





EXHIBITOR & SPONSORSHIP PROSPECTUS

That Dental Event 2026

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

Practice Makes Better

 September 25, 2026	 8:00 AM – 7:00 PM	 WinSport, Calgary, AB	 Full Day Conference & Tradeshow
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10+ Years Running	500+ Expected Attendees	30+ Exhibitor Booths Available
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About That Dental Event 2026

That Dental Event (TDE) is growing — and this year marks its most significant evolution yet. In 2026, the Dental Office Managers Association of Canada (DOMAC) is proud to take over hosting TDE in Calgary, transforming it from a popular evening gathering into a full-day, education-driven conference and tradeshow. This year's theme, Practice Makes Better, reflects a shared belief that every day is an opportunity to improve — and that the right learning, connections, and tools can help dental office teams do exactly that.

With a decade of history, an established and loyal audience, and a substantially expanded format, TDE 2026 offers exhibitors and sponsors an unparalleled opportunity for meaningful, direct engagement with decision-makers across Canada's dental community.

About the Host: DOMAC

The Dental Office Managers Association of Canada (DOMAC) is a national not-for-profit organization dedicated to advancing the profession of dental office management. DOMAC supports dental office administrators, managers, and consultants through professional standards, education, certification, and a growing national community.

Leadership & Continuity

Monica Trimble, Executive Director of DOMAC, is leading TDE 2026 — bringing the organizational strength and national reach of the Association to the event.

Savannah Koran, founder of That Dental Event, remains actively involved, ensuring the warmth, culture, and community feel that attendees and exhibitors have come to love.

TDE 2026 is intentionally designed to attract decision-makers and influencers within dental practices. The Practice Makes Better theme draws attendees who are actively seeking tools, resources, and relationships that help their practices improve — which means the people in that room are already in a buying mindset.

Primary Decision-Makers

- ✓ Dental Office Managers
- ✓ Dental Office Administrators
- ✓ Practice Managers
- ✓ Senior Administrative Team Members
- ✓ Independent Dental Consultants

Additional Clinical Attendees

- ✓ Practice Owners & Dentists
- ✓ Dental Hygienists
- ✓ Registered Dental Assistants
- ✓ Sterilization Technicians

Why Exhibit? Your Return on Investment

Exhibiting at TDE 2026 isn't just a booth — it's a full-day, immersive opportunity to build real relationships and generate real leads. Attendees arrive with Practice Makes Better in mind: they're looking for products, services, and partners that help their practice run more smoothly. Here's why exhibiting delivers:

✓ Full-Day Access

Unlike a short evening event, you have 11 hours of continuous floor time — more conversations, more connections, more conversions.

✓ Captive Audience of Buyers

Your audience isn't just attendees — they're the people who sign purchase orders, choose practice management software, and influence supplier relationships.

✓ Built-In Traffic Drivers

Scheduled breaks are intentionally designed to push attendees to the tradeshow floor, maximizing your face time.

✓ Evening Reception on the Floor

The 5:00 PM reception takes place in the exhibit hall — keeping attendees engaged and socializing at your booth well into the evening.

✓ Alignment with a National Body

DOMAC's national reach and professional credibility adds weight to your brand's presence and signals trust to attendees.

✓ Speak to Establish Authority

Exhibitors may apply for speaking slots — a powerful way to demonstrate expertise and gain mindshare before attendees ever reach your booth.

Tradeshow & Booth Details

Booth Specifications

Location: Legacy Rooms A, B & C, Markin MacPhail Centre

Booth Size: 10 ft × 10 ft

Booth Fee: \$1,500.00 per booth

Number of Booths: 30+ available

Each Booth Includes

- ✓ 10 × 10 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

Sponsorship Opportunities

Sponsorships offer elevated visibility, exclusive recognition, and deeper brand integration throughout the event. Opportunities are limited — secure yours early.

🍽️ Lunch Sponsor — \$5,000 each | 2 Available

Take ownership of the day's centerpiece meal (Taco & Salad Bar). Your brand appears prominently across the dining experience, giving you maximum visibility during the highest-traffic moment of the event. Two sponsorships available at this tier — ideal for bundling with an exhibitor booth for all-day presence.

☕ Coffee Bar Sponsor — \$2,000 | SOLD

This sponsorship has been claimed. Contact us to discuss other available visibility opportunities at the event.

🍷 Reception Sponsor — \$10,000 | SOLD

This sponsorship has been claimed. Contact us to discuss custom opportunities at the evening reception.

★ Platinum Advertising Sponsor — \$5,000 | SOLD

This sponsorship has been claimed. Prime signage and digital placements are no longer available at this tier.

All sponsorships can be bundled with exhibitor booth packages for maximum exposure across the full day.

Sponsorship Comparison at a Glance

Benefit / Feature	Lunch Sponsor \$5,000 each	Coffee Bar SOLD	Exhibitor Booth \$1,500	Add-On Speaker Opportunity
Company Logo on All Signage	✓	–	–	–
Named Sponsorship Recognition	✓	✓	–	–
10×10 Exhibitor Booth	Optional Add-On	–	✓	–
Speaking Slot (1 Hour)	–	–	–	✓
Logo on Event Website	✓	✓	✓	✓
Social Media Feature	✓	✓	Basic	✓
Audience: Office Managers & Owners	✓	✓	✓	✓
Evening Reception Presence	✓	✓	Booth	–
Exclusivity (Category)	✓	–	–	–
Estimated Audience Reach	500+	500+	500+	500+

Educational Program

TDE 2026 features a full day of one-hour educational sessions built around the Practice Makes Better theme — sessions designed for every member of the dental office team. Content covers office administration and management, practice leadership and ownership, and clinical team members including dentists and hygienists. Every session is chosen with one goal in mind: helping dental teams leave the day more capable than when they arrived.

Speaking Opportunity for Exhibitors

A limited number of speaking slots remain available. Exhibitors are welcome to apply as speakers — a powerful way to share expertise, establish thought leadership, and build credibility with attendees before they ever reach your booth. Final topics and confirmed speakers will be announced on a rolling basis.

Meals & Networking

Hot Lunch (Included for All)

- Taco Bar
- Salad Bar

Two lunch sponsorships available at \$5,000 each — own this high-visibility moment.

Evening Reception — 5:00 PM

- Hosted on the tradeshow floor
- Alcoholic & non-alcoholic beverages
- Hot and cold hors d'oeuvres

Attendees stay, mingle, and continue engaging with exhibitors into the evening.

Marketing & Promotion

Attendee registration opened February 2026. TDE 2026 is being promoted through a multi-channel strategy:

- DOMAC's national member network and communications
- That Dental Event's established, loyal attendee audience
- Email marketing campaigns to dental professionals across Canada
- Social media and meta advertising
- Partner and association promotions

Frequently Asked Questions

Q: Can I exhibit without a sponsorship?

A: Absolutely. A standard exhibitor booth (\$1,500) 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.

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 2026 is targeted toward dental office managers, administrators, practice managers, and other administrative decision-makers, with additional programming drawing dentists, hygienists, and dental assistants. These are the people who make purchasing decisions.

Q: How is the event being promoted?

A: Through DOMAC's national channels, TDE's established audience, targeted email campaigns, social media, and meta advertising. Attendee registration opened February 2026.

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: How do I reserve a booth or sponsorship?

A: Visit thatdentalevent.ca to complete the sponsorship form, or contact Monica Trimble, Executive Director of DOMAC, directly. Booths and sponsorships are limited and expected to fill quickly.

Ready to Reserve Your Spot?

Exhibitor booths and sponsorships are limited and expected to fill quickly. TDE 2026 is where dental office professionals come to practice making better — don't miss your opportunity to be part of it.

How to Register

Online: Visit thatdentalevent.ca and complete the sponsorship / exhibitor form

Contact: Monica Trimble, Executive Director
Dental Office Managers Association of Canada (DOMAC)
info@officemanagers.ca | 1-888-624-9888 | officemanagers.ca

Images, floor plans, and finalized speaker details will be added as they become available.