EXHIBITOR & SPONSORSHIP PROSPECTUS

THAT DENTAL EVENT 2027

Practice Makes Better



FRIDAY, JUNE 18, 2027	8:00 AM – 7:00 PM	CALGARY, ALBERTA
Markin MacPhail Centre · WinSport	Full-day conference + reception	Legacy Rooms A, B & C

300+	40	11
Expected Attendees	Exhibitor Booths	Hours of Exhibitor Access

Hosted by the Dental Office Managers Association of Canada (DOMAC)

A Calgary Dental Event Built for the Whole Practice

THAT DENTAL EVENT (TDE) has been bringing Calgary's dental community together for more than a decade. In 2027, the event expands into a full-day, education-driven conference and tradeshow designed to bring the entire dental team into one shared experience.

The Practice Makes Better theme reflects a simple idea: every role in a dental practice has opportunities to improve, and the right education, tools, resources and relationships help teams do that together.

TDE's founder, Savannah Koran, remains actively involved as DOMAC leads the event into this next chapter.

Who You'll Meet

Practice Owners & Dentists Decision-makers for clinical and practice investment	**Office Managers & Administrators** Operational leaders who evaluate suppliers and systems	**Practice Managers & Senior Admin** Influencers responsible for implementation and purchasing
Dental Hygienists Clinical team members shaping product and workflow decisions	**Dental Assistants** Hands-on users of clinical products and processes	**Dental Consultants** Advisors helping practices evaluate and implement change

TDE's value to exhibitors is not simply the number of people in the room. It is the mix of people: owners, managers, administrators and clinical team members who identify needs, recommend solutions and influence purchasing decisions inside dental practices.

About the Host: DOMAC

Dental Office Managers
ASSOCIATION OF CANADA

The Dental Office Managers Association of Canada (DOMAC) is a national not-for-profit association supporting dental office administrators, managers and consultants through professional standards, education, certification and community.

TDE combines the established local following of THAT DENTAL EVENT with DOMAC's broader professional reach and education focus.

Why Exhibit at TDE 2027?

11 Hours of Exhibitor Access

A full day of opportunities to meet attendees — not a short evening-only show.

Reception on the Tradeshow Floor

The 5:00–7:00 PM reception keeps attendees onsite, social and engaged with exhibitors.

Education + Exhibits

Attendees arrive ready to learn, compare ideas and discover products and services that can improve their practices. Four concurrent lecture rooms run 9:00 AM–5:00 PM, covering office management, business of dentistry, clinical topics, and hygiene.

Built-In Traffic Drivers

Scheduled breaks, refreshments and attendee movement are designed to keep people circulating through the tradeshow.

A Whole-Practice Audience

Connect with practice owners, managers, administrators, hygienists and assistants in one event.

Speaking Opportunities

A limited number of exhibitor speaking opportunities may be available, subject to topic and program fit.

Your Booth — $1,500 + GST

Included

- 10 ft × 10 ft booth space
- Table with tablecloth
- Two (2) chairs
- Two (2) exhibitor representative passes
- Electricity at booth
- Access to venue Wi-Fi
- No additional flooring required

Available Separately

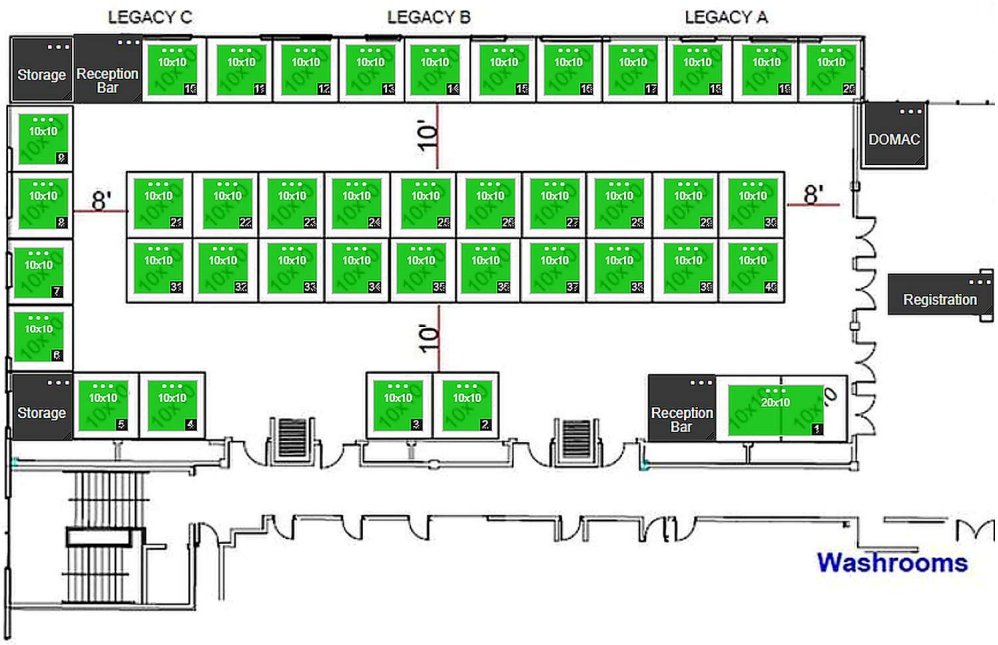
- Additional furniture and booth furnishings
- Advance warehouse and material handling
- Specialized booth setup services
- Shipping and freight services, as arranged with the show supplier

Official Show Supplier: Global Convention Services

Detailed ordering, shipping and contact information will be added once confirmed.

Show Floor

The tradeshow spans Legacy Rooms A, B & C at the Markin MacPhail Centre. Registration, reception bars and attendee circulation are positioned to keep traffic moving through the exhibit area throughout the day.



Floor plan is subject to minor adjustment. Booth locations are confirmed on a first-come basis.

Designed for Exhibitor Traffic

Registration

Attendee arrival routes directly beside the show floor.

Breaks & Refreshments

Traffic is intentionally drawn back through the exhibit area.

Evening Reception

Attendees remain in the room with exhibitors from 5:00–7:00 PM.

Exhibitor Schedule

Date	Time	Exhibitor Activity
Thursday, June 17	12:00 PM	Exhibitor move-in begins
Thursday, June 17	Afternoon / evening	Booth setup
Friday, June 18	8:00 AM	Event day begins
Friday, June 18	9:00 AM – 5:00 PM	Educational programming + tradeshow
Friday, June 18	Throughout the day	Scheduled breaks, refreshments and hot lunch (Taco & Salad Bar)
Friday, June 18	5:00 – 7:00 PM	Evening reception on the tradeshow floor
Friday, June 18	7:00 – 11:00 PM	Exhibitor move-out

Move-In, Move-Out & Parking



MOVE-IN

Thursday, June 17 beginning at 12:00 PM

Move-in is through the WinSport Event Centre main entrance. For second-floor access, elevators are located to the right after entering the building.

UNLOADING & PARKING

Exhibitors may use the front entrance loop to unload booth materials before moving vehicles to designated onsite parking. Parking is first-come, first-served.

MOVE-OUT

Friday, June 18 from 7:00 PM to 11:00 PM. All exhibitor materials must be removed by 11:00 PM.

Please plan to remain through the full event. Early booth dismantling is strongly discouraged because it disrupts the attendee experience and neighbouring exhibitors.

Official Show Supplier & Shipping

Global Convention Services is the official show supplier for THAT DENTAL EVENT 2027.

- Advance warehouse services
- Material handling
- Additional booth furnishings and equipment
- Booth setup services
- Exhibitor shipping and freight arrangements

Online ordering available at: https://order.globalconvention.ca/

Exhibitors are responsible for ensuring all booth materials, equipment and outgoing shipments are removed or transferred to the designated show supplier before the 11:00 PM move-out deadline.

Exhibitor Insurance

All exhibitors are required to maintain a minimum of $2,000,000 in Commercial General Liability insurance covering their participation in THAT DENTAL EVENT 2027.

Proof of insurance must be submitted prior to exhibitor move-in on June 17, 2027.

SEND CERTIFICATES OF INSURANCE TO
Monica Trimble | monica@officemanagers.ca

Exhibitors are responsible for maintaining appropriate insurance for their booth, equipment, products, personnel and activities throughout the event.

Note: additional-insured wording will be finalized following confirmation with the event insurance broker.

Exhibitor Guidelines

- Booth activities and promotional displays must remain within the contracted booth space.
- Booths must remain staffed during event hours.
- Aisles, entrances, exits, stairs, fire exits and access to safety equipment must remain unobstructed.
- Displays must be safe and self-supporting. Exhibitors planning unusually large structures, specialized equipment or unusual display requirements should contact DOMAC in advance.
- Displays may not be attached to WinSport walls, doors or other venue surfaces using nails, screws, stickers, adhesive-backed decals or other materials that may damage the facility.
- Open flames, pyrotechnics and hazardous or highly flammable materials are prohibited.
- Exhibitors are responsible for their equipment, inventory and personal property.
- Exhibitor participation does not constitute endorsement of an exhibitor's product or service by DOMAC or THAT DENTAL EVENT.
- Exhibitors must comply with applicable WinSport facility, safety and event requirements.

Food & Beverage at Exhibits

WinSport is the exclusive food and beverage provider for the venue.

Exhibitors wishing to distribute or serve any food or beverage from their booth must receive advance approval. Outside food and beverage may not be brought into the venue without prior written authorization from WinSport.

Please contact DOMAC in advance if you are considering food or beverage distribution as part of your exhibit.

Cancellation Policy

Written Cancellation Received	Refund
On or before December 18, 2026	**100% refund**
December 19, 2026 – March 18, 2027	**50% refund**
After March 18, 2027	**No refund**

Cancellation requests must be submitted in writing. Sponsorship commitments and third-party services ordered directly from event suppliers may be subject to separate cancellation terms.

Sponsorship Opportunities

Sponsorships provide additional brand visibility before and during the event and may be bundled with an exhibitor booth.

Lunch Sponsor

$5,000 each | 2 AVAILABLE

Own the day's centrepiece meal and place your brand across a high-traffic attendee experience. Ideal bundled with a booth for all-day visibility.

Sold for 2027

Coffee Bar — $2,000
Reception — $10,000
Platinum Advertising — $5,000

Interested in a custom visibility opportunity? Contact Monica Trimble to discuss fit and availability.

Building the Audience

- DOMAC's national member network and communications
- THAT DENTAL EVENT's established Calgary and regional audience
- Targeted email campaigns to dental professionals
- Organic and paid social media
- Digital advertising focused on Alberta, British Columbia and Saskatchewan
- Speaker, exhibitor and association amplification

Attendee early-bird registration runs through December 18, 2026 — timed to reach practices while they are planning patient schedules approximately six months ahead.

Companies Already Joining TDE 2027



Frequently Asked Questions

Q: Can I exhibit without a sponsorship?

A: Absolutely. A standard exhibitor booth ($1,500 + GST) gives you a 10×10 space, full-day floor access, and two representative passes — everything you need to connect with attendees all day long.

Q: Can I bundle a booth with a sponsorship?

A: Yes, and we encourage it. Bundling a sponsorship with a booth provides the highest level of visibility — your brand appears before attendees arrive and continues throughout the event at your booth. Combined packages are arranged directly with Monica Trimble by email.

Q: Can I speak at the event as an exhibitor?

A: Yes. A limited number of speaking slots remain available. Contact Monica Trimble to express your interest and discuss topic alignment with the program.

Q: What audience should I expect?

A: TDE 2027 is targeted toward dental office managers, administrators, practice managers, and other administrative decision-makers, with additional programming drawing dentists, hygienists, and dental assistants.

Q: What is included in my booth fee?

A: Your booth fee covers a 10×10 space, table with tablecloth, two chairs, electricity, Wi-Fi access, and two exhibitor representative passes. No additional flooring is required.

Q: Do I need insurance to exhibit?

A: Yes. All exhibitors must carry a minimum of $2,000,000 in Commercial General Liability insurance and provide proof of insurance prior to move-in on June 17, 2027.

Q: Can I sample food or beverage at my booth?

A: Only with advance written approval from WinSport, which is the exclusive food and beverage provider for the venue. Contact DOMAC in advance to arrange this.

Q: Is there a deadline to reserve?

A: There is no fixed cut-off — booths are assigned as they are confirmed. With 40 spaces on the floor and strong early interest, we recommend securing your space well ahead of the event.

Q: How do I reserve a booth or sponsorship?

A: Exhibitor booths can be reserved online at officemanagers.ca/tde-2027. Sponsorships — and any booth-plus-sponsorship package — are arranged by email: contact Monica Trimble, Executive Director of DOMAC, at monica@officemanagers.ca.

Exhibitor Checklist

- Reserve and confirm your booth
- Confirm your booth number
- Register your two exhibitor representatives
- Submit your Certificate of Insurance ($2M minimum)
- Review the Global Convention Services exhibitor kit when released
- Order any additional booth furnishings or services required
- Arrange advance warehouse / shipping if required
- Confirm any food or beverage sampling plans with DOMAC in advance
- Review move-in instructions and parking information
- Arrive Thursday, June 17 after 12:00 PM for setup
- Remain through the 5:00–7:00 PM reception on June 18
- Complete move-out by 11:00 PM

Reserve Your Spot

EXHIBITOR BOOTH

$1,500 + GST

10 ft × 10 ft | 2 exhibitor passes

Reserve online:
officemanagers.ca/tde-2027

SPONSORSHIPS & COMBINED PACKAGES

Monica Trimble, Executive Director
monica@officemanagers.ca
204-290-6226

THAT DENTAL EVENT 2027 | June 18, 2027 | WinSport, Calgary

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