ASDA
American Student Dental Association

Vendor Fair/ Dental Conference How-To Guide

How-To Guide: Vendor Fairs/Dental Conference

This How-to Guide results from my own personal experience in organizing Pitt ASDA's 2nd Annual Steel City Dental Expo. While the situation at our individual chapter (and the subsequent steps taken) may be specific to the University of Pittsburgh, I hope this guide will be able to impart some specific insights to those interested in organizing a vendor fair or "ASDA Day" event. (Several supporting documents are provided at the end of this guide for your reference.) *– Jim Martin, 4th year student at University of Pittsburgh*

1. **Decide on the scope of your event (8-12 months prior)**
   Vendor fairs can be unofficial school events, school-sanctioned events, or administration-supported full-day dental conferences. We were extremely fortunate to be able to negotiate mandatory attendance of all students for Pitt ASDA's full-day on-campus dental conference, featuring 64 vendors, a gourmet luncheon, and guest faculty lecturers from OSU College of Dentistry. Historically, Pitt dental students were given a day off in the fall to attend the local dental society's conference, a dental conference which had been diminishing in size and relevance over the years. We identified this as a window of opportunity to hold our own dental conference for the students.

2. **Finding a faculty sponsor (8-12 months prior)**
   It is important to have a faculty sponsor for the event. It is common for current dental educators to have been active in ASDA or a student organization while in dental school, and they can be excellent sympathizers with current student event organizers. We had found an outstanding resource in a Department Chair/Associate Dean. Due to his high administrative rank, he expedited much of the administrative process and provided access to speakers and sponsors.

3. **Prepare to discuss the event with administration (8-10 months prior)**
   This is where much of the work is accomplished, and at this stage there is nothing as important as troubleshooting. Pick a date for the event and research the university calendar, dental school calendar, and individual class calendars for conflicts. Additionally, check dates of national ASDA meetings, local/state dental meetings, and other dental conferences for conflicts. Check availability of venues (depending on the scope of your event this may be lecture halls, hotel lobbies, on-campus recreational facilities, bars, or restaurants). Be ready to discuss the itinerary, expected turnout, and the financial implications for your ASDA chapter. If you are proposing a dental conference-like event, you will most likely need to speak with your school's Dean and the heads of the clinic and curriculum committees. Use your faculty advisor to troubleshoot your event and propose means of communication with the administration. If you intend to receive any support from your dental school, it is imperative that impress upon them your preparedness and competence in undertaking such an event.

   Be prepared to explain the advantages of holding a vendor fair at your school, such as raising money for your chapter, educating students on dental products and services, networking opportunities, and gaining knowledge of dentistry that isn't provided in dental school.

a) Locating and booking a venue
At Pitt, we began by contacting the Petersen Events Center (the basketball arena adjacent to the dental school) for the availability of their concourse level and "Campus View Club" (a luncheon area). We then checked on the availability of the medical school's large lecture rooms (which can hold the entire student body), and found a date that worked for both venues. Once the Dean had assented to placing the event on the academic calendar and mandating student attendance, we booked those venues.

b) Finding Speakers
If you plan on having a speaker, be prepared to discuss possibilities with administrators. While we did not have any specific presenters 10 months before the event, we had discussed candidates with our faculty advisor, which was helpful in setting the Dean's expectations for the event. Your faculty advisor will probably have a better idea of popular presenters on lecture circuits, and will be a valuable resource for ideas. At Pitt, our advisor contacted two personal friends of his at Ohio State who are experienced departmental chairs/clinic directors and have lectured nationally. Be prepared to offer guest lecturers an "honorarium" of $1000-$3000 for their participation, as well as providing transportation and lodging.

c) Itinerary
We organized the day so we held lectures in the morning, the optional luncheon during the lunch hour, and the vendor fair in the afternoon. Plan your day so the maximum number of attendees will have ease in attending each portion of the day.

4. **Constructing vendor lists (6-10 months prior)**
We have found that companies most likely to attend vendor fairs are those who attended in the past. At Pitt, we contacted nearby schools to acquire their lists for past vendor fairs (an exchange of current lists benefits both schools). Other lists/contacts can be acquired by contacting your ASDA District Trustee, collecting business cards at ASDA national/regional vendor fairs, browsing the advertisements in state/local dental society publications, speaking with the individual at your school who is in charge of ordering supplies and materials as they may have vendor contacts, or even by researching the brand names of dental products in your clinic. Consider having your D1's select loupes at the fair if you school does not already have a separate loupes event. *See the list of possible vendors at the end of this guide that other chapters have had exhibit at their vendor fairs.*

5. **Sponsorship (5-10 months prior)**
Receiving sponsorship can be a great way to have money early on with which to book the venue, buy supplies, etc. While vendor fair participation can vary from $400 to $800, receiving higher-level sponsorship can be very helpful to your financial outcome. State dental societies and corporate sponsors/partners can be excellent resources for large sum donations. Our faculty advisor had school-related relationships with two large surgery/implant companies (Stryker and Nobel Biocare), and in exchange for "Premier Sponsorship" of our event, we received $2500 from each company. If you have a

speaker, see if the speaker is typically sponsored by a particular company, or attempt to contact companies that are related to the presentation topic.

6. **Contacting Vendors**
   Invitations to vendors can be paper or electronic. We found that email is an acceptable (and in most instances preferred) form of communication for these busy company representatives. At the end of this guide are samples of the following emails sent out by Pitt ASDA:

   - **E1) Save-the-Date (5-10 months prior**): Introduce yourself, provide the date, mention any preceding event/vendor fair, how much it costs, and get them to consider placing it on their calendar.
   - **E2) Official Invitation (4-10 months prior):** A more official version of the save-the-date. The body of the email was minimal, and we enclosed a personalized **letter of invitation, vendor contract** (to be printed out and returned), and **school policy form.**
   - **-Call Vendors (4-8 months prior):** Calling can make all the difference. The vendors appreciate the opportunity to ask questions, but more importantly, it makes the drive to register and send in the check seem much more immediate and real. Often, we had vendors verbally commit, but did not make any actions until we picked up the phone.
   - **E3) Registration Not Received (2-5 months prior):** Reminder that we were still waiting on the check to arrive. Often serves to startle a representative into action.
   - **E4) Check Received (TBD):** Provide prompt reply whenever the vendor's check is received.
   - **E5) Set-up Information (1-4 months prior):** Provide information about venue location, nearby hotels, address of the school/venue to ship supplies, parking information, reminder about school policies, etc. Consider holding an invitation-only reception the night before your vendor fair reserved for companies that have donated above a certain dollar figure. This may encourage all companies to find a way to get above that level.
   - **E6) Thank you (1-3 weeks after):** Thank the vendor for their support and informally invite vendor to next year's event.

7. **Publicize Event (3-5 months prior)**
   Publicity is paramount. Design posters to advertise to students, and formally invite faculty and staff to attend. Publicize any prizes you plan to give away. If you are planning a dental conference, you can speak with administration about inviting alumni to attend also. If food will be served, provide a system of monitoring attendance/payment.
   Several documents used for publicity for Pitt ASDA's SCDE are at the end of this guide.

8. **Supplies and items that may need to be acquired ahead of time**
   - Prizes for raffles (can be donations from local businesses or dental vendors, or purchased with revenue)
   - Tables and chairs
   - Tablecloths

- Microphone for announcements/raffle
- Project for PowerPoint presentations of speakers
- Raffle tickets and raffle items
- Nametags for vendors and attendees

9. During the event

- ASDA Table: Provide an ASDA table for information about becoming a vendor, signing up for free life insurance, and getting a vendor stamp card. If you are a recruited chapter, have membership applications and brochures available for non-members attending.
- Stamp cards: Some vendors have mixed feelings about the stamp card used at national ASDA vendor fairs, but we have found it is a pretty effective means of getting students to make the rounds and speak with everyone. *See sample at the end of this guide.*
- Program Book: Distribute a schedule of the conference events to attendees upon arriving. The book should also include a floor plan of the exhibit floor with the list of vendors. You can also include bios of your presenters and sponsor acknowledgements. *See sample program and itinerary at the end of this guide.*
- Raffles: Everyone loves prizes, and the stamp card/prize model used by the national ASDA vendor fairs is an excellent way to get students to spend more time at the vendor fair venue. If you are a recruited chapter, you could offer a raffle prize specifically for ASDA members to encourage students to join.
- Attendance: Picking up name tags at a lecture or using stamp-cards at the vendor fair are the two ways we took attendance for the SCDE.
- Lunch: Providing a luncheon is a good social opportunity for professors and students. At Pitt, lunch was provided at a discount for ASDA members and could be purchased on the website. We provided complimentary tickets for the faculty advisors, deans, premier sponsor representatives, and speakers, as a classy way of saying "thanks." It also provides a nice opportunity to give out awards and recognize those who helped out with the event.
- Take pictures: For use as advertisements for next year and to include in your newsletter.
- Contact information: Provide a "leave-behind" sheet that each vendor can fill out regarding the best contact for next year's event. Also, you can distribute a survey to the vendors and attendees to see what could be improved on for the next year.

10. Send thank you letters (1-3 weeks after)

Follow up with vendors and sponsors shortly after the event to thank them for participating and to see what could be improved on for the next year's vendor fair. Send a thank you to your all involved faculty members and the administration for supporting the event.

For more information on organizing a vendor fair at your ASDA chapter, please feel free to contact me at jpm67@pitt.edu or Danielle Bauer, Chapter Relations Manager, at Danielle@asdanet.org.

Potential List of Vendors

Exhibitor	Chapter to Contact
Academy of Contemporary Dentistry	Ohio
Academy of General Dentistry	Creighton
Access Group	Creighton
ADA Ins Plans (Great West)	Creighton
Aftco	Creighton
Amer. Academy of Implant Dent	Creighton
Amer. Assoc. Oral and Max	Creighton
Aspen Dental	Creighton, Pittsburgh
Astra Tech	Pittsburgh
Bank of America Practice Solutions	Pittsburgh
Benco Dental	Ohio, Pittsburgh
Biomet 3i	Pittsburgh
Bisco	Creighton
Blue & Co., LLC	Ohio
Bowman Insurance & Benefit Services	Ohio
Brasseler USA	Ohio, Pittsburgh
Brian L. Wetzel, Insurance Agency/Ray Insurance	Ohio
Cain Watters	Creighton
California Dental Association	Pittsburgh
CF Dental Group, LLC	Pittsburgh
Cincinnati Insurance Company	Ohio
Clayton L. Scroggins & Associates, Inc.	Ohio
Colgate	Creighton, Ohio, Pittsburgh
Danter Dental Lab	Creighton
Darrow Dental	Ohio
Delta Dental	Pittsburgh
Dental Basics	South Carolina
Dental Care Alliance	Pittsburgh
Dental Decks- The Flash Card Company	South Carolina
Dental Dynamic Staffing, LLC	Ohio, Pittsburgh
Dental EZ	Creighton, South Carolina
Dental Group Practice Assoc	Creighton
Dental Services Group	Ohio
DentalOne Partners	Pittsburgh
Dentrix Dental Systems	South Carolina
Dentsply	Creighton
Dentsply Caulk, Dentsply Professional, Dentsply Prosthetics	Pittsburgh
Dentsply North America - Rinn Division	Ohio
Dentsply Tulsa Dental	Pittsburgh, South Carolina
Dependable Dental Staffing	Ohio
Designs for Vision	Creighton, Ohio, Pittsburgh
Digital Doc	South Carolina
Discus Dental	Pittsburgh
Doctor Mentor Network	Creighton
Drake Dental Laboratory	South Carolina
Eastern Dental Insurance Company	Pittsburgh

EMA Dental Practice Sales	Creighton
Forba Dental Management	Creighton, Ohio, Pittsburgh
Fortress Insurance Co	Creighton
Garrison Dental	Pittsburgh
Gentle Dental	Creighton
GL Advisor	Pittsburgh
GlaxoSmithKline	Ohio, Pittsburgh
Graduate Leverage	Creighton
Guardian DentalGuard Preferred	Pittsburgh
Heartland Dental Care	Creighton, Ohio, Pittsburgh
Heine	Ohio
Heine Loupes	Pittsburgh
Henry Schein Dental	Creighton, Ohio, Pittsburgh
Henschen Consulting	Ohio
High Q	Creighton
Hu-Friedy	Pittsburgh
Hurley Associates/Hurley Insurance Brokers	Pittsburgh
Indian Health Services	Creighton, Pittsburgh
Ivoclar Vivadent, Inc	Pittsburgh
Jesse & Frichtel Dental Labs	Pittsburgh
JOHNS DENTAL LABORATORY	Ohio
Johnson and Johnson	Creighton
Jones, Cochenour, & Co. CPA & Wealth Management	Ohio
Kage Distributors Inc	Ohio
Kaplan Test Prep and Admissions	Pittsburgh
Kinol Sharie Leyh & Associates	Ohio
Kool Smiles	Creighton, Ohio, Pittsburgh
KSL Complete Dental Solutions	Pittsburgh
Lexi-Comp	Creighton
Lutheran Health Care	Creighton
Lutheran Medical Center	Ohio, Pittsburgh
McKenzie Management & Associates	Ohio
Medical Protective	Creighton, Ohio, Pittsburgh
Mid America Health, Inc.	Ohio
Midwest Dental	Creighton
Midwest Implant Institute	Ohio
Military Personnel Services	Creighton
National Dental Placements	Creighton
National Practice Transition Network	Ohio
Nobel Biocare	Pittsburgh
Northwestern Mutual	Creighton
Ocean Dental	Ohio, Pittsburgh
Ohio Association of Community Health Centers	Ohio
Ohio Dental Association	Ohio
OralDNALabs, Inc.	Ohio
Orascoptic	Pittsburgh, South Carolina
Pacific Dental Services	Creighton, Pittsburgh
PAGD	Pittsburgh
Paragon – Dental Practice Transitions	Pittsburgh

Patterson Dental	Creighton, Ohio, Pittsburgh, South Carolina
Pennsylvania Dental Association	Pittsburgh
Philips Consumer Lifestyle	Pittsburgh
Philips Sonicare	Ohio
PNC Bank	Pittsburgh
Practice Impact	Ohio
PracticeWorks/Kodak Dental Systems	Ohio, Pittsburgh
Premier Dental Products Company	Ohio, Pittsburgh
Premier Financial Strategies	South Carolina
Procter & Gamble	Ohio, Pittsburgh, South Carolina
Professional Practice Capital	Creighton
Professional Protector Plan	Creighton
Professional Solutions	Creighton
Professional Solutions Insurance Company	Ohio
Prudential	South Carolina
Q-Optics/Quality Aspirators	Ohio, Pittsburgh
ROAAOMS	Pittsburgh
Rose Micro Solutions	Creighton
SDP Financial Services	South Carolina
SheerVision	South Carolina
Simply Connected Dental Solutions	South Carolina
Sirona Dental Systems	Pittsburgh, South Carolina
Small Smiles	Creighton, South Carolina
Smile Starters	Creighton
SoftSense Data	South Carolina
Sonicare/Philips	Creighton, South Carolina
South Carolina Office of Rural Health	South Carolina
St. Elizabeth Health Center	Ohio
Stryker	Pittsburgh
Sullivan Dental	Creighton
SurgiTel	Ohio, Pittsburgh
The Dental Care Plus Group	Ohio
The Dentists Insurance Company	Pittsburgh
The Medical Bureau of Pittsburgh	Pittsburgh
Treloar & Heisel, Inc	Ohio, Pittsburgh
Triodent Corp	Ohio
Trojan Professional Services, Inc	Pittsburgh
US Air Force	Pittsburgh
Ultralight Optics	Ohio, Pittsburgh
US Army	Creighton, Ohio, Pittsburgh
US Education Finance Group	Creighton
VOCO America, Inc.	Ohio
Wachovia	South Carolina
Warner Lambert	South Carolina
Willamette Dental	Creighton
Zila Pharmaceuticals, Inc	Pittsburgh

E1 – Save the Date Email

Subject: Pitt Dental Hosts 2nd Annual Steel City Dental Expo and Vendor Fair

Hello, my name is Jim Martin. I am a third year student at the University of Pittsburgh School of Dental Medicine and the current ASDA President. Liz Cole (the past ASDA Trustee), and Dr. Mark Ochs (our faculty advisor) and I would like to thank you for your participation in last year's Steel City Dental Expo. Your support greatly contributed to the success of the event.

We are pleased to announce that this year ASDA is holding our second annual dental conference and vendor fair, the Steel City Dental Expo. The entire student body is required to attend both the speakers and the vendor fair, and faculty is encouraged to attend as well.

The event will take place on Thursday, October 22nd 2009, and the vendor fair is being held on campus at the Petersen Events Center (directly adjacent to the School of Dental Medicine and home to our beloved Pittsburgh Panthers). We would truly appreciate your company's participation in the vendor fair. The cost is $500 per vendor.

We would like to let you know that we have a limited number of openings for vendors, and we are contacting you first as you are a returning vendor. If you are interested in attending or would like more information on the event, please reply to this email at jpm67@pitt.edu, and we will electronically send you the official letter, the complete event information, and a contract for you to consider. Please specify if you would prefer it sent via conventional mail and include an address.

Thank you for your time and we look forward to hearing from you soon.

Sincerely,

Jim Martin
University of Pittsburgh
Class of 2011
ASDA President 09-00
jpm67@pitt.edu

Liz Cole
University of Pittsburgh
Class of 2010
ASDA President 08-09
eec25@pitt.edu

E2 – Official Letter of Invitation

Mr. X,

Enclosed is the information for the 2009 Steel City Dental Expo at the University of Pittsburgh.

Thank you for your consideration.

Jim Martin
University of Pittsburgh
Class of 2011
ASDA President 09-10
jpm67@pitt.edu

Attached: Steel City Dental Expo Letter of Invitation, Vendor Contract, UPMC Policy

University of Pittsburgh School of Dental Medicine
Student Services
ASDA chapter c/o Jim Martin
3501 Terrace Street
Pittsburgh, PA 15261

Dear Ms. X,

On behalf of the American Student Dental Association and our student body, I want to thank you for your time and interest in the University of Pittsburgh, School of Dental Medicine's 2nd Annual Steel City Dental Expo and vendor fair.

As the incoming president of our ASDA chapter at Pitt, I am excited at the opportunity that Dean Braun has given ASDA to continue to organize our own annual dental conference. Last year's event was a huge success, as the students enjoyed, appreciated, and were enriched by the presentations given by the nationally-recognized speakers. They also welcomed the exposure to the products and services presented to them at the vendor fair in the afternoon. Your support and participation enables us to provide this for our students, giving them a broader understanding of their dental career after they leave the University of Pittsburgh.

The 2nd Annual Steel City Dental Expo will be held on Thursday October 22nd 2009. Lectures will be held in the morning of the event, with the vendor fair being held unopposed all afternoon (tentatively 1:00-3:00) on campus at the Petersen Events Center (directly adjacent to the dental school). The Dean has mandated attendance at both the conference and vendor fair for the entire student body. The cost is $500 per vendor. Additionally, you have the option to donate a door prize to be raffled to students at the end of the vendor fair, and information regarding door prizes is included. Upon receiving your contract, you will be sent information regarding set-up, directions, parking, and the itinerary (as soon as it becomes available).

On behalf of our student body, ASDA, and our faculty advisor and advocate, Dr. Mark Ochs, we would like to thank you for your consideration and participation. Without your support the event would not be possible.

Sincerely,

Jim Martin
University of Pittsburgh
Class of 2011
ASDA President 09-10

Elizabeth Cole
University of Pittsburgh
Class of 2010
ASDA District 3 Trustee 08-09

*Kindly review the enclosed contract and policy and return to Student Services no later than September 10th, 2009. Thank you in advance for your cooperation.

UNIVERSITY OF PITTSBURGH
SCHOOL OF DENTAL MEDICINE

ASDA's 2nd Annual Steel City Dental Expo
October 22, 2009

Yes, we would like to participate in the Steel City Dental Expo Vendor Fair:

☐	**Participating Vendor**	**$500**
☐	**Power Strip for Table**	**$25**

Enclosed is a check for $_____ payable to the American Student Dental Association (ASDA) for participation in the vendor fair.

SPONSOR/COMPANY _____
(Please print your listing, as you would like it to appear in program)

Contact Name: _____

Address: _____

City: _____**State:** _____**Zip:** _____ **Phone:** _____

Email: _____

Please mail your contract and payment to:

University of Pittsburgh School of Dental Medicine
3501 Terrace St.
Student Services: c/o Jim Martin
Pittsburgh, PA 15261
412-716-9925/jpm67@pitt.edu

UPMC Policy

The University of Pittsburgh Medical Center, (UPMC), the health care system with which the School of Dental Medicine is affiliated, has developed a policy to protect its patients by preventing unethical reimbursements and incentives for doctors and staff. This policy applies to dental students as well, and the portion of the policy that affects the vendor fair is included for your consideration. Basically, while you can bring any educational handouts, business cards, etc., you are not permitted to give out items with your company name or logo on it as a gift (see policy below). Included below is an online document further delineating UPMC's policy regarding vendors. ASDA has chosen to apply the "no gift" policy to both Industry and non-Industry vendors at the Steel City Dental Expo for uniformity.

Secondly, UPMC has stated that in regards to our vendor fair, "there can be no selling at the event. The suppliers may hand out order forms but credit card information, cash, etc. cannot change hands. All sales must occur off-site, not on the campus." As several select vendors may be planning to make sales with our students at the University of Pittsburgh School of Dental Medicine, this may necessitate an extra step in the process (such as having the students mail the order forms in or meet with you down the street, etc). While these policies may seem inconvenient, our adherence to these guidelines will ensure our ability to hold this event in the future. Thank you for your cooperation, and if you have any questions please feel free to contact me by email at jpm67@pitt.edu .

Thanks,

Jim Martin
University of Pittsburgh
Class of 2011
ASDA President 09-10
Jpm67@pitt.edu

Gifts and Provision of Meals

SOHS and UPMC personnel shall not accept or use personal gifts (including food) from representatives of Industry, r***egardless of the nature or dollar value of the gift***. Although personal gifts of nominal value may not violate professional standards or anti-kickback laws, such gifts do not improve the quality of patient care, may subtly influence clinical decisions, and add unnecessary costs to the healthcare system. Gifts from Industry that incorporate a product or company logo on the gift (e.g., pens, notepads or office items such as clocks) introduce a commercial, marketing presence that is not appropriate to a non-profit educational and healthcare system.5 Meals or other hospitality funded directly by Industry may not be offered in any facility owned and operated by the SOHS or UPMC. SOHS and UPMC personnel may not accept meals or other hospitality funded by Industry, whether on-campus or off-campus, or accept complimentary tickets to sporting or other events or other hospitality from Industry. Modest meals provided incidental to attendance at an off-campus event that complies with the provisions of subsection 6, below, may be accepted. Industry wishing to make charitable contributions to the SOHS or UPMC may contact the Medical and Health Sciences Foundation or other charitable foundations legally organized to support UPMC hospitals or other UPMC entities. Such contributions shall be subject to any applicable policies maintained by UPMC, SOHS, and the receiving organizations.

Document delineating further UPMC's policy on Industrial Relations:

http://www.ogc.pitt.edu/publications/IndustryRelationshipsPolicy.pdf.

E3 – Registration Not Received Email

Subject: Registration Not Yet Received for Vendor Fair at Pitt Dental's 2nd Annual Steel City Dental Expo

Dear Mr. X,

We have not yet received your registration for the 2nd Annual Steel City Dental Expo. Your company has expressed interest in our event, and we wanted to inform you that we are either awaiting your registration in the mail or are inquiring as to your further interest in the event. If you have not already done so, please use the contact information at the bottom of the email if you have any questions or to let us know if you plan to attend. We can accommodate vendors after the deadline if we have advance notice of attendance.

We are very excited to announce the details and tentative itinerary for the 2nd Annual Steel City Dental Expo. We are pleased to announce that this year's lecturers are nationally known speakers Dr. Pete Larsen and Dr. Ed McGlumphy. Dr. Larsen is the chair of Oral and Maxillofacial Surgery, Anesthesiology, and Oral Pathology at The Ohio State University College of Dentistry, and Dr. McGlumphy is the chair of Prosthodontics at The Ohio State University College of Dentistry. The lecture topic this year will involve both basic and advanced techniques in implant dentistry (more details included on the attached itinerary).

Please feel no hesitation to contact me if you have any questions,

Jim Martin
University of Pittsburgh
School of Dental Medicine
ASDA President
jpm67@pitt.edu

Attached: Itinerary, Steel City Dental Expo Letter of Invitation, Vendor Contract, UPMC Policy

E4 – Check Received Email

Dear Ms. X,

Your check was received. Pitt ASDA thanks you for your participation in the 2nd Annual Steel City Dental Expo at the University of Pittsburgh. You will be receiving information regarding booth number, itinerary, set-up times, location, and parking as the information becomes finalized. We look forward to seeing your there, and thank you again for your support.

Jim Martin
University of Pittsburgh
Class of 2011
ASDA President 09-10
jpm67@pitt.edu

E5 – Set Up Information

Vendors,

If you are receiving this email, you are registered to attend the 2nd Annual Steel City Dental Expo and Vendor Fair at the University of Pittsburgh School of Dental Medicine sponsored by the American Student Dental Association and Dr. Mark W. Ochs. Event/speaker information is included, as well as information regarding set-up times, location, local hotels, parking, and a copy of the UPMC policy regarding the event.

We were recently informed of a new UPMC policy that prohibits us from raffling off prizes brought by exhibiting vendors. That being the case, we have been collecting prizes from the non-exhibiting vendors, community establishments, and faculty, as well as purchasing several prizes with ASDA funds. While we cannot raffle off any of the door prizes you are planning to bring, we are permitted to use those prizes for any of our other events throughout the year (4th Annual Charity Golf Outing, Dental Dash 5K for charity, etc.), and if you choose to donate them to ASDA we will make sure the prizes are associated with your company.

Thank you for your participation in this event. ASDA appreciates your sponsorship and we look forward to seeing you in three weeks. Please email me at jpm67@pitt.edu if you have any questions, or if you are interested in attending the lectures across the street at Scaife Hall from 8:30 to 11:30.

Thank you,

Jim Martin
University of Pittsburgh
School of Dental Medicine
ASDA President
Jpm67@pitt.edu

Attached: Table Numbers Excel Sheet, Set-up Times + Hotels + Google Maps, Itinerary, Petersen Events Center Shipping/Loading Information, UPMC Policy

E6 – Thank You Letter

Vendors,

We would like to extend our thanks for your support in the 2nd Annual Steel City Dental Expo. This was a large undertaking for our organization, and we could not have done it without you. Thank you also for those vendors who dropped off the information sheets at our ASDA table; the contact information is appreciated. This year's event seemed to be a huge success, as the students enjoyed, appreciated, and were enriched by the presentations given by the nationally-recognized speakers. They also welcomed the exposure to the products and services presented to them at the vendor fair in the afternoon.

We are already in the planning stages of the 3rd Annual Steel City Dental Expo, and early next year you will be contacted by our President-Elect, Lance Grant, about how to become a part of next year's event. Hopefully you got a chance to meet him this past Thursday, and below is his contact information

Lance Grant
University of Pittsburgh
School of Dental Medicine
ASDA President 10-11
llg32@pitt.edu

Thank you,

Jim Martin
University of Pittsburgh
School of Dental Medicine
ASDA President 09-10
jpm67@pitt.edu

Sample Advertisements for Event

2ND ANNUAL STEEL CITY DENTAL EXPO

ASDA

We would like to thank the following faculty for their generous support of both ASDA and the student body:

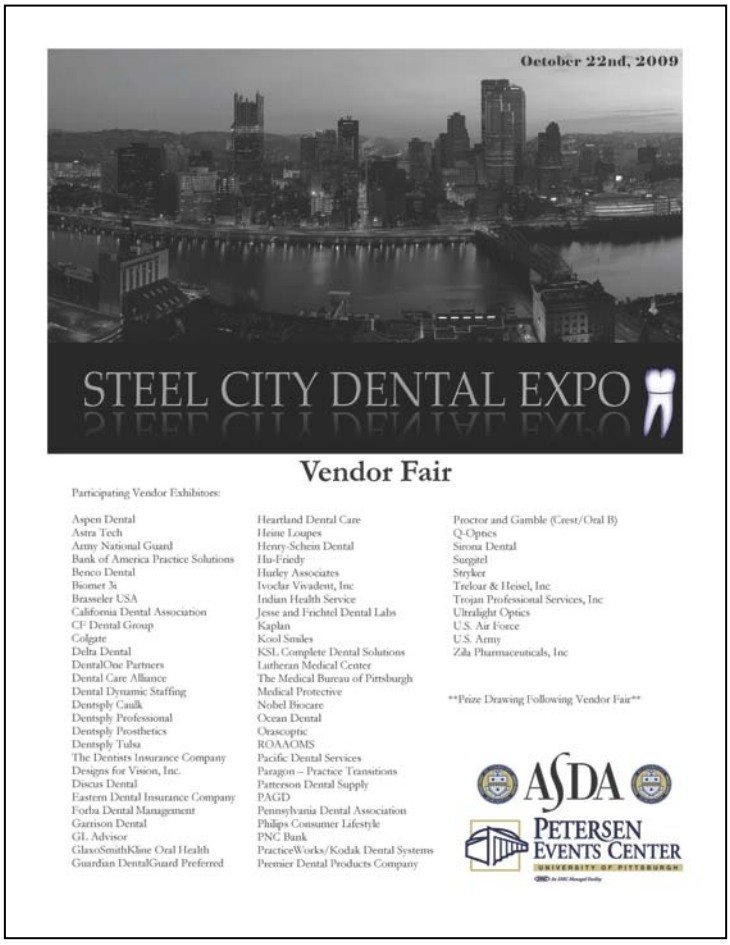
- Dr. Mark Ochs (OMFS)
- Dean Braun
- Dr. Steven Kukunas (Prosth)
- Dr. Ed Narcisi (Prosth)
- Dr. Hubert E. Martin ('49)
- Mr. Paul Casey
- Dr. Sara Davies (OMFS)
- Dr. Alison Yeung (OMFS)
- Ms. Patty Brandt (OMFS)
- Dr. Maryam Chiani (Prosth)
- Dr. Ken Etzel
- Dr. Stephen Kondis
- Dr. Deb Studen-Pavlovich (Pedo)

I would like to thank the following students for their hard work in putting together a successful event:

- Kim Masuga ('11)
- Christy Lilli ('11)
- Pete Alfano ('11)
- Josh Matonak ('11)
- Danny Bair ('11)
- Liz Cole ('10)
- Lance Grant ('12)
- Nate Fowler ('11)
- And the rest of the ASDA gang

- Jim Martin ('11)

Sample Flyers



October 22nd, 2009

STEEL CITY DENTAL EXPO

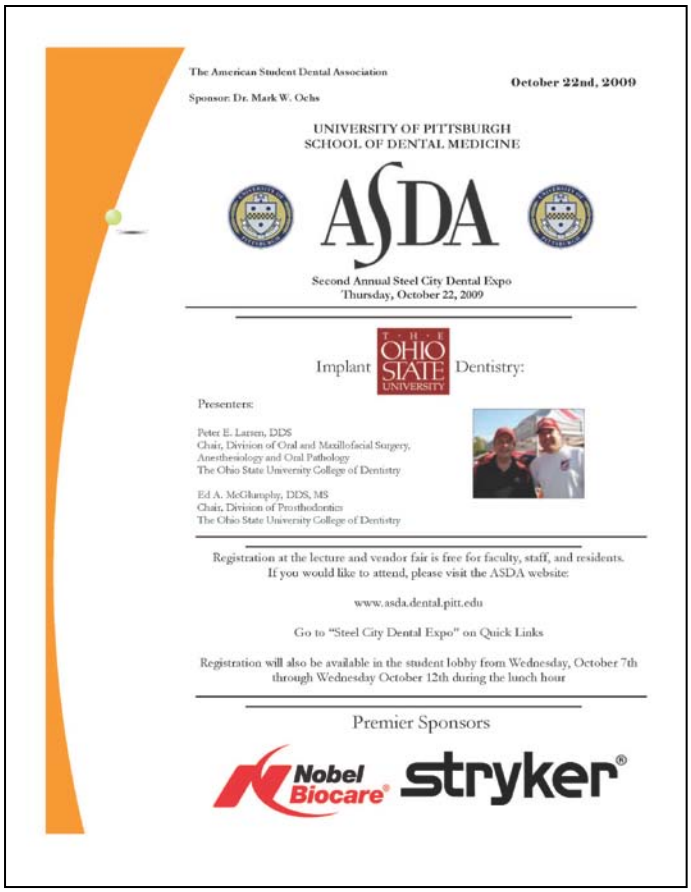
Vendor Fair

Participating Vendor Exhibitors:

Aspen Dental
Astra Tech
Army National Guard
Bank of America Practice Solutions
Benco Dental
Biomet 3i
Brasseler USA
California Dental Association
CF Dental Group
Colgate
Delta Dental
DentalOne Partners
Dental Care Alliance
Dental Dynamic Staffing
Dentsply Caulk
Dentsply Professional
Dentsply Prosthetics
Dentsply Tulsa
The Dentists Insurance Company
Designs for Vision, Inc.
Discus Dental
Eastern Dental Insurance Company
Forba Dental Management
Garrison Dental
GL Advisor
GlaxoSmithKline Oral Health
Guardian DentalGuard Preferred
Heartland Dental Care
Heine Loupes
Henry-Schein Dental
Hu-Friedy
Hurley Associates
Ivoclar Vivadent, Inc
Indian Health Service
Jesse and Frichtel Dental Labs
Kaplan
Kool Smiles
KSL Complete Dental Solutions
Lutheran Medical Center
The Medical Bureau of Pittsburgh
Medical Protective
Nobel Biocare
Ocean Dental
Orascoptic
ROAAOMS
Pacific Dental Services
Paragon – Practice Transitions
Patterson Dental Supply
PAGD
Pennsylvania Dental Association
Philips Consumer Lifestyle
PNC Bank
PracticeWorks/Kodak Dental Systems
Premier Dental Products Company
Proctor and Gamble (Crest/Oral B)
Q-Optics
Sirona Dental
Surgitel
Stryker
Treloar & Heisel, Inc
Trojan Professional Services, Inc
Ultralight Optics
U.S. Air Force
U.S. Army
Zila Pharmaceuticals, Inc

Prize Drawing Following Vendor Fair

ASDA
PETERSEN EVENTS CENTER
UNIVERSITY OF PITTSBURGH



The American Student Dental Association
Sponsor: Dr. Mark W. Ochs

October 22nd, 2009

UNIVERSITY OF PITTSBURGH
SCHOOL OF DENTAL MEDICINE

ASDA

Second Annual Steel City Dental Expo
Thursday, October 22, 2009

Implant THE OHIO STATE UNIVERSITY Dentistry:

Presenters:

Peter E. Larsen, DDS
Chair, Division of Oral and Maxillofacial Surgery,
Anesthesiology and Oral Pathology
The Ohio State University College of Dentistry

Ed A. McGlumphy, DDS, MS
Chair, Division of Prosthodontics
The Ohio State University College of Dentistry

Registration at the lecture and vendor fair is free for faculty, staff, and residents.
If you would like to attend, please visit the ASDA website:

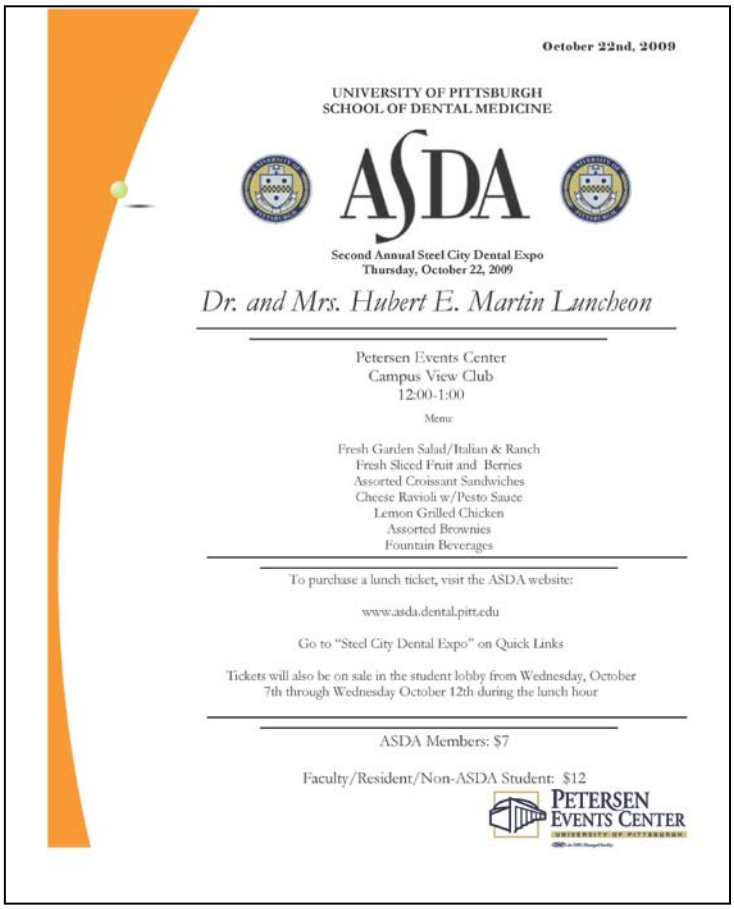
www.asda.dental.pitt.edu

Go to "Steel City Dental Expo" on Quick Links

Registration will also be available in the student lobby from Wednesday, October 7th through Wednesday October 12th during the lunch hour

Premier Sponsors

Nobel Biocare stryker®



October 22nd, 2009

UNIVERSITY OF PITTSBURGH
SCHOOL OF DENTAL MEDICINE

ASDA

Second Annual Steel City Dental Expo
Thursday, October 22, 2009

Dr. and Mrs. Hubert E. Martin Luncheon

Petersen Events Center
Campus View Club
12:00-1:00

Menu:

Fresh Garden Salad/Italian & Ranch
Fresh Sliced Fruit and Berries
Assorted Croissant Sandwiches
Cheese Ravioli w/Pesto Sauce
Lemon Grilled Chicken
Assorted Brownies
Fountain Beverages

To purchase a lunch ticket, visit the ASDA website:

www.asda.dental.pitt.edu

Go to "Steel City Dental Expo" on Quick Links

Tickets will also be on sale in the student lobby from Wednesday, October 7th through Wednesday October 12th during the lunch hour

ASDA Members: $7

Faculty/Resident/Non-ASDA Student: $12

PETERSEN EVENTS CENTER
UNIVERSITY OF PITTSBURGH

EXHIBITOR PASSPORT CARD

NAME: _____ **YEAR IN SCHOOL:** _____

To be eligible for the Exhibitor Passport Game drawing to be held at 6:40 pm on Thursday, March 18th in the Exhibit Hall, you must obtain an official stamp from at least 45 exhibitors. ***You must be present to win.***

Booth/ Exhibitor	Stamp Here	Booth/ Exhibitor	Stamp Here	Booth/ Exhibitor	Stamp Here
101 Colgate		202 Henry Schein Dental		212 Smile Starters	
103 American Academy of Periodontology		203 Bausch Articulating Papers		213 Army National Guard	
105 Kool Smiles		204 Treloar & Heisel, Inc.		214 Dental Group Practice Association	
107 Brasseler USA		205 Dental Assisting National Board		215 Hands on Training Institute	
109 Ultralight Optics		206 Mosby-Elsevier		300 Medical Protective	
111 Bank of America		207 Pacific Dental Services		301 American Association of Oral & Maxillofacial Surgeons	
113 Space Maintainers of the Midwest		208 Lutheran Medical Center		302 MacPractice, Inc.	
115 Dental Board Busters		209 MATSCO		303 Rose Micro Solutions	
200 Academy of General Dentistry		210 American Dental Education Association		304 GEICO	
201 ADPAC		211 J&J Healthcare Products		305 American Academy of Implant Dentistry	

306 Lexi-Comp		402 American Association of Endodontists		414 Aspen Dental	
307 FORBA		403 Indian Health Services		415 U.S. Public Health Service Commissioned Corps	
308 Army Dental Recruiting		404 Buy Dental Equipment		500 American College of Prosthodontists	
309 Smile Brands, Inc.		405 Fortress Insurance Company		502 Patterson Dental Supply, Inc.	
310 Professional Protector Plan		406 Designs for Vision		504 Dental Care Alliance	
311 Q-Optics		407 GL Advisor		506 Marsh Consumer	
312 Kaplan Medical		408 American Dental Association		508 Discus Dental	
313 National Dental Placements		409 Quintessence Publishing Company, Inc.		510 U.S. Navy Recruiting Command	
314 American Association of Orthodontists		410 American Dental Society of Anesthesiology		512 VOCO America, Inc.	
315 UnitedHealthcare StudentResources		411 Federal Bureau of Prisons		514 Optident	
400 ADA Insurance Plans		412 Pennsylvania Dental Association			
401 P&G Oral Health		413 Pennsylvania Dental Association Insurance Services			