

 (Industry Event)

 (Patient Awareness)

 (Staff Recognition)

January 2026

Yankee Dental Congress (Jan 29-31)

One of the largest U.S. dental meetings; excellent for networking.

◆ **Suggested Products:** Lanyards, tote bags, branded notebooks

💡 **Marketing Tip:** Share event highlights on social media to boost visibility.

February 2026

Children's Dental Health Month (All month)

Perfect time for patient education and school outreach.

◆ **Suggested Products:** Toothbrush kits, coloring books, stickers

💡 **Marketing Tip:** Partner with schools for a classroom smile challenge.

AADGP Meeting & Expo (Feb 4-6)

Key expo for group practices.

◆ **Suggested Products:** Reusable drinkware, pens, tote bags

💡 **Marketing Tip:** Offer QR code downloads (guides, checklists) to capture leads.

Chicago Dental Society Midwinter Meeting (Feb 26-28)

A must-attend for dental professionals nationwide.

◆ **Suggested Products:** Event totes, sanitizer kits, snacks

💡 **Marketing Tip:** Post booth photos and engage on LinkedIn.

March 2026

Dental Assistants Recognition Week (Mar 1-7)

Celebrate your team and their contributions.

◆ **Suggested Products:** Tumblers, tote bags, scrubs

💡 **Marketing Tip:** Post staff appreciation photos online.

Dentist's Day (Mar 6)

Celebrate dentists and their work.

◆ **Suggested Products:** Journals, mugs, plaques

💡 **Marketing Tip:** Send thank-you gifts to referring dentists.

Hinman Dental Meeting (Mar 19-21)

A top national meeting with wide attendance.

◆ **Suggested Products:** Badge reels, tech giveaways

💡 **Marketing Tip:** Run booth giveaways to drive traffic.

April 2026

Oral Cancer Awareness Month

Focus on early detection and education.

◆ **Suggested Products:** Awareness ribbons, brochures, toothbrushes

💡 **Marketing Tip:** Offer free oral cancer screening day and promote it.

May to June 2026

National Smile Month (May 13-June 13)

Celebrate smiles and boost patient engagement.

◆ **Suggested Products:** Whitening kits, selfie frames, branded mirrors

💡 **Marketing Tip:** Run a social media smile contest with giveaways.

October 2026

National Dental Hygiene Month

Encourage preventive care and healthy habits.

◆ **Suggested Products:** Toothbrushes, floss kits, hygiene bags

💡 **Marketing Tip:** Bundle hygiene kits for free patient giveaways.

November 2026

National Dental Hygiene Day (Nov 1)

Honor hygienists. Inspire healthy habits.

◆ **Suggested Products:** Team scrubs, appreciation gifts

💡 **Marketing Tip:** Share patient-hygienist testimonial videos.

Greater New York Dental Meeting (GNYDM) (Nov 27 - Dec 2)

One of the world's largest dental conventions.

◆ **Suggested Products:** Branded backpacks, power banks, tote kits

💡 **Marketing Tip:** Invite clients/prospects to visit your booth.



Plan Ahead Tip:

Order promotional products 4-6 weeks in advance.



3 Quick Wins:

1. Share team photos during recognition weeks.
2. Post patient education content during awareness months.
3. Run social giveaways tied to Smile Month.

