



Dental Trade Alliance

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DENTAL TRADE ALLIANCE

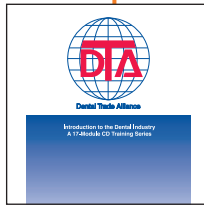
Products & Services for Members

The **Dental Trade Alliance** is the voice for the dental trade. Members include Distributors, Laboratories, Manufacturers and Associates in North America.

The Goal of the DTA is to Enhance Member Success and Increase Dental Demand. The future of dentistry and oral health care for all citizens is in part shaped by quality products, equipment, innovations and support DTA members provide for the entire dental community.

Assisting its members as they expand the dental market, DTA provides a large variety of services and programs. This includes skills training, market data, leadership seminars, affinity programs, business and networking forums.

EDUCATIONAL PROGRAMS



“Introduction to Dental Learning” on cd-rom

A great tool for new employees. This educational series features 17 modules on ten disks, covering all aspects of dentistry along with testing for each topic.

Skills Training Workshops

DTA sponsors frequent workshops on topics important to the dental trade. Experts provide training in small classroom settings at convenient locations. Subjects include market data training and trade show strategies.

Regulatory Consulting Services

Neal Dunning and Associates provides regulatory consultations for trade members. Dr. Dunning is a formal FDA official offering cost effective support for dental companies. DTA members receive a discount on all services. The first consultation is FREE.

World Dental Trade Conference

DTA hosts a large international symposium each February before the Chicago Dental Society Midwinter Meeting. Topical programs are selected for their impact on the dental trade and the oral health profession.



Mini-Dental School at the University of Colorado School of Dentistry

Senior staff and sales professionals participate in a two-day extensive overview of dentistry with the University of Colorado faculty. Attendees study the business of a dental practice, learn dental anatomy, nomenclature, endodontics and other dental specialties.

FDA Training Series

The only one of its kind. This high quality DVD series was provided by the FDA. A ten hour series documenting training FDA auditors undergo to work with dental companies on new products and 501K approvals for the marketplace.

Free Membership in the American Management Association

Receive free membership in the American Management Association. Member companies and their employees enjoy discounts on AMA seminars, books, training materials and custom programs. Enrollment is done on-line. A \$1600 value.



ANNUAL MEETING

DTA Annual Meeting

The only business meeting for the dental trade, attracting the dental industry's senior leadership for stimulating programs designed to grow the dental business.



Extensive networking breaks permit a wide exchange of ideas and new opportunities.

FINANCIAL SERVICES

Credit Management Reports

The Dealer Account Status Report (DASR) and other financial tools are available to participating manufacturers. This valuable monthly report allows members to monitor the dental dealer market. Manufacturers can pinpoint distributors, check financials and aging credit histories on-line for less than \$20 per month.

Credit Card Processing

DTA members save thousands of dollars on credit card processing fees through a special arrangement with US Merchant Services in California. DTA members are guaranteed the lowest rates for processing VISA and MasterCard with NO HIDDEN FEES.

Products & Services for Members

DTA members access a multitude of quality services designed to enhance their business. Products are available exclusively for members of DTA.

MARKET DATA

Market Data Reports

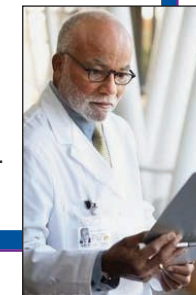
A variety of market data reports, enabling DTA members to determine market share, compare sales from year to year and to better forecast for future growth.

Reports include:

- Large Equipment Sales
- Dental Laboratory
- DTAPP (dental products sold direct)
- DMASS (dental consumables)
- Custom Reports & Surveys
- 3 Digit Zip Code Reports
- Wage & Compensation Survey
- Dental Insurance Procedures for US Market

Quicktrack Omnibus Online Dentist Surveys

A fast, efficient and affordable survey providing answers to your most urgent marketing questions. Every 60 days, DTA surveys 5,000 dentists on-line. Results are confidential and available in 7-10 working days. No long term commitment or expensive start-up fees.



EVENTS

Pre-Show Flyers

DTA members take advantage of an extensive direct mail pre-show flyer program to increase foot traffic at the largest dental shows. Exhibitors increase awareness for these dental trade shows and capture additional leads with coupons and drawings for Free dental merchandise.

Preview Show

The trade's best business to business show, held each February in Chicago, prior to the Midwinter Meeting. This sold out event highlights all new products. It brings US, Canadian and international manufacturers and distributors together for joint ventures and new relationships to sell new dental products and merchandise.



International Trade Exhibits

DTA members exhibit as a group at international dental shows including the IDS Meeting in Cologne, the IDEM show in Singapore, the Milan DentalExpo and the FDI Meeting. Companies exhibiting at these shows receive premium booth locations, translators for the meeting and an enhanced DTA/North American presence on the show floor.

Special Events and Ongoing Programs

Throughout the year, DTA has programs with FDA, provides input to improve large dental meetings and attends international programs to ensure DTA members' needs are addressed. DTA also organizes over 20 working committees to focus on trade show activity, regulatory affairs, dental issues, exports, long range planning and professional liaisons with other dental organizations.



DTA Foundation

DTA has a strong foundation with a mission to promote better access to oral health. Through the foundation, DTA funds educational programs and academic studies to further promote oral health and eliminate barriers to oral care access.