



San Mateo County
DENTAL SOCIETY

November 2022,

We are glad we were able to meet in-person several times in 2022.

2023 is the opportunity for us to return to a full meeting schedule.

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 2023 marketing budget, I wanted to get our 2023 schedule to you now. We expect to have an increase in attendance, due in no small part to relevance of topics and quality of speakers **sustained by the support of our exhibitors, sponsors, and business members**. The meeting topics are all clinical. We are excited for the return of the joint meeting in September with the Mid-Peninsula Dental Society. This will be the largest meeting of the coming year. More details soon.

We have held our meetings at the Crowne Plaza Foster City for many years. A few of the meetings may be at different venues. Updates will be sent as soon as the venues have been secured.

Purchased individually, the exhibit fee is \$375 per table per 3-hour evening meeting. The discounted pre-paid cost for three to four scheduled meetings represents a savings of 20%. I have included our 2023 schedule below in the event you wish to take advantage of multi-meeting discounts.

2023 Schedule	Rate if Paid Individually	20% Discount Rate if 3-4 Pre-Paid
Jan 18	\$375	\$300
Apr 20	\$375	\$300
Sep 14	\$375	\$300
Nov 16	\$375	\$300
	\$1,500	\$1,200

Attached is our schedule of speakers/topics, exhibitor logistics, and exhibitor registration form / **self-invoice** for 2023. 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,

Nakia Brandt

Nakia Brandt
Executive Director

EXHIBITOR PHILOSOPHY, LOGISTICS, SCHEDULE, INVOICE

PHILOSOPHY 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:

- We 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**. We 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 four regularly scheduled annual meetings.

- 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 Leadership members and staff 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, 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.
- **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 2023 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 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 (\$50/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	Citibank	House Call Dentists	No. California Practice Sales
AG Neovo Dental	Dental & Medical Counsel	HSBC Bank	Patterson Dental
All Dental Solutions	Dental Power	InfoStar	Roam Commercial Realty
Bank of America	Dentsply	iServiceSoft	SGC Financial
Benco Dental	Dentu-Temps	Ivoclar Vivadent	Straumann
Brasseler USA	Doxa Dental	Kettenbach	Supply Doc
Burbank Dental Lab	eeCSL	Komet	Swiss Monkey
C-Dental X-Ray Inc.	Elavon	Kuraray America Dental	TDIC Insurance Solutions
California Bank & Trust	Evoco Architecture & Interiors	LK Dental Studio	Top Hand Media
California Dental Arts	Exec Tech	Mariner Advanced Pharmacy	Ultradent
California Dentists Guild	Garfield Refining	Mass Mutual Northern CA	US Bank
Carestream Dental	GC Orthodontics America	Hiossen	West Coast Precious Metals
Carr Healthcare Realty	Henry Schein	Myron's West	Westridge Wealth Strategies
Crest+Oral-B	Hiossen	Nobel Biocare	Yaeger Dental Supply



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

EXHIBITOR REGISTRATION & INVOICE DETAIL
2023 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

Check preferred date/s	Rate if Paid Individually	20% Discount Rate if 3-4 Pre-Paid	Meeting Sponsorship**	Calculate Cost for Representative Meal/s
<input type="checkbox"/> Jan 18	\$375	\$300	\$ _____	____ x \$50 = \$ _____
<input type="checkbox"/> Apr 20	\$375	\$300	\$ _____	____ x \$50 = \$ _____
<input type="checkbox"/> Sep 14	\$375	\$300	\$ _____	____ x \$50 = \$ _____
<input type="checkbox"/> Nov 16	\$375	\$300	\$ _____	____ x \$50 = \$ _____
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 \$ _____

2023 Schedule

■ **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 _____ <input type="checkbox"/> Check category you wish to sponsor	**Amount you wish to sponsor		**Amount you wish to sponsor
<input type="checkbox"/> Speaker Fee			<input type="checkbox"/> Dinner
<input type="checkbox"/> Speaker Travel			<input type="checkbox"/> Dessert
<input type="checkbox"/> 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



2023 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 ▪ \$65 Active / Affiliate / Dual Members
 ▪ \$60 New Dentists ▪ \$95 Non-Members
Add \$15 EACH if after RSVP date and time, \$25 at the door

Registration Required Prior to Attendance

✓ FOR PRE-REG	2023 WED/THUR	CEU CORE	SPEAKER	Topic (full course description on website)
[]	Jan 18	3	Richard Stevenson III, DDS, FAGD, FACD	Restorative-Implant Connections
[]	Apr 20	3	Timothy Verceles, DDS, MAGD	Caries Management
JUNE – JULY – AUGUST				SUMMER RECESS
[]	Sep 14	3	Chi Tonglien Viet, DDS, PhD, MD & Nita Chainani- Wu, DMD, MPH, MS, PhD	Current Management of Oral Cavity Squamous Cell Carcinoma Surgery (Dr Viet) & Oral Pathology
[]	Nov 16	3	Heshem Amer, DDS.....	Clear Aligners Appeal to GPs

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