

# To Our Prospective Exhibitors

The Fresno-Madera Dental Society (FMDS) is proud to extend this invitation to exhibit at their Annual Central California Dental Conference (CCDC) slated for March 26, 2010 at the Clovis Veteran's Memorial Building, 453 Hughes Avenue, Clovis, CA 93612. Phone: (559) 299-0471.

Our conferences have been a long-standing event for the Central Valley, providing outstanding continuing education programming, and a trade show which provides the most current trends in dental technology, state-of-the-art products, and a vast array of information and contacts of value to the dental community.

We invite not only our local professionals, but others from as far North as Sacramento, as far South as Bakersfield and spanning West to Pismo Beach and Monterey. Courses have been lined up for the dentist, assistant, hygienist and front office personnel. Last year's event was attended by approximately 300 attendees.

Support for our event can be achieved within three different levels. You may attend as an exhibitor for a \$375 fee, or as an **exhibitor/sponsor**, attending in one of the sponsorship categories, or you may choose to not attend, but participate as an **event/sponsor** in one of the three sponsorship categories. Upon confirmation, exhibiting companies will receive an exhibitor kit from FMDS with complete information about agenda, booth location, booth shipments and other vital information.

## If your company represents:

- Computer equipment
- Printing opportunities
- Financial planning
- Office décor and/or file systems
- Dental supplies/services
- Office attire

Then this may be the venue you have been looking for.

On behalf of the entire dental community in the Fresno area, we would like to welcome you to our 2010 CCDC. Please look over the enclosed information and if you decide this conference is for you, register today.

Clarence Chau,, DDS

2010 CCDC Chairperson

# Registration Form

## Payment/Cancellation Information For March 26 Meeting, 2010

Payment in full must be received by March 15, 2010 in order for booth assignments to be issued. Cancellations received prior to February 28, 2010 will receive a full refund less a \$75 processing fee. Cancellations received between February 28, 2010 and March 15, 2010 are subject to a 50% penalty. Cancellations received after March 15, 2010 shall result in a forfeiture of entire fee. CANCELLATIONS MUST BE RECEIVED IN WRITING.

## Exhibitor, Exhibitor Sponsor, Event Sponsor Information

Exhibitor (Bronze Category) \$375 fee includes:

- 6' draped booth, skirted table
- 2 chairs
- Access to 300 dental professionals
- Continental Breakfast and lunch for 2

Please indicate which category you wish to participate in:

- Bronze Exhibitor at \$375
- Exhibitor-Sponsor in the: (1) Platinum (2) Gold (3) Silver category (please circle category)
- Event-Sponsor in the: (1) Platinum (2) Gold (3) Silver category (please circle category)

## March 26 Course

Company Name: \_\_\_\_\_ Name of Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Ph. #: \_\_\_\_\_ FAX #: \_\_\_\_\_

*Fill in that which applies:*

Names of Representatives Attending: \_\_\_\_\_

Any Exhibitors you do not wish to be located next to: \_\_\_\_\_

Additional Lunches @ \$25 ea: \_\_\_\_\_ Electrical Outlet (an additional \$25) (y) (n)

Please charge fees to my credit card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Amount Enclosed, or to be charged: \$ \_\_\_\_\_

To reserve space, complete and return this form by March 15, 2010 with your check plus any additional charges for extra lunches or electrical hookups, made payable to FMDS to: The Fresno-Madera Dental Society, 371 E. Bullard, Suite 120, Fresno, CA 93710. For more information call FMDS at (559) 438-7284, FAX (559) 438-7287 or e-mail [fmdds@cvip.net](mailto:fmdds@cvip.net).

## Exhibitor Sponsors/Event Sponsors

With our anticipated attendance, your company has a valuable opportunity to advertise at our convention by becoming either an exhibit-sponsor or an event-sponsor. Exhibit sponsors (those attending and also sponsoring in one of the categories below) will receive first priority when requesting an exhibit space. An event-sponsor does not attend, but provides support in one of the three categories below. All attending exhibitors will receive a continental breakfast, and lunch with the attendees.

### Platinum Sponsor

Support Amount: \$4,000  
Limited to: 2 sponsors

#### Benefits:

- A free booth space with first priority choice for exhibit location
- Full page free advertisement in FMDS newsletter
- Website banner advertisement on FMDS webpage linked to your business page
- Recognition at all CCDC lectures both verbal and signage
- Mailing labels of FMDS members at no charge (upon request)

### Gold Sponsor

Support Amount: \$2700  
Limited to: 3 sponsors

#### Benefits:

- A free booth space with second priority choice for exhibit location
- One-half page free advertisement in FMDS newsletter
- Website banner advertising on FMDS website
- Recognition at all CCDC lectures both verbal and signage
- Mailing labels of FMDS members at no charge (upon request)

### Silver Sponsor

Support Amount: \$1500  
Limited to: 10 Sponsors

#### Benefits:

- A free booth space with third priority choice for exhibit location
- One-fourth page free advertisement in FMDS newsletter
- Recognition at all CCDC lectures both verbal and signage
- Mailing labels of FMDS members at no charge (upon request)

### Bronze Sponsor

Booth Amount: \$375 Unlimited Category  
6 Foot draped, skirted table



# Keynote Speaker Keynote Speaker

Friday, March 26, 2010

Scott Keith, D.D.S.

Dr. Scott Keith received his DDS with valedictorian honors from UCSF. He then completed specialty training in Prosthodontics at the Baylor College of Dentistry and also earned a Master of Science in Oral Biology. Dr. Keith was awarded a prestigious fellowship by the ITI to further his training at the Harvard School of Dental Medicine where he also maintained a faculty appointment teaching at the pre-doctoral and graduate levels.

### About the Course:

This presentation will focus on the clinical protocols necessary to achieve and maintain predictable esthetic implant restorations for partially edentulous patients in a private practice setting. Participants will become familiar with Dr. Keith's protocol for pre-surgical planning involving an innovative use of radiographic and surgical templates to optimize proper implant placement and minimize restorative complications.

### Learning Objectives:

- ☞ Understand the importance of proper diagnosis and treatment planning prior to surgical intervention.
- ☞ Be able to determine when and where extraction and immediate implant placement is appropriate and the esthetic risk factors involved.
- ☞ Classify case types to assist in creating predictable esthetic outcomes including timing of extraction, grafting, implant placement and provisional restorations.
- ☞ Understand the importance of provisional restorations in the shaping of healed tissue contours and communication to the laboratory technician.