

**CALIFORNIA DENTAL ASSOCIATION**

# 2024 Events Calendar & Sponsorship Prospectus

# About CDA



Since 1870, the California Dental Association has worked to empower our state's brilliant community of dentists. As the largest state association in the ADA, we continue to innovate, sustain and grow to support dentistry's best and brightest. Today, CDA celebrates a heritage of more than 150 years and welcomes you to be a part of what's next.



27,000  
Members  
Strong



72%  
of CA dentists are  
members



1 of 6 members of  
organized dentistry in the  
U.S. belongs to CDA

# 2024 Events Calendar

## January 2024

Saturday, January 27 | [Now + Next in Dentistry](#) | San Diego, CA

Sunday, January 28 | [Now + Next in Dentistry](#) | San Marino, CA

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## March 2024

Thursday, March 7 | [Now + Next in Dentistry](#) | Fresno, CA

Saturday, March 9 | [Now + Next in Dentistry](#) | San Jose, CA

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## May 2024

Thursday, May 16 - Saturday, May 18 | [CDA Presents](#) | Anaheim, CA

Friday, May 17 | [Dental Team Summit](#) | Onsite during CDA Presents

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## September 2024

Thursday, Sep. 5 - Saturday, Sep. 7 | [Hands-On Workshops](#) | Napa, CA

Thursday, Sep. 26 - Saturday, Sep. 28 | [Hands-On Workshops](#) | Carlsbad, CA

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## October 2024

Thursday, Oct. 3 - Saturday, Oct. 5 | [Hands-On Workshops](#) | Indian Wells, CA

Friday, October 11 | [Dental Team Summit](#) | San Ramon, CA

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## November 2024

Thursday, Nov. 14 - Saturday, Nov. 16 | [Hands-On Workshops](#) | Carmel, CA

\*Dates and locations subject to change.

How to Participate

# Join across all 10 events

Pre-set sponsorship packages are available annually across events for a bundled fee.

	Porcelain Sponsorship Package (Exclusive)	Gold Sponsorship Package	Silver Sponsorship Package
	\$60,000	\$22,000	\$18,000
Packages extend across 2024 events*	Hands-On Workshops (4) Dental Team Summit (2) Now + Next (4)	Hands-On Workshops (4) Dental Team Summit (2) Now + Next (4)	Hands-On Workshops (4) Dental Team Summit (2) Now + Next (4)
Event Sponsor Logo Recognition	<b>X</b>	<b>X</b>	<b>X</b>
Table Top Space During Event*	<b>X</b>	<b>X</b>	<b>X</b>
Complimentary Event Attendees	<b>4</b>	<b>3</b>	<b>2</b>
Logo + Link on Event Sponsorship Page	<b>X</b>	<b>X</b>	<b>X</b>
Social Media & Sponsor Shout Out	<b>X</b>	<b>X</b>	
Additional Company Description and Contact Included on Sponsor Page	<b>X</b>	<b>X</b>	
Exclusive Registration Sponsor: Logo On Attendee Email Confirmations & Badges	<b>X</b>		

Table-Top Space at Each Event Included in Annual Package:

## Now + Next in Dentistry:

January 27 | San Diego, CA  
January 28 | San Marino, CA  
March 7 | Fresno, CA  
March 9 | San Jose, CA

## Hands-On Workshops:

September 5 - 7 | Napa, CA  
September 26 - 28 | Carlsbad, CA  
October 3 - 5 | Indian Wells, CA  
November 14 - 16 | Carmel, CA

## Dental Team Summits:

May 17 | Anaheim, CA  
October 11 | San Ramon, CA

\*Exhibiting and sponsorships at CDA Presents Anaheim not included.  
Table-top space not available at Dental Team Event in Anaheim.  
Learn more about CDA Presents at [cda.org/cdapresents](https://cda.org/cdapresents).  
Dates and locations of events subject to change.

# Now + Next in Dentistry

Targeting early career dentists, CDA's Now + Next in Dentistry bring life-skills education and local networking to bespoke locations across California. Designed for up to 100 attendees each, sponsors are invited to reach CDA members first as they exit dental school and look towards future practice ownership, associateship, and more. Hosted 4 times throughout Q1, sponsors are invited to table and network.



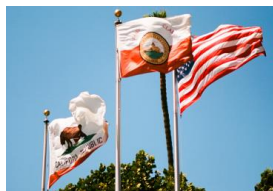
## Topics Include:

- Which path do I take?
- Budgeting for life as a new dentist
- Employee to owner
- What to do after buying your first practice
- How CDA can help early career dentists



Saturday, January 27 | 9:30 am - 2:00 pm  
SD Tech Center, San Diego, CA

Sunday, January 28 | 9:30 am - 2:00 pm  
The Huntington, San Marino, CA

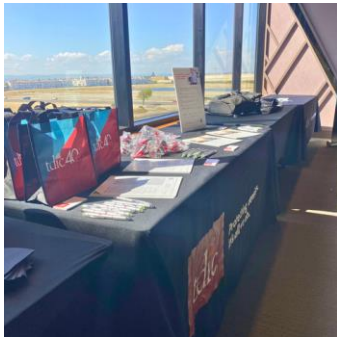


Thursday, March 7 | 5:00 pm - 9:00 pm  
Fresno Chaffee Zoo - Tonle Gallery, Fresno, CA

Saturday, March 9 | 9:30 am - 2:00 pm  
Top Golf, San Jose, CA

# Sponsorships: Now + Next in Dentistry

Participate in one event or choose to gain exposure across multiple events.



## Table-Top Sponsorship - Single Event

**\$2,000**

- Table-Top for the duration of the event
- Logo where all sponsors are featured
- Thank you during program
- 2 Attendees

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## Event Details:



### **Saturday, January 27**

9:30 am - 2:00 pm

SD Tech Center, San Diego, CA



### **Sunday, January 28**

9:30 am - 2:00 pm

The Huntington Library, Art Museum, and  
Botanical Gardens, San Marino, CA



### **Thursday, March 7**

5:00 pm - 9:00 pm

Fresno Chaffee Zoo - Tonle Gallery, Fresno, CA



### **Saturday, March 9**

9:30 am - 2:00 pm

Top Golf, San Jose, CA

New CDA Program

# Dental Team Summits

Connect over a day of education and activities designed for dental leaders, office managers, and supporting staff. Engage one-on-one with front and back office staff from local practices during breakout sessions, meals, and afternoon activities. Held onsite in May at CDA Presents in Anaheim, and again in October at the Marriott San Ramon in Northern California for up to 500 participants.



Friday, May 17, 2024 | Held onsite at CDA Presents Anaheim  
Friday, October 11, 2024 | Marriott, San Ramon, CA

8:00 AM | Breakfast & Opening Session: Patient Experience

9:30 AM | Breakout Sessions (120 Minute)

**Practice Leaders I**  
Practice culture & planning

**Practice Budgets**  
Budget creation & overhead management

**Dental Plans**  
Eligibility & policy types

**Financial Systems**  
Policy, auditing, collections, dismissal

**Patient Records I**  
Imaging, diagnostics, intra oral camera

11:30 AM | Lunch and Learn – Speaker and Sponsor Roundtable Discussions

1:00 PM | Breakout Sessions (120 Minute)

**Practice Leaders II**  
Communication & conflict management

**Practice Diagnostics**  
Using KPIs to drive decisions

**Dental Billing**  
Claim submission & claims denials

**Case Acceptance**  
Managing expectations, case presentation

**Patient Records II**  
Documentation support, clinical advocacy

3:00 PM | Team Implementation & Planning

4:30 PM | Team Activity (Optional)

## Sponsorship Options

# Sponsorships: Dental Team Summit (NorCal)

Hosted October 11, 2024 at the San Ramon Marriott for up to 500 attendees.



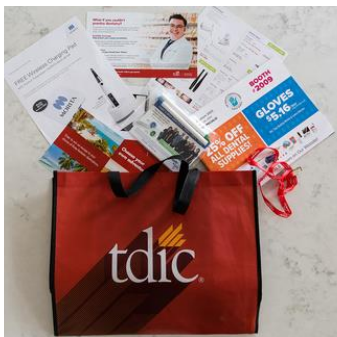
### Table-Top Sponsor

Table-Top in high-traffic area; Logo where all sponsors are featured; Thank you during program; 2 Attendees  
**\$2,000**



### Registration Confirmation Ad

Exclusive banner ad on attendee registration confirmations.  
**\$4,000**



### Tote/Goody Bag Insert Sponsor

Share your flyer/swag in tote bags for up to 500 attendees  
**\$2,000**



### Snacks & Coffee Breaks

Sponsor the day's snacks & coffee breaks; Includes Table-Top Sponsorship  
**\$10,500**

### Breakfast Sponsor

Sponsor the morning breakfast; Includes Table-Top Sponsorship  
**\$11,500**

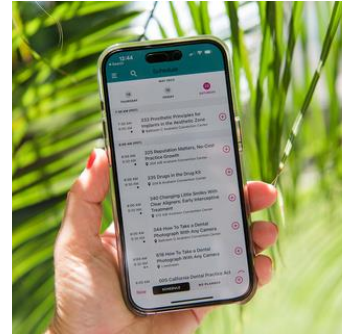
### Lunch Sponsor

Sponsor the attendee lunch; Includes Table-Top Sponsorship  
**\$12,500**



### Session Sponsor

Sponsor one educational breakout session designed for a segment of the dental team. Content in partnership with CDA.  
**\$6,500**



### Mobile App Ads

Message in activity feed for attendees  
**\$500**

### Push Notification

Mobile app push notification sent out during meeting and added to activity feed  
**\$1,000**

### Banner Ad

Mobile app banner ad and hyperlink  
**\$1,000**

### Headshot Station

Sponsor a headshot station for teams to get updated pictures. Sponsor logo included at station and in email when photos are delivered.  
**\$4,000**

### Social Media Spot

Sponsor a social moment onsite. Sponsor logo and thank you signage included.  
**\$4,000**

### Onsite Program Ad

Printed full-page ad in the attendee event program.  
**\$1,500**

# Hands-On Workshops

CDA's new Hands-On Intensives take typical workshops and expand them to 3-day long intensive courses for up to 45 dentists. Designed for forward-thinking learners, sponsors are invited to engage with attendees before, during, and after the event, making a lasting impression on dentists looking for quality tools and advanced techniques. Hosted four times a year at top destinations across California.



## **Potential Topics Include:**

- Hands-on workshops for general practitioners
- Sleep dentistry and sleep apnea deep dive
- Esthetic dentistry, including opening vertical, ceramics, composites; diagnosing, treatment planning, and management of difficult esthetic challenge cases
- Implant treatment planning and restoration

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September 5 – 7 | The Meritage Resort & Spa, Napa, CA

September 26 - 28 | Omni La Costa Resort & Spa, Carlsbad, CA

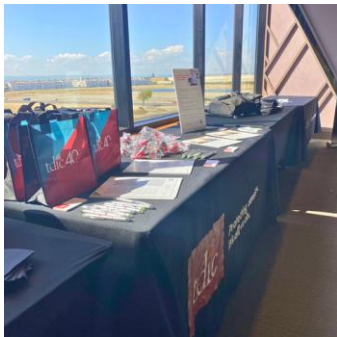
October 3 - 5 | Renaissance Esmeralda Resort and Spa, Indian Wells, CA

November 14 - 16 | La Playa Hotel, Carmel, CA

## Sponsorship Options

# Sponsorships: Hands-On Workshops

Participate in a stand-alone 3-day workshop, or sponsor multiple events at a discounted rate.



### Table-Top Sponsor

Table-Top in high-traffic area;  
Logo where all sponsors are  
featured; Thank you during  
program; 2 Attendees

**\$2,000**



### Breakfast Sponsor

Sponsor the morning  
breakfast; Includes Table-Top  
Sponsorship

**\$5,500**



### Daily Agenda

Additional sponsor recognition  
on printed or digital stand-up  
daily agenda.

**\$2,000**



### Registration Refreshments

Sponsor refreshments during  
registration; Includes Table-  
Top Sponsorship

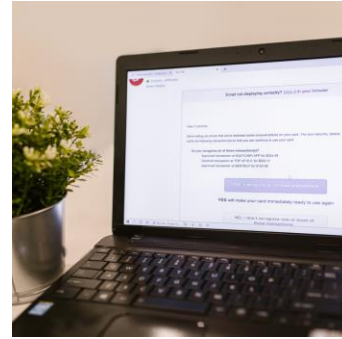
**\$5,000**



### Lunch Sponsor

Sponsor the attendee lunch;  
Includes Table-Top  
Sponsorship

**\$6,500**



### Registration Confirmation Ad

Exclusive banner ad on  
attendee registration  
confirmations.

**\$2,000**



### Coffee Break

Sponsor the mid-program  
coffee break; Includes Table-  
Top Sponsorship

**\$4,500**



### Reception Sponsor

Sponsor the evening reception;  
Includes Table-Top  
Sponsorship

**\$10,000**



Contact CDA to confirm your participation today

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