

JUNE 2011 UPDATE

FOUNDATIONS
AND EXPANSIONS

NOVEMBER 10-12 2011 ONLINE MEETING

10TH ANNUAL MEETING AND SCIENTIFIC SESSION

SPONSOR ADVERTISING
PACKET

PROGRAM CHAIR'S LETTER

It is with great excitement that we announce the first ever virtual, online AMED Scientific Session to take place November 10-12, 2011. It will be a wonderful new opportunity to experience world class scientific lecturers and interact with attendees live from anywhere in the world via the internet. This online meeting creates an extraordinary opportunity to expand the program content and take AMED's message globally in a cost effective and efficient way.

The foundational message of AMED is to advance scientific understanding and promote clinical excellence through technology. The microscope is a tool that has changed the perspective and standards of techniques in dentistry. The internet and online technology has broken boundaries of traditional communication, thus expanding educational opportunities. The goal of this meeting is to transcend physical barriers and expand dental education and knowledge.

AMED is a passionate group of leaders who advance the value of precision dentistry. The goal is to positively influence and change dentistry from static historical models to dynamic inclusions of evidence-based, scientific, technology-enhanced, and improved treatment modalities. Our three main target audiences are practicing clinicians, academics, and the public.

We will advance and reach our target audiences this year by growing into the current technological climate. The opportunities include:

- 1. Broader influence:** The virtual transition of our meeting will expand our influential capacity.
- 2. Time constraints removed:** We can connect around the world and schedule more speakers.
- 3. Membership:** The online convenience of participation will increase our membership.
- 4. Research Library:** Studies and recorded meeting presentations will be available on the AMED website.
- 5. Cost Effectiveness:** Changing to a globally accessible meeting extends the scope while being sensitive to attendees' budgets.

Physical meetings will still be an integral part of our future, but now in conjunction with a new web-based platform.

New Sponsorship Opportunities:

AMED values relationships with our sponsors and exhibitors. You are appreciated and essential to the success of the annual meeting and the academy itself. Since this is our first ever online meeting, we are eager and open to hear your ideas, requests and concerns to make this a success for all participants.

With the development of the online meeting, we have created a new online exhibit hall with exciting ways for sponsors and exhibitors to participate and engage with our virtual attendees year round in our online booths.

Enclosed are the documents outlining the new sponsor/exhibitor benefits and costs, as well as other sponsorship opportunities. We look forward to hearing from you. Please contact Nathan Skaggs at nathan@microscopedentistry.com or call (260) 249-1028 if you have any questions regarding sponsorship.

Sincerely,

Terrell F. Pannkuk, DDS, MScD
President Elect and 2011 Program Chair

ONLINE EXHIBIT HALL

Definition of the Online Exhibit Hall -

A dedicated section on the site organizing all the sponsors and exhibitors in one place with their product information and ways to connect with attendees.

BENEFITS

Easy to navigate and “shop”

• Users to the site will now find it very easy to navigate through the sponsors “booths” and quickly access information related to the company.

Easy to keep in contact

• Users will be able to easily find contact information and helpful links to the companies’ sites.

During Nov 10-12, 2011 meeting

• Online “chatting”

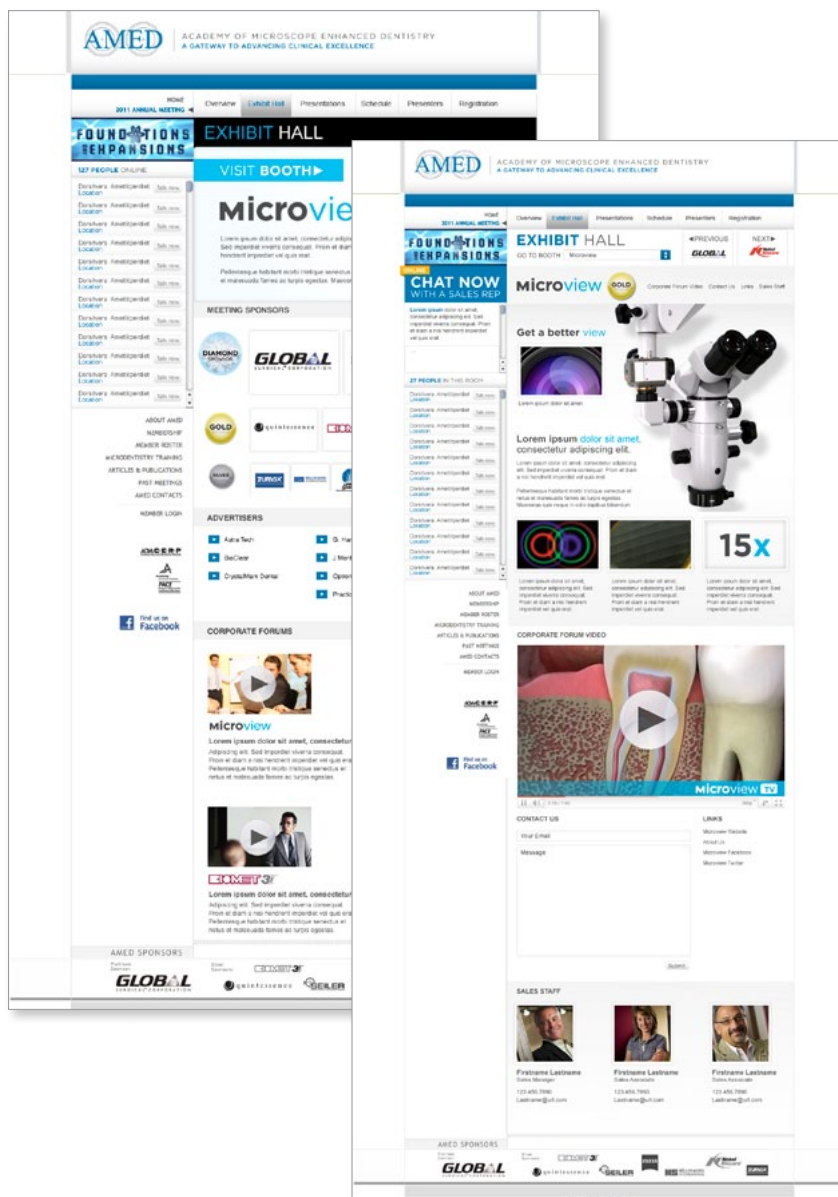
During the meeting the online “chat now” feature will be available and users that log in to the meeting will be able to instant message a representative of a company.

• Ability to see who is viewing your page

Sponsors will be able to see who is viewing their page (booth) and be able to start a chat with the attendee.

Before and after meeting

• Users will be able to return and have access to the Online Exhibit Hall anytime day or night, not just limited to 3 days. Users will be able to come back time and time again to quickly obtain information and find it easy to contact a representative.



SCHEDULE: OCTOBER 1, 2011 – MARCH 1, 2012

Pre-meeting Opens October 1, 2011: **6 MONTH POSTING**

Meeting Nov 10 - Nov 12, 2011

Post Meeting Nov 13 - March 1, 2012

(March 1, 2012 is the end of the cycle and sponsors will be given the option to renew for 2012)

Th

THURSDAY NOV 10

CORPORATE FORUMS

- Corporate Forum videos will be uploaded and accessible starting on Nov. 10.
- Online chatting opens

Fr

FRIDAY NOV 11

ACADEMIC RESIDENT PRESENTATIONS

- Academic Live and pre-recorded videos will be accessible starting Nov. 11.
- Online chatting available

Sa

SATURDAY DAY NOV 12

FEATURED PRESENTATIONS.

- Three different live and pre-recorded video tracks: endodontic, restorative, and periodontics. They will be accessible starting Nov 12.
- Online chatting available

ONLINE EXHIBIT HALL | HOME PAGE

OVERVIEW

The home page is designed to be an overview of all the sponsors and a quick visual way to navigate to a specific company.

ROTATING AD BANNER

A rotating banner advertisement will rotate randomly to promote the sponsor pages.

SPONSOR LOGOS

Diamond sponsors' logos will be given premium placement on the Home page and will also have a larger logo presence. (Gold and Silver will follow)

ADVERTISER LISTING

Advertisers will be listed by name.

CORPORATE FORUMS

The corporate forums will be posted in the Online Exhibit Hall for easy access as well as in the main schedule.

PEOPLE VIEWING PAGE

When logged into the site users will be able to see who is viewing each of the pages and have the ability to instant message them while online.

FOOTER

Each page of the site has a footer with sponsor logos link to their site.

ONLINE EXHIBIT HALL | COMPANY PAGE



The company page is the “booth” in the Online Exhibit Hall. It is designed for each company to present their product(s) in a web format.

ONLINE CHAT NOW

To replicate the experience of talking with a sales rep at a booth we have designed an area for attendees to “chat now” by instant messaging. Representatives will also be able to start chats by seeing the people viewing their page.

PEOPLE VIEWING PAGE

When logged into the site users will be able to see who is viewing each of the pages and have the ability to instant message them while online.

AD

We recommend designing the advertisement to be informative with text and highlights of the product to give the user an overview of what you offer. Depending on the sponsorship level the ad can be custom programmed to have an “image map” with specific areas linked differently.

Image Map Definition-

In the example company advertisement 3 different web links were made.

VIDEO

Video presentations can be added to the page to showcase your products. These can be slideshows from a power point presentation or actual video.

CONTACT FORM

A contact form will appear on every page allowing the users to send requests to the company sales representatives.

LINKS

Each company will be able to list helpful links for the user to find specific information, products, or specific landing pages dedicated for this meeting.

SALES STAFF CONTACTS

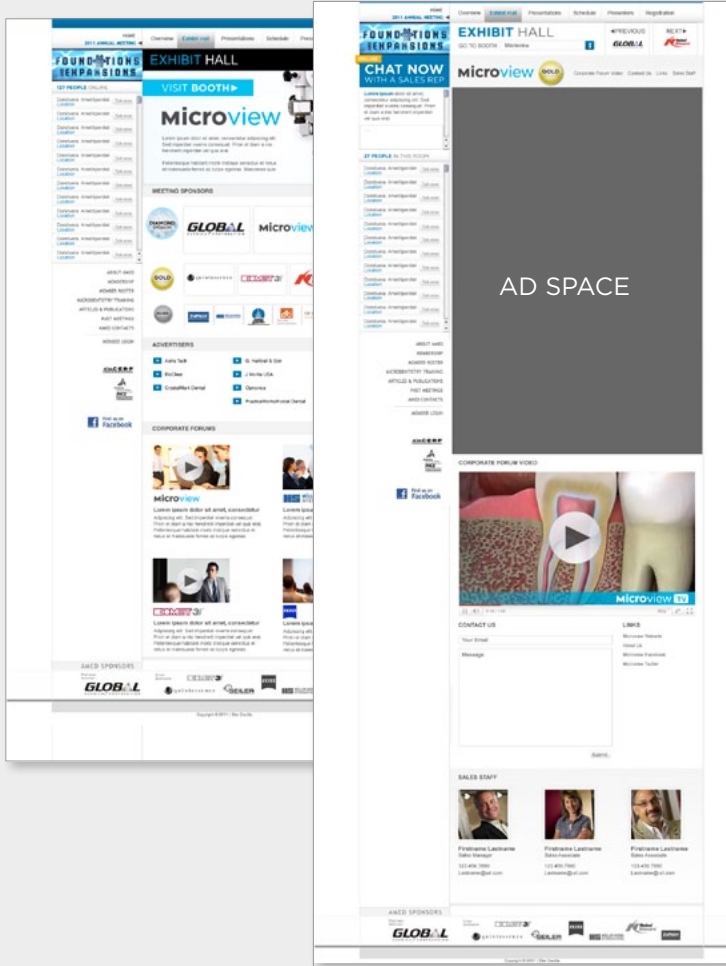
Users will easily be able to find key sales staff contact information.

INTERACTIVE FEATURED POINTS

AMED SPONSORSHIP MARKETING AREAS

ADVERTISING OPTIONS ARE LISTED 1-7

1 ONLINE EXHIBIT HALL



2 CORPORATE FORUM



3 COMMERCIAL BEFORE PRESENTATIONS



4 E-PROGRAM BOOK



5 E-BLASTS



6 NEWSLETTER



7 MICRO JOURNAL



2011 AMED SPONSORSHIP LEVELS

	DIAMOND \$9,500	GOLD \$5,500	SILVER \$2,200	ADVERTISER \$1,500
1 ONLINE EXHIBIT HALL- Home Page				
Company logo will appear on footer of every page.	✓	✓	✓	
Company logo will appear at the top of the page.	✓ premium placement	✓	✓	
A web rotating banner will appear in the slideshow highlighting and linking to your company page.	✓ premium placement	✓		
Company name will appear and link to your company page.				✓
Dedicated Company Page				
Company logo will appear at the top of the page with main contact info: website link, phone number, fax , etc.	✓	✓	✓	✓
Advertisement on page	9" x 13.5" @72dpi or 650 x 950 pixels with up to 12 links	9" x 10.5" @72dpi or 650 x 750 pixels with up to 6 links	9" x 7.5" @72dpi or 650 x 550 pixels with up to 4 links	9" x 4.5" @72dpi or 650 x 350 pixels includes one link
Online instant messaging chat "Talk with a sales rep"	✓	✓	✓	
Showcase a 5 minute video presentation of product.	3 Videos	2 Videos	1 Video	
A contact form will direct and capture comments to be emailed to your company.	✓	✓	✓	
Unlimited sales rep profiles and contact information.	✓	✓	✓	
2 CORPORATE FORUM				
Present your video presentation in the schedule on Nov. 11.	1 hour/ premium placement	Up to 30 mins		
3 AD BEFORE PRESENTATION				
Up to 10 second ad or commercial as AMED sponsor to be played before live presentations.	2 included additional: \$500	1 included additional: \$500	\$500 option	\$700 option
4 E-PROGRAM BOOK				
Company name listed in our program book	✓	✓	✓	✓
Full page ad in our program book (8.5" x 11")	Premium placement	✓		
1/2 page ad in our program book (8.5" x 5.5")			✓	
5 E-BLASTS				
Logo placement in monthly e-blasts announcing the meeting and links to the exhibit hall page.	Premium placement	✓		
6 NEWSLETTERS				
Logo placement on our quarterly newsletter	✓	✓		
Full Page ad in one quarterly newsletter. (8.5" x 11")	✓			
1/2 Page ad in one quarterly newsletter. (8.5" x 5.5")		✓		
1/4 Page ad in one quarterly newsletter. (4.25" x 5.5")			✓	
7 THE MICRO JOURNAL				
Full page ad in two journal issues (\$4000 value)	✓			
Half page ad in two journal issues (\$2600 value)		✓		

2011 AMED MARKETING AREA IMPACT

AMED WEBSITE TRAFFIC - 2 YEARS (JUNE 2009- JUNE 2011)

Total Visits in 2 year span: 36,212
 Total New Visitors in 2 year span: 19,604
 Average Total Visits A Day: 50
 Average Total Visits A Month: 1500
 Average New Visitors A Day: 30/50
 Average New Visitors A Month: 900/1500

36,212 visits came from 156 countries/territories

Site Usage						
Visits	Pages/Visit		Avg. Time on Site			
36,212	2.89	2.89	00:02:39			
% of Site Total: 100.40%	Site Avg: 2.89	Site Avg: 2.89	Site Avg: 00:02:40			
Country/Territory	Total		New Visitor		Returning Visitor	
	Visits	Avg. Time on Site	Visits	Avg. Time on Site	Visits	Avg. Time on Site
United States	12,963	00:03:13	5,864	00:02:12	7,099	00:04:04
Japan	4,857	00:02:58	1,928	00:02:48	2,929	00:03:04
India	1,986	00:02:39	1,662	00:02:17	324	00:04:33
China	1,445	00:00:57	1,301	00:00:34	144	00:04:19
Brazil	1,273	00:02:20	429	00:02:30	844	00:02:14
Belgium	1,186	00:01:40	264	00:02:07	922	00:01:32
Canada	994	00:02:23	672	00:02:08	322	00:02:54
United Kingdom	844	00:01:47	524	00:01:42	320	00:01:54
Germany	774	00:02:23	459	00:01:55	315	00:03:04
Russia	636	00:01:58	341	00:01:38	295	00:02:22
						1 - 10 of 156

Google Analytics

19,604 visits from 156 countries in "New Visitors"

Site Usage		
Visits	Pages/Visit	Avg. Time on Site
19,604	2.59	00:02:05
% of Site Total: 100.69%	Site Avg: 2.59	Site Avg: 00:02:05
Country/Territory	Visits	Pages/Visit
United States	5,864	2.78
Japan	1,928	3.34
India	1,662	2.34
China	1,301	1.42
Canada	672	3.06
United Kingdom	524	2.52
Germany	459	2.79
Brazil	429	2.86
Russia	341	2.32
Belgium	264	2.97
		1 - 10 of 156

Google Analytics

AMED NEWSLETTERS AND E-BLASTS

Newsletter: Sent out quarterly to its 200 members
 E-Blasts: Monthly e-blasts to email list of over 1500



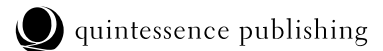
MICRO: THE INTERATIONAL JOURNAL OF MICRODENTISTRY

MICRO is Innovative.

It is the first journal focusing exclusively on the use of the operating microscope in all disciplines of clinical dentistry. The journal plans to publish six to eight articles per edition featuring various topics: scientific articles exploring the physiology of wound healing in microsurgery; clinical articles discussing microscope imaging and techniques; peer-review articles; and articles reporting microscope case studies. The publication will be printed in full-color to display intricate detail.

Distribution

MICRO will publish has published 2,000 copies of the first two editions with a targeted circulation. MICRO is circulated among members of four expanding Microdentistry organizations. **AMED (US and International), ABRAMO (South America), ESMD (Europe and International) and JAMD (Japan) combined have approximately 800 members.** Among these international members are the leaders and pioneers of microdentistry. Additional copies will be sent to dental school libraries throughout the world.



2011 AMED SPONSORSHIP APPLICATION

10th Annual Meeting & Scientific Session “Foundations & Expansions”
Hosted by The Academy of Microscope Enhanced Dentistry
November 10-12, 2011 **ONLINE CONFERENCE**

Please type or print. Fill in application and mail to:

Academy of Microscope Enhanced Dentistry
PO Box 15834 • Fort Wayne, IN 46885

Phone: 260-249-1028 Fax: 480-247-4006

If mailing this contract to AMED, please retain a photocopy for your records.

Application/contract to exhibit dated this _____ day of _____ by and between _____ (hereinafter called “Exhibitor”) and the Academy of Microscope Enhanced Dentistry (hereinafter called “Management” or “AMED”).

Exhibitor Information (Please fill out the following company information EXACTLY as you would like it to appear in the program)

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Main Phone: _____ Main Fax: _____

Company E-mail: _____ Company Web: _____

Please list the person authorized to sign this contract and also receive the Exhibitor Services Manual and future correspondence:

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____

Sponsors and Advertisers All funds are payable, in U.S. dollars, to Academy of Microscope Enhanced Dentistry. Advertising placement assignments will be assigned on a first-come, first-served basis. No refunds or transfers.

Diamond Meeting Sponsor Cost: \$9,500

Gold Meeting Sponsor Cost: \$5,500

Silver Meeting Sponsor Cost: \$2,200

Advertiser Cost: \$1,500

Page Assignment Request: We do not wish to be placed directly beside the following companies: _____

Payment Information

Check (made payable to AMED) in the amount of \$ U.S.

If you would like to pay with credit card or bank wire transfer, please contact AMED office.

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