

## **NEW PRODUCTS PRESENTATION PANEL ~** *New Product launches!*

2 to 3 hour course  
(Offered ONLY at dental conventions)

*This course provides the participants to hear the cutting-edge information directly from the Manufacturer on their New Product launches since last year's convention.*

A more recent concept in education utilizing a panel of company representatives. Marketing of products and research is offered in an educational presentation however guidelines are set to not allow for comparison to other products nor pricing in the presentations. The objective is to drive attendees to exhibitor booths for additional information on what they have learned in the panel presentations.

The pace is fast, the information extremely valuable while respecting the time involved by attendees.

How is this type of presentation organized?

There are two options to organize this panel:

*\*Only companies that have booked exhibit space are invited to participate at an additional panel participation fee.*

- 1) All presentation time slots are sold by Association and paid directly to Association.
- 2) Moderator organizes all companies and ensures each has purchased an exhibit booth at the meeting. All presentation time slots are sold by Moderator and paid directly to Moderator.

How does this benefit the attendees?

- Information shared directly from manufacturers on products launched since your last convention. Attendees hear of techniques/research in 10-minute segments by each presenter.

How is this scheduled?

- Two to three hour minimum course length

It is possible to offer specific topic related presentations such as: Preventive/Infection Control and Restorative / Whitening

*These presentations have been extremely well received and are very well attended!*