

OANDCon26

Conference & Tradeshow Sponsorship Guide

Connect. Learn.
Elevate the Future of Naturopathic Care.



October 2-3, 2026
Toronto Congress Centre



info@oand.org



oand.org



[@ndontario](https://www.instagram.com/ndontario)

Why Partner with OANDCon26

OANDCon26 brings together Naturopathic Doctors, students, educators, and industry partners for two high-impact days of education, connection, and professional collaboration. Exhibitors and sponsors gain direct access to practitioners and decision-makers who shape naturopathic care across Ontario.

Event Snapshot

Dates: October 2-3, 2026

Location: Toronto Congress Centre

Mini Schedule Overview

Friday, October 2 – Tradeshow + Connection Day

9:00AM - 12:00PM	Exhibitor Move-In & Setup
12:00PM - 5:00PM	Tradeshow Open
2:00PM - 4:00PM	Education Sessions / Keynote
5:00PM - 6:00PM	Fireside Chat
6:00PM - 8:30PM	<i>Evening Sip & Social</i> (Networking reception)

Saturday, October 3 – Education + Morning Tradeshow

8:00AM - 12:00PM	Education Sessions / Keynote
11:00AM - 4:00PM	Tradeshow Open (Half-Day)
3:00PM - 6:00PM	Education Sessions / Keynote

Audience:

Naturopathic Doctors, ND students, educators, clinic owners, and health & wellness industry leaders

Format:

A two-day conference and tradeshow featuring education, exhibitors, product showcases, networking, and community building.

Why Brands Participate

- Direct access to highly engaged Naturopathic Doctors across Ontario
- Strong brand visibility across digital, on-site, and print platforms
- A high-traffic exhibit hall with no competing education during peak hours
- A trusted professional association with a loyal member base
- A collaborative, community-driven atmosphere that encourages meaningful conversations
- A values-aligned environment where brands and practitioners connect with shared

Sponsorship Levels at a Glance

Feature	Diamond \$20,000	Emerald \$10,000	Platinum \$5,000	Sage Booth \$3,000–\$3,500	Cedar Booth \$2,500–\$3,000
Available	1	6	6	30	24
Booth Type	20'×20' island booth	10'×20' booth	10'×20' booth	10'×10' booth	10'×10' booth
Booth Placement	Entrance* Highest visibility	Premium high-traffic area	Preferred placement	High-traffic (Early Bird)	Standard placement
Pipe & Drape	✓	✓	✓	✓	✓
Passport Activation	Included	Included	Included	Included	Included
Complimentary Wi-Fi	✓	✓	✓	✓	✓
Exhibitor Badges	10 all-access passes	6 all-access passes	3 all-access passes	2 exhibitor badges	2 exhibitor badges
Entry to Fireside Chat + Evening Sip & Social	✓ (All Passes)	✓ (All Passes)	✓ (All Passes)	✓ (2 Badges)	✓ (2 Badges)
Product Showcase Table	Included (Sip Social OR Registration)	Optional +\$1,000	Optional +\$1,000	Optional (à la carte)	Optional (à la carte)
Mini Commercial (30s)	Included	Included	+\$1,000	✗	✗
Logo on All Pre- Event Emails	✓	✓	✓	✓	✓
Logo on Event Signage & Screens	Premium placement everywhere	Prominent	Standard	Group exhibitor listing	Group exhibitor listing
Logo on Registration Desk Branding	✓	✗	✗	✗	✗
Website Sponsor Listing	Dedicated page listing	Premium listing	Standard listing	Exhibitor listing	Exhibitor listing
Full- or Half-Page Ad in OANDCon26 Guide	Full-page ad	Half-page ad	Half-page ad	Listing only	Listing only
Social Media Promotion	2 dedicated spotlights	1 dedicated spotlights	Included in exhibitor group highlight	Included in grouped exhibitor acknowledgement	Included in grouped exhibitor acknowledgement
Sponsored Education Session	Included	Included	Included	Available for \$500	Available for \$750
Naming Rights	OANDCon26 presented by [Company]	✗	✗	✗	✗
Event-Day Logo Screen Loops	Featured	Included	Included	Grouped placement	Grouped placement
Post-Convention Delegate List	Included	Included	Included	Included	Included

DIAMOND SPONSOR

\$20,000
1 Available

Presenting Sponsor –
“OANDCon26 presented by [Company Name]

Premium Booth & Onsite Presence

- 20' × 20' island booth at the entrance (highest visibility)
- Premium placement in the tradeshow for maximum foot traffic
- Passport Activation included
- Wifi included

Branding & Visibility

- Logo on all event materials (digital, print, signage, stage screens)
- Logo on registration desk branding
- Logo on all pre-event emails
- Featured in event-day screen loops
- Recognition during Fireside Chat, Opening & Closing remarks
- Logo placement onstage during the Fireside Chat
- Dedicated listing on the OAND website's event and sponsor pages
- Full-page ad in the printed & digital OANDCon26 Conference & Tradeshow Guide
- One 30-second mini commercial (included)

Thought Leadership & Education

- Opportunity to host one education session:
Includes a dedicated segment to present your product, clinical protocol, or evidence overview, followed by a guest ND of your choosing to speak.

Engagement & Hospitality

- 10 all-access passes for both days
- Product showcase table included at Evening Sip Social OR registration area (your choice)
- Featured in pre- and post-conference emails
- Dedicated sponsor email blast to OAND members
- 2 social media spotlights across OAND channels
- Post-convention delegate list (name, clinic, email—opt-ins only)

EMERALD SPONSOR

\$10,000
6 Available

Premium Booth & Onsite Presence

- 10' × 20' premium booth
- Preferred placement near high-traffic areas
- Passport Activation included
- Wifi included

Branding & Visibility

- Prominent logo placement on event signage, website, and digital screens
- Logo on all pre-event emails
- Recognition during Opening & Closing remarks
- Half-page ad in the printed & digital OANDCon26 Conference & Tradeshow Guide
- One 30-second mini commercial (included)
- 1 dedicated social media highlight

Thought Leadership & Education

- Opportunity to host one education session:
Includes a dedicated segment to present your product, clinical protocol, or evidence overview, followed by a guest ND of your choosing to speak.

Engagement & Hospitality

- 6 all-access passes
- Option to add a Product Showcase Table at registration OR Evening Sip Social for \$1,000 (regular value: \$5,000)
- Post-convention delegate list (name, clinic, email—opt-ins only)

PLATINUM SPONSOR

\$5,000
6 Available

Premium Booth & Onsite Presence

- 10' × 20' booth (premium Level 1 placement)
- Preferred placement near high-traffic areas
- Passport Activation included
- Wifi included

Branding & Visibility

- Logo on event signage, website, and digital screens
- Logo on all pre-event emails
- Half-page ad in the printed & digital OANDCon26 Conference & Tradeshow Guide
- Option for a 30-second mini commercial for \$1,000
- Included promotion on OAND social media channels

Thought Leadership & Education

- Opportunity to host one education session:
Includes a dedicated segment to present your product, clinical protocol, or evidence overview, followed by a guest ND of your choosing to speak.

Engagement & Hospitality

- 3 all-access passes
- Option to add a Product Showcase Table at the Evening Sip Social for \$1,000 (regular value: \$5,000)
- Post-convention delegate list (name, clinic, email—opt-ins only)

Add-On Opportunities

Keynote Sponsor

(Also available to companies that are not purchasing a booth)

Add-On	Price	Purpose
Keynote Sponsor	\$2,500	High-visibility opportunity connecting your brand with the OANDCon26 keynote session; includes promotion, activation options, and direct engagement with all delegates for 30 - 60 minutes.

Keynote Sponsor Includes:

- Keynote Sponsor has the opportunity to kickstart education sessions on Day 1 or Day 2
- Logo placement on the OANDCon26 website
- Logo included in the printed & digital OANDCon26 Conference & Tradeshow Guide
- Logo on all pre-event emails
- Post-convention delegate list (name, clinic, email — opt-ins only)
- Promotion alongside the keynote speaker across OAND social media channels
- Opportunity to set up a visual display, product or protocol showcase, and/or printed materials outside the keynote session room
- Opportunity to introduce the keynote speaker
- Opportunity to direct delegates to visit your sponsored activation or booth immediately following the session (if applicable)
- One dedicated pre-event email highlighting the keynote + sponsor
- Sponsor is responsible for keynote speaker expenses

Other Opportunities

(Booth purchase required for all opportunities listed below)

Below is a range of high-impact enhancements designed to boost engagement, traffic, and visibility throughout the OANDCon26 Conference & Tradeshow.

Add-On	Price	Purpose
Product Display Table	\$5,000	Premium product visibility on a stanchioned display table at Registration, the Fireside Chat, or the Evening Sip & Social
Wi-Fi Sponsor	\$5,000	Sponsor-branded Wi-Fi network for all delegates; includes logo on signage + digital access splash screen
Mini-Commercial Loop	\$2,000	30-second silent video played throughout the day on screens at Registration & the lunch area
Exhibitor Passport Activation	\$1,000	Drives guaranteed booth traffic; includes QR code check-ins + full attendee list of scans
Sponsored Education Session	\$1,000	A dedicated segment to present your product, clinical protocol, or evidence overview, followed by a guest ND of your choosing to speak.

Add-On Opportunities Con't

Add-On	Price	Purpose
Product Samples in Delegate Bags	\$1,000	Your samples included in every delegate's show bag; listed as a Show Bag Contributor
Speaking Opportunity (Tradeshow Floor)	\$1,000	5–10 minute spotlight presentation during a designated tradeshow window
Delegate Bag Postcard Insert	\$500	Branded 4×6 postcard included in all attendee bags

Custom Brand Activation Table

Activation	Price Range	Description
Custom Brand Activation Sponsor	\$5,000–\$15,000	Fully tailored experiential activation during a high-traffic moment (Evening Sip & Social, Registration, or Fireside Chat).
Photo Booth Sponsor	included in custom	Branded backdrop, photobooth experience, and instant digital photo sharing featuring sponsor branding.
Custom Drink / Elixir Bar	included in custom	Branded cocktails or mocktails featuring your ingredients or formulations; includes signage and optional sampling.
Wellness Activation	included in custom	Experiential station such as aromatherapy, grounding activity, or remedy bar with optional branded takeaways.
Evening Sip & Social Sponsor	included in custom	Branding and presence at the Friday Evening Sip & Social, including signage, verbal recognition, and optional product integration.
Happy Hour Sponsor	included in custom	Sponsor-branded presence during the afternoon networking “happy hour” window, with drink signage and optional activation elements.
Media Sponsor	included in custom	Branding across onsite media touchpoints including screen loops, photo moments, and post-event recap content.
Fireside Chat Sponsor	included in custom	Branding integrated throughout the Friday networking reception, including signage and optional product sampling or display.

Exhibitor Booths

Corporate Partner Exhibitor Discount

Current OAND Corporate Partners receive an exclusive exhibitor discount on all booth purchases, with a minimum purchase of a Cedar Booth. The discount is dependent on your Corporate Partnership level and will be applied to your invoice.

Exhibitor Booth Options (Non-Sponsor)

Choose from two booth types designed to maximize visibility and engagement throughout the OANDCon26 Convention & Tradeshow.

Booth Type	Early Bird Price (until April 30, 2026)	Regular Price (May 1 – September 25, 2026)	Placement
Sage Booth	\$3,000	\$3,500	High Traffic Placement
Cedar Booth	\$2,500	\$3,000	Standard Placement

All Booths Include:

- Draped display exhibit space (pipe and drape) - back wall 8 ft high, side walls 3 ft high.
- One 8 ft skirted table and two chairs.
- 2 exhibitor badges, including lunch on both days
- Listing in the printed & digital OANDCon26 Conference & Tradeshow Guide
- Eligibility for all add-on opportunities
- Complimentary Wi-Fi
- Entry for both exhibitor badge holders to the Fireside Chat and the Evening Sip & Social
- One shared social media acknowledgment

Discovery Lane — Limited Availability

Step into an exciting new feature on our tradeshow floor designed to highlight emerging companies within the natural health landscape. Discovery Lane supports entrepreneurship, innovation, and the growth of small and independent ventures.

Each Discovery Lane space includes:

- 5 ft skirted table
- 1 chair
- 1 representative name badge
- 1 lunch ticket per day
- Listing in the printed & digital OANDCon26 Conference & Tradeshow Guide
- Access to the Fireside Chat and Evening Sip & Social

Limited quantity available.

To apply, email your request to info@oand.org

FLOOR PLAN



Ready to Join Us at OANDCon26?

We're thrilled to welcome industry partners who are committed to advancing naturopathic medicine in Ontario. Whether you're joining us as a sponsor, exhibitor, or activation partner, securing your space early ensures the best placement and maximum visibility.

Registration

Reserve your sponsorship or exhibitor booth here:

[Register Now](#)

Spaces are limited and available on a first-come, first-served basis.

Custom Solutions Available

At OAND, we know that one size doesn't fit all.

If you're looking for a tailored package, a unique activation, or a partnership opportunity that aligns more closely with your brand vision, we'd be happy to collaborate.

Let us help you build the perfect presence at OANDCon26.

Questions or Need Support?

We're here to help you plan the perfect event experience.

Contact

Sonia Upadhyia

Director, Impact, Culture & Corporate Stewardship
supadhyia@oand.org