



# San Mateo County DENTAL SOCIETY

November 2023,

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 2024 marketing budget, I wanted to get our 2024 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 joint meeting in April with the Mid-Peninsula Dental Society.

Our meetings will be held at different venues. Please see page 5 for more information. 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 scheduled meetings represents a savings of 20%. I have included our 2024 schedule below in the event you wish to take advantage of multi-meeting discounts.

2024 Schedule	Rate if Paid Individually	20% Discount Rate if 3 Pre-Paid
Jan 25	\$375	\$300
Apr 18	\$375	\$300
Nov 20	\$375	\$300

Attached is our schedule of speakers/topics, exhibitor logistics, and exhibitor registration form / **self-invoice** for 2024. 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 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**  
Exhibitors are given the opportunity to present a brief company introduction. This will take place after all exhibitors are acknowledged. It is done on a rotational basis.
- 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 2024 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

- The Tuesday **prior to each meeting, an update is emailed to exhibitors**, indicating meeting location, **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 venue 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 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	Dental & Medical Counsel	HSBC Bank	No. California Practice Sales
AG Neovo Dental	Dental Power	InfoStar	Patterson Dental
All Dental Solutions	Dentsply	iServiceSoft	Roam Commercial Realty
Bank of America	Dentu-Temps	Ivoclar Vivadent	SGC Financial
Benco Dental	Doxa Dental	Kettenbach	Straumann
Brasseler USA	eeesL	Komet	Supply Doc
Burbank Dental Lab	Elavon	Kuraray America Dental	Swiss Monkey
C-Dental X-Ray Inc.	Evoco Architecture & Interiors	LK Dental Studio	TDIC Insurance Solutions
California Bank & Trust	Exec Tech	Mariner Advanced Pharmacy	Top Hand Media
California Dental Arts	Garfield Refining	Mass Mutual Northern CA	Ultradent
California Dentists Guild	GC Orthodontics America	Hiossen	US Bank
Carestream Dental	Henry Schein	Myron's West	West Coast Precious Metals
Crest+Oral-B	Hiossen	Next Level Consultants	Westridge Wealth Strategies
Citibank	House Call Dentists	Nobel Biocare	Yaeger Dental Supply

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

**EXHIBITOR REGISTRATION & INVOICE DETAIL  
2024 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

2024 Schedule

Check preferred date/s	Rate if Paid Individually	20% Discount Rate if 3 Pre-Paid	Meeting Sponsorship**	Calculate Cost for Representative Meal/s
<input type="checkbox"/> Jan 25	\$375	\$300	\$ _____	___ x \$50 = \$ _____
<input type="checkbox"/> Apr 18	\$375	\$300	\$ _____	___ x \$50 = \$ _____
<input type="checkbox"/> Nov 20	\$375	\$300	\$ _____	___ x \$50 = \$ _____
<b>Amount due</b>	\$ _____	\$ _____	\$ _____	<b>Rep Meal/s \$ _____</b>

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

Total Pre-Paid  
Due by 1<sup>st</sup> of mo  
preceding 1<sup>st</sup> 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 _____ <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	<b>IMPORTANT</b> Brief and appealing description for pre-meeting promotional purposes	~Retail Value

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.

6 PM Registration & Social      7 PM Dinner      7:30 – 9 PM Program  
*Pre-Registered Member Rates* ▪ \$70 Active / Affiliate / Dual Members  
 ▪ \$60 New Dentists   ▪ \$99 Non-Members  
**Add \$15 EACH if after RSVP date and time, \$25 at the door**

**Registration Required Prior to Attendance**

✓ FOR PRE-REG	2024 THUR/FRI	CEU CORE	SPEAKER	Topic (full course description on website)
[ ]	Jan 25	3	Mehrdad Razaghy, DDS	Biomimetic Bonding Check-list
[ ]	Apr 18	3	Gary DeWood, DDS .....	Occlusion
<b>JUNE - JULY - AUGUST</b>				<b>SUMMER RECESS</b>
[ ]	Nov 20	3	Brian Novy, DDS.....	Nobody Cares

**Locations**

<b>January 25</b>	Burlingame Community Center (Burlingame)
<b>April 18</b>	TBA
<b>November 20</b>	TBA