

Annual
Session
2025



WO
CON | WESTERN
ORTHODONTIC
CONFERENCE

COMBINED MEETING PCSO | RMSO

2025 SPONSOR & EXHIBITOR PROSPECTUS

HILTON HAWAIIAN VILLAGE
OCT. 16-18, 2025

Honolulu,
HAWAII



This prospectus outlines SPONSOR and EXHIBITOR opportunities that provide EXPOSURE TO OVER 1,000 EXPECTED ATTENDEES, NEARLY HALF OF WHICH ARE DOCTORS. Imagine the advantages of getting your company name and brand message in front of such a diverse audience.

**SPONSOR
OPPORTUNITIES**
SEE PAGES 2 - 4

**EXHIBITOR
OPPORTUNITIES**
SEE PAGES 5 - 9

Dear Valued Partners

We would like to invite you to be a part of the 2025 Western Orthodontic Conference (WOCON) Annual Session, a joint meeting of the Pacific Coast Society of Orthodontists (PCSO) and Rocky Mountain Society of Orthodontists (RMSO). Held at the Hilton Hawaiian Village in Honolulu, HI from October 16-18, 2025, this will be the meeting of the year for orthodontists and their teams.

This event presents a unique opportunity for companies to promote themselves and showcase their offerings to a highly targeted audience of doctors, residents, clinical staff, and office staff.

Combined, the PCSO and RMSO have over 4,000 members representing the western half of the United States and Canada. Please review the multiple sponsorship opportunities and exhibitor options available to you and let us know how we can make your experience a rewarding endeavor.

On behalf of the Continuing Education Committee, we look forward to partnering with you in Honolulu.

Dr. Alyssa Levin, Chair

Who We Are and What We Do

The PCSO and RMSO are professional organizations of orthodontic specialists who strive to help their members provide the highest level of care. To support this endeavor, the PCSO and RMSO present the Western Orthodontic Conference (WOCON) Annual Session each year.

Conference Overview

WOCON 2025 is a 3-day event – a forum for continuing education and collaboration designed to foster an open dialogue between the organization, its members, guest speakers, exhibitors, and sponsors. Attendees engage by participating in a wide variety of topics in various in-person sessions and social events. This year's meeting will feature a dedicated speaker track for sponsors!

Our Value to You

The PCSO will host doctors, residents, and clinical and office team members at the 2025 WOCON Annual Session. Our leadership works with industry partners to build tailored relationships that provide value to the PCSO, RMSO, and their members, but just as important, to supporting companies.

A few testimonials from WOCON 2023 partners...

“It's been a fantastic meeting. Better than most of the other ones combined. The foot traffic has been amazing; a lot of really good interactions.”

— Jess H, Ortho2

“I was very appreciative of the team at WOCON. They brought in food and drinks at the exhibitor hall and we have had great floor traffic.”

— Michelle Shimmin, Shimmin Consulting

PCSO HISTORICAL MEETING DATA

YEAR	LOCATION	TOTAL ATTENDEES
2024*	Palm Springs, CA	TBD
2023	Anaheim, CA	1,454
2022*	San Diego, CA	1,365
2019*	Honolulu, HI	1,526
2018	Monterey, CA	1,286
2017	Reno, NV	872

* Joint session with RMSO

RESERVE EARLY

REGISTER TODAY

THESE OPPORTUNITIES
MAY NOT LAST LONG



SPONSORS

SPONSORSHIP TIERS & OPPORTUNITIES

We look forward to partnering with you to promote your company during exhibit hours and the exciting events. Sponsorships will be promoted in meeting marketing and onsite signage. Check the grid below for benefits included with each level of sponsorship.

PLATINUM SPONSORSHIPS		GOLD SPONSORSHIPS		SILVER SPONSORSHIPS	
\$25,000	Luau Closing Celebration INCLUDES CLINICAL SPEAKER – (1 AVAILABLE)	\$15,000	Beach Bags	\$7,500	WOCON Wellness Station
\$20,000 SOLD	Aloha Welcome Reception INCLUDES A CLINICAL SPEAKER OF YOUR CHOICE	\$15,000	Lecture Speaker - Clinical Track (2 SOLD; 1 LEFT)	\$6,000	Mobile App
		\$10,000	Lecture Speaker - Practice System Track (2 SOLD; 1 LEFT)	\$5,000	Professional Headshots
		SOLD	Lanyards	\$2,500	Daily Emails (3 AVAILABLE)
		\$10,000	WOCON Photo Booth	\$1,000	Digital Inserts (10 AVAILABLE)
		\$10,000	Women Orthodontists Breakfast		
		\$10,000 SOLD	New & Younger Member Meet Up & Mai Tais		

SPONSORSHIP BENEFITS BY TIER

	PLATINUM	GOLD	SILVER
Sponsorship of one speaker of company's choice	YES	YES*	
8' x 10' booth with priority booth placement	YES	YES	
Exhibitor registrations	4	3	
Closing celebration tickets	2	1	
Logo on website, preview program, on-site program, signage, & meeting slides	YES	YES	YES
Full-color ad in on-site program	FULL-PAGE AD	HALF-PAGE AD	
Full-color banner ad in mobile app	YES		
Push notification in mobile app	YES		
Acknowledgment on PCSO social media outlets	YES	YES	YES
Pre-event attendee list of opted-in attendees (includes email addresses)	YES	YES	YES
Post-event attendee list of opted-in attendees (includes email addresses)	YES	YES	

*Refer to Gold Level sponsorship options to learn more.

SPONSORSHIP DESCRIPTIONS BY TIER

PLATINUM

Luau Closing Celebration

This sponsorship includes a speaker in the clinical track – (1 AVAILABLE)

Add your brand to the WOCON Luau to help close out the conference. You will have the chance for two of your company representatives to attend and to pass out leis to all guests as they arrive and welcome them to the festivities. Everyone is invited to eat, drink, and celebrate in the traditional Hawaiian way. You will get your logo on all signage and references to the Closing Celebration, a signature drink named for your company (all attendees receive one complimentary drink ticket), and a chance to say hello to your guests.

Aloha Welcome Reception

This sponsorship includes a speaker of your choice in the clinical track!

SOLD Invite attendees to the 2025 WOCON by hosting the Welcome Reception in the exhibit hall. Your logo will be on all signage and references to the Welcome Reception. You can even have your booth placed right next to the bar or a food station to encourage people to stop by and visit with you after the first full day of lectures.

SPONSORSHIP DESCRIPTIONS BY TIER

GOLD

Beach Bag

From the time they pick up their registration materials until they depart for the airport, attendees are rarely seen without their conference bags in tow. We are taking your company's exposure to the beach this year, replacing the tote bag with a beach bag. Each bag will be emblazoned with the supporter's logo along with the WOCON logo. (PCSO produces the tote bags; sponsor logo is required.)

Lecture Speaker: Clinical Track

(2 SOLD; 1 LEFT)

Reserve the main stage for a clinical speaker and presentation of your choice. Sponsor may offer CE for the lecture. Speaker honorarium and travel are covered by sponsor.

Lecture Speaker: Practice Systems Track

(2 SOLD; 1 LEFT)

Reserve the main stage for a practice systems speaker and presentation of your choice. Sponsor may offer CE for the lecture. Speaker honorarium and travel are covered by sponsor.

Lanyards

SOLD If you are looking for maximum exposure during WOCON 2025 these high-quality lanyards are a sure bet as every attendee will be wearing them with their name badge.

WOCON Photo booth

Take advantage of the opportunity to host a photo booth that will promote your company on the booth throughout the week. Sponsor will also have logo recognition printed on the photos that attendees will take home.

Women Orthodontists Breakfast

This popular breakfast is for women orthodontists only. As the exclusive sponsor of this event, you will be the only supplier in attendance to greet attendees and offer a short welcome message.

New & Younger Member Meet Up & Mai Tais

SOLD This popular reception is geared toward doctors that have been practicing for less than 10 years. Now is your chance to build relationships with these doctors early on. The Board of Directors will also be in attendance, so you have an even wider audience to network with. As the sponsor of this event, you will be the only supplier in attendance to greet attendees.



SPONSORSHIP DESCRIPTIONS BY TIER

SILVER

WOCON Wellness Station

The WOCON Wellness Station will be stocked with conference wellness must-haves - and they must have your logo on them! We will brand up to 3 items for you, plus up to 3 non-branded items. Branded items might include lip balm, lotion, hand sanitizer or other comparable items. Non-branded items could include vitamin C powder, mints, band-aids or others. As the WOCON Wellness sponsor, you will have signage near the station with your company logo in addition to the branded items.

Mobile App Sponsor

Your logo will be on the app's splash screen. This screen is viewed every time the user opens the app, which will likely be dozens of times during the four-day event. It is a visual that fills the entire screen, free from distraction. In addition, this will feature a sticky banner that lives on the home screen of the app and two push notifications. This opportunity will be available to one company only.

Professional Headshots

A professional photographer will be available during select times for residents and new & younger members to get professional-quality headshots. Elevate your brand by sponsoring these headshots with signage at the location and a representative of your choice to mingle with and manage the participants. Sponsor may have a handout to distribute to photo takers (printing is sponsor's responsibility).

Daily Email Sponsors

(3 AVAILABLE)

Have your company front and center on emails sent daily (Thursday-Saturday) during the conference with schedule reminders and special event information. You will receive an email banner that can drive traffic to your website or booth.

Digital Inserts

(10 AVAILABLE)

Showcase your company and promotions with a PDF Digital Grab Bag insert (PDF must be 1.5 MB or smaller). Includes one push notification.



SPONSORSHIP CONTRACT NOW ONLINE

[CLICK TO PURCHASE](#)

The application process is streamlined making it easier for you to submit everything online. To select a sponsorship option, just click the button and follow the prompts on the log-in page.

QUESTIONS? Contact Abby Freeman, Director of Meetings | afreeman@pcsortho.org | (833) 621-7276

EXHIBITORS

EXHIBIT PRICING

PREFERRED BOOTHS

LIMITED NUMBER AVAILABLE

8' X 10' Booth **\$4,500** **\$5,000** after June 30, 2025

- Includes Pre-Conference Attendee list
- PREFERRED BOOTHS are marked **P** on exhibit hall diagram

STANDARD BOOTHS

8' X 10' Booth **\$3,950** **\$4,450** after June 30, 2025

TABLES

6 foot **\$3,200** **\$3,600** after June 30, 2025

SHOW HOURS*

WEDNESDAY, OCTOBER 15, 2025: 2:00pm – 6:00pm
(EXHIBITOR MOVE-IN)

THURSDAY, OCTOBER 16, 2025: 9:00am – 3:15pm

FRIDAY, OCTOBER 17, 2025: 7:30am – 1:30pm

SATURDAY, OCTOBER 18, 2025: 8:30am – 12:30pm

DEDICATED HOURS

THURSDAY, OCTOBER 16, 2025

9:00am – 9:45am

10:30am-11:15am (Morning Break)

11:45am – 1:15pm (Lunch)

2:15pm – 3:15pm (Welcome Reception)

FRIDAY, OCTOBER 17, 2025

7:30am – 8:15am

9:15am – 10:00am (Morning Break)

11:00am – 12:15pm (Lunch)

1:00pm – 1:30pm (Afternoon Break)

SATURDAY, OCTOBER 18, 2025

8:30am – 9:00am

9:45am – 10:30am (Morning Break)

11:15am – 12:30pm (Lunch)

* This schedule is subject to change.

IMPORTANT CONSIDERATIONS

- **Exhibit space is very limited so reserve early**
- **Space will be assigned on a first-come, first-paid basis**
- **Paid sponsors receive priority placement**

EXHIBITOR ACCESS

Each Exhibiting company receives 2 complimentary Exhibitor Badges allowing two representatives access to the exhibition floor.

Additional reps are welcome at an additional price of \$425 per person

PROMOTIONAL ADD-ONS

Attendee List* \$350

Extend your reach to contact attendees before or after the show! The email list of opted-in, registered attendees is available for a one-time use. A pre- or post-conference attendee list will be available. Note: Attendees have to opt in to be included on the attendee list.

There are a lot of scams out there. Do not purchase from any other provider.

*Certain sponsorship levels receive an attendee list with purchase.

IMPORTANT DATES

JUNE 30, 2025

- Deadline to Submit Exhibit Application and Payment Before Fee Increase
- Initial Space Assignments Begin

AUGUST 1, 2025

- Certificate of Insurance Due
- All 10-word Descriptions and Logos Due (to guarantee printing in final conference materials)

SEPTEMBER 21, 2025

- Deadline for Exhibitor Badge Online Registration
- Hotel Room Reservation Cut Off

BOOTH INFORMATION, ELIGIBILITY, AND ASSIGNMENTS



BOOTH OFFERINGS

PREFERRED BOOTHS

PREFERRED booth space is indicated with the symbol **P** on the Exhibit Hall Map (see page 9). This symbol indicates booth space that is preferable because of its location. These locations are expected to have high visibility due to layout of the exhibit space, hall entrance, and placement of refreshments.

STANDARD BOOTHS

STANDARD booth are booths not marked with the P symbol.

BOOTH RENTAL FEES

Each 8'x 10' booth includes pipe, drape, two exhibit-hall-only booth representative badges, and a one-line identification sign. All other materials, including internet, electricity, booth furnishings, carpet, and freight handling, must be addressed through the official service contractor for the Western Orthodontic Conference (WOCON).

PLEASE NOTE: Booths do **NOT** include tables or chairs. These items must be purchased through the official service contractor.

PAYMENT

Payment in full must be received by the PCSO/RMSO with the completed exhibit application. Applications **WILL NOT** be accepted or processed, and booths will not be assigned, without full payment.

REJECTED APPLICATIONS

In the event an exhibit application is not accepted by the PCSO/RMSO, the payment for the exhibit space will be refunded to the applicant.

CANCELLATIONS

No refunds will be made for cancellations received after August 20, 2025. All cancellations will be assessed a minimum processing fee of \$425.

CONDUCT

Exhibitors and their agents are expected to always act in a professional manner. Any disruptions or unacceptable conduct may result in ejection from the Exhibit Hall with no refund of space rental fees. This includes following the guidelines in the **WOCON Industry Partner Code of Conduct.**

[CLICK FOR CODE OF CONDUCT](#)

ELIGIBILITY FOR EXHIBITING

The PCSO/RMSO considers all exhibit contracts based on the following criteria in the order they are listed.

- Manufacturers, suppliers and distributors of orthodontic/dental products and services.
- Manufacturers, suppliers and distributors of products and services that benefit orthodontics.
- Manufacturers, suppliers and distributors of products and services that are considered by the PCSO/RMSO to be of general interest to conference attendees.
- Providers of professional, financial, consulting, and miscellaneous services that are considered by the PCSO/RMSO to be of general interest to conference attendees.
- Existing policies and procedures.

The PCSO/RMSO have the right to prohibit or remove any exhibit, or part of any exhibit, that violates policy, local ordinance, or is judged inappropriate by the PCSO/RMSO.

SPACE ASSIGNMENT POLICY

Sponsors receive priority in space assignments. After sponsors have been assigned, assignment of space is determined by the following general criteria:

- Date of receipt of completed contract AND payment,
- Booth numbers requested, and
- List of companies to be near or away from.

The configuration of the Exhibit Hall is another factor involved in the assignment of exhibit space. PCSO/RMSO will make every effort to accommodate requests; however, there will be no guarantees on booth assignments. In addition, the PCSO/RMSO may alter the location of the any exhibit at any time, if in the best interest of the exhibition.

SUBLETTING/SHARING SPACE

No exhibitor can sublet, assign, or share any portion of the assigned exhibit space to any other person or company. No exhibitor can display any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.

EXHIBITOR SERVICES

EXHIBITOR SERVICE KIT

PCSO/RMSO will have an official contractor to handle all exhibiting needs. These contractors act on their own behalf and are not agents, employees, or representatives of the PCSO/RMSO. All contractors will bill the exhibitor directly for their services. The PCSO/RMSO does not assume any liability or responsibility for any act performed or omitted by the official contractors. The official contractor will send the Exhibitor Service Kit (ESK) in July to all exhibiting companies.



Hotel Information

**THE HILTON HAWAIIAN VILLAGE
IS THE HOST HOTEL FOR THE 2025
WOCON ANNUAL SESSION**

Room reservation information will be sent to exhibitors after exhibit registration.

**The special WOCON 2025
conference rate ranges from**

\$289-\$409

for single or double occupancy and depending on room type selected (plus tax and a \$35/night resort fee). An additional \$50.00 per person charge applies for triple or quad occupancy.

*The reservation deadline is
September 21, 2025 to reserve
at the conference rate.*



**TAKE A TRIP OF A LIFETIME AND STAY
AT THE HILTON HAWAIIAN VILLAGE
WAIKIKI BEACH RESORT**

Set amongst a tropical landscape covering 22 acres, this hotel boasts Waikiki's widest and most spectacular white sand beach as well as Waikiki's only saltwater lagoon. Stunning natural surroundings, luxurious amenities, vibrant dining options, the most adventurous daily activities, and more make for a perfect adventure in Honolulu.

Find endless resort activities at this hotel on Oahu. There's something for everyone, including five pools, outdoor luau, water sports, full service spa, live shows, and more.





INSURANCE REQUIREMENTS

CERTIFICATE OF INSURANCE

All exhibitors must provide proof of insurance to be allowed in the Exhibit Hall no later than August 1, 2025. **Should a Certificate of Insurance not be received by August 1, 2025, the exhibit space may be canceled without refund of monies.** The PCSO/RMSO requires the following coverage, with respect to insurance:

Comprehensive General Liability insurance, including contractual liability with limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate.

Workman's Compensation to full compliance of federal and state laws covering all the exhibitor's employees for any work done on the exhibitor's behalf.

Certificates of Insurance are to name the PCSO/RMSO as additional insured and are to include the following:

Pacific Coast Society of Orthodontists
15621 W 87th St., #267
Lenexa, KS 66219

Rocky Mountain Society of Orthodontists
15621 W 87th St., #267
Lenexa, KS 66219

Hilton Hawaiian Village Waikiki Beach Resort
2005 Kalia Road
Honolulu, HI 96815

Each party involved in the conference is responsible for any claims arising out of its own negligence and intentional acts, and those of its employees or agents. Each party agrees to be responsible for its own property through insurance.

It is understood that the PCSO/RMSO, the general services contractor, the Hilton Hawaiian Village and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during, or after the conference.

The PCSO/RMSO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of the PCSO/RMSO, or for any negligent or intentional acts of any exhibitor or any third party.

By signing the exhibit contract, you agree to indemnify, save, defend, and hold the PCSO/RMSO harmless from any and all damages, liabilities, actions, and demands, including reasonable attorney's fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at this conference, and any breach of these rules and policies.

USE OF LOGOS

The PCSO reserves the right to prohibit the use of the PCSO, RMSO, and WOCON logos in any advertising, promotional piece, and incentive items. Requests for use of the WOCON logo must be reviewed and approved in advance by the PCSO/RMSO no later than September 30, 2025.

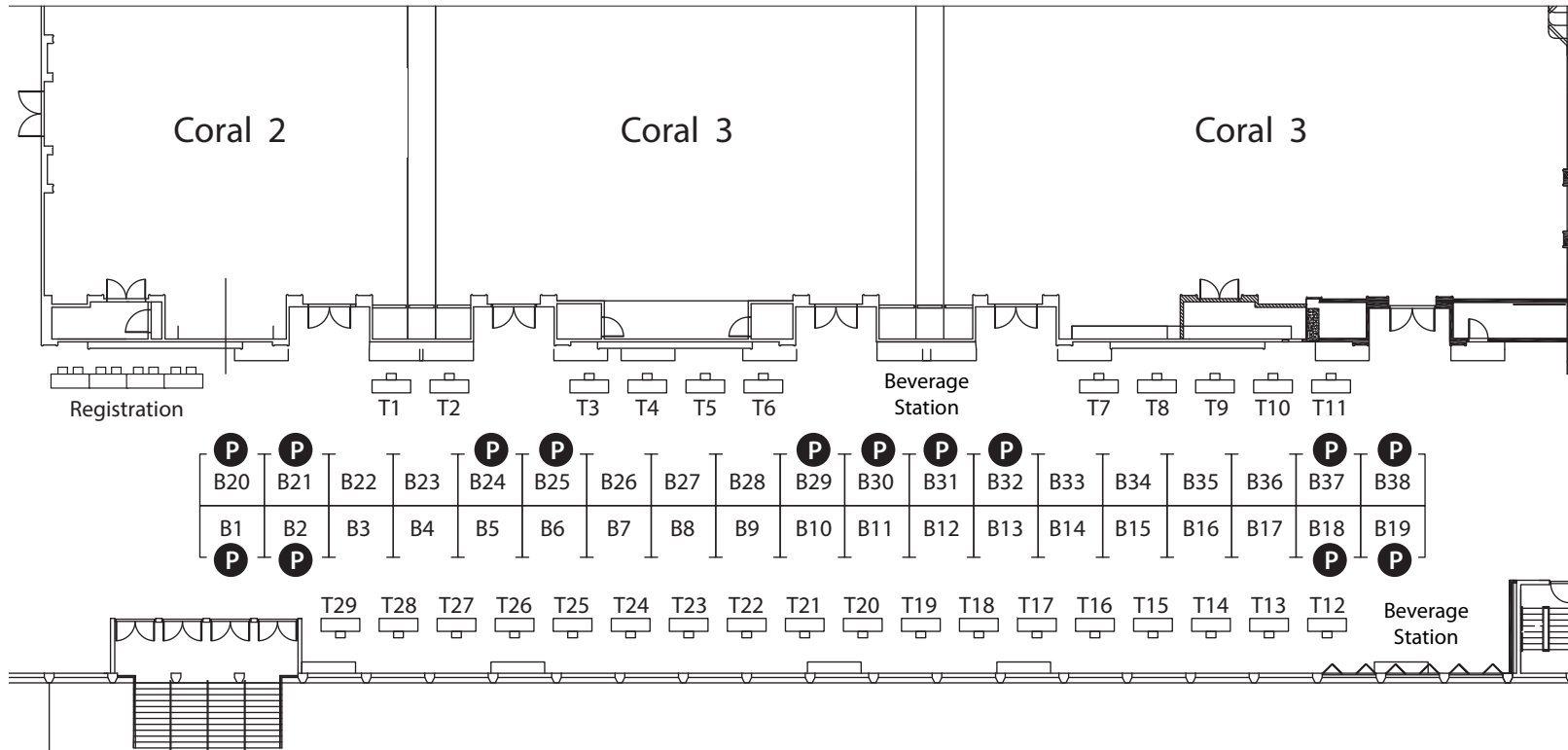


VIOLATIONS

Action may be taken by the PCSO/RMSO against exhibitors who violate any of the rules or policies of the Exhibitor Guide. The action taken will be determined based on the PCSO/RMSO's policies and procedures and the particular circumstance of the violation. The action may, in the PCSO/RMSO's sole discretion, entail immediate closure and removal of the exhibitor from the Exhibit Hall without refund of space rental fees or penalty to the PCSO/RMSO. The exhibitor may also be prohibited from participating in future PCSO/RMSO exhibits.



EXHIBITOR FLOOR PLAN



HILTON HAWAIIAN VILLAGE CORAL LOUNGE WOCON 2025



EXHIBITOR CONTRACT NOW ONLINE

[CLICK TO PURCHASE](#)

The application process is streamlined making it easier for you to submit everything online. To select a sponsorship option, just click the button and follow the prompts on the log-in page.

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