

# EXHIBITOR MARKETING OPPORTUNITIES APPLICATION



Maximize traffic at your booth by taking advantage of these great marketing opportunities at the Rocky Mountain Dental Convention. Complete and return this application by fax to (303) 488-0177 or mail to MDDS, 3690 S. Yosemite St., Ste. 200, Denver, CO 80237.

## MDDS SPONSORED PRE-SHOW MARKETING FLYER

Get up to 150 copies of this marketing piece created by MDDS that highlights the Expo Hall, educational sessions and special events at the RMDC. Personalized to reflect your company name and booth number and available free of charge for distribution by your sales representatives to dental offices, this flyer will help you direct customers to your booth. Flyers will be mailed to you in October 2009.

- We are interested in getting \_\_\_\_\_ flyers (maximum per exhibitor is 150)

Please see reverse for images of the 2009 flyer.

## MDDS SPONSORED EXHIBITOR PROMOTIONS PROGRAM

Increase booth traffic by posting a special convention promotion on the official convention website. Some examples of an exhibitor promotion include: a "convention only" discount, a prize drawing or a giveaway to the first X number of people who visit your booth. MDDS encourages you to be creative!

- We are interested in submitting a promotion and will forward it in PDF format to [exhibits@mddsdentist.com](mailto:exhibits@mddsdentist.com) by January 2, 2010.  
(MDDS reserves the right to approve all promotion submissions)

## RMDC SPONSORSHIP OPPORTUNITIES

Accelerate and deepen your relationships with customers by moving beyond your exhibit booth and sponsoring convention events. Sponsorship packages are custom designed for each exhibitor to ensure that you are getting the maximum exposure that is most beneficial to your objectives. Now is the time to reach out to your customer base from all fronts. Sponsorship can also earn you additional exhibitor seniority points allowing for better placement on the priority list for booth assignments.

- We are interested in knowing more about how we can increase our presence and profile at the RMDC through sponsorship.

### CONTACT INFORMATION

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

**2009  
Exhibitor  
Marketing  
Flyer Front  
and Back  
Covers**

# What's in it for you?

- Advance your clinical knowledge
- Gain the latest industry information
- Strengthen your management skills
- See new products and technologies
- Evaluate your practice and identify opportunities for growth

**Plus**

- All New Fast Track Lectures
- Nationally recognized speakers returning by popular demand
- 25 brand new speakers never seen before at RMDC

## Something New For Every Member Of Your Dental Team



Convention at a Glance

**Come visit us at our booth**

**COMPANY XYZ  
BOOTH #123**

- Expert Speakers
- Special Events
- Product Evaluation
- Networking

Hosted by:



National Dental Association



**2009  
Exhibitor  
Marketing  
Flyer Inside**

### Expert Speakers



**Dr. Maurice Salama**  
*Tooth Replacement in the Esthetic Zone*



**Dr. Henry Gremillion**  
*The Anatomy of Occlusion: Multiple Inter (Jaws)*



**Dr. Anthony DiAngelis**  
*Bruised, Broken and Bedeviled Teeth*



**Dr. J. Mel Hawkins**  
*Current Status of Pain Control in Dentistry*

**Dr. Mark Hyman**  
*A 360 Slam Dunk Guide for Successful Teams Sponsored in part by CareCredit, Patterson Dental Supply and Procter and Gamble*



**Dr. Jeff Blank**  
*Anterior Veneer and Indirect Veneers Sponsored in part by Dentsply Caulk*



**Dr. Frank Higginbottom**  
*Current Concepts in Implant Dentistry Sponsored by Straumann*



**Dr. Michael Miller**  
*Restorative Dental Materials Sponsored in part by Kerr Corp.*



### Expo Hall



The Expo Hall at RMDC 2009 is a practice-enhancing must for every convention attendee. It features a diverse selection of dental technology, products and services and offers every member of the dental team exposure to the latest advances in dentistry.

Our exhibitors send their best products and people to Denver. The professional sales personnel on hand can assist you in making informed purchasing decisions and help you identify what's best for your practice.

<b>Hours</b> Thursday, January 15 10:00 am to 5:30 pm  Friday, January 16 10:00 am to 5:30 pm  Saturday, January 17 10:00 am to 2:00 pm	<b>Expo Hall Reception</b> Thursday, January 14 4:00 pm to 5:30 pm Enjoy complimentary wine, beer and soda while quantities last.  <b>\$10K MOLARS Putting Challenge</b> Sink a 60 ft. putt for your chance to win \$10,000. It's fun and supports a worthy
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#### Online Exhibitor Locator

This interactive online tool allows you to search for exhibitors by name or by the products they sell. You can also preview exhibitor booth locations and plan your visit to the Expo Hall before you arrive at the Convention Center. Access the Exhibitor Locator at [www.rmdconline.com](http://www.rmdconline.com).

#### Special Offers and Discounts

RMDC exhibitors offer great deals and promotions during the convention. For a listing of some of these special offers, see the "Exhibitor Promotions" section of the convention website.

For detailed event information and to register, visit [www.rmdconline.com](http://www.rmdconline.com)

For a complete course schedule, visit [www.rmdconline.com](http://www.rmdconline.com)

**Opening Session**

A Lifetime of Adventure  
Featuring Dr. Jeff Sels, explorer, anthropologist and TV personality  
Thursday, January 15  
8:00 am to 9:00 am  
Ballroom 1 - Colorado Convention Center

Dr. Jeff Sels presents a unique perspective on adventure — the adventure that is ours everywhere, all the time. Jeff shows you how a sense of adventure can bring new meaning to your workplace and your life...everyday!

Special thanks to our generous sponsors: **BIOLASE**

**Tgif Party**

**LIGHTEN-UP GET-DOWN**  
Friday, January 16  
5:30 pm to 8:30 pm  
Hyatt Regency Denver at Colorado Convention Center  
Centennial Ballroom

Unwind and enjoy a fun, informal atmosphere with your colleagues and friends at one of the most popular RMDC events. Join the party with live music by Jakiara. Plus enjoy free food and cash bars. It's free to all convention registrants. Convention name badge is required for admittance.

Special thanks to our generous sponsors: **AMERICAN DENTAL SOCIETY**