CDA Sponsorship Packages 2027

CDA | ADC 125

Annual Spring Governance Meetings of the Canadian Dental Association

April 15–16, 2027
Fairmont Chateau Laurier Hotel

Deadline for booking Sponsorship: February 5, 2027

Celebrating 125 years of innovation, leadership and impact



Canadian Dental Association
1815 Alta Vista Drive, Ottawa, Ontario, Canada K1G 3Y6
E: sponsorships@cda-adc.ca

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Who We Are

The Canadian Dental Association (CDA) is a trusted national voice for dentists and a leader working to improve the oral health of all people living in Canada. We promote oral health, support our members, and advance the dental profession.

Founded in 1902, the CDA is a federally incorporated not-for-profit organization whose corporate members are Canada's provincial and territorial dental associations. We represent over 21,000 practising dentists nationwide and are a trusted brand and source of information on oral health and the dental profession on national and international issues.

Our corporate members are:

Alberta Dental Association · BCDA The Voice of BC Dentists · Dental Association of Prince Edward Island · Manitoba Dental Association · New Brunswick Dental Society / Société Dentaire du Nouveau-Brunswick · NLDA Newfoundland and Labrador Dental Association · Northwest Territories & Nunavut Dental Association · NSDA Nova Scotia Dental Association · Ontario Dental Association · Saskatchewan Dental Association · Yukon Dental Association

Demonstrate your support. Elevate your brand. Help champion the future of dentistry.

CDA's governance and leadership meetings are not traditional trade shows. These gatherings bring together influential leaders and decision-makers from across Canada's dental community to collaborate on issues shaping the future of the profession.

National, provincial and territorial dental association leaders, executives and key stake holders come together to address issues facing the profession, including access to care, public policy, workforce challenges and public confidence.

Sponsoring these meetings offers a unique opportunity to demonstrate your commitment to the dental profession, elevate your brand among dental leaders and decision-makers, and align your organization with the important work helping shape the future of dentistry in Canada.

About the Events and Attendees

Our Annual Spring Governance Meetings bring together approximately 125 dental leaders from across Canada, alongside CDA award recipients and special guests for various events over the course of two days.These gatherings provide opportunities to conduct the Association's annual business, advance national priorities and recognize outstanding contributions to the dental profession.

Our Impact

Licensed Dentists in Canada: 27,300 +

86%

Use CDA products, programs and services **every year**



Website presence

Total views: 2,025,000+

Total users: 790,000+

Sponsorship Opportunities

Tier	Benefits	Cost
Diamond		
Reception and Dinner (April 16) Proudly sponsored by CDSPI ADVICE. INSURANCE. INVESTMENTS.	* Exclusive sponsorship of the CDA President's Reception and Dinner • Brand alignment (prominent sponsorship logo display) on CDA website, event program brochure, invitation and meetings signage • Opportunity for logo/brand display at reception and dinner venues • Show a short sizzle reel (90 seconds or less, provided by sponsor) • 5+ guest tickets to the dinner • Opportunity for president/representative to briefly address the attendance • *CDA Essentials* advertisement • Social Media Shoutout • Newsletter Feature **NOT AVAILABLE**	**$ 40,000** *plus applicable taxes*
Platinum		
Awards Luncheon (April 16)	* Exclusive sponsorship of the Awards Luncheon • Brand alignment (prominent sponsorship logo display) on CDA website, event program brochure and meetings signage • Opportunity for logo/brand display at luncheon venue • Opportunity to show a short sizzle reel (60 seconds or less, provided by sponsor) • 3+ guest tickets to the dinner • Opportunity for president/representative to briefly address the attendance (remarks) • Social Media Shoutout • Newsletter Feature	**$15,000** *plus applicable taxes*
Gold		
Canadian Dental Leaders Forum / Presidents and CEOs meeting (April 15)	Exclusive sponsorship of the Canadian Dental Leaders Forum / Presidents and CEOs meeting • Brand alignment (prominent sponsorship logo display) on CDA website and meeting signage • Opportunity for logo/brand display at the forum venue • Logo on agenda or your company's banner display	**$10,500** *plus applicable taxes*
Attendee Welcome Bags	Exclusive sponsorship of the Attendee Welcome Bags • Display of logo on CDA website and on all meeting signage • Promotional opportunity for logo/brand display on the Attendee Welcome Bags. • Promotional opportunity for logo/brand display on the gift inclusions (i.e. chocolates, powerbank, or other inclusions)	**$10,500** *plus applicable taxes*
Silver		
Event decor (April 16)	Exclusive sponsorship of centrepieces at President's Dinner • Display of logo on CDA website, program brochure and on all meeting signage • Opportunity for logo display and acknowledgement on event program • Acknowledgement at the opening of the event	**$7,500** *plus applicable taxes*
CDA Opening Reception (April 15)	Exclusive sponsorship of the CDA Opening Reception • Display of logo on CDA website and on all meeting signage • Opportunity for logo/brand display at the reception venue and table drop in main room	**$7,500** *plus applicable taxes*

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Bronze		
Lunch for the Canadian Dental Leaders Forum (April 15)	**Exclusive sponsorship of the Canadian Dental Leaders Forum lunch** • Display of logo on CDA website and on all meeting signage • Opportunity for logo/brand display at the lunch venue and table drop in main room	**$5,000** *plus applicable taxes*
Photographer — Awards, President's Reception (April 16)	**Exclusive sponsorship of the professional event photographer** • Display of logo on CDA website and on all meeting signage • Table drop in main room	**$5,000** *plus applicable taxes*
Photobooth at the President's Dinner (April 16)	**Exclusive sponsorship of the photobooth at the President's Dinner** • Display of logo on CDA website and on all meeting signage • Logo displayed on each photo, along with the CDA logo	**$5,000** *plus applicable taxes*

** 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.*

To reserve a spot please contact:
sponsorships@cda-adc.ca **(Deadline for booking: February 5, 2027)**

View our 2026 sponsors.









Looking Ahead

Continue Your Support in 2028 and Beyond

CDA's next Spring Governance Meetings offer another opportunity to demonstrate your organization's commitment to the dental profession.

2028 CDA Spring Governance Meetings
April 27–28, 2028

InterContinental Toronto Centre,
Toronto, Ontario

Interested in supporting CDA over multiple years? Ask us about holding sponsorship opportunities for 2028–31.

Act Now!
Ready to demonstrate your support for the profession? Contact us to explore available sponsorship opportunities or secure your sponsorship today.

sponsorships@cda-adc.ca

Event dates and arrangements are subject to change due to unforeseen circumstances, including force majeure events. CDA will communicate any changes to sponsors as promptly as possible.

