

Thank you for your interest in becoming an advertiser or sponsor with the California Society of Pediatric Dentistry (CSPD). CSPD is the voice of dentistry for children in the state of California and represents 95% of California's pediatric dentists. Our organization also represents affiliated general dentists who are committed to providing comprehensive oral care for children. In addition, our organization collaborates with pediatric dentists in nine other western states. Our mission is to advocate optimal oral health and general welfare of infants, children, adolescents and persons with special health needs. The Society serves its members and represents the specialty of Pediatric Dentistry in California to achieve excellence in practice, education and research.

We invite you and your company to join our family of sponsors who currently work with our organization. As a sponsor, you have the opportunity to exhibit your products or services at our annual meeting and advertise in the CSPD *Bulletin* and on our **website** (www.cspd.org). Visits to our website have doubled to over 20,000 per month in the past year providing excellent exposure to our advertisers. There are also opportunities to sponsor scientific presentations, help underwrite the costs of social functions, or support our student members' participation in the Society. You are also eligible to join our organization as an Allied Professional member.

Why you should become a sponsor at CSPD's Annual Meeting:

By sponsoring our annual meeting, you will be able to expose your product or service to a targeted group of pediatric oral health professionals and have the opportunity to build mutually beneficial professional customer relationships.

Sponsors will receive the Bulletin and membership directory and be recognized in each.

Our annual meetings are planned so that sponsors' displays are located in close proximity to the scientific presentations and continental breakfast area to facilitate member interaction with the sponsors and their exhibits.

Adequate time is allotted for members to visit our sponsors' displays and the leadership makes an effort to encourage members to visit them and their exhibits and order supplies during the annual meeting.

Sponsors are encouraged to participate in our meeting social events thus enabling greater contact with CSPD members.

Our meetings are held in attractive locations and include ample time to relax and enjoy the area. In addition to sponsors' time in the exhibit area, our schedules allow the opportunity for sponsors to relax and socially interact with our CSPD members.

As a sponsor, you are able to obtain address labels of CSPD members for use in advertising your product or service.

As a sponsor, you will have access to the organization's roster and have the ability to obtain address labels.

Sponsors are invited to attend the CSPD cocktail reception at the annual meeting of the American Academy of Pediatric Dentistry (AAPD).

We Welcome Your Participation in Our Society

2009-2010 ADVERTISING FEES:

ADVERTISING IN *THE BULLETIN*

BULLETIN AD SIZE /FULL COLOR 4 ISSUES PER YEAR (SUMMER, FALL, WINTER, SPRING)	AMT. PER ISSUE
Full Page	\$450.00
Half Page (Back)	\$450.00
Half Page or 1 Column	\$300.00
Quarter Page or 1/2 Column	\$200.00

ADVERTISING ON WWW.CSPD.ORG

WEBSITE OPTIONS (FEES ARE PER MONTH, PAID QUARTERLY, 3 MONTH MINIMUM)		FEES
Banner on Home Page located at bottom of content	Full banner not shared	\$105.00
	Shared with other banners	\$75.00
Banner on	Latest News Page and/or Current Year's Articles	\$90.00
	Calendar of Events Page	\$90.00
	Opportunities Page	\$90.00
	Membership Directory Search Page	\$60.00
Link to company website	Advocacy Page	\$60.00
	From Home Page banner	\$35.00
Link to company page on CSPD website	From other pages	\$30.00
	From Home Page banner	\$85.00
	From other pages	\$60.00



2010 SPONSORSHIP LEVELS:

Every CSPD meeting is at an exclusive location with unique opportunities to sponsor events. Some examples of these opportunities are listed below. Sponsorship opportunities are available throughout the year and can be added together for greater recognition. Contact CSPD for more details.

SPONSORSHIP LEVELS

Bronze (Basic Exhibit Level): One standard size draped table at exhibit hall, one ticket to welcome reception, signage with logo in appropriate category, continental breakfast, recognition in the *CSPD Bulletin*, the website and the directory for one year after the event, until the following year annual meeting. **\$850.00**

Silver: Same as *Bronze*, plus one admission to ticketed events; name recognition as a sponsor of meeting giveaway merchandise such as hats, shirts, tote bags, etc; or a named continental breakfast or a specific reception. **\$2000.00**

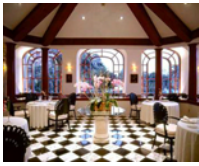
Gold: Same as *Silver*, plus two tickets to ticketed events; a separate banner, name recognition as a sponsor of a lecture or speaker. **\$4000.00**

Platinum: Same as *Gold*, plus a separate banner, name recognition as a principal sponsor of one of the three (3) major events: Welcome Reception, Installation Ceremony, Saturday Night Gala. **\$6000.00**

JOIN US AT:

The Fiesta Americana Grand Coral Beach Resort

Cancun, Mexico
April 8 - 11, 2010



Phone: (310) 465-1580
Fax: (310) 465-1590
dtrstewart@aol.com
www.cspd.org

PO Box 221608
Carmel, CA 93922

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTRY



OPPORTUNITIES

SPONSOR & EXHIBIT & ADVERTISE