

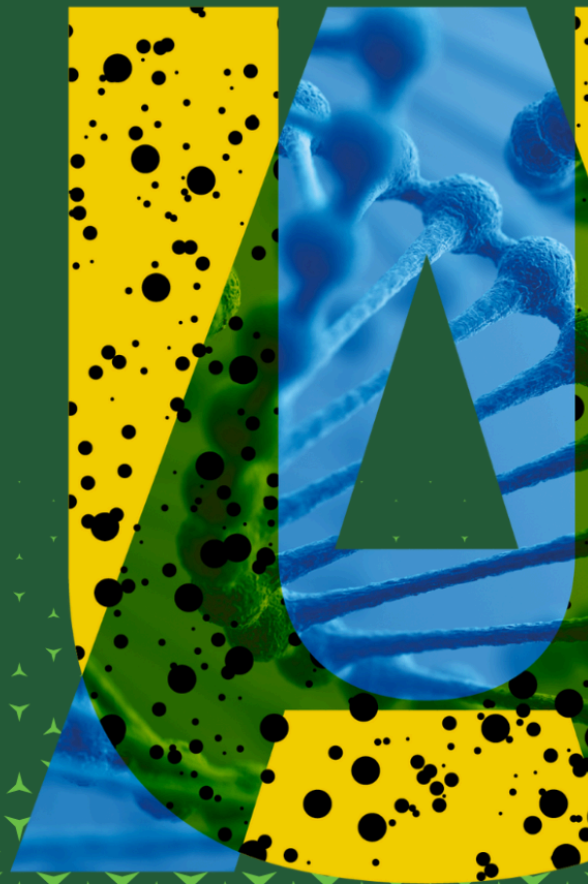


Mike Petryk School of Dentistry

Day of Dentistry

2025 Vendor Package

April 4, 2025 | Lister Centre





Introduction

Annually, the Mike Petryk School of Dentistry hosts a day dedicated to vendors and companies that provide students with the most up-to-date information, products, technology, and advancements in oral health care. This year, the 'Day of Dentistry' will be held on **Friday, April 4, 2025.**

Participating in the Day of Dentistry provides students with the unique opportunity to connect with vendors who they will be working with in the future as they enter practice or post-grad careers. Students will have the chance to expand their knowledge of what it takes to build and maintain successful careers. While educational programs and academics give them the tools to be good clinicians, connecting with vendors gives them the tools necessary to become sufficiently well-rounded oral health-care professionals.

This is also an opportunity to raise money for student wellness programs and to network with staff and faculty. Additionally, the school's Student Research Group will also host 30 to 40 research poster presentations which will drive even more traffic to booths and presentations.





Location and Amenities

Day of Dentistry takes place in the Lister Centre, next to the Jubilee Auditorium. It offers plenty of space to accommodate an exhibitor space, presentations, seminars, and mingling.



Lister Centre Address

1-047, 11613-87 Ave NW
Edmonton, AB Canada T6G 2H6

The areas booked include the:

- **Maple Leaf Room** – 300 seat presentation room with additional standing room at the back
- **Aurora Room** – 13 vendor booths
- **Prairie Room** – 13 vendor booths
- **Glacier Room** – Research posters displays
- **Foyer Area** – 8 vendor booths, networking, and food and beverage stations

Lister Centre will supply tables, chairs, and linens but you must bring extension cords if you need electricity for your displays.



What the Day Looks Like For Attendees

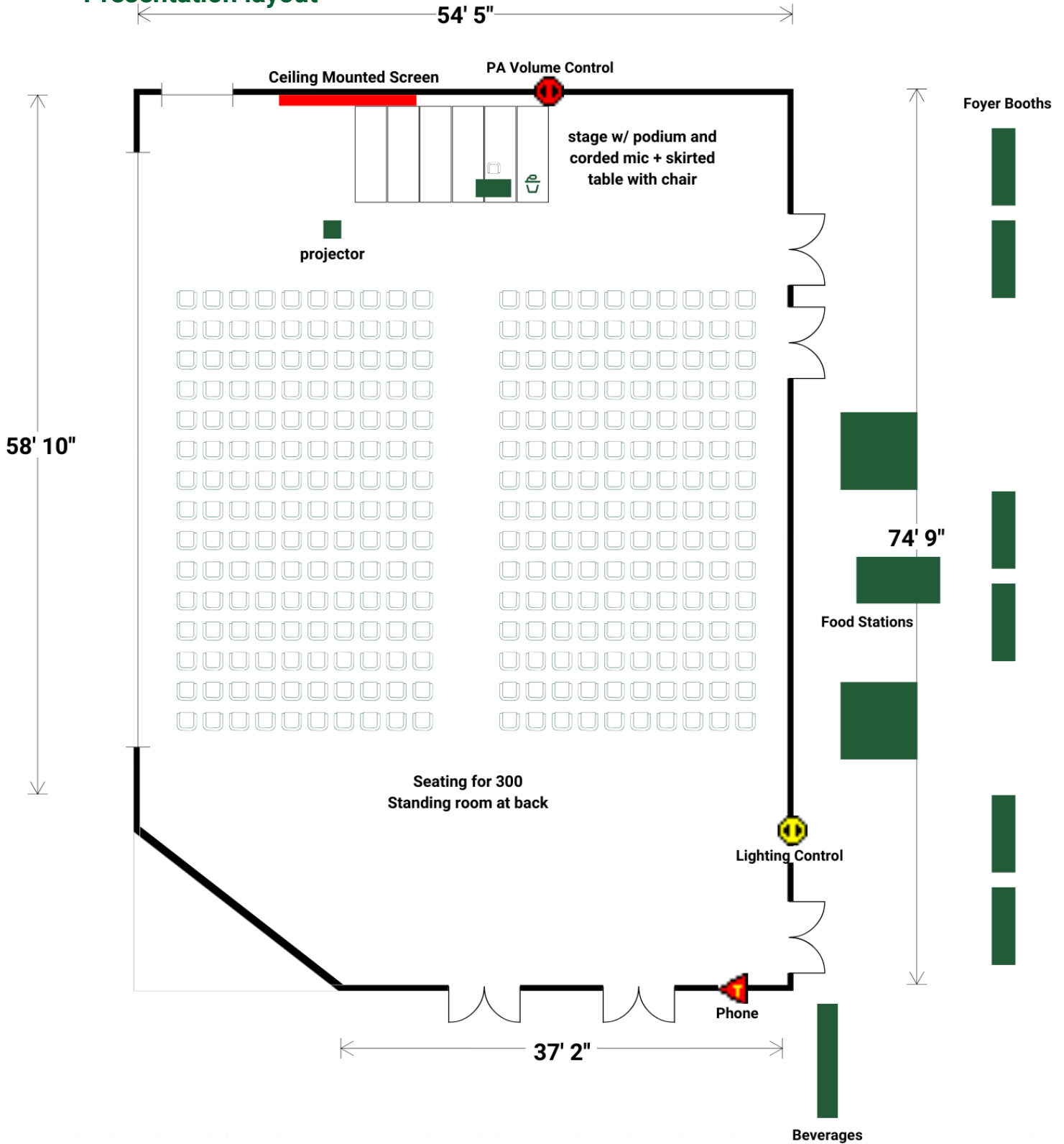
*Subject to change

Time	Activity	Room/Location
7:30 - 8:30 a.m.	Vendor set-up Poster set-up	All areas Glacier Room
8:30 - 9:00 a.m.	Student check-in	Entrance
	Breakfast	Foyer
9:00 - 9:40 a.m.	Morning keynote presentation	Maple Leaf Room
9:40 a.m. - 11:40 p.m.	Vendor exhibits	Aurora, Prairie & Foyer
	Ted Talks	Maple Leaf Room
11:40 - 12:30 p.m.	Lunch	Foyer
12:00 - 2:00 pm	Poster presentations & judging	Glacier Room
12:30 - 1:10 p.m.	Afternoon keynote presentation	Maple Leaf Room
1:10 - 3:15 p.m.	Vendor exhibits	Aurora, Prairie & Foyer
	Ted Talks	Maple Leaf Room
3:15 p.m.	Prizes	Maple Leaf Room
	Vendor tear down	



Maple Leaf Room

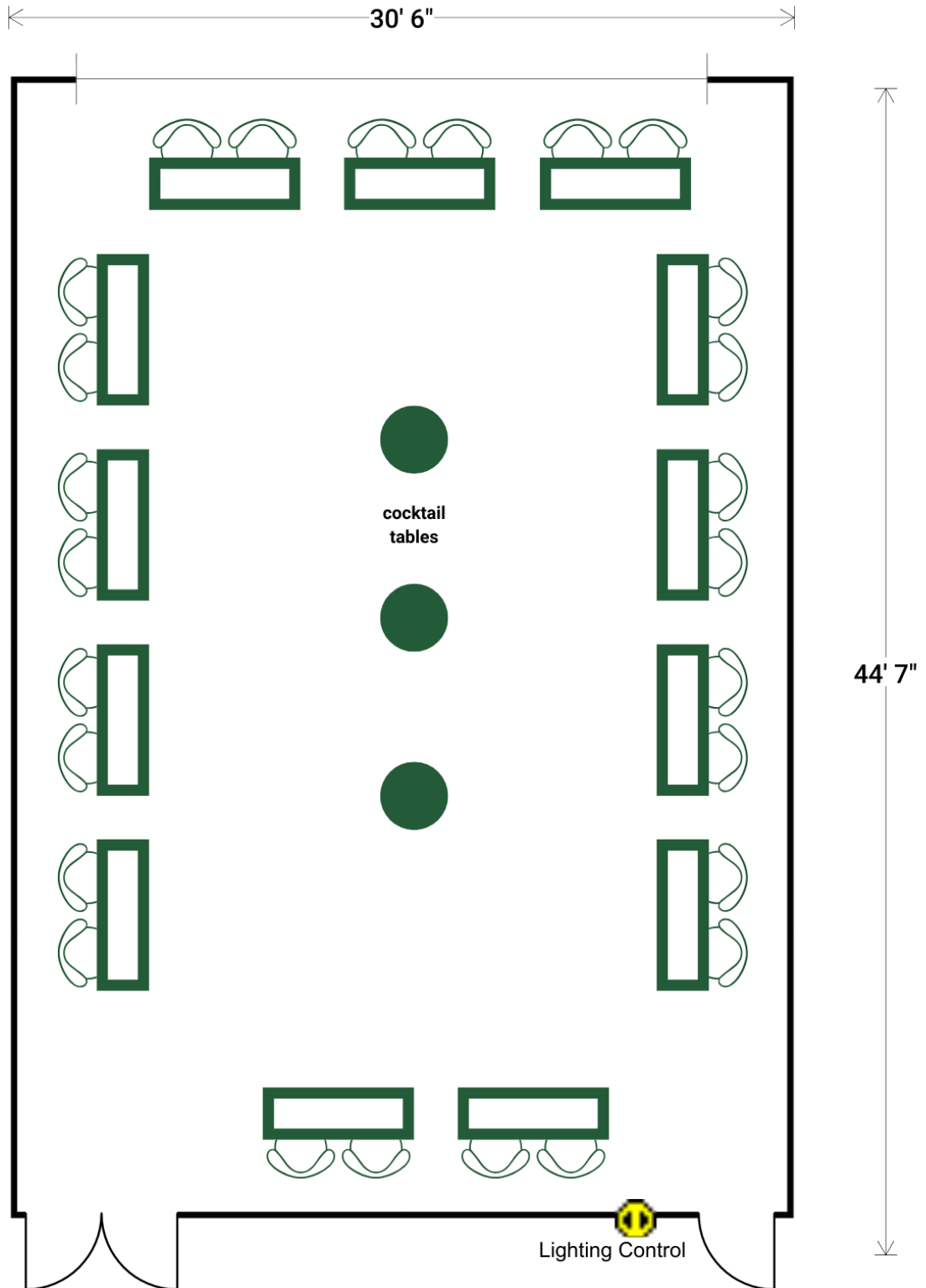
Presentation layout





Aurora and Prairie Rooms

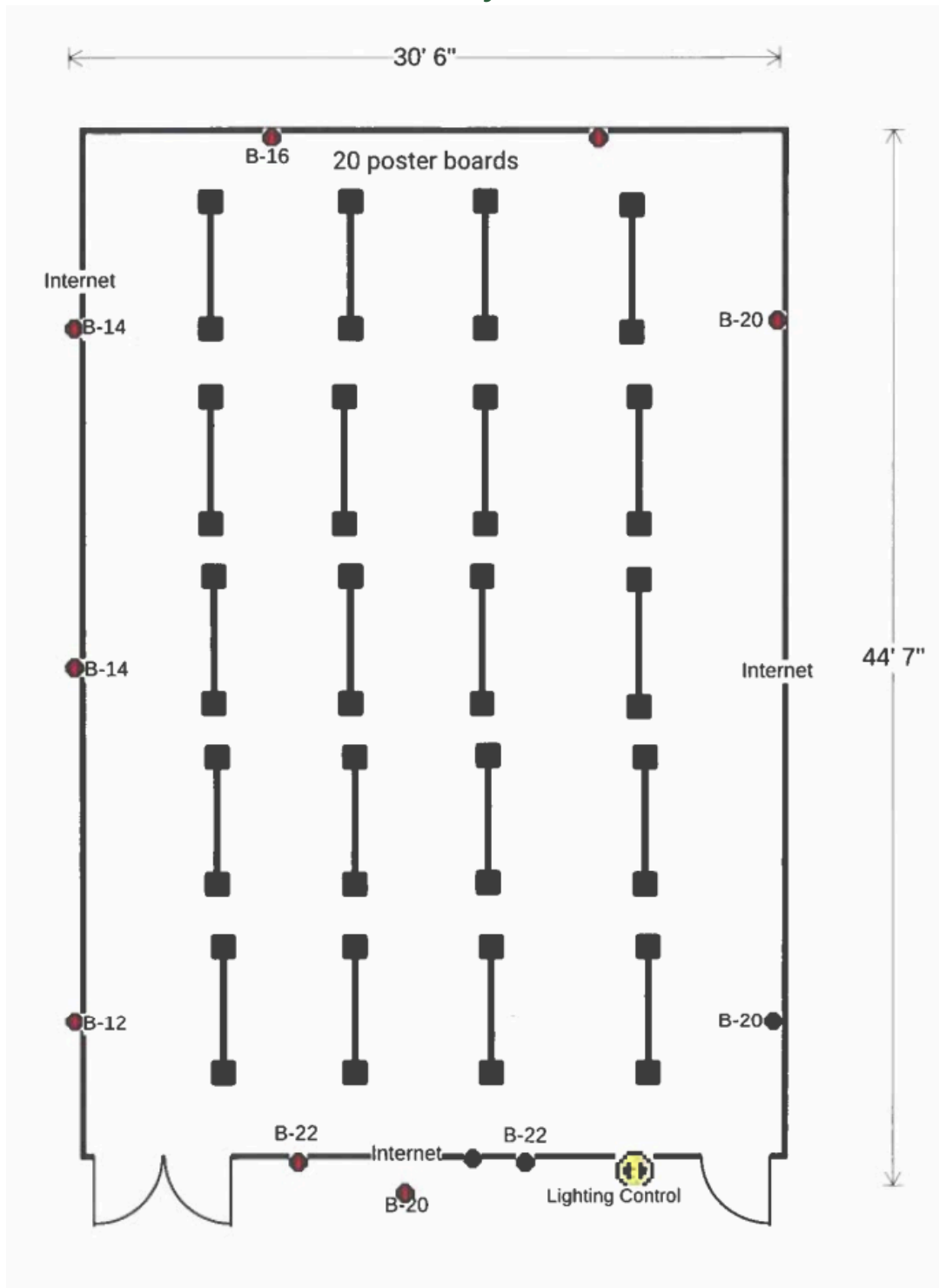
Exhibitor layout





Glacier Room

Research Poster Presentation Layout





Audience Reach

Present your product offerings and services to all doctor of dental surgery, dental hygiene, dental assisting, and interested masters and postgraduate students.



Breakdown for this Year

Undergrad Student Numbers	
Program	Numbers
Doctor of dental surgery	130 in the four-year program 57 in the foreign-trained three year program
Dental hygiene	136 in the three-year BSc
Dental assistants	24
Total	347

*The event is mandatory for undergraduate students, but not for dental assisting students so they may or not be in attendance

Graduate Student Numbers			
MSc Program	Numbers	PhD Program	Numbers
MSc dental hygiene	2	PhD oral biology	3
MSc oral biology	6	PhD dentistry	6
MSc dentistry	10	PhD ortho	1
MSc ortho	12	PhD perio	2
MSc perio	8		
MSc oral med	4		
Total	54		

**Graduate students will be in attendance for a poster presentation and may visit the booths and attend presentations.

Faculty and staff may also join us on the day.



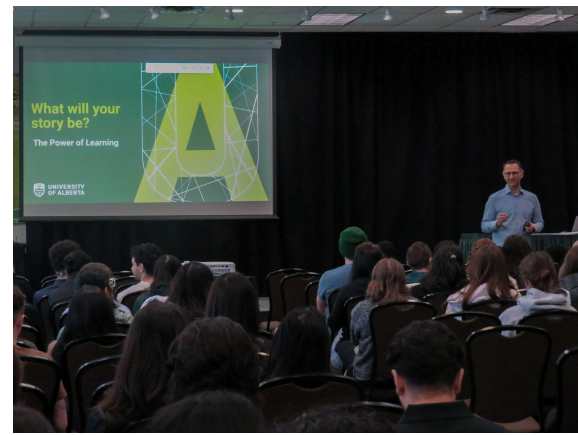
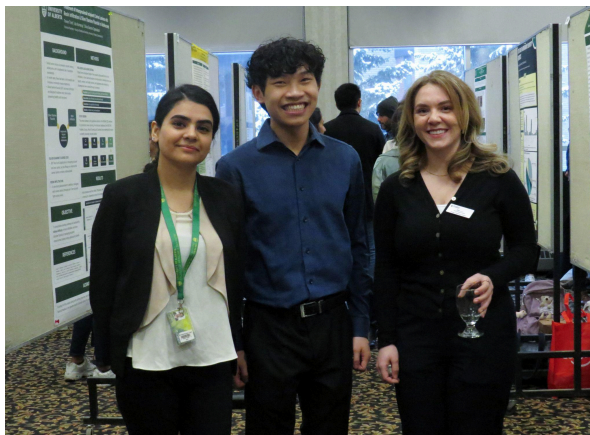
Why Be Involved?

For the last eight years, the Day of Dentistry has been an annual event for innovations in clinical care and technology – all possible through industry-related vendors.

The exhibition hall provides an exceptional opportunity to showcase your company's technology, products and/or services to future health-care leaders.

The benefits include:

- A portion of proceeds to fund student wellness initiatives
- Educating students on oral health care products and services
- Networking opportunities
- Building awareness and relationships with vendors





Vendor Opportunities

There are three ways to be involved:

- 1) Book an exhibitor table
- 2) Present a TED Talk
- 3) Secure a keynote speaker package



Exhibitor Tables

Each booth includes one table and two chairs. There is a limited number of booths available and sell out fast. Max one table per vendor.

Opportunity	Location	Available	Cost
High-visibility table	Foyer Space	6	\$1,300
Standard table	Aurora/Prairie Rooms	26	\$1,050

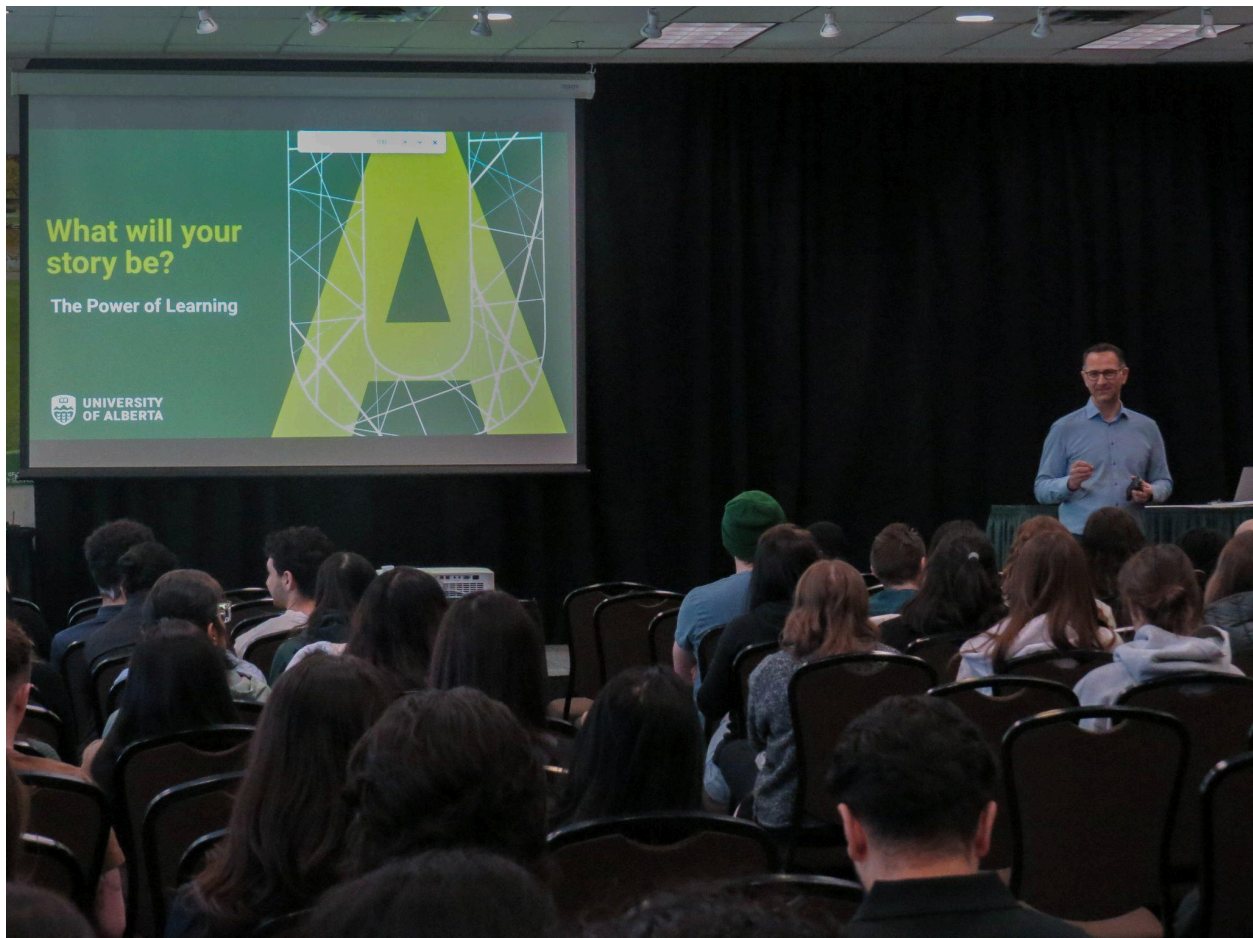


TED Talk Presentations

Many students have limited experience and exposure to insurance, finances, and practice management during their studies. They want to connect with the experts to build a foundation for future success and prepare for their graduation and career as well-rounded oral health care professionals. You can provide that relationship-building opportunity by becoming a presenter.

There are two tracks - one for dentistry and one for dental hygiene. Vendors may request a presentation spot, and based on student input, a committee will select eight presentations.

Opportunity	Location	Available	Cost
Morning 20-min talk	Maple Leaf Room (Space for 300)	2 - DDS - related 2 - DH - related	\$400
Afternoon 20-min talks	Maple Leaf Room (Space for 300)	2 - DDS - related 2 - DH - related	\$400





Sponsorship Packages

There are two sponsorship packages available to maximize your brand's visibility and impact on students.

When vendors request these packages they will be asked to describe how their keynote topic applies to all oral health-care students in attendance (DDS & DH).

Some examples of the requested topics from the student groups are:

- Health and wellness
- Implementing a holistic approach in dentistry
- Ergonomics
- Oral health care for individuals with special needs
- Job search, what to look for when applying, contact negotiations
- Guided Biofilm Therapy
- Diode laser therapy
- AI in dentistry

Early Morning Breakfast Bundle

This (*Early Morning Breakfast Bundle*) package includes:

- One high-vis table in the foyer
- Your logo clearly marked as the breakfast sponsor on the breakfast tables
- A 40-min keynote slot to present for 300+ students in the Maple Leaf Room

This package costs \$4,000.

Name the Event & Lunch Bundle

This (*Name the Event and Lunch Bundle*) package includes:

- One high-vis table in the foyer
- Your company name would appear as 'ABC Company Presents the Day of Dentistry'
- Your logo clearly marked as the lunch sponsor on the lunch boxes
- A 40-min keynote slot to present for 300+ students in the Maple Leaf Room
- Logo and name of the sponsor on the marketing materials (student invite, poster, banner, passport)
- Follow-up story in the School Newsletter, Alumni News and ADA Connections Bulletin

This package is \$7,000.



Contacts

Cheryl Deslaurier
Strategic Execution and Change Management Lead

Questions? Email dentday@ualberta.ca

Book Now

Space is Limited! Applications close Feb. 15, 2025.

BOOK A BOOTH (table & 2 chairs)

**REQUEST A SPONSORSHIP PACKAGE OR
TED TALK SPOT**

[BOOK](#)

[APPLICATION](#)

Refunds

If after payment you are unable to attend the event, a refund can be issued if requested before Feb. 28, 2025. After such time, no refunds will be issued.

Sponsorship Package Payment

Once the sponsorship has been determined, a formal agreement between the University of Alberta and your organization will be completed and sent for your signature. An invoice will be sent to the sponsor once the contract has been finalized.