



January 2018

Thank you for your continued interest in sponsoring table-top exhibit/s at our general membership / continuing education meetings. Since it's highly likely you're already planning your 2018 marketing budget, I wanted to get our 2018 schedule to you now. We have maintained **strong attendance** at our 3-hour evening general membership meetings in the last five years (typically 75 to 90 at regular meetings), due in no small part to relevance of topics and quality of speakers **sustained by the support of our exhibitors, sponsors, and business members**. Meetings focused on practice management topics – to which we encourage our dentists to bring key staff members (also important connections for our exhibitors) – are more likely to have attendance in the 90 – 100 range. Our Fall gathering is a special highly promoted meeting co-hosted by our sister to the south, Mid-Peninsula Dental Society, with attendance ranging between 200 and 250.

Purchased individually, the rental fee is \$350 per table per 3-hour evening meeting. The discounted pre-paid multi-meeting cost for 3 to 7 of our scheduled meetings represents a savings of 20%. I have included our 2018 schedule below in the event you wish to take advantage of multi-meeting discounts.

2018 Schedule	Rate if Paid Individually	20% Discount Rate if 3-8 Pre-Paid
Jan 18	\$350	\$290
Feb 22	\$350	\$290
Mar 22	\$350	\$290
Apr 19	\$350	\$290
May 31	\$350	\$290
Sep 20	\$350	---
Oct 18	\$350	\$290
Nov 15	\$350	\$290
	\$2,800	\$2,030

Attached is our schedule of speakers/topics, exhibitor logistics, and exhibitor registration form / **self-invoice** for 2018. While cost is crucial to decision-making, I hope you'll take a moment to better understand our **philosophy** in sharing our members with you, as briefly described in the attached document. If you have any questions or concerns, please don't hesitate to call and speak with me or my associate, Jim Aicardi, who can answer any questions you might have about our meetings and business/vendor programs.

Regards,

Etta L. Kinney

Etta L. Kinney
Executive Director

PHILOSOPHY With a 15-year background in marketing research, I know the value of creating meaningful relationships with our business partners. Today's economy has created a much more competitive environment, making it more important than ever to work with you toward **optimizing your return on investment and insuring the time our members spend with you is mutually beneficial**. To this end, we have implemented a number of practices to help *you* make the most of *your* time and investment in our members:

- Having spent the last fifteen years working with and studying the SMCDS membership (primarily sole practitioners), I find these small business owners very much inclined toward forming business relationships based on *face-to-face, hand-to-hand encounters*. **Multiple exposures** reinforcing familiar names and faces is important in creating new relationships and, perhaps, even more important in **reinforcing relationships with existing customers**. I often observe an element of pride when members greet their rep at an exhibitor table and/or bring another member to their table to make introductions.

With that in mind, we offer **multi-meeting discounts** to make increased exposure more affordable; i.e., a 20% discount for three to seven of our seven regularly scheduled annual meetings. With advance notice, we can be flexible on scheduling.

- To create a **higher level of engagement** between our (sometimes reticent) members and exhibitors, we have instituted a very successful *Play-to-Win* game with an exhibitor prize* drawing for attendees who visit a majority of exhibitor tables. Attending Board members and I mingle with attendees during the social hour, encouraging game participation. *exhibitor merchandise / service certificates, \$50-100 gift cards for local restaurants, wine/cheese /chocolate /coffee gift baskets, iPod Nano, dental supplies, etc.

The drawing is held with some fanfare immediately upon dinner seating so that exhibitors need not stay for dinner in order to award prizes. Participation in the drawing presents **additional exposure opportunity three ways: 1)** identity of drawing prizes and sponsoring companies is highlighted in our *8-week promotional campaign prior to each meeting* **2)** group attention is drawn to your representative when they award your prize to the winner **3)** personal contact is made between your rep and the winner at the meeting with opportunity for follow-up.

- In response to the frustration experienced by some of our larger exhibitors' practical exclusion from drawing prize participation by **Sunshine Act reporting requirements**, we offer sponsorship opportunities; i.e., exhibitor donations toward event costs which benefit the membership as a whole instead of an individual winning dentist; i.e., by allowing us to keep member registration fees low. Such donations are gratefully acknowledged at the event verbally, with signage, and in follow-up articles in our publications.
- In addition to **acknowledgement of your support** and introduction of your representative by our President at each event, I make a point of thanking our supporters (business members / exhibitors / sponsors / donors) quarterly in our newsletter *The Mouthpiece*. Active supporters are acknowledged regularly on our website in a rotating slide show on our homepage, and in keeping with the social media trend, we issue a "supporter of the week" post on our Facebook page and Twitter feed.
- **NEW 1-2 Minute Elevator Speech**
New exhibitors are given the opportunity to present a brief company introduction. This will take place after all exhibitors are acknowledged.
- While SMCDS makes no vendor endorsements, we work hard to inform our membership of the generosity and importance of your support **and** encourage them to express their gratitude for the crucial role you play in sustaining the quality of our CE programs and member benefits with their patronage.

Following are detailed logistics as well as the 2018 schedule and exhibitor registration form. If you have any questions, don't hesitate to call. We very much appreciate exhibitor participation and hope you'll join us regularly at monthly general membership / C E meetings.

EXHIBITOR LOGISTICS / BENEFITS

Unless otherwise noted, meetings are held at *Crowne Plaza Foster City** • 1221 Chess Drive • 650.570.5700

Directions FROM CA-92 EAST toward Hayward / Fashion Island Blvd • Take exit to Foster City Blvd
 ▪ Bear right onto ramp to Shell Blvd ▪ Bear right at Metro Center Blvd
 Turn right at Vintage Park Dr ▪ Turn right at Chess Drive ▪ Parking is FREE!

- The Tuesday **prior to each meeting, an update is emailed to exhibitors**, indicating the Crowne Plaza's meeting room name, **status of member registrations**, identity of exhibitors, drawing prizes offered to date, and last-call for drawing prize descriptions.
- Table clinics are held during the member social hour prior to the presentation; i.e., 6 – 7 PM. Exhibitors arrive at the hotel to **set up 30-60 minutes prior**, first checking in at the registration tables to receive a **pre-inked stamp with which to validate member visits to your table**.
- **The meeting space is strategically laid out to attract visitors to exhibitors**; i.e., exhibit tables surround hot hors d'oeuvres and no-host bar in the center. Attendees must pass by exhibit tables before depositing validated tickets into the drawing box.
- **Tables are selected by exhibitors on a first-come, first-serve basis**. Each exhibitor is allocated a standard exhibit table (30"x72"), covered and skirted in advance by the hotel, with two chairs placed behind the table. You are welcome to customize your tabletop exhibit within the space of the table, including the wall behind **IF** there is one. Not all tables have wall space behind.
- **All exhibitors are acknowledged and company names announced** immediately upon member seating, followed by the drawing and exhibitor awarding of prizes. You need not stay for the meal to hand out prizes ...but are welcome to do so if you wish (\$60/meal).
- The day following the meeting, we **email an Excel list of attendee names and mailing addresses to you** with authorization for single use in mailing approved content to attendees.

SMCDS EXHIBITORS / SPONSORS – PARTIAL LISTING

3M Oral Care	Dental & Medical Counsel	Hiossen	Myron's West
AG Neovo Dental	Dental Power	House Call Dentists	No. California Practice Sales
All Dental Solutions	Dental Staff On Call	HSBC Bank	Patterson Dental
Bank of America	Dentsply	InfoStar	SGC Financial
Benco Dental	Dentsply Sirona	iServiceSoft	Supply Doc
Brasseler USA	Dentu-Temps	Ivoclar Vivadent	Swiss Monkey
Burbank Dental Lab	Doxa Dental	Kettenbach	TDIC Insurance Solutions
California Bank & Trust	eecsL	Kuraray America Dental	Top Hand Media
California Dental Arts	Elavon	LK Dental Studio	Ultralight Optics
California Dentists Guild	Evoco Architecture & Interiors	Mariner Advanced Pharmacy	US Bank
Carestream Dental	Exec Tech	Mass Mutual Financial Group	Union Bank
Carr Healthcare Realty	Garfield Refining	Mayday Dental	West Coast Precious Metals
Crest+Oral-B	GC Orthodontics America	Morgan Stanley	Westridge Wealth Strategies
Citibank	Henry Schein	Hiossen	Yaeger Dental Supply



Please use this form as your invoice / purchase order for accounting purposes.

EXHIBITOR REGISTRATION & INVOICE DETAIL
2018 SMCDs GENERAL MEMBERSHIP MEETINGS

Name _____
Company Name _____
Mailing Address _____
City, ST Zip _____

Contact Info
Phone _____ Fax _____
email _____
Mobile _____

Primary Exhibitor Rep [] same as above
Name & Title

Contact Info [] same as above

Name /Title of Other Attending Representative/s

Contact Info

2018 Schedule

Check preferred date/s	Rate if Paid Individually	20% Discount Rate if 3-8 Pre-Paid	Meeting Sponsorship**	Calculate Cost for Representative Meal/s
[] Jan 18	\$350	\$290	\$ _____	___ x \$60 = \$ _____
[] Feb 22	\$350	\$290	\$ _____	___ x \$60 = \$ _____
[] Mar 22	\$350	\$290	\$ _____	___ x \$60 = \$ _____
[] Apr 19	\$350	\$290	\$ _____	___ x \$60 = \$ _____
[] May 31	\$350	\$290	\$ _____	___ x \$60 = \$ _____
[] Sep 20	\$350	\$350	\$ _____	___ x \$60 = \$ _____
[] Oct 18	\$350	\$290	\$ _____	___ x \$60 = \$ _____
[] Nov 15	\$350	\$290	\$ _____	___ x \$60 = \$ _____
Amount due	\$ _____	\$ _____	\$ _____	Rep Meal/s \$ _____

Use this form to calculate amount due for selected date/s

Total Pre-Paid Due by 1st of mo preceding 1st mtg \$ _____
OR
Total Due by 1st of mo preceding 1st mtg \$ _____

■ **SPONSORSHIP OPPORTUNITIES:** In lieu of drawing prizes, sponsorship or partial sponsoring of major expense items will be very much appreciated and acknowledged before, during, and after the event

Meeting Date _____ [] Check category you wish to sponsor	**Amount you wish to sponsor	**Amount you wish to sponsor
[] Speaker Fee		[] Dinner
[] Speaker Travel		[] Dessert
[] Hot Hors d'oeuvres		

[] Check attached [] MasterCard [] Visa Amt \$ _____
Card Exp Date _____

Name on Card _____
Signature _____

Make payment to SAN MATEO COUNTY DENTAL SOCIETY
WE WISH TO DONATE A DRAWING PRIZE AS FOLLOWS:

Meeting Date	IMPORTANT Brief and appealing description for pre-meeting promotional purposes	~Retail Value



2018 SCHEDULE
SMCDS G M & C E MEETINGS
SPEAKERS & TOPICS

General Membership meetings provide an opportunity to meet, socialize, and dine with member dentists, hear distinguished speakers on relevant topics, and in most cases earn 3 Core Continuing Education credits.

Unless otherwise noted, meetings will be held at
*Crowne Plaza Foster City** ▪ 1221 Chess Drive ▪ 650.570.5700
 6 PM Registration & Social 7 PM Dinner 7:30 – 9 PM Program
Pre-Registered Member Rates ▪ \$60 Active / Affiliate / Dual Members
 ▪ \$55 New Dentists ▪ \$90 Non-Members
Add \$15 EACH if after RSVP date and time, \$25 at the door

Registration Required Prior to Attendance

FOR DETAILED INFORMATION & REGISTRATION FOR ANY MEETING, GO TO OUR EVENTS CALENDAR
http://www.smcads.com/index.cfm?fuseaction=lis_events_month

2018 THURSDAY	SPEAKER	TOPIC – DETAILED INFO ON REGISTRATION FORM
Jan 18 3 CE (Core).....	Nima S. Massoomi, DMD, MEd, MD	Robotics in Dentistry: The Forefront of Technology
Feb 22 3 CE (Core).....	Matthew A. Nejad, DDS.....	Biomimetics: Restorations Mimicking Natural Teeth
Mar 22 3 CE (Core)	Todd R. Schoenbaum, DDS, FACD.....	Controversies in Implant Dentistry: A Scientific and Clinical Update
Apr 19 3 CE (Core).....	Ardavan Fateh, DDS, MMSc, CAGS....	Gingival Recession: Etiology, Diagnosis, and New Treatment Modalities
May 31 3 CE (Core)	Ralan Wong, DDS, MS.....	Endodontic Diagnosis: Manifestation of Pulpal Pain
Sept 20 3 CE (Core).....	Joshua Austin, DDS.....	#Reputation Matters: Thrive in Today's Crowd-Sourced Market <i>*Joint Meeting with MPDS</i>
Oct 18 3 CE (Core).....	Anders Nattestad, DDS, PhD.....	Medical Emergencies in Dentistry
Nov 15 3 CE (Core).....	Delwin R. Hemingway, DDS.....	Let's Clear the Way for Air

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