smile DIRECTORY

ASSOCIATION PROGRAM

# A Free Website for Your Association

Professional websites for Canada's dental-sector associations — built for you at no cost, with full ownership and control in your hands.

Smile Directory is a Canadian non-profit dedicated to marketing support for independent oral health practices. We're extending that mission to the associations that serve them — with a free, professionally built website. Your only cost is a monthly hosting & maintenance plan (see back page).

## Everything Your Association Needs, at No Cost

### Professional WordPress Website

Custom-designed around your association's brand.

### Web Forms

Contact and member inquiry forms that route straight to your inbox.

### Events Calendar

Publish upcoming meetings, CE events, and AGMs in one place.

### News & Blog

Share announcements, advocacy updates, and industry news with members.

### Full Administrator Access

Ownership and control from day one. Update anything, anytime — plus free training for your staff.

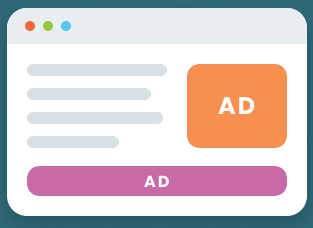
### Branded Member Directory

An association-branded version of Smile Directory for your membership list. Every member receives a free listing.

**Optional paid add-ons:** member login, CE credit tracking, job postings & classifieds, discussion forums, document repositories, and more.

## Free to Build. Built to Generate Revenue.

Sell advertising space on your website to industry partners and suppliers. We manage everything — no added effort for your association, and you approve every ad. Revenue can cover your hosting costs and put money back into your association.



## Who We Are

Smile Directory is a Canadian non-profit organization dedicated to marketing support for independent oral health practices. Through our Canada-wide directory, online education, and practice marketing resources, we help dentists, denturists, hygienists, and other independent practices get found by the patients who need them.

Every practice receives a free directory listing. A paid membership unlocks additional benefits — enhanced profiles, webinar discounts, affiliate discounts, and more.

**1,000+**
practices listed

**4,000+**
monthly website visitors

**500+**
leads sent to practices every month (average)

**For your members:** through the Association Program, all of your members receive a free Smile Directory listing under your association's branded directory — a tangible new member benefit at no cost to them or to you.

## Hosting & Maintenance

**$150**

per month

1-year minimum term

INCLUDES

- Fast, secure Canadian web hosting
- SSL certificate — encrypted and trusted from day one
- Automated daily backups of your entire site
- WordPress core & plugin updates, professionally managed
- Ongoing server monitoring & security patching

After the first year, stay with us or move your website to any provider you choose. Your website belongs to your association — you're never locked in.

## Get in Touch

Smile Directory Association Program

smiledirectory.ca

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