



CALIFORNIA SOCIETY
OF PEDIATRIC DENTISTS

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTRY ANNUAL MEETING & CONTINUING EDUCATION CONFERENCE



2027
SPONSORSHIP
PROSPECTUS

MARCH 11-14, 2027

Hyatt Regency
Monterey Hotel & Spa
Monterey, CA

With support from the Western Society of Pediatric Dentistry.

EXPAND YOUR REACH

The California Society of Pediatric Dentistry (CSPD) extends a warm and enthusiastic invitation to your business to partner with us in showcasing your products and services during our next Annual Meeting scheduled in **Monterey from March 11-14, 2027**. We are planning a blockbuster lineup of speakers along with innovative, interactive, and fun social events where you can meet and mingle with our attendees.





GIVE YOUR BUSINESS MAXIMUM EXPOSURE

The CSPD is the largest state component of the American Academy of Pediatric Dentistry with a membership of almost 800 active pediatric dentists.

This meeting is held with support from the Western Society of Pediatric Dentistry which represents over **1,300 pediatric dentists** from Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming, and the Canadian Provinces of Alberta and British Columbia, totaling **over 2,000 active pediatric dentists**. The meeting presents an ideal opportunity to promote your

products, services and information in front of the decision makers of pediatric dental practices. CSPD is committed to offering several opportunities for interaction and engagement with CSPD and WSPD members and has crafted a creative promotional plan to give your business maximum exposure both before, during, and after what promises to be a successful Annual Meeting experience for all attendees.

SPONSORSHIP & EXHIBITOR INFORMATION

• 2027 EXHIBIT HOURS

MARCH 11 | THURSDAY | Set Up: 6:00 pm - 8:00 pm

MARCH 12 | FRIDAY | Set Up: 6:30 am - 7:30 am | **Exhibits Open:** 7:30 am - 5:30 pm

MARCH 13 | SATURDAY | Exhibit Opens: 7:30 am - 3:00 pm | **Exhibits Breakdown:** 3:00 pm - 5:00 pm*

** Please note: If you tear down early, you may forfeit your opportunity to exhibit in 2028*

• QUESTIONS ON SPONSORSHIP OR EXHIBITOR OPPORTUNITIES?

CONTACT EITHER:

Beth Ramirez, Sponsor & Exhibitor Manager
bramirez@cspd.org

Dr. Leslie Butler, CSPD Annual Meeting Chair
Drlesliebutler@yahoo.com

EXHIBITORS RECEIVE:

Exhibit Space with one 6 ft Table Top:

- One complimentary registration
- One 6'x 30" draped table
- Two chairs
- One table tent company name sign

*Please note: These are **NOT** pipe and draped 8 x 10 booths.*

• HOW DO I BECOME AN EXHIBITOR OR SPONSOR AT THE CSPD ANNUAL MEETING AND CONTINUING EDUCATION CONFERENCE?

All contracts to be an exhibitor or sponsor must be completed on the CSPD website at www.cspd.org. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained in the brochure. Online payments may be made by check or credit card. If paying by check, payment must be received within 14 days of the online registration or the booth assignment is subject to cancellation. Your booth is not confirmed until you have received an email confirmation from Beth Ramirez at bramirez@cspd.org.

• 2027 SPONSOR & EXHIBITOR DEADLINES

FEBRUARY 1 | Sponsor & Exhibitor Registration Closes

FEBRUARY 5 | Last day to cancel. No refunds will be offered after this date.
All refund requests must be made in writing prior to this date.

FEBRUARY 12 | Payment deadline. Payments made after this date will incur a **\$350 late registration fee**.

FEBRUARY 19 | For inclusion in conference mobile app.

• REFUNDS & CANCELLATIONS

All refunds and cancellations of exhibitor fees and sponsorships must be made in writing to admin@cspd.org by **February 5, 2027**. If received before that date, CSPD will provide a **refund of 50%** of the booth rental fees and/or sponsorship amount. There will be no refunds after this date.



CONFERENCE LOCATION & HOTEL DETAILS



**HYATT
REGENCY®**
MONTEREY

HYATT REGENCY MONTEREY HOTEL & RESORT

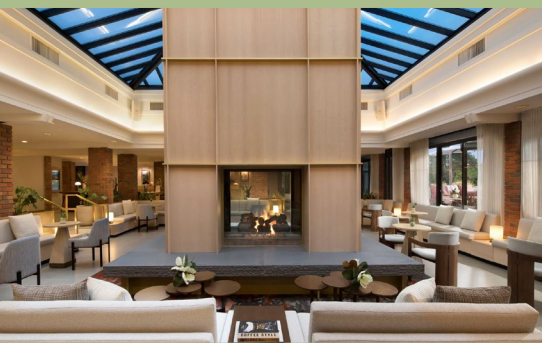
1 Old Golf Course Road, Monterey, CA 93940

ROOM RATES | **\$299.00** Single/Double

RESORT FEE | **\$15.00** Per Person

includes complimentary self-parking

All hotel room reservations must be made no later than **February 8, 2027** to receive the discounted group rate. Reservations can be made via the link on the website at www.cspd.org.



SPONSORSHIP & EXHIBITOR BENEFITS

Please note: All sponsorships include prominent signage at the event.

Diamond and Titanium sponsorships include your company logo on the CSPD website **for one year** with link to your website.

We encourage every participant to bring a non-dental raffle prize to be awarded at the final break.

REGISTER NOW & RESERVE YOUR SPOT!

Higher level sponsorships tend to fill up early.

DEADLINE FOR SUBMISSION OF SPONSORSHIP IS FEBRUARY 1, 2027

BENEFITS	DIAMOND 13,000	TITANIUM 10,000	GOLD 7,500	SILVER 5,000	BRONZE 3,000
SPONSORSHIP See next 3 pages for details. Based on availability.	Select 1 (of 3)	Select 1 (of 8)	Select 1 (of 15)	Select 1 (of 11)	
Logo on screen in main lecture hall	•	•			
One page handout for tote bag (Provided by sponsor)	•	•			
Exhibit booth space	2 tabletop spaces, 4 chairs in premium location	2 tabletop spaces, 4 chairs in premium location	1 tabletop space and 2 chairs	1 tabletop space and 2 chairs	1 tabletop space and 2 chairs
Complimentary meeting registrations	5	4	3	2	1
Entry into Welcome Reception + Friday and Saturday lunches	•	•	•	•	•
Company logo on signage	•	•	•		
Company name on signage				•	•
Recognition in all publicity materials	•	•	•	•	
Mobile App push notifications during meeting	•	•	•		
Company logo/link on website	Logo / Link	Logo / Link	Logo / Link	Name Only	
Ad in CSPD Bulletin <i>Your ad will be displayed in one issue of the CSPD Bulletin in 2027. CSPD will confirm which issue and follow up to collect your advertisement.</i>	(1) Full Page Ad + brief article spotlight about company	(1) Half Page Ad	(1) Quarter Page Ad	(1) Business Card-Size Ad	



SPONSORSHIP OPTIONS

DIAMOND | \$13,000

4 Available

*In addition to the benefits highlighted in the table, you may choose to be the **sole sponsor of one** of the following based on availability:*

- **SATURDAY NIGHT COCKTAIL PARTY**

Includes personal welcome to attendees, beverage napkins and drink tickets imprinted with your company logo.

- **CONFERENCE MOBILE APP**

Exclusive sponsorship. Includes your company logo prominently displayed in the app.

- **THURSDAY WELCOME RECEPTION**

Includes personal welcome to attendees, beverage napkins and drink tickets imprinted with your company logo.

- **RESIDENT POSTER PRESENTATIONS**

Posters will be on site and displayed throughout the entire meeting and will include your name and logo on each board. Personally hand out the cash awards to the winners of the Poster Presentations, have your photo taken with the winners, signage and your logo on the poster certificates and photo added to the website.

This sponsorship includes the award money paid through CSPD



SPONSORSHIP OPTIONS



TITANIUM | \$10,000

9 Available

*In addition to the benefits highlighted in the table, you may choose to be the **sole sponsor of one** of the following based on availability:*

- **TOTE BAGS**

Imprinted with your logo and given to all attendees at registration check in.

- **CONFERENCE REGISTRATION WEBSITE**

With your logo on the landing page.

- **SATURDAY LEADERS OF TODAY, FUTURE LEADERS OF TOMORROW INSTALLATION LUNCHEON**

Includes a personal welcome to attendees at the luncheon, signage, logo on screen and ability to place a flyer on each chair.

- **HOTEL KEY CARDS**

Imprinted with your company logo.

- **NAME BADGE PRINTING KIOSK**

Includes your logo on the name badge printing kiosk which will be visited by all attendees to receive their name badge.

- **WI-FI**

Includes your company name as the password.

- **EARLY CAREER PEDIATRIC DENTIST RECEPTION**

Includes personal welcome to attendees.

- **FRIDAY LUNCH PRESENTATION FOR 75 PEOPLE**

Sign up for this opportunity by Oct 30, 2026 and we will add your event to the registration form for attendees to sign up in advance.

You provide the speaker and the topic as well as lunch (through the hotel) at your cost. Please note: CSPD cannot provide CEU's for this session.

- **FRIDAY, SATURDAY OR SUNDAY CONTINENTAL BREAKFAST PRESENTATION FOR 75 PEOPLE**

Sign up for this opportunity by Oct 30, 2026 and we will add your event to the registration form for attendees to sign up in advance.

You provide the speaker and the topic and we provide the hot breakfast.

Please note: CSPD cannot provide CEU's for this session.

SPONSORSHIP OPTIONS

... CONTINUED ...

GOLD | \$7,500

14 Available

*In addition to the benefits highlighted in the table, you may choose to be the **sole sponsor of one** of the following based on availability:*

• **LECTURE SPONSORSHIP**

You will have an opportunity to introduce yourself, welcome the attendees to the meeting and ask that they stop by your booth for more information. You may **NOT** share any company information/infomercial regarding your products or services in the CE room. Commercialization may only take place in your booth.

Choose between:

FRIDAY MORNING (2 available)

FRIDAY AFTERNOON (1 available)

SATURDAY ALL DAY (3 available)

SUNDAY MORNING (2 available)

• **SNACK AND STROLL LUNCH ON FRIDAY**

In the Exhibit Hall

Includes beverage napkins with your company logo.

• **CONFERENCE LANYARDS**

Lanyards imprinted with your logo on them.

• **ONE HALF-HOUR SPONSOR SESSION**

Sign up for this opportunity by Oct 30, 2026 and we will add your event to the registration form for attendees to sign up in advance.

Use this time to hold your own session for up to 75 people.
(2 available)

Please note: CSPD cannot provide CEU's for this session

• **HEADSHOT STATION**

Includes your company logo on email correspondence to the attendee regarding the headshot station and their photos.

Choose between:

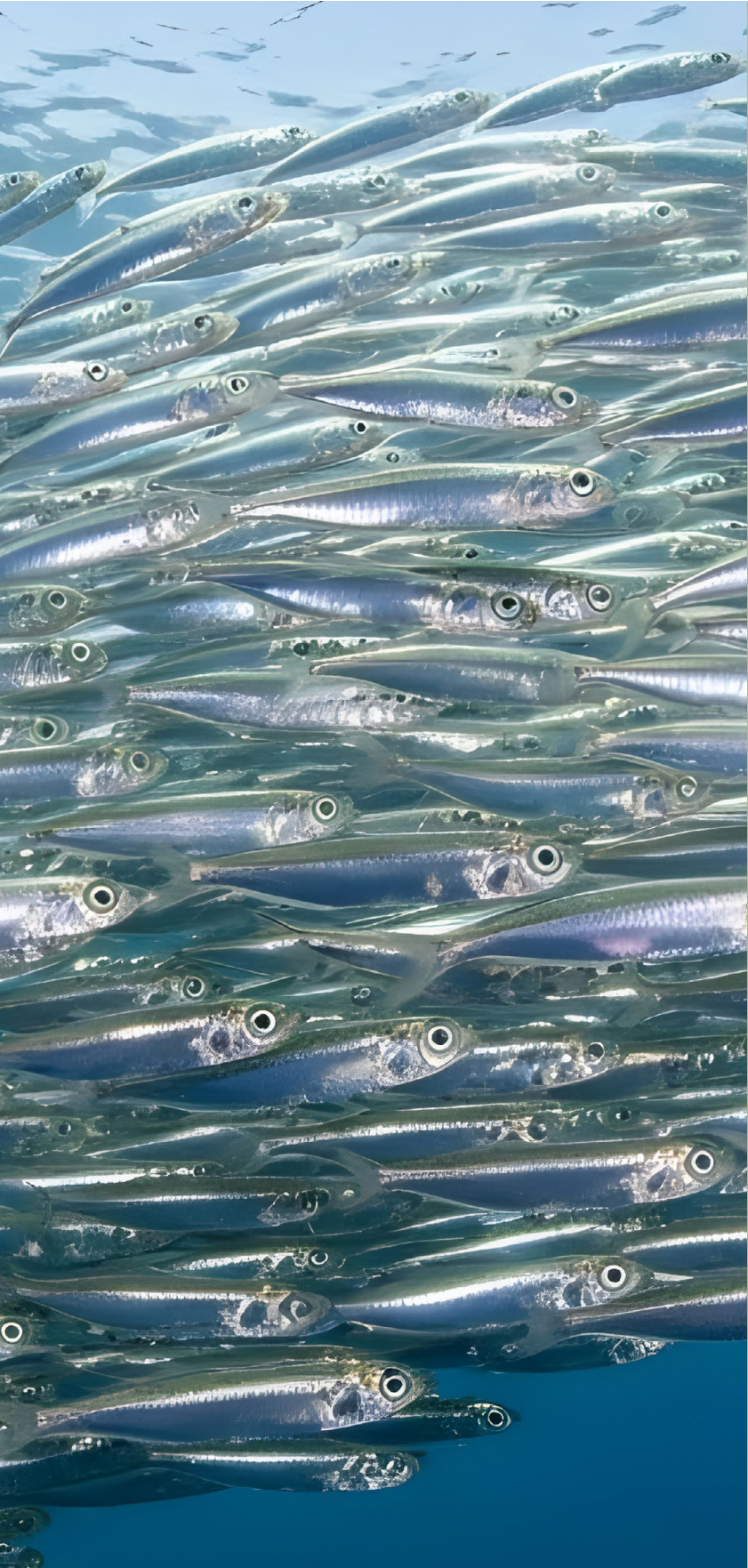
– **FRIDAY** (1 available)

– **SATURDAY** (1 available)



SPONSORSHIP OPTIONS

... CONTINUED ...



SILVER | \$5,000

10 Available

*In addition to the benefits highlighted in the table, you may choose to be the **sole sponsor of one** of the following based on availability:*

• THE LOUNGE

The Lounge located in the Exhibit Hall. You will have the opportunity to name the Lounge with your company name and provide swag at the lounge area where attendees can relax and network throughout the conference.

• MOBILE PHONE CHARGING STATION

With your logo on the station.

• EXHIBITOR PASSPORT/ GRAND PRIZE DRAWING CARD

Company logo on official grand prize drawing card which all attendees must have stamped at each booth in order to enter contest, introduction by emcee of your staff member to pull the winning card, special thank you by emcee in the exhibit hall at the event and recognition on conference mobile app.

Prize value not to exceed \$500.00 provided by CSPD.

• AUDIO VISUAL

Signage with your logo in each meeting space that utilizes A/V

• SPONSORSHIP OF A BREAKFAST OR BREAK

Includes beverage napkins imprinted with your company logo.

CHOOSE ONE OF THE FOLLOWING OPTIONS:

– CONTINENTAL BREAKFAST *In The Exhibit Hall*

- FRIDAY MORNING
- SATURDAY MORNING

– SUNDAY HOT BREAKFAST *In The Lecture Hall*

– MORNING BREAK *In The Exhibit Hall*

- FRIDAY MORNING
- SATURDAY MORNING

– SATURDAY AFTERNOON BREAK *In The Exhibit Hall*

SPONSORSHIP OPTIONS

... CONTINUED ...

BRONZE | \$3,000

Regular Exhibitor *Unlimited*

*Please note: These are tabletops, **NOT** pipe and draped 8 x 10 booths*

- (1) **ONE COMPLIMENTARY REGISTRATION**
- (1) **ONE 6'X 30" DRAPED TABLE**
- (2) **TWO CHAIRS**
- (1) **ONE TABLE TENT COMPANY NAME SIGN**

ADD-ONS

Add one of these items for additional branding and visibility.

NEW PRODUCT SHOWCASE | \$695

This add-on is a great way to highlight your latest technology or newest product release. Brightly colored (18 inches wide by 5 feet tall), custom boards designed by your company will be displayed at the entrance of the lecture halls for highest visibility. The New Product Showcase will peak attendees' interest in your new products and direct them to your booth for that face-to-face connection. CSPD will be responsible for printing and displaying all New Product Showcase boards.

*All graphics which must be provided by you are due by:
January 5, 2027*

FLOOR CLING | \$595

With your logo on it: Placed in a prominent area near the exhibit hall and meeting space.

ADDITIONAL TABLE TOP | \$1200

ADDITIONAL ATTENDEE REGISTRATIONS WITH YOUR SPONSORSHIP | \$495 *per person*

NOTE

Deadline for submission of sponsorship is:

FEBRUARY 1, 2027

Higher level sponsorships tend to fill up early.

REGISTER NOW AND RESERVE YOUR SPOT!



RULES & REGULATIONS

MULTIPLE BOOTHS: Exhibitors may purchase multiple booths, however; booths may not be shared with another company.

SHIPPING AND HANDLING: Shipping of materials and installation fees are not included in the exhibit booth fee. Arrangements for shipping and storage of displays and materials as well as additional items such as electrical needs must be made through the hotel. More information will follow.

CONTRACT FOR SPACE: The exhibit contract and booth space application, the formal notice of space assignment and the full payment of exhibit booth fees together constitute a contract between CSPD and the exhibitor for the right to use the assigned booth space and to comply with these rules and regulations. Exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by CSPD. Exhibition is restricted to companies that are in good standing with CSPD.

SPACE ASSIGNMENT: Space assignment priority is given according to sponsorship level and is then made available on a first-come, first-served basis. CSPD will make every effort to place exhibitors in the areas of their choice, and once a space is paid for, that space is confirmed to the exhibitor. However, CSPD does reserve the right to place, move or relocate any exhibitor in case of necessity for the total benefit and operation of the show.

NON-ENDORSEMENT: CSPD does not in any way imply endorsement of any product or service of an exhibitor by entering into the exhibitor contract.

EXHIBIT BOOTH SETUP: Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Exhibits should be arranged so that company representatives will be inside of the space assigned. Display materials or equipment at the sides of the booth shall not exceed the height of the side walls. Materials used to decorate shall be of flame-retardant material. Safety exits and equipment must be left accessible and in full view at all times.

CANCELLATION: If an exhibitor cancels a booth space contract prior to February 5, 2027, all fees paid (less a 50% cancellation fee) will be returned. If an exhibitor rents a booth, pays in full, but does not attend the conference, there will be no refund of the booth rental fee. In addition, cancellation of a booth after February 5, 2027 will result in a full forfeiture of fees.

REPRESENTATIVE FEES: The exhibit fee for each booth includes conference registrations for the designated company representatives. Additional conference registrations may be purchased at the reduced fee of \$495 per person via the CSPD registration site. Additional booth fee is \$1,200.

ALL COMPANY REPRESENTATIVES WORKING IN THE EXHIBIT HALL MUST BE REGISTERED FOR THE CONFERENCE: All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are not transferable. Rights of an exhibitor shall not be assignable to any other firm or person. All exhibitors must behave in a professional manner and maintain a professional appearance and demeanor.

EXHIBITOR'S RESPONSIBILITIES: CSPD will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage or concealed damage. CSPD will not be responsible for loss or disappearance of the exhibitor's materials after some have been delivered to the exhibitor's booth. Similarly, CSPD cannot be responsible for disappearance of the exhibitor's materials before the materials are picked up from the exhibitor's booth for loading after the conference.

PRIZES: Representatives from the companies exhibiting at the conference are not eligible to win prizes. Prize winners will be eligible to win more than one prize. Individual exhibitors may determine if the prize winner needs to be in attendance at the time of the drawing. Exhibitors accept responsibility of delivery of their prizes to the winner.

INSURANCE AND LIABILITY: Exhibitor agrees to protect, save and keep CSPD and the hotel forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between the hotel and CSPD regarding exhibition premises. Further, exhibitor shall at all times protect, indemnify, save, defend and hold harmless CSPD and the against and from any and all loss, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or any other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof. Additionally, CSPD shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of CSPD. All exhibitors are responsible for arranging risk coverage with a suggested \$500,000 of general liability coverage.

EXHIBITORS PROPERTY: CSPD (and its conference host facilities) cannot assume responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. In all case, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and when exhibits are being set up or dismantled, to protect against loss. CSPD (and its host conference facilities) cannot be responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed.

RULES AND COMPLIANCE: Exhibitors agree to comply with rules and regulations as specified in the exhibitor package.

NONCOMPLIANCE WITH EXHIBITOR RULES AND REGULATIONS: Each exhibitor and all its employees agree to abide by the rules and regulations given herein and by subsequent amendments and additions considered by CSPD management to be in the best interest of all exhibitors. Upon noncompliance with the rules formulated, CSPD management reserves the right to prohibit, reject, or eject any exhibitor, exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, CSPD's liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an exhibitor is ejected for violation of these rules, or for any other reason, no return of monies received shall be made.

AMENDMENT TO RULES: These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive, and successful exposition. Any and all matters or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of CSPD management. In an effort to provide the greatest good to the greatest number, CSPD management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire exposition and all amendments of the foregoing rules shall bind the exhibitors.