Logo in Preliminary Program and Mobile App
- Logo on Conference Website
- Logo on Conference Signage (size determined by Level)
- Corporate Item put in delegate bag
**2020 CAO SPONSORSHIP PROGRAM**

Please return this completed form to:

CAO Conference Office
4800 14th Avenue, Suite 210
Markham, ON PC L3R 0E4
Phone: (416) 491-3186 / 1-877-CAO-8800  Fax: (416) 491-1670
E-mail: cao@associationconcepts.ca
Web site: www.ca-oaco.org

**EVENTS:** As a sponsor at the CAO Conference, we ask that your company not hold any concurrent meetings or events during the conference period from Thursday, September 24th to 6:00 pm on Saturday, September 26th, 2020. Failure to abide by this rule may result in your exclusion from the CAO show for one (1) year.

Please indicate your Level of Sponsorship and Item Selected:

<table>
<thead>
<tr>
<th>Level of Sponsorship</th>
<th>Item Selected</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diamond</strong> (Conference Major Contributor)</td>
<td><strong>Sapphire</strong> (Conference Major Contributor)</td>
<td><strong>Ruby</strong> [[$7,500+]</td>
</tr>
<tr>
<td><img src="diamond.png" alt="Diamond" /></td>
<td><img src="sapphire.png" alt="Sapphire" /></td>
<td><img src="ruby.png" alt="Ruby" /></td>
</tr>
<tr>
<td>[[$20,000+]</td>
<td>[[$15,000+]</td>
<td>[[$7,500+]</td>
</tr>
<tr>
<td><img src="tick.png" alt="Tick" /></td>
<td><img src="tick.png" alt="Tick" /></td>
<td><img src="tick.png" alt="Tick" /></td>
</tr>
<tr>
<td>Title of Auxiliary Program</td>
<td>Social Event (up to 2 non-competitors can be co-sponsors at CAO Discretion)</td>
<td>WiFi ability in all conference areas</td>
</tr>
<tr>
<td></td>
<td>Welcome Reception</td>
<td>Mobile App</td>
</tr>
<tr>
<td></td>
<td>Thursday Night Social</td>
<td>Conference Name Badges</td>
</tr>
<tr>
<td></td>
<td>President’s Banquet</td>
<td>Doctor and Auxiliary Delegate Bags</td>
</tr>
<tr>
<td></td>
<td>Closing Reception</td>
<td>Host Conference Hotel Room Keys</td>
</tr>
</tbody>
</table>

Add 5% GST

Note: All Sponsorships will be given on a First Come First Served basis. Should the item you asked to sponsor already be taken, the CAO Sponsorship Manager will contact you to discuss further options.

Company Name
Address
City  Prov  P/C
Phone  Fax
Contact Person
E-mail

Credit Card #:  
Expiry Date:  /  
Name on Card (please print)  
Signature:  

The CAO Conference Committee reserves the right to accept or to decline the participation or advertising or exhibiting of any product, service, organization or other entity in our materials, events, programs, conferences and all of our activities including any of such in which we collaborate with other organizations, affiliates or other entities.

FOR OFFICE USE ONLY

Initial Date Received by Office ........................................
Date Entered ..............................................................
Payment Processed ......................................................
Confirmation Letter sent ..............................................
Invoice/Receipt sent ...................................................
Copy of payment submitted to Accounting ......................

Revised August 2019