

▶ **2025-2026**  
**PARTNERSHIP**  
**PLAN**

ENCOURAGING  
AND PROMOTING  
THE SCIENCE  
AND ART OF  
**ORTHODONTICS**



THE

# AOQ

IS :



95 Facebook subscribers (private)



1 494 Facebook subscribers (public)



450 Instagram subscribers



104 LinkedIn subscribers

**OVER 125 SUBSCRIBERS !**

## ► AN ASSOCIATION OF SPECIALISTS

The Association des orthodontistes du Québec (AOQ) has been bringing together Quebec's certified orthodontists for over 61 years.

## ► A PLEDGE OF TRUST

The purpose of the Association des orthodontistes du Québec is to promote the science and art of orthodontics, to encourage and sponsor research, and to strive for the highest levels of excellence in public education and quality patient care.

Professional development:

- Events with relevant content
- Networking opportunities
- Committed board members

# ANNUAL PARTNERSHIP

From March 1, 2025, to February 28, 2026

- ▶ By becoming a partner, you will have the privilege of promoting your brand, products, and services to over 125 members of our Association.

## 1 BECOME A MAIN PARTNER AT OUR CONFERENCE DAY \$30 000

For an investment of \$30,000, you'll have the privilege of promoting your brand image and reaching out to the orthodontic community. The Conference Day is the must-attend event for orthodontists, offering a high-level training program tailored to current practice needs and the latest advances in dental care.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Logo in member newsletters
- ▶ Announcement of partnership on our social networks and newsletters
- ▶ Banner ad in three (3) issues of our quarterly newsletter, 600 x 300 pixels
- ▶ Targeted press release to members in newsletter

### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in large format, on event screens
- ▶ Logo on all event communications
- ▶ Logo, with hyperlink to your website, on the event Web page
- ▶ Acknowledgement and thanks at the microphone during the event
- ▶ Acknowledgement and thanks on our social networks and event newsletter
- ▶ Visibility at the welcome table (banner, promotional item) at the event
- ▶ Presentation of a partner advertisement at the start of the event
- ▶ 2-minute speech at the start of the event
- ▶ Exhibition booth at the event
- ▶ A total of four (4) complementary tickets for the event

If the partner proposes a topic and speaker, it must be approved by the Board of Directors.

**Exclusivity applies to this partnership.**

BECOME A  
**MAIN PARTNER**  
 AT THE *JOURNÉES DENTAIRES INTERNATIONALES*  
*DU QUÉBEC (JDIQ)*  
**\$30 000**

For an investment of \$30,000, you'll have the privilege of promoting your brand image and reaching out to the orthodontic community. The JDIQ is an event featuring conferences, workshops and educational courses given by renowned speakers from Quebec and around the world.

#### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Logo in member newsletters
- ▶ Announcement of partnership on our social networks and newsletter
- ▶ Banner ad in three (3) issues of our quarterly newsletter, 600 x 300 pixels
- ▶ Targeted press release to members in newsletter

#### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in large format, on the event screens
- ▶ Logo on all communications related to the event
- ▶ Acknowledgement and thanks at the microphone during the event
- ▶ Acknowledgement and thanks on our social networks and event newsletter
- ▶ Visibility at the event welcome table (banner, promotional item)
- ▶ Presentation of a partner advertisement at the start of the event
- ▶ 2-minute speech at the start of the event
- ▶ Logo on the event registration form
- ▶ Exhibition booth at the event
- ▶ A total of four (4) complementary tickets for the event

If the partner proposes a topic and speaker, it must be approved by the Board of Directors.

**Exclusivity applies to this partnership.**





## BECOME A SCIENTIFIC PARTNER \$20 000

For an investment of \$20,000, you'll have the privilege of promoting your brand image and reaching out to the orthodontic community during a one-day educational event.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Logo in member newsletters
- ▶ Announcement of partnership on our social networks and newsletter
- ▶ Banner ad in two (2) issues of our quarterly newsletter, 600 x 300 pixels

### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in large format, on the event screens
- ▶ Logo on all communications related to the event
- ▶ Presentation of a partner advertisement at the start of the event
- ▶ 2-minute speech at the beginning of the event
- ▶ Exhibition booth at the event
- ▶ A total of three (3) complementary tickets for the scientific event
- ▶ One (1) complementary ticket for the President's Dinner

If the partner proposes a topic and speaker, it must be approved by the Board of Directors.

**Exclusivity applies to this partnership.**





## BECOME A **MAJOR PARTNER** **\$15 000** Quantity: 5

For an investment of \$15,000, you'll have the privilege of promoting your brand and reaching out to the orthodontic community during an educational event.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Logo in our member newsletters
- ▶ Announcement of the partnership on our social networks and newsletter

### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in medium format, on the event screens
- ▶ Logo on all communications related to the event
- ▶ Exhibition booth at the event
- ▶ A total of two (2) complementary tickets for the event
- ▶ One (1) complementary ticket for the President's Dinner

If the partner proposes a topic and speaker, it must be approved by the Board of Directors.

## **5** BECOME A **VIRTUAL PARTNER** **\$5 000** Quantity: 5

For an investment of \$5,000, you'll have the privilege of promoting your brand and reaching out to the orthodontic community during a webinar designed to ensure the professional development of orthodontists and their team members.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Announcement of the partnership on our social networks and newsletter

### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in standard format, on webinar visuals
- ▶ Logo on all webinar-related communications
- ▶ Presentation of a partner advertisement at the start of the webinar
- ▶ Unlimited complementary tickets for the webinar

Webinar content must be approved by the Board of Directors.

## BECOME A **RESIDENTS' DINNER PARTNER** **\$5 000**

For an investment of \$5,000, you'll have the privilege of promoting your brand image and reaching out to the orthodontic community. The Residents' Dinner is a unique opportunity to network with experts in the orthodontic field, while showcasing the profession's promising newcomers.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Announcement of the partnership on our social networks and newsletter

### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in standard format, on the Residents' Dinner visuals
- ▶ Logo on all communications related to the Residents' Dinner
- ▶ Banner visibility on site
- ▶ Three (3) complementary tickets for the event

**Exclusivity applies to this partnership.**







## BECOME A **PRESIDENT'S DINNER PARTNER** **\$5 000**

For an investment of \$5,000, you'll have the privilege of promoting your brand and reaching out to the orthodontic community. The President's Dinner is a special opportunity to rub shoulders with orthodontic professionals, while paying tribute to the remarkable contribution of the Chair of the Board over the past year.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ Announcement of the partnership on our social networks and newsletter

### REPRESENTATION AT OUR EVENTS

- ▶ Logo, in standard format, on the President's Dinner visuals
- ▶ Logo on all communications related to the President's Dinner
- ▶ Banner visibility on site
- ▶ Three (3) complementary tickets for the event

**Exclusivity applies to this partnership.**





# 8

## BECOME A **COLLABORATING PARTNER** **\$3 500**

For an investment of \$3,500, you'll have the privilege of promoting your brand image and reaching out to the orthodontic community.

### ANNUAL EXPOSURE

- ▶ Logo, with hyperlink to your website, featured in the Partners section
- ▶ A targeted announcement to members in the newsletter
- ▶ Announcement of the partnership on our social networks and newsletter
- ▶ Logo in member newsletters
- ▶ Banner ad in one (1) issue of our quarterly newsletter, 600 x 300 pixels in size

## À LA CARTE OPPORTUNITIES

### PUBLICATION OF A PRESS RELEASE, ARTICLE OR EVENT

- ▶ On LinkedIn – **\$250**
- ▶ On the public Facebook page – **\$350**
- ▶ In the quarterly newsletter – **\$400**
- ▶ Combo (1 social network post and quarterly newsletter) – **\$550**
- ▶ Trio (2 social network posts and quarterly newsletter) – **\$750**

## À LA CARTE OPPORTUNITIES

- ▶ Add visibility at a breakfast – **\$1 000**
- ▶ Add visibility at a happy hour / cocktail – **\$1 000**
- ▶ Add visibility during a coffee break – **\$1 500**
- ▶ Add visibility during a lunch – **\$2 000**
- ▶ Advertising at a major event – **\$3 000**

*Your logo will be displayed at the event of your choice.*

## 2025-2026

### PARTNERSHIP PLAN

1	2	3	4	5	6	7	8
MAIN PARTNER CONFERENCE DAY	MAIN PARTNER JDIQ	SCIENTIFIC PARTNERSHIP	MAJOR PARTNER	VIRTUAL PARTNER	RESIDENTS' DINNER PARTNER	PRESIDENT'S DINNER PARTNER	COLLABORATING PARTNER
\$30 000	\$30 000	\$20 000	\$15 000	\$5 000	\$5 000	\$5 000	\$3 500

#### ANNUAL EXPOSURE

Logo, with hyperlink to your website, featured in the Partners section\*

\*Package size depends on your chosen plan

Logo in member newsletters\*

\*Package size depends on your chosen plan

Announcement of partnership on our social networks and newsletter

Banner ad in our quarterly newsletter

Targeted press release to members in newsletter

#### REPRESENTATION AT OUR EVENTS

Logo displayed on event screens\*

\*Package size depends on your chosen plan

Logo on all communications related to the event

Logo, with hyperlink to your website, on the event Web page

Acknowledgement and thanks at the microphone during the event

Acknowledgement and thanks on our social networks and event newsletter

Visibility at the welcome table (banner, promotional item) at the event\*

\*Package size depends on your chosen plan

2-minute speech at the start of the event

Logo on the event registration form

Exhibition booth at the event

Presentation of a partner advertisement at the start of the event

#### COMPLEMENTARY TICKETS

Tickets for the Conference Day

Tickets for the JDIQ event

Tickets for the Scientific event

Tickets for the Residents' Dinner

Tickets for the President's Dinner

Unlimited access

X	X	X	X	X	X	X	X
X	X	X	X	-	-	-	X
X	X	X	X	X	X	X	X
X	X	X	-	-	-	-	X
X	X	-	-	-	-	-	X
X	X	X	X	X	X	X	-
X	X	-	-	-	-	-	-
X	X	-	-	-	-	-	-
X	X	-	-	-	-	-	-
X	X	-	-	-	X	X	-
X	X	X	-	-	-	-	-
X	X	-	-	-	-	-	-
X	X	X	X	-	-	-	-
X	X	X	-	-	-	-	-
4	-	-	-	-	-	-	-
-	4	-	-	-	-	-	-
-	-	3	2	-	-	-	-
-	-	-	-	-	3	-	-
4	4	1	1	-	-	3	-
-	-	-	-	X	-	-	-

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