



New Exhibit Floor Feature – Apply Now to Showcase Your New Products

The Ontario Dental Association Annual Spring Meeting (ODA ASM) Exhibit Floor will incorporate a new feature for the first time in 2010 – **A New Products Forum**.

Companies taking exhibit space in 2010 are invited to submit an application to become one of the presenters in the Forum. There is no application fee – this new marketing option is offered free of charge to the successful applicants.

The details are as follows:

Who May Enter – any company taking exhibit space on the 2010 ODA ASM exhibit floor.

Timing (includes set-up and break-down) - 1 hour presentations given on two days – for example Thursday morning and Friday afternoon – or – Thursday afternoon and Friday morning. A maximum of 32 products will be featured over 2 days.

Eligible Products – must have been on the market two years or less by the start of the ASM.

Format – the demonstration must be educational in nature, allowing the attendees to learn about the products. Preference will be given to a hands-on format, with no sales pitch allowed – rather potential / interested attendees must be referred to the exhibitor's booth for more information.

Coupon – each participating company is asked to provide a coupon which would offer the attendees a discount if they purchase the showcased products at the exhibitor's booth.

Deadlines –

Application Submitted – December 31st, 2009

Companies will be advised of their acceptance by – January 31st, 2010

Description of Product to be Featured, Name of Presenter to be provided to the ODA – February 19th, 2010

Application Form – see reverse side of this sheet



NEW PRODUCTS FORUM APPLICATION

Contact Name: _____

Company: _____

Address: _____

Telephone: _____

Fax: _____

E-Mail: _____

Product Name: _____

Description of Product: _____

No. of Months on the Market as of May 13, 2010: _____

Submit completed form to:

Diana Thorneycroft, Meetings Co-ordinator

Ontario Dental Association

Fax - 416-922-9571