HOW-TO GUIDE
VENDOR FAIRS & DENTAL CONFERENCES
How-To Guide: Vendor Fairs/Dental Conference

This guide was compiled mostly based on the experience of the ASDA Pittsburgh chapter. While the information may be specific to this chapter, we hope this guide will be able to provide 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.)

**Steps to Prepare**

**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 fortunate 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.

**Finding a faculty sponsor (8-12 months prior)**
It is important to have a faculty sponsor for the event. We 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.

**Prepare to discuss the event with administration (8-10 months prior)**
Pick a date for the event and research the university calendar, dental school calendar and individual class calendars for conflicts. 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, financial dean and the heads of the clinic and curriculum committees. Be mindful that your school also relies on sponsors for funding. Be prepared with a specific list of sponsors so the faculty is aware of who you are asking for support. 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 to 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.

- 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 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 agreed to place the event on the academic calendar and mandate student attendance, we booked those venues.

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 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.

Past ASDA national leaders are another great option and often are willing to speak as long as transportation and lodging is provided. Contact your district trustee for possible ASDA alumni speakers.

Itinerary

We organized the day so lectures were 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 can attend each portion of the day. If your vendor fair is not a full-day event, start immediately after clinic, and remember to find a time of the year that is not conflicting with exams.

Conflict of interest policies

Conflict of interest policies or vendor policies may impact your ability to host a vendor fair at your school.

The most common way to overcome this problem is to host the event off campus.

Contact nearby hotels or other departments on campus to see if you can rent space.

At the University of Pennsylvania, the vendor fair is held at a nearby LGBT center that allows ASDA to use the space for free.

At the University of Maryland, there is a student center on campus allowing student groups to host events.

Building a relationship with your administration

When talking with your administration, focus on the educational value that a vendor fair offers.

Students will have the ability to compare products and services to make the most informed decisions.

Combining a vendor fair with a guest lecture further focuses the event on education.

Consider giving a free vendor table to Student Affairs or other on-campus resource centers. This gives the school an ability to advertise their services adding incentive to support the vendor fair.
Constructing vendor lists (6-10 months prior)
We 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 dental expos, using the list of exhibitors and sponsors from national meetings found in the app for each event, browsing 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 D1s select loupes at the fair if your school does not already have a separate loupes event. Be sure to invite the local dental society and state dental association as vendors.

*See the list of possible vendors at the end of this guide that other chapters have had exhibit at their vendor fairs.*

Sponsorship (5-10 months prior)
Receiving sponsorship can be a great way to have money with which to book the venue, buy supplies, etc. While vendor fair participation can vary from $400 to $800, receiving higher-level sponsorships can be helpful to your financial outcome. Consider offering different levels of sponsorship to suit the needs of various vendors. State dental societies and corporate sponsors can be excellent resources for large sum donations. Our faculty advisor had school-related relationships with two large surgery/implant companies, 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.

Contacting vendors
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, the costs and encourage 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. You can also use resources such as Evite. Be sure to set a deadline for vendors to register and submit their payments.
- **E3) 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. We had vendors verbally commit, but did not confirm until we picked up the phone.
- **E4) Registration not received (2-5 months prior):** Reminder that we were still waiting on the check to arrive.
- **E5) Check received (TBD):** Provide a prompt reply whenever the vendor’s check is received.
• **E6) 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 for companies that have donated above a certain dollar amount. This may encourage all companies to find a way to get to that level.

• **E7) Thank you (1-3 weeks after):** Thank the vendor for their support and informally invite vendor to next year’s event.

**Publicize event (0-3 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 via email and social media. If you are planning a dental conference, you can speak with administration about inviting alumni to attend. If food will be served, provide a system of monitoring attendance/payment. In the weeks and days prior to the event, highlight the event and vendors through social media. Consider hosting a social media contest with prizes to get students excited.

*Several documents used for publicity for Pitt ASDA’s SCDE are at the end of this guide.*

**Supplies and items that may need to be acquired ahead of time**
- Raffle tickets and prizes for raffles (can be donations from local businesses or dental vendors, or purchased with revenue)
- Tables and chairs
- Tablecloths
- Microphone for announcements/raffle
- PowerPoint presentations of speakers
- Nametags for vendors, speakers and attendees
- Food and drinks for attendees during the fair
- Stamps to give vendors for passport cards
- ASDA membership applications (for recruited chapters) and member benefit flyers

**During the event**
- **ASDA table:** Provide an ASDA table for information about becoming a vendor, signing up for free life/disability insurance and getting a vendor stamp card. If you are a recruited chapter, have membership applications and brochures available for non-members attending. Make sure you check in the vendors as they arrive and confirm that payment has been received from each company.
- **Stamp cards:** Some vendors have mixed feelings about the stamp card used at national ASDA dental expos, but we have found it is an effective means of getting students to 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 so be sure to ask vendors to donate items for the raffle. The stamp card/prize model used by national ASDA dental expos is an excellent way to get students to spend more time at the vendor fair. If you are a recruited chapter, you could offer a raffle prize specifically for ASDA members to encourage students to join. If attendance is not mandatory at your vendor fair, you may want to set aside one of the larger prizes to raffle off during the event so students do not leave and come back at the end for the raffle.

• **Attendance:** Picking up name tags at a lecture or using stamp-cards at the vendor fair are two ways we took attendance.

• **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 way of saying “thanks.” It also provides a nice opportunity to give out rewards to recognize those who helped out with the event.

• **Take pictures:** For use as advertisements for next year and to include in your newsletter, website and social media after the event.

• **Contact information:** Provide a “leave-behind” sheet that each vendor can fill out regarding the best contact for next year’s event. You can distribute a survey to the vendors and attendees to see what could be improved for next year.

**Send thank you letters (1-3 weeks after)**
Follow up with vendors and sponsors after the event to thank them for participating and to see what could be improved for next year’s vendor fair. Send a thank you to your faculty members and the administration for supporting the event. Include the president-elect’s contact for the following year in this letter.

**Evaluate the event and determine frequency**
Have a meeting with your vendor chairs/fundraising chairs after the event to review surveys and discuss successes and areas of improvement. While most schools tend to host a vendor fair once a year, depending on demand you may be able to host more frequently. At the University of Pennsylvania, ASDA hosts both a fall and spring vendor fair as well as an additional Loupe & Light Fair in the winter. Hosting multiple vendor fairs can be a great way to increase revenue for your chapter.

For more information on organizing a vendor fair at your ASDA chapter, contact your district trustee or a staff member in ASDA’s Membership Department.
### Potential List of Vendors

<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Chapter to Contact</th>
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<tr>
<td>Academy of Contemporary Dentistry</td>
<td>Ohio</td>
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<td>Academy of General Dentistry</td>
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<td>Access Group</td>
<td>Creighton</td>
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<td>ADA Ins Plans (Great West)</td>
<td>Creighton</td>
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<td>Aftco</td>
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<td>Amer. Academy of Implant Dent</td>
<td>Creighton</td>
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<td>Amer. Assoc. Oral and Max</td>
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<td>Aspen Dental</td>
<td>Creighton, Pittsburgh</td>
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<td>Astra Tech</td>
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<td>Bank of America Practice Solutions</td>
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<td>Benco Dental</td>
<td>Ohio, Pittsburgh</td>
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<td>Biomet 3i</td>
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<td>Bisco</td>
<td>Creighton, Ohio</td>
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<td>Ohio, Pittsburgh</td>
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<td>Darrow Dental</td>
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<td>Delta Dental</td>
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<td>Dental Care Alliance</td>
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<td>Dental Decks- The Flash Card Company</td>
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<td>Dentsply</td>
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<td>Dentsply North America - Rinn Division</td>
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<td>Digital Doc</td>
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<td>Discus Dental</td>
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Doctor Mentor Network
Drake Dental Laboratory
Eastern Dental Insurance Company
EMA Dental Practice Sales
Forba Dental Management
Fortress Insurance Co
Garrison Dental
Gentle Dental
GL Advisor
GlaxoSmithKline
Graduate Leverage
Guardian DentalGuard Preferred
Heartland Dental Care
Heine
Heine Loupes
Henry Schein Dental
Henschen Consulting
High Q
Hu-Friedy
Hurley Associates/Hurley Insurance Brokers
Indian Health Services
Ivoclar Vivadent, Inc
Jesse & Frichtel Dental Labs
JOHNS DENTAL LABORATORY
Johnson and Johnson
Jones, Cochenour, & Co. CPA & Wealth Management
Kage Distributors Inc
Kaplan Test Prep and Admissions
Kinol Sharie Leyh & Associates
Kool Smiles
KSL Complete Dental Solutions
Lexi-Comp
Lutheran Health Care
Lutheran Medical Center
McKenzie Management & Associates
Medical Protective
Mid America Health, Inc.
Midwest Dental
Midwest Implant Institute
Military Personnel Services
National Dental Placements
National Practice Transition Network
Nobel Biocare
Northwestern Mutual
Ocean Dental
Ohio Association of Community Health Centers
Ohio Dental Association
OralDNALabs, Inc.
Orascoptic

Creighton
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Pittsburgh, South Carolina
Subject: Pitt Dental Hosts 2nd Annual Steel City Dental Expo and Vendor Fair

I am a third year student at the University of Pittsburgh School of Dental Medicine and the current ASDA President. On behalf of our chapter, 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 program and the vendor fair, and faculty is encouraged to attend as well.

The event will take place on Thursday, October 22, 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 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, and we will send you the official letter, complete event information and a contract for you to consider. Please specify if you would prefer it sent via email or hard copy.

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

Sincerely,

[Name]
[School]
[Class]
[Title]
[Email]
Mr. X,

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

Thank you for your consideration.

[Name]
[School]
[Class]
[Title]
[Email]

Attached: Steel City Dental Expo Letter of Invitation, Vendor Contract, UPMC Policy
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 for 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. 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 22, 2009. Lectures will be held in the morning of the event, with the vendor fair being held 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. 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,

[Name]
[School]
[Class]
[Title]
[Email]

*Kindly review the enclosed contract and policy and return to Student Services no later than September 10, 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
☐ Raffle donation (include item and value)

Enclosed is a check for $___________ payable to the ASDA Pittsburgh Chapter 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 by Sept. 10, 2009 to:

University of Pittsburgh School of Dental Medicine
3501 Terrace St.
Student Services: c/o [Name]
Pittsburgh, PA 15261
[Phone/Email]
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 [Email].

Thanks,

[Name]
[School]
[Class]
[Title]
[Email]

Gifts and Provision of Meals

SOHS and UPMC personnel shall not accept or use personal gifts (including food) from representatives of Industry, regardless 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. 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:
Subject: Registration Not Received for Vendor Fair at Pitt Dental's 2nd Annual Steel City Dental Expo

Dear Mr. X,

We have not 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 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 do not hesitate to contact me if you have any questions,

[Name]
[School]
[Class]
[Title]
[Email]

Attached: Itinerary, Steel City Dental Expo Letter of Invitation, Vendor Contract, UPMC Policy
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 is finalized. We look forward to seeing you there, and thank you again for your support.

[Name]
[School]
[Class]
[Title]
[Email]
Vendors,

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 prizes brought by exhibiting vendors. 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 myname@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,

[Name]
[School]
[Class]
[Title]
[Email]

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

We would like to extend our thanks for your support of 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 to 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. His contact information is as follows:

[Name]  
[School]  
[Class]  
[Title]  
[Email]

Thank you,

[Name]  
[School]  
[Class]  
[Title]  
[Email]
Sample Advertisements for Event

2nd Annual Steel City Dental Expo

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 Kulonas (Prosth)
- Dr. Ed Narcisi (Prosth)
- Dr. Hubert E. Martin (49)
- Mr. Paul Casey
- Dr. Sara Davies (OMFS)
- Dr. Alison Yeung (OMFS)
- Ms. Patty Branch (OMFS)
- Dr. Maryam Chahir (Prosth)
- Dr. Ken Emtz
- 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 Matorak ('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

**Vendor Fair**

- Steel City Dental Expo
- October 22nd, 2009
- Participating Vendor Exhibitors:
  - Angel Dental
  - Atra Centric
  - Atra Tronic
  - Bank of America Practice Solutions
  - Ferris Dental
  - Horizon USA
  - Pennsylvania Dental Association
  - PBD Event Group
  - Colgate
  - Delta Dental
  - Dental One Partners
  - Dental Care Alliance
  - Dental Dynamics, Inc.
  - Dentistry Direct
  - Dental Professionals
  - Dental Technologies
  - The Dental Imaging Company
- Brokers for Teenage, Inc.
- Diageo
- Famous Dental Insurance Company
- First Class Dental
- Great Lakes Dental
- Guido Denture
- Midwest Dental
- Great Smiles
- Colgate
- Pittsburgh Dental Care
- Dr. and Mrs. Hubert E. Martin Luncheon
- Peterson Events Center
  - Campus View Club
  - 1200-1:00
- Fresh Garden Salad/Italian & Ranch
- Fresh Bread Dust and Butter
- Assorted Crescent Sandwiches
- Cheese Bar/White/Prime Steak
- Laminated Grilled Chicken
- Assorted Biscuits
- Premium Beverages

To purchase a lunch ticket, visit the ASDA website:

www.asda.dental.org

Go to “Steel City Dental Expo” on Quick Links

Tickets will also be on sale in the student lobby from Wednesday, October 24th through Wednesday October 31st during the lunch hour.

ASDA Members: $7
Faculty/Residents/New ASDA Student: $12

**ASDA**

- Second Annual Steel City Dental Expo
- Thursday, October 22, 2009
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**Premier Sponsors**

- Nobel Biocare
- Stryker
**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 18 in the Exhibit Hall, you must obtain an official stamp from at least 45 exhibitors. You must be present to win.*

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