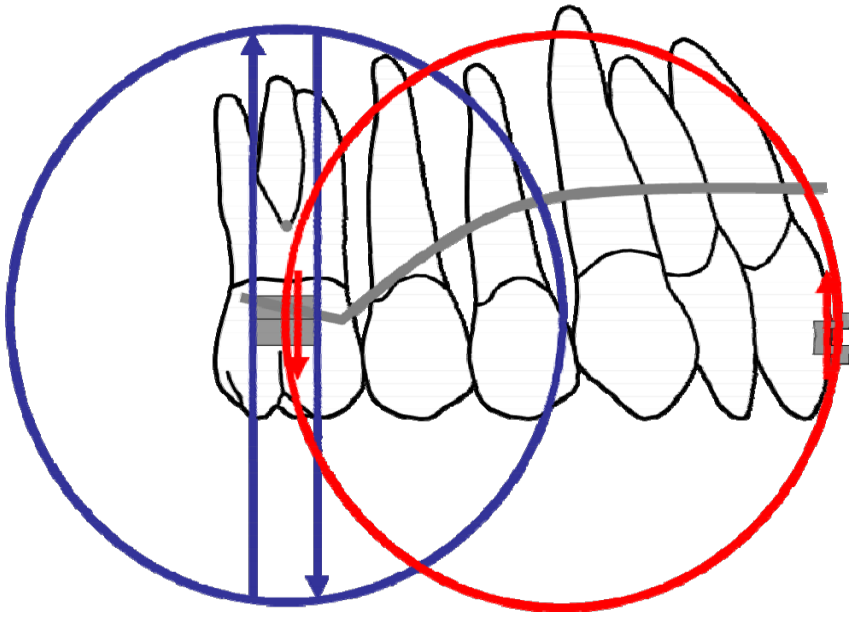
The Virginia Orthodontic Foundation

Media Kit



Marketing Opportunities
Closing Dates
Rates
Specifications

The Virginia Orthodontic Education and Research Foundation
c/o Darlene Johnson
VCU Department of Orthodontics
P. O. Box 980566
Richmond, VA 23298-0566

Marketing Opportunities

- Annual Foundation Meeting
- Semi-annual Resident Newsletter
- Meeting Brochures
- Website Presence
- Direct Emails to members

Closing Dates

- Foundation Meeting Sponsorship **(11/1)**
- Semi-annual Resident Newsletter **(11/1, 5/1**)
- Meeting Brochures **(11/1)**
- Website Presence (**11/1)**
- Direct Emails to members **(11/1)**

Marketing Opportunities

A very intimate setting for marketing

The Virginia Orthodontic Education and Research Foundation usually convenes once a year in late February or early March. Members of the Foundation include nearly all the graduates of VCU's Orthodontic program and several local orthodontists who have been invited to join. This elite group of normally 90-100 attendees (pre-Covid attendance) enjoys a full day-and-a-half of lectures delivered by leaders in the field of orthodontics.

An opportunity exists for you to become part of our meeting as a sponsor. In this intimate setting, exposure is high, and your support is noticed and appreciated.

The next annual Foundation meeting is **February 26-27, 2027 at the Hilton Richmond Downtown Hotel (New Location!!!)**. The lectures are Friday, February 26th from 8am-5pm and Saturday, February 27th from 8am– 12pm. A table can be set up outside the meeting hall for one day or both days.

Semi-annual Resident Newsletter

Senior residents of the VCU Orthodontic program publish a newsletter twice a year to keep members in touch with life in residency and the latest treatment modalities. It is our goal to maintain the nearly 100% membership rate within our alumni. Meeting announcements, practice opportunities, resident news and research are all topics covered in the newsletter.

Newsletter advertisements start at a quarter page. See the next section for details. Distribution is approximately 200 members nationwide.

Meeting Brochure

The annual meeting is promoted with a brochure sent to all members and local orthodontists. Occasionally, meetings are presented with other schools and distribution is altered to include orthodontists in other states as well.

As a sponsor for the meeting, your presence on the brochure is included. Distribution is approximately 375.

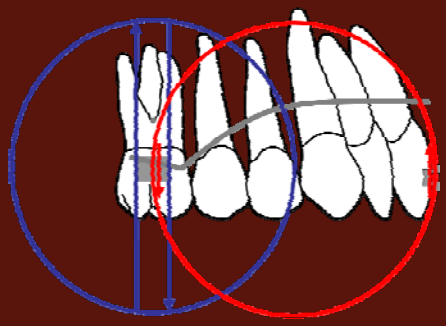
Website Presence and Direct Email

Finally, reminders are sent out via email approximately one to two months prior to the meeting. Meeting dates and times are also posted on the Foundation website. An opportunity exists to be part of these reminders as well.

Meeting sponsors enjoy this digital presence at no additional fee. Direct emails will be sent via the Foundation; no email lists will be provided to the vendor.

Sponsorship Rates

- 2-Day Foundation Meeting Presence @ $2,000.00:
  - Table outside meeting space 3’ x 6’ with 1-2 reps
  - Advertisement in Meeting Brochure
  - Presence in digital marketing including meeting promotions on the Foundation website as well as direct email to members
  - Breakfast and Lunch with attendees
- 1-Day Foundation Meeting Presence @ $1,250.00:
  - Table outside meeting space 3’ x 6’ with 1-2 reps
  - Advertisement in Meeting Brochure
  - Presence in digital marketing including meeting promotions on the Foundation website as well as direct email to members
  - Breakfast and Lunch with attendees
- Lunch Sponsorship @ $3,000.00:
  - Signage and literature distribution on lunch tables
  - Table outside meeting space 3’ x 6’ with 1-2 reps (both days)
  - Advertisement in Meeting Brochure
  - Presence in digital marketing including meeting promotions on the Foundation website as well as direct email to members
  - Breakfast and Lunch with attendees
  - 1 slot available
- Virtual Sponsorship @ $2,000.00 for Digital Presence or $3,000.00 w/Vendor Table:
  - Average 10-20% Virtual Attendance
  - Virtual Banner and On-Screen Ads during the meeting (for those attending virtually)
  - Chat Function to chat with virtual attendees during the meeting (including breaks and lunch)
  - Advertisement in Meeting Brochure
  - Presence in digital marketing including meeting promotions on the Foundation website as well as direct email to members
  - 2 slots available
- Happy Hour Sponsorship @ $2,500.00:
  - Interaction with Attendees during this event/cocktail hour
  - Light Hors d’oeuvres and Beverages
  - Advertisement in Meeting Brochure
  - Presence in digital marketing including meeting promotions on the Foundation website as well as direct email to members



The Virginia Orthodontic Foundation

Darlene D. Cole
Executive Administrative Director, VAOF
c/o
VCU Department of Orthodontics
520 N. 12th Street, Room 111
Richmond, Virginia 23298

The Virginia Orthodontic Education and Research Foundation

PACE
ACADEMY of GENERAL DENTISTRY
PROGRAM APPROVAL FOR CONTINUING EDUCATION

Virginia Orthodontic Education and Research Foundation
Nationally Approved PACE Program Provider for FAGD/MAGD credit. Approval does not imply acceptance by any regulatory authority or AGD endorsement.
3/1/2025 to 2/28/2029.
Provider ID# 394886