

SSO and MSO

2026 ANNUAL SESSION

Oct 15-17, 2026



EXHIBIT & SPONSORSHIP GUIDE



SSO and MSO: Two Groups, One Meeting!

The Southern Society of Orthodontists and the Midwestern Society of Orthodontists are heading together to Music City for a combined 2026 Annual Session at the Renaissance Nashville, just steps from the legendary lights and sounds of Broadway.

We'll kick things off with a truly Nashville-style Opening Ceremony featuring a live singer/songwriter performance, and follow that with Happy Hour in the Exhibit Hall, setting the tone for this year's warm and welcoming meeting.

Over the following days, members will enjoy high-quality lectures and explore the latest products, technology, and services from industry partners in our Exhibit Hall. You will have plenty of opportunities to mingle with long-time customers and make new connections. And the celebration doesn't stop when the sessions end. We're adding exciting activities to enjoy Nashville, including hosting our big event night at Luke Combs' Category 10, a multi-room honky tonk complete with live music, dancing, and authentic local flavor.

We aim to make sure our doctors, their families and teams, and all of our exhibitors and sponsors have an unforgettable experience in Nashville!

EXHIBIT PRICING

- \$5,100 **Premium** location 8'x10' booth. Includes 2 representatives with a max of 4. Furniture not included with 8' x 10' booth.
- \$4,380 **Standard** 8'x10' booth. Includes 2 representatives with a max of 4. Furniture not included with 8' x 10' booth.
- \$3,350 **Table Top** booth with a 6' table & 2 chairs provided. Includes 2 representatives with a max of 2.
- \$525 Each additional representative.
- \$1,050 Tote bag insert: Include a promotional advertisement or giveaway item for attendees.

REGISTER ONLINE TODAY!



Scan the QR code or visit us at ssortho.org for meeting details. The Exhibitor Resources page includes the Exhibit Hall map, which is updated in real time as spaces are sold.

Questions?

Contact the SSO Events Management Team:
 Jaclyn Whiddon, Exhibitor & Partner Contact
jwhiddon@ssortho.org | (404) 261-5528

Exhibit Hall Schedule

(May be adjusted slightly)

Thursday, October 15

Exhibit Hall Set Up
 8:00 am – 3:00 pm

Exhibit Hall Happy Hour
 5:30 pm – 7:30 pm

Friday, October 16

Exhibit Hall Hours
 7:30 am – 5:00 pm

Meals & Refreshments in Exhibit Hall:
 7:30 am Grab & Go Breakfast/Coffee
 9:30 am – 10:00 am Coffee Break
 12:00 pm – 1:00 pm Lunch Break 1
 1:00 pm – 2:00 pm Lunch Break 2
 2:30 pm – 3:30 pm Coffee Break

Saturday, October 17

Exhibit Hall Hours
 7:30 am – 10:30 am

Meals & Refreshments in Exhibit Hall:
 7:30 am Grab & Go Breakfast/Coffee
 9:30 am – 10:00 am Coffee Break

Exhibit Hall Breakdown 10:30 am



SPONSORSHIP TIERS AND DESCRIPTIONS

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 for your chosen sponsorship levels. Check the grid below for benefits included with each level of sponsorship.

PLATINUM SPONSORSHIP

\$40,000 — 1 available

Platinum sponsorship includes one hour of lecture time on Friday morning for a speaker provided by your company, your company logo co-branded on our meeting tote and named sponsor of our meeting's biggest event!

Category 10 Honky Tonk Party AND Meeting Tote Bag

Friday evening's party at Luke Combs' famous bar with three floors of music and dancing, plus food and drinks. Your reps will greet the crowd from the stage. In addition, your logo and the meeting logo will be printed on a fabric bag received by all attendees. Inserts from other exhibitors are permitted.

GOLD SPONSORSHIPS

\$30,000 — 3 available

Gold sponsorships include one hour of lecture time on Friday afternoon for a speaker provided by your company and named sponsor of one of the following:

Opening Ceremony

Thursday afternoon's opening ceremony brings all attendees together for awards and a dynamic start to the Annual Session. This year's keynote is still TBD — ask for the latest details!

Exhibit Hall Happy Hour

Thursday evening's kick off celebration in the Exhibit Hall with food and drinks.

Registration & Name Badges

Your logo welcomes attendees at all registration kiosks and will be printed on all name badges.

SILVER SPONSORSHIPS

\$20,000 — 4 available

Silver sponsorships include 30 minutes of lecture time on Saturday morning and named sponsor of one of the following:

Fun Activities

Sponsor one of four different activities that will add Nashville fun, networking and conversation starter opportunities to the meeting. Whether around town, at the hotel, or right in the Exhibit Hall, we have lots of ideas in the works for members and teams.

BRONZE SPONSORSHIPS

\$12,000 — 4 available

Bronze sponsorships include choice of one of the following:

Meal or Coffee Break

Sponsor one of four meals or coffee breaks for attendees and fellow exhibitors in the Exhibit Hall:

- Friday Breakfast
- Saturday Breakfast
- Friday Lunch
- Fri & Sat Coffee Breaks

Ideally located in the heart of Music City, Renaissance Nashville is filled with welcoming spots to catch up with clients and friends. The hotel is connected to the Fifth + Broadway complex and adjacent to the historic Ryman Auditorium.

Sponsorship Benefits by Tier

	PLATINUM \$40,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$12,000
Complimentary booth included	8 x 20	8 x 20	8 x 10	8 x 10
Premium booth placement	✓	✓	✓	✓
Speaker provided by your company for 1-hour lecture	✓	✓	x	x
Speaker provided by your company for 30-minute lecture	x	x	✓	x
Additional, satellite table near lecture rooms	✓	✓	✓	✓
Complimentary representatives	8	6	4	3
Tickets to Category 10 Honky Tonk Party	8	6	4	3
Tote Bag insert fee waived (insert provided by company)	✓	✓	✓	✓

EXHIBIT HALL MAP

SSO MSO 2026 Annual Session

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Renaissance Nashville in Tennessee

COLOR KEY:

- Platinum or Gold
- Premium
- Silver or Bronze
- Table Top



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