



Alberta Dental
Association



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Alberta Dental Team Summit Sponsorship Opportunities

March 26-28, 2026, Fairmont Banff Springs, Banff, Alberta

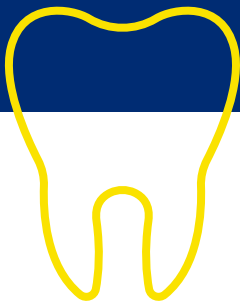
Don't miss out—deadline Dec. 15



**Your company.
At the heart of
the Summit.**



Meet the Organizers



HOSTED BY:



Alberta Dental Association

IN PARTNERSHIP WITH:



UNIVERSITY OF ALBERTA



2026 ALBERTA DENTAL TEAM SUMMIT | MARCH 26-28, 2026

NOT YOUR AVERAGE DENTAL CONFERENCE

The Alberta Dental Team Summit is redefining what it means to connect. Our vision is simple: foster organic interactions that lead to meaningful partnerships. This isn't your typical event where vendors are tucked away in a hall, waiting for attendees to come to them. Here, vendors are at the heart of the action, fully immersed in the energy of the event.

By **eliminating the traditional exhibition hall**, we've reimagined how industry can engage with the approximately 600 oral health professionals attending the Summit.

Vendors have the opportunity to take on roles like being a room host where they can be embedded in the program and increase their visibility and credibility as trusted partners to the dental community. This intentional integration facilitates authentic conversations, deeper connections, and opportunities to build relationships that matter.



2025 Alberta Dental Team Summit

**This year's goal is
600+ oral health
professionals**

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OUR AUDIENCE

The dental community is as tight-knit as family, friends and neighbours. We are welcoming every dental professional in Alberta to take part and we will be extending an invitation to:



2,700+
dentists



3,700+
hygienists



6,800+
dental
assistants



**And many other leaders in
dental industry, research,
academia and government**

Program Preview

THURSDAY, MARCH 26

Kick off the Summit with energy and connection at the **Summit Icebreaker Challenge**, inspired by the upcoming 2026 Winter Olympics.

Attendees will join their teammates—or be matched with others—to tackle a series of fun challenges. Each station will be hosted by a sponsor, creating valuable face time while embedding them directly into the experience and setting a welcoming tone before the full Summit begins.

FRIDAY, MARCH 27

Join us for a full day of **education sessions** that blend leadership, communication, clinical expertise, and wellbeing—equipping attendees with tools to thrive inside and outside the operatory.

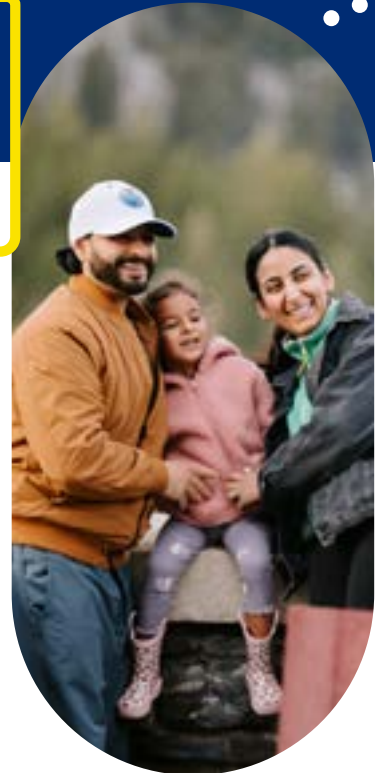
Take a walk down **Activation Alley** where attendees and industry connect through interactive, high-energy experiences designed to spark conversation and fun.

Say “ski ya later, winter!” as we wrap up the day with our **Après Ski-themed mixer**—the ultimate send-off to winter. Guests will enjoy cozy favorites like fondue, pretzels, and family-friendly activities before the energy shifts at 8:00 p.m.—when the lights go down and the glow-in-the-dark dance party begins. With sponsored activations woven throughout, this event blends connection, fun, and celebration, making it one of the Summit’s most memorable experiences.

SATURDAY, MARCH 28

The final day of the Summit starts with another round of outstanding education sessions, plus **early-bird sessions** for sharpening clinical skills or taking a wellness break. The event concludes with a **closing keynote luncheon**—sending attendees home with fresh perspective, renewed energy, and inspiration to continue delivering exceptional patient care.

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Photos from 2025
Alberta Dental
Team Summit

Engagement Menu

We're excited to present a range of touchpoints to help your organization connect directly with Alberta's dental community. These options are designed to inspire engagement, boost visibility, and align with the Summit's theme of Educate, Collaborate, and Rejuvenate.

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Packages are customized to fit your needs and can include these face-to-face attendee touchpoints and more! Package pricing starts at \$2,500+GST.

ICEBREAKER CHALLENGE STATION (THURSDAY)

Kick off the Summit by welcoming attendees as they arrive in Banff. Your brand will be front and center at the first networking touchpoint of the weekend.

EARLY-BIRD WELLNESS HOST

Start the day on a refreshing note by sponsoring a guided wellness session. Position your brand with balance, health, and rejuvenation.

ACTIVATION ALLEY BOOTH (FRIDAY AND SATURDAY)

Engage directly with attendees in the Summit's high-energy hub for discovery and interaction. A perfect space to showcase your products, services, or innovations.

ACTIVATION AT THE APRÈS SKI MIXER (FRIDAY)

Be part of the ultimate winter send-off. Align your brand with an Après Ski celebration featuring food, fun, and connection—plus a glow-in-the-dark dance party.

PROVIDE A SPEAKER

Deliver thought leadership that matters. Position your organization as an expert by providing a speaker for an education session.

KEYNOTE HOST

Introduce one of the Summit's marquee keynote speakers. Gain visibility with all attendees at a highlight moment of the program.

BREAKOUT HOST

Set the stage for meaningful learning by welcoming attendees to a breakout session.

CUSTOMIZE YOUR PACKAGE

Reach out to Hailey Riendeau, Community & Partnerships Director at hriendeau@albertadentalassociation.ca to get pricing and discuss your sponsorship goals. Packages start at \$2,500 +GST.

Add-ons for brand exposure



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In addition to the face-to-face engagement options, sponsors can boost their visibility with the following add-on opportunities:

APP & WIFI SPONSOR

Put your brand in the palm of every attendee's hand. Sponsor the event app and WiFi, the go-to resource for schedules, updates, and engagement.

PUSH NOTIFICATIONS

Broadcast a direct message to all attendees through the Summit app.

WEBSITE LOGO PLACEMENT

Extend your reach with your logo and website on the Summit website.

SOCIAL MEDIA RECOGNITION

We will amplify your partnership with features across the Alberta Dental Association's social channels.

ONSITE LOGO PLACEMENT

Your brand will be displayed on event signage for maximum visibility.

BANNER DISPLAYS IN SESSIONS

Place your banner in a high-traffic education space.

SEAT DROP

Place a piece of your brand—whether it's a show special, essential information, or a thoughtful gift—at each place setting.

WELLNESS BAG INSERT

Put your product, brochure, or branded item directly in attendee bags.

ROOM DROP

Make a lasting first impression by placing a piece of your brand in each attendee's guest room.



Photos from 2025 Alberta Dental Team Summit

Add-ons for brand exposure



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In addition to the face-to-face engagement options, sponsors can boost their visibility with the following add-on opportunities:

STUDENT SPONSORSHIP

Cover the travel and registration costs for a student to attend the Summit. Your support helps a future dental professional gain valuable experience while showcasing your brand's commitment to the next generation.

RESEARCH SPONSORSHIP

Help research students share their work by covering their travel and accommodations to present at the Summit. Your brand will be recognized for supporting innovation and advancing oral health.

PRIZE SPONSOR

Gain recognition by providing a prize for draws or contests throughout the event.

FREE REGISTRATION TO GIVE AWAY

Demonstrate your partnership by offering a complimentary pass to a client, colleague, or contest winner.



Activation Menu

Appendix A: Summit Icebreaker Challenge

Appendix B: Activation Alley

Appendix C: Wellness Moments

Appendix D: Après Ski Mixer

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Appendix A: Summit Icebreaker Challenge Activation Menu



The Summit Icebreaker Challenge will set the tone for an unforgettable weekend — sparking energy, laughter, and genuine connection from the moment attendees arrive. Inspired by the 2026 Winter Olympics, this interactive, team-based experience brings people together through friendly competition and shared fun.

Attendees will join their teams—or be matched with others onsite—to tackle a series of themed challenges. **Each station is a key engagement opportunity for sponsors, creating valuable face time with participants and embedding your brand directly into one of the most memorable moments of the Summit.**

Every sponsor will be the host of the station, giving them the ability to display branded signage and leverage the opportunity to put your brand at the heart of the excitement.

Sponsorships are reserved on a first-confirmed basis and must be finalized by December 15, 2025.

CURLING CHALLENGE

Sweep your way to victory! A classic Canadian favourite that draws teams together through lighthearted competition — your station will be buzzing with energy and laughter.

HOCKEY SHOOTOUT

Take your best shot! This high-energy challenge delivers excitement, bragging rights, and nonstop action.

CROSS COUNTRY TEAM SKI COMPETITION

Balance, focus, and teamwork take centre stage as attendees race to complete this snowy-inspired challenge — your brand becomes part of their winning moment.

THE FINISH LINE: GLOBAL FOOD TRIVIA

A cultural taste adventure inspired by countries that have hosted the Winter Olympics. Teams answer trivia questions, then head to the Rundle Lounge to sample and identify foods by country of origin — your brand connects through discovery, learning, and flavour.

Appendix B: Activation Alley Menu



Create a pivotal brand experience that draws attendees in and keeps them engaged throughout both days of the Summit. Each activation includes a **6' table, the opportunity to display branded backdrops, roll-ups, tablecloths, swag, and promotional items, and your choice of activity from the menu below**—making this your turnkey engagement solution at the Alberta Dental Team Summit.

Please note that some activations are timed experiences due to food service regulations, and that activities exceeding \$1,000 may result in additional charges, which will be confirmed and discussed with the sponsor before the event.

Choices are reserved with sponsorships on a first-confirmed basis and must be finalized by December 15, 2025.

BRANDED YOGURT PARFAIT STATION

Kickstart attendees' mornings with fresh yogurt parfaits customized with your brand flair — a guaranteed traffic driver during peak morning hours.

MORNING SMOOTHIE STATION

Fuel the day with energy-boosting smoothies served in branded cups — the perfect way to associate your brand with wellness and vitality.

AFTERNOON BRANDED INFUSED ICED TEA STATION

Offer refreshing iced teas with unique flavours and your logo front and centre — an inviting midday stop that re-energizes attendees.

BRANDED SNACK BAR

Keep attendees fueled between sessions with an assortment of branded snacks — a casual, approachable touchpoint to connect with guests.

TRAIL MIX BAR

A creative, hands-on station where attendees build their own snack mix — engaging, memorable, and a great way to spark conversation.

POPCORN STATION

The irresistible aroma alone will draw a crowd — this lighthearted activation adds fun and flavour to the day while keeping your brand in hand.

INTERACTIVE GAME

Add excitement and friendly competition — games draw crowds, create buzz, and ensure your brand is associated with fun and connection.

POLLING STATION

Engage attendees' opinions on lighthearted or professional topics — fostering interaction and providing valuable insights for your brand.

Appendix B: Activation Alley Menu (continued)



SELFIE PHOTOBOOTH

A crowd favourite that drives social sharing. Attendees snap, share, and tag your brand for maximum digital exposure.

HAND MASSAGE STATION

Offer attendees a moment of relaxation. A thoughtful activation that connects your brand with care, comfort, and rejuvenation.

COFFEE CONVERSATIONS – BRANDED CUPS & SYRUPS

Turn coffee breaks into networking opportunities. Your brand is in every attendee's hand as they mix and mingle at the custom coffee bar.

IDEAS TO ENHANCE YOUR BRAND EXPOSURE:

Depending on your selection, sponsors have the option to provide:

- Branded napkins
- Branded cups
- Apply branded labels
- Add other activities
- Provide prizes or giveaways
- Display a pop-up banner and materials at the station.
- Have representatives be the ultimate hosts and engage with attendees.

Each station will include:

- 6' skirted table
- 2 chairs
- Opportunity to display branded backdrops, table cloths, etc.
- Opportunity to hand out promotions and items.
- Power available upon request.



Appendix C: Wellness Moment Menu



Wellness moments will happen in the morning before the main program begins and is the perfect opportunity to connect with small groups in a relaxed setting before all the excitement of the Summit begins.

Choices are reserved with sponsorships on a first-confirmed basis and must be finalized by December 15, 2025.

YOGA & MORNING SMOOTHIE BAR

Give attendees a moment of tranquility before a day of continuing education. Reward early-risers with an individualized smoothie bar and network over a fresh blend.

GUIDED TRAIL HIKE

Join an expert to take attendees up the mountain for an beginner-friendly hike. Leave a memorable mark with a branded trail-mix for attendees to take on the trip.

Appendix D:

Après Ski Mixer

Activation Menu



The Après Ski Mixer is all about cozy indulgence, playful energy, and unforgettable moments. Each of these interactive experiences is designed to be a natural gathering point for attendees—making them a prime opportunity for your brand to shine.

Along with the selected activity, sponsors are encouraged to display brand materials such as roll up banners and have staff available to engage with attendees as they excitedly await the activity. They also have the opportunity to integrate branded items into the station.

Choices are reserved with sponsorships on a first-confirmed basis and must be finalized by December 15, 2025.

MEET THE SLED DOGS

A once-in-a-lifetime après moment! This attraction draws crowds, photos, and excitement—your brand at the center of it all.

FRESH PRETZEL WALL

Nothing says après ski like a salty, warm pretzel. Guests will line up to grab one, making this a natural place to meet new clients.

LIVE MAPLE STATION

A sweet Canadian classic! This hands-on experience is the perfect moment for your brand to be associated with a uniquely memorable treat.

FONDUE STATION

Dipping, sharing, and gathering—this station invites connection while putting your brand at the center of a crowd-pleasing indulgence.

MULLED WINE STATION

Warm, spiced, and oh-so après ski. Your brand fuels the cozy vibes as guests sip and mingle.

BRANDED SCULPTURE & ICE LUGE

A dramatic showpiece carved from ice—your brand frozen into the spotlight while guests enjoy the interactive luge experience.

BRANDED VIGNETTE & PHOTOBOOTH

Après ski is all about memories. This vignette sets the stage for social-worthy photos with your brand woven into every shot.

FACEPAINT STATION

Playful designs bring out the festive side of après ski.

DJ

Keep the dance floor alive and the après energy high. Your brand is the reason the party doesn't stop.



THANK YOU

Your partnership and contribution this year will help us continue to build a thriving dental community.

To confirm your participation and benefits, please reach out to Hailey Riendeau, Community & Partnerships Director at HRiendeau@AlbertaDentalAssociation.ca.





[AlbertaDentalAssociation.ca](https://albertadentalassociation.ca)

