


# MARKETING & SPONSORSHIP OPPORTUNITIES

2026-27

Alberta Dental Association

About us and our mission

# HEALTHY DENTISTS, HEALTHY ALBERTANS

That is the vision of the Alberta Dental Association. We are the collective voice of dentists in Alberta. We strengthen and support the dental profession and promote oral health as an integral part of general health for all Albertans.

We believe achieving this vision requires strong partnerships. **We seek to collaborate with organizations that share our commitment to supporting Alberta dentists** through innovative products, trusted services, education and solutions that help our members thrive, both professionally and personally.

Alberta Dental Association



Our members

# DO IT ALL

- Clinicians
- Entrepreneurs
- Leaders
- Mentors
- Community Members


We are the hub of a
THRIVING DENTAL
COMMUNITY

# WE REPRESENT



**3,400+**
dentists



**56%** own one or more practices



**$490 million**
in annual spending

# WE BRING



- Verified status
- Access to 3,100+ dentists
- Visibility and amplification
- Connection with decision makers
- Exclusive networking events
- Year-round engagement
- Direct marketing channels
- Strategic collaboration opportunities


Opportunities to
ENGAGE WITH MEMBERS

# Engagement Levels



## Build Awareness

Advertising, social media, *Connection* Magazine



## Share Expertise

Webinars, on-demand learning, speaking opportunities



## Build Relationships

Summit sponsorships, awards, member events



## Become a Strategic Partner

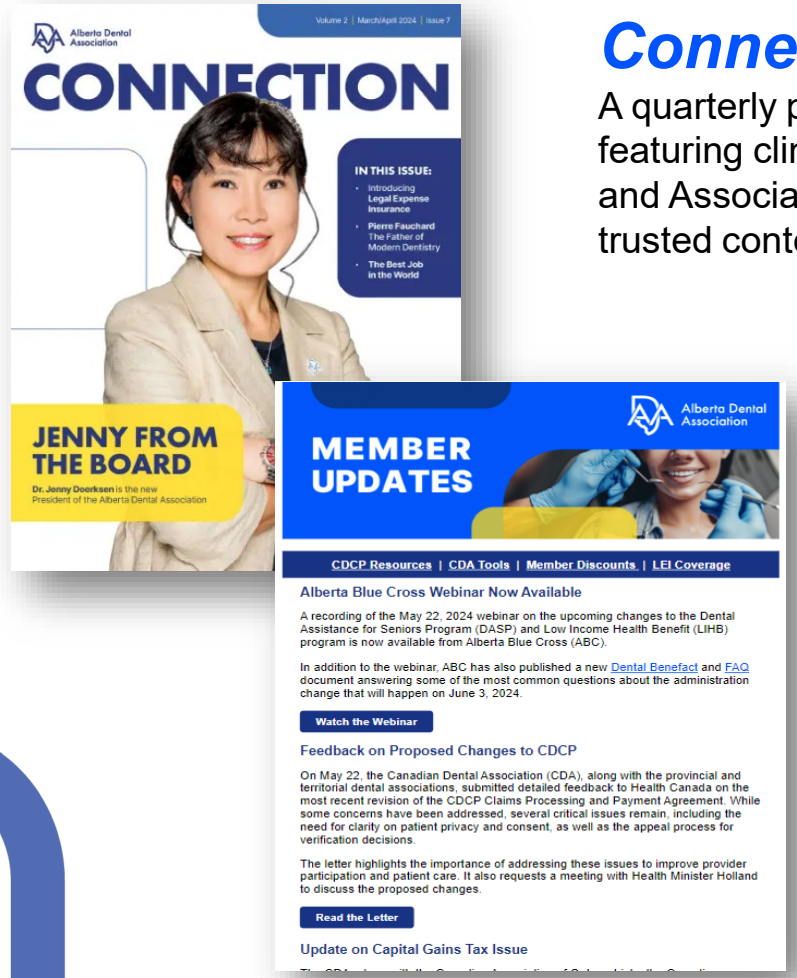
Member benefits, Practice Excellence Network, long-term collaborations



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# OUR CHANNELS

Advertising




## *Connection* Magazine

A quarterly print publication delivered to over 3,100 Alberta dentists featuring clinical insights, practice management, member stories and Association news. Showcase your organization alongside trusted content that members value.

## Weekly Newsletter

Reach members where they stay informed. Our weekly digital newsletter highlights Association news, upcoming events, education and member resources, providing timely opportunities to promote your products, services or events.

## Targeted Direct Mail

Need to reach a specific audience or geographic region? Work with the ADA to deliver a dedicated email campaign to relevant member segments, helping you connect with the right decision makers at the right time.



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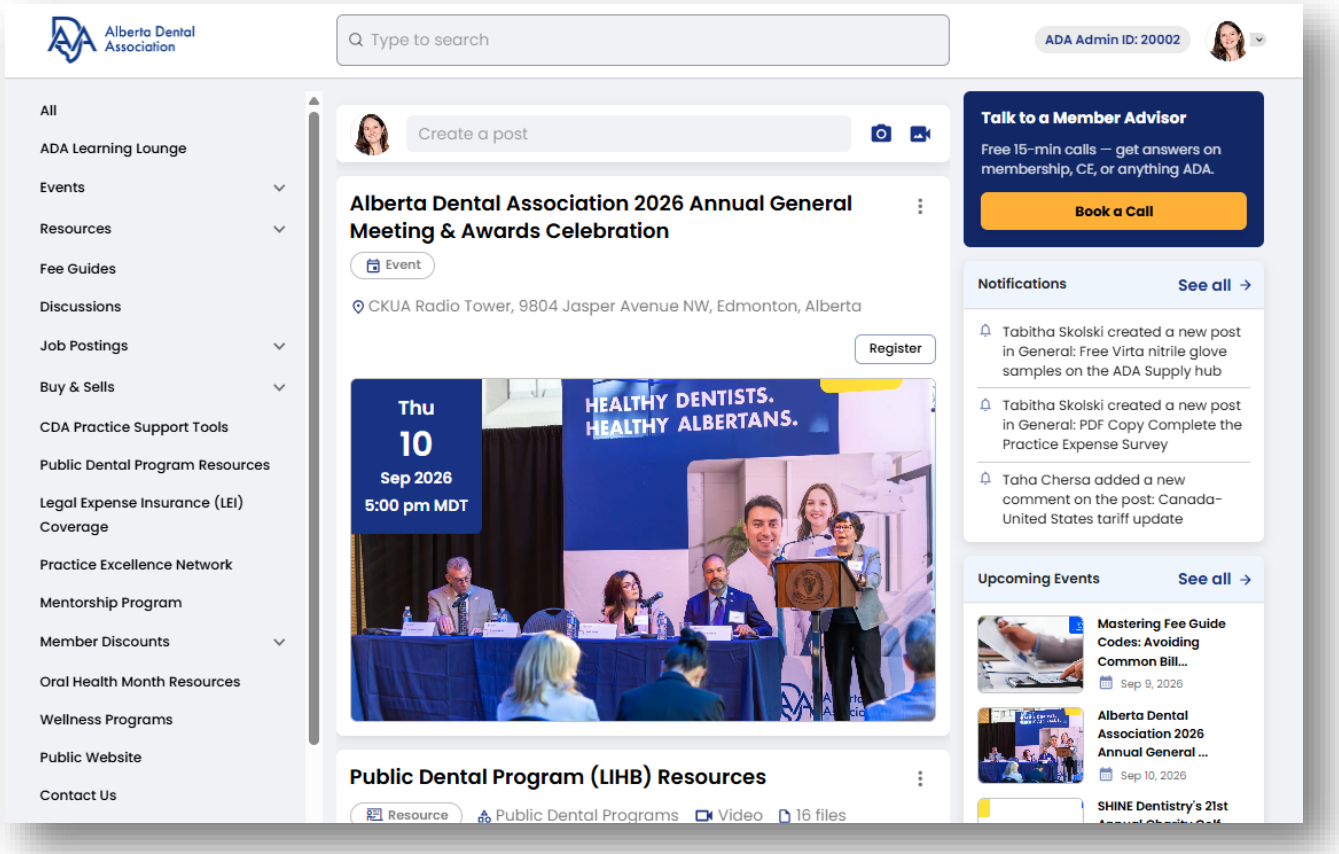
# OUR CHANNELS

Advertising

## Member Lounge

The Member Lounge is the ADA's members-only digital hub, connecting dentists with trusted resources, tools, education, events and partner benefits.

Partner placement provides year-round visibility within a trusted member environment and helps connect your organization with dentists actively seeking solutions for their practices and professional lives.

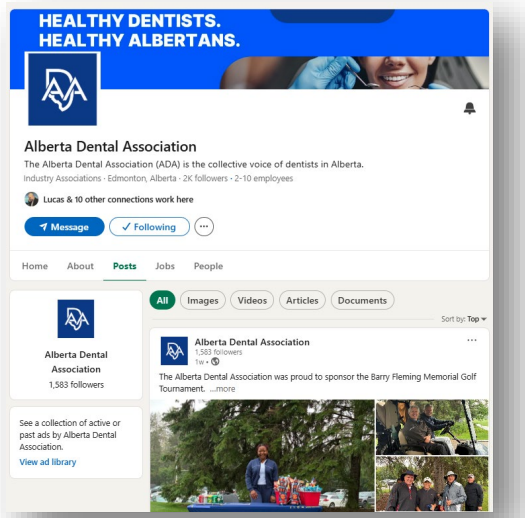





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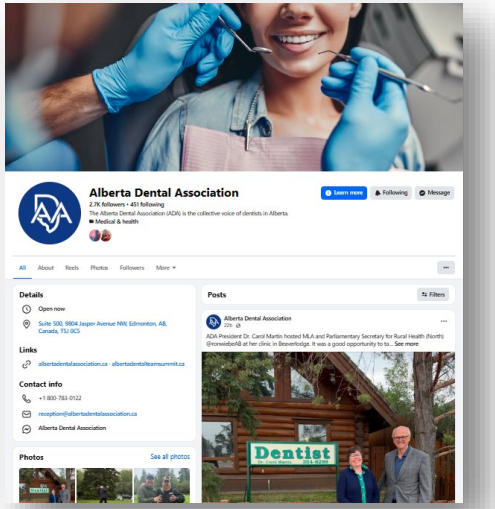
# OUR CHANNELS

## Social Media




### LinkedIn

2,000+ Followers*



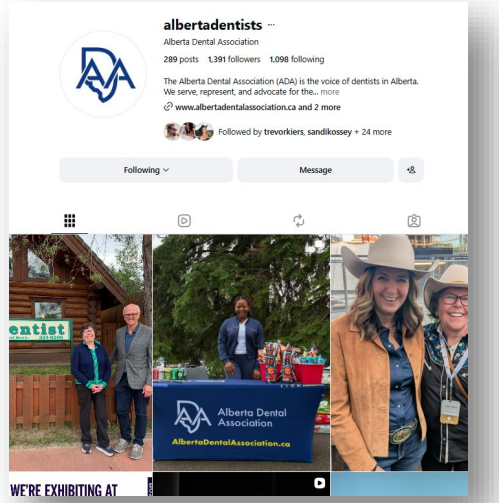

### Facebook

2,700+ Followers*




### X

1,500+ Followers*




### Instagram

1,300+ Followers*

Amplify your message across the ADA's social media channels and engage with Alberta dentists through trusted Association platforms.

*Data as of July 2026

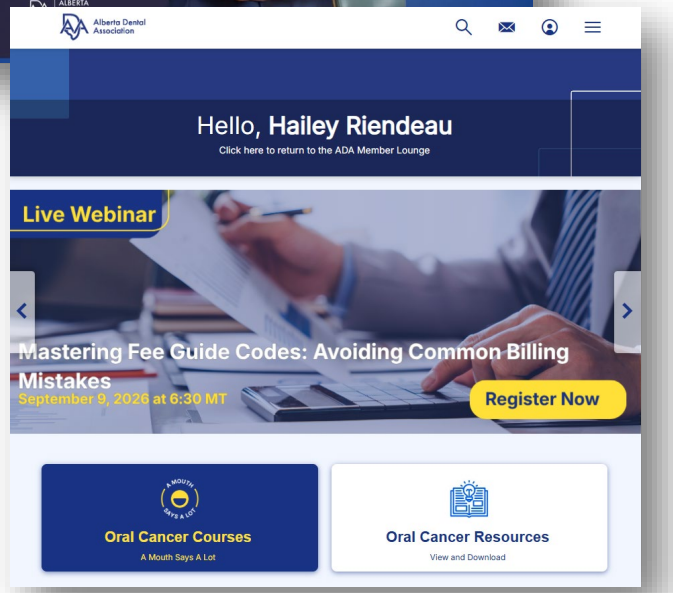


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# OUR CHANNELS

Education




## Webinars

Position your organization as a trusted expert by delivering educational webinars on topics that matter to dentists and practice teams. Partner content must align with the ADA's sponsored education policy.

## Learning Lounge

Extend the life of your educational content by making approved webinars and resources available on-demand through the ADA Learning Lounge, allowing members to access valuable learning anytime.



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# OUR CHANNELS

## Education



## Speaking Opportunities

Support high-quality educational programming by sponsoring expert speakers at ADA events and webinars. Speaker sponsorship provides meaningful brand visibility while demonstrating your commitment to advancing learning within Alberta's dental community. Opportunities vary by event and are designed to provide value-first learning experiences.



## Speaking at the Alberta Dental Team Summit

Alberta's premier dental conference brings together dentists and teams from across the province for exceptional education and connection. Speaker opportunities are available to sponsoring partners and are subject to review by the Summit Advisory Committee. All presentations are evaluated to ensure they meet the ADA's educational standards and provide relevant, evidence-informed learning for attendees.



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# OUR CHANNELS

Events



## Alberta Dental Team Summit

As Alberta's premier dental conference, the Alberta Dental Team Summit offers unparalleled opportunities to build relationships with dentists and their teams. Each year, a **dedicated Summit Sponsorship Prospectus** showcases a variety of opportunities, including interactive activations, speaker sponsorships, networking and social events, branded experiences and customized partnership opportunities designed to maximize engagement and impact.



## Awards Night & Annual General Meeting

Support and celebrate leadership and excellence in dentistry while building relationships with members in a professional and highly engaged setting.

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# STRATEGIC PARTNERSHIPS

## Member Benefit Program

Offer exclusive discounts, preferred pricing or value-added services that help members and their practices succeed. Member Benefit Partners receive year-round visibility and are recognized as trusted organizations committed to supporting Alberta dentists.

## Practice Excellence Network

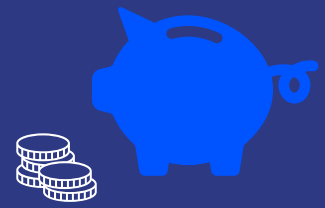
Become a strategic partner in the ADA's year-round learning community focused on helping dentists build thriving, sustainable practices.

Partners are selected through an application process and receive exclusive representation within their industry category, creating a unique opportunity to establish credibility and foster lasting relationships with Alberta dentists. Investment begins at $12,500, with applications for 2027-28 opening in Spring 2027.



# INVESTMENT

| Opportunity | Minimum Investment |
|---|---|
| Advertising | From $333.00 |
| Educational Webinars | From $1,000 |
| Learning Lounge | From $1,500 |
| Speaker Sponsorship | From $5,000 |
| Alberta Dental Team Summit | From $2,500 (see annual Summit Prospectus) |
| Awards & AGM | From $2,500 |
| Member Benefit Program | From $5,000 |
| Practice Excellence Network | From $12,500 |
| Custom Partnerships | From $10,000 |



**Interested in multiple opportunities?**

Package discounts available.

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# GETTING STARTED

Partner Interest Form

## Enough about us, tell us about you

Ready to partner? We're ready to connect. Fill out the form to get the process started and a member of our team will reach out within five business days.

**Trouble with the form?** Reach out to reception@AlbertaDentalAssociation.ca or 780-701-8668.

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