sccds
Santa Clara County Dental Society

2027 Vendor & Sponsor Prospectus

Maximize your visibility, connect with leading dental professionals, and build lasting industry relationships through custom sponsorship opportunities with the Santa Clara County Dental Society (SCCDS).

Connect. Engage. Grow.

The Santa Clara County Dental Society (SCCDS) gives companies direct access to one of the Bay Area's most influential dental communities. With 1,600+ dental professionals, year-round continuing education (CE), networking events, social programs, digital communications, and the Bay Area Dental Expo, SCCDS offers multiple ways to put your organization in front of dentists, dental teams, practice owners, and decision-makers.

Whether your goal is to generate leads, introduce a new product, build brand recognition, or develop long-term relationships with dental professionals, SCCDS can help you create a sponsorship strategy that fits your goals.

Why Sponsor SCCDS?

- **Reach the Right Audience** - Connect directly with dental professionals and practice decision-makers throughout Santa Clara County and the greater Bay Area.
- **Build Relationships** - Sponsorship isn't just advertising. Our events create opportunities to meet, interact, and build relationships with the dental community.
- **Increase Brand Visibility** - Put your company in front of SCCDS members through events, email, digital channels, print publications, and year-round sponsor recognition.
- **Generate Business** - Create meaningful opportunities to introduce your products and services to dental practices actively looking for solutions.
- **Support the Profession** - Your sponsorship helps SCCDS provide continuing education, professional development, networking, advocacy, and member programs while helping us keep member dues affordable.

Reserve Your Package Today

Ready to elevate your brand presence with Santa Clara County dental professionals? Contact our sponsorship team to reserve your opportunities and secure your Core or Elite status for the upcoming year!

Elite Sponsor Package

EXCLUSIVE ELITE BENEFITS INCLUDED:

- **Marketing**
  - ◊ Recognition Announcement: Official recognition announcement sent directly to SCCDS membership highlighting support
  - ◊ Cutting Edge (Print): 1/2-page ad in two issues (Spring Outlook Issue and Fall Membership Directory)
  - ◊ Dedicated Member Email: One dedicated SCCDS email broadcast sent directly to all members.
  - ◊ Featured Web Placement: Featured Elite Sponsor recognition on the main SCCDS website.
  - ◊ Sponsor Directory Listing: Premium listing with a direct hyperlink to your website or preferred landing page.
  - ◊ Classifieds: 12 Postings in the SCCDS Classified Ads*
- **In Person Events**
  - ◊ Expo Booth: One basic Expo booth with priority registration and first-choice booth placement.
  - ◊ Gala (President Installation): SCCDS Gala one table with registrations for up to two people.
  - ◊ General Monthly Meeting: Exhibitor Table at 2 SCCDS monthly meetings and one 3-minute “Elevator Pitches” during the society business portion of monthly meetings.
  - ◊ Complimentary Attendance for up to 2 representatives at all SCCDS events where general membership is welcomed for free. (Excludes events with registration fees.) Limit 6 sponsor representatives per event, first-come first-served.
- **Direct Staff Referrals:** Direct referrals from SCCDS staff when members inquire about relevant products, services, or vendor recommendations.

Core Sponsor Package

EXCLUSIVE CORE BENEFITS INCLUDED:

- **Marketing**
  - ◊ Cutting Edge (Print): 1/4-page ad in two issues (Spring Outlook Issue and Fall Membership Directory)
  - ◊ Featured Web Placement: Featured Core Sponsor recognition on the main SCCDS website.
  - ◊ Sponsor Directory Listing: Premium listing with a direct hyperlink to your website or preferred landing page.
  - ◊ Classifieds: 12 Postings in the SCCDS Classified Ads*
- **In Person Events**
  - ◊ Expo Booth: One basic Expo booth with priority registration and first-choice booth placement.
  - ◊ General Monthly Meeting: Exhibitor Table at 1 SCCDS monthly meetings and one 3-minute “Elevator Pitches” during the society business portion of monthly meetings.
- **Direct Staff Referrals:** Direct referrals from SCCDS staff when members inquire about relevant products, services, or vendor recommendations.

Build your own

Your marketing strategy isn’t one-size-fits-all—and your SCCDS sponsorship doesn’t have to be either. We can create customized sponsorship packages based on your goals, budget, and target audience.

Get in Touch

Shadi Kanaan, SCCDS Executive Director
Call (408) 675-2749 or email shadik@sccds.org

A La Carte Sponsorship Opportunities

Build your custom package using our comprehensive menu below:

1. Signature Events

- Bay Area Dental Expo (BADE): $2,600
- SCCDS Gala: $800 - Put your company in front of SCCDS members during one of our most prominent social and networking events of the year, the Installation of our President. Includes:
  - Sponsor display table
  - Two registrations w/ meals
  - Recognition in event materials
- General Membership Meeting (GMM) Sponsor (Table): $350
- GMM Dinner Sponsor: $800
- GMM Beverage Sponsor: $200
- GMM Dessert Sponsor: $200
- GMM CE Sponsor: $500
- GMM Shark Tank Pitch (3 Min): $300
- Social & Networking Event Sponsorship: $500

2. Special Educational Events

- In-Person Educational Event: $1,800 - Create a deeper connection with dental professionals through an educational or professional development event. Includes:
  - Room rental (3-5 hours)
  - Dedicated Email promotion
  - Registration page
  - CE where applicable
- Webinar Sponsorship: $1,200 - Put your company in front of SCCDS members through a dedicated educational webinar opportunity.
  - Dedicated Email promotion
  - Registration page
  - CE where applicable
- SCCDS Practice Growth Partner (HOST) - $3,000
  - Business Symposium, Practice management education, Technology/innovation programming, Practice transition resources
- SCCDS Financial Wellness Partner (HOST) - $3,000
  - Prosperity Symposium, Student loan education, Retirement planning, Practice finance, Wealth/financial education
- SCCDS New Dentist Dinner Partner (HOST) - $1,000
  - *New Member Dinner, Early-career programming*
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3. Digital Marketing

- Elite Homepage Recognition: $2,000
- Sponsor Directory Listing: $1,200
- Core Homepage Recognition: $1,000
- Dedicated Member Email: $600
- Cutting Edge Email Article: $300
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4. Print Marketing

- (Cutting Edge Magazine) - Reach SCCDS members through our official publication. Available in two annual issues (Spring and Fall). Distributed to 1,600+ dental professionals.
  - *Full Page Advertisement: $1,100*
  - *½ Page Advertisement: $700*
  - *¼ Page Advertisement: $400*
- Mailing Labels - $500

Important Terms, Disclaimers & Policies

To ensure full transparency, please review the critical policies and limitations governing all sponsorship agreements with SCCDS:

- Tier levels and complimentary added-value benefits are calculated solely on your total initial upfront purchase at the time of commitment. Mid-year additions or cumulative spend across separate purchases will not qualify for tier upgrades or retroactively change your sponsor status.
- No Endorsement or Co-Branding: Sponsorship does not constitute an official SCCDS endorsement of your products, services, claims, or speakers. Materials must clearly state that events/promotional items are hosted or presented by the Sponsor, and use of the SCCDS logo requires prior written approval.
- No Attendance Guarantees: SCCDS provides promotion using standardized, turnkey templates but does not guarantee a minimum number of event registrations, leads, or specific financial outcomes.
- Turnkey Content & Design Limitations: All graphics, logos, descriptions, and promotional assets must be submitted in final, ready-to-publish form at least 14 business days prior to publication. SCCDS does not provide custom graphic design, copywriting, or creative development services. Late submissions may not be published, and revisions requested post-submission are subject to staff capacity and a $100 administrative fee per request.
- Attendee Data Privacy: In compliance with privacy standards, SCCDS does not sell or share raw attendee contact lists or registration rosters. Sponsors will only receive contact details for attendees who affirmatively opt in during registration to share their information.
- Event Frequency Limits: To protect member engagement, sponsors are limited to two (2) presentations (or up to 3 at SCCDS's sole discretion) per calendar year on the same or substantially similar topics.
- Editorial Control & Right of Refusal: SCCDS reserves sole discretion to review, edit, reject, or remove any event, content, or promotional material that violates professional standards, contains misleading claims, or conflicts with organizational values or programming schedules.
- Continuing Education (CE) Disclaimers: Sponsors presenting CE courses are solely responsible for ensuring compliance with all regulatory body requirements (such as the California Dental Board, ADA CERP, or AGD PACE). Unless explicitly confirmed in writing, events may not be advertised as "SCCDS CE" or "SCCDS-Approved CE."
- Rescheduling & Renewed Marketing Fees: Rescheduling an event due to low registration does not entitle a sponsor to a refund. If a sponsor elects to reschedule an event and requests a new promotional push (e.g., email blasts, web promotion), a $600 Renewed Marketing Fee applies, and the rescheduled date must occur within 12 months.
- Payment & Cancellation: All sponsorship fees are due prior to publication or provision of services and are non-refundable once promotional efforts have commenced. Cancellation resulting from a sponsor's agreement violation does not warrant a refund.

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1485 Park Ave., San Jose, CA, 95126 • (408) 289-1480 • sccds.org • info@sccds.org