

[ PATTERSON DENTAL VENDOR MARKETING KIT ]

# THE POWER OF PARTNERSHIP



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# THANK YOU FOR PARTNERING WITH PATTERSON DENTAL!

At Patterson, we are committed to serving as a comprehensive partner to our customers. That attitude extends to our vendors, as well. A big part of what makes Patterson great is the vendor partners we are able to connect to our clients.

The way we see it, our role is to give general practitioners, specialty dentists, assistants, hygienists and office managers everything they need to provide the best possible experience to their patients. Yes, it's customer service – but it's also so much more than that. We work in an industry we're passionate about, and customer service is something we view as a privilege. We owe it to our clients, and we owe it to you, our vendors.

In that spirit, we want to provide you with a resource that you can use to make your experience with us a mutual success. In this introduction, you will find a wealth of information that will help you get the most out of your relationship with Patterson.

*Most importantly, we hope you'll recognize that this is only the beginning of a partnership that we value greatly.*



## MARKETING AND ADVERTISING

### HOW TO WORK WITH YOUR MARKETING SPECIALIST

Your helpful Patterson Marketing Specialist will be your main point of contact. Any questions or concerns you have can first be directed to this person, who will facilitate and connect with the appropriate communication channels to make sure your needs are addressed promptly and completely.

The following are a few examples of specific subject matter that should be directed to your Marketing Specialist:

- Anything related to advertising and marketing
- Communication of a new rebate or rebate status
- Tradeshow guidelines and participation
- Communication to branches
- Territory representative incentive programs or Spiffs

### HOW TO WORK WITH PATTERSON BRANCHES

Patterson Dental is comprised of more than 70 branches nationwide, each of which affords you a unique customer-engagement opportunity when working alongside your Marketing Specialist. We encourage you to promote your products and services to an individual branch, set up an appointment to attend a monthly sales meeting, arrange co-travel opportunities with Patterson representatives and work with your branch contact to develop a plan perfectly suited to your company.

To complement the in-person marketing opportunities afforded by working with your branch – or if you have limited field representation – we also offer easy ways to communicate with customers frequently. Your Marketing Specialist will be happy to provide you with contact information for each branch, including the branch manager's name, phone number and address, and to help you develop a successful plan for communicating with your customers.

**THE BRANCH MANAGER AND MARKETING SPECIALISTS MUST PROVIDE APPROVAL OF ALL PROMOTIONS, MARKETING MATERIAL AND COMMUNICATIONS TO OUR FIELD REPRESENTATIVES.**

# SUNSHINE ACT

## HOW TO WORK WITHIN THE SUNSHINE ACT

The Physician Payment Sunshine Act, a regulatory law passed in 2010, requires pharmaceutical and medical device companies and manufacturers to report payments and transfers of value given to physicians, including dentists.

The reports are collected through the Centers for Medicare and Medicaid Services and then posted publicly, with the goal of enhancing patient safety by providing transparency in the relationships between physicians and manufacturers. Under the Sunshine Act, healthcare companies like Patterson and many of its competitors must report payments or transfers of value made to dentists.

## WHAT CONSTITUTES A REPORTABLE PAYMENT?

Reportable payments include the cost of meals provided to dentists in any setting, as well as payments made as part of a contracted service. Common contracted services include speaker programs, advisory boards and consulting. In addition to meals and compensation, other reportable transfers of value provided to a dentist are travel, educational items, reimbursements, etc.

## ARE THERE EXCEPTIONS TO THE SUNSHINE ACT?

**YES.** Discounts and rebates provided in the ordinary course of business are not subject to the Sunshine Act. For instance, the Patterson Advantage® program is structured as a rebate program, so redemptions under that program are not reportable.

## WHAT DOES THE SUNSHINE ACT MEAN TO OUR PARTNERSHIP?

While the Sunshine Act requires that all states follow the regulations of the law, some states have enacted additional restrictions. Because Patterson distributes on a national scale, all advertising and communication to dental practitioners must comply with the strictest of these regulations. This means that even though it may be okay to give away merchandise in most states, Patterson Dental cannot allow vendors to do so. It is okay for manufacturers to provide samples of their own products to dental practitioners, but cash and other merchandise, such as electronics and gift cards, cannot be gifted or distributed to practitioners through Patterson. If you are interested in encouraging consumers to increase sales of your product, we suggest advertising with us through one of our many channels, or participating in the Spiff program where customers earn Patterson Rewards Points on qualifying transactions.



# ADVERTISING STANDARDS

On the pages that follow, you'll first find a detailed listing of Patterson's ad standards, and then a few examples of promotions that put the standards to use. For more information, please visit [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources).

1. Promotion details must be clearly understood.
2. Promotion expiration dates must be listed.
3. Must include the trademarked Patterson Dental logo (if the artwork is provided for a publication the Patterson Dental logo is recommended but not required).
4. Must include Patterson's call-to-action statement, precisely as follows – For more information or to place your order, contact your Patterson representative, local branch, visit [pattersondental.com](http://pattersondental.com) or call 800.873.7683. (if the artwork is provided for a publication the Patterson Dental call to action is not required).
5. Any item numbers must be Patterson item numbers (format example: XXX-XXXX).
6. Any pricing must be Patterson pricing.
7. All items listed must be items Patterson stocks and carries.
8. Ads cannot compare your product to another brand name sold by Patterson.
9. Redemption information for non-Auto Free Goods must be listed.
10. All ads with Auto Free Goods must use the green Auto Free Goods logo

## ADDITIONAL STANDARDS FOR ADS CONTAINING AUTO FREE GOODS



1. Must contain Auto Free Goods green arrow, which must be pointing left or right toward the promotion – never up, down or at an angle.
2. Ad must be accompanied by a signed Auto Free Goods agreement form.
3. The Buy item must be the same as the Get item (include “no mix and match”).
4. All Auto Free Goods programs must include items stocked by Patterson Dental and non-stocked items will not be approved. Auto Free Goods promotions may include products only (no percentage discounts, rebates, or service rebates).

## STANDARDS FOR PACKAGE STUFFERS, NEWSBREAK AND TARGETED MAILERS



1. Must include the trademarked Patterson Dental logo.
2. Must contain Auto Free Goods footer. Like step 4 (page 47) in Media Guide
3. Must include Patterson call to action, precisely as follows – **For more information or to place your order, contact your Patterson representative, local branch, visit [pattersondental.com](http://pattersondental.com) or call 800.873.7683.**

## TECHNICAL STANDARDS FOR ALL ADVERTISEMENTS

1. Ads must be submitted in an InDesign CS5 file or a searchable high-resolution PDF.
2. Images must be high quality and in focus.
3. Ads must meet Patterson quality standards.



*If any of the ad standards above are not met, Patterson reserves the right to decline publication of the ad or request appropriate revisions until these standards are met.*

**septodont 2014 SPECIAL OFFERS VALID SEPTEMBER 1 - OCTOBER 31, 2014**

**SEPTODONT QUALITY SYRINGES**

- Aspirating syringes are lightweight and durable. No removable parts. Available in three sizes to fit your injection style.
- Septodont Standard (gold) A larger thumb ring and standard length plunger for improved comfort.
- Septodont Fusion (titanium) The perfect "in-between" size.
- Septodont Petite (pink or blue) Its compact design provides a smaller thumb ring, finger grip and shorter plunger length.

**BUY 4 SYRINGES, GET 1 SYRINGE FREE! NO MIX/MATCH**

Item #631-4512 - Standard (gold)  
 Item #631-2680 - Fusion (titanium)  
 Item #631-4520 - Petite (blue)  
 Item #631-4496 - Petite (pink)

**SEPTOCAINE®**  
 Articaine hydrochloride 4% with Epinephrine 1:100,000 and 1:200,000 Injection

Item #631-4389  
 Septocaine with Epinephrine 1:100,000  
 Articaine hydrochloride 4% with Epinephrine 1:100,000 Injection

Item #631-4397  
 Septocaine with Epinephrine 1:200,000  
 Articaine hydrochloride 4% with Epinephrine 1:200,000 Injection

**SEPTODONT SEAL OF SATISFACTION**  
 CUSTOMER EXPERIENCE

For details on our Customer Experience Guarantee, visit [septodontusa.com](http://septodontusa.com)

**BIODENTINE®**  
 A RESIN-FREE, BIOACTIVE SOLUTION!

- Direct and indirect pulp capping
- Repair of root furcation perforations
- Restoration of deep caries
- Internal & external resorptions
- Pulpotomies • Apexification
- Root end filling in endodontic surgery

Item #631-1450  
 Box of 15 capsules,  
 15 single-dose pipettes

Item #631-1468  
 Box of 5 capsules,  
 5 single-dose pipettes

**ACTIVE BIOSILICATE TECHNOLOGY**

Promotions cannot be combined with any other offers and are subject to change. Free goods stocked by Patterson Dental and shipped with your order. 800-872-8305 • [septodontusa.com](http://septodontusa.com)

2

ontarget September / October 2014

**BUY 1 - 15 PK, GET 1 - 15 PK FREE!**  
**BUY 1 - 5 PK, GET 1 - 5 PK FREE!**

Prices subject to change without notice.

**XCP® EXTENSION CONE PARALLELING POSITIONING SYSTEM**

**The instruments that defined the technique.**

**BUY 4 XCP® Arms or Rings, GET 1 FREE**

Mix & Match permitted. Free goods of equal or lesser value. Promo Code RNP14026\*

**PROGRAM RULES:** Free goods must be of equal or lesser value than most expensive product purchased. Purchase must be made from Patterson Dental between 9/1/14 and 10/31/14. Purchase must be made on ONE (1) Patterson invoice. To receive your free goods, mail or fax your invoice noting promotional code RNP14026. Incomplete submissions will not be processed. Select only one of these free options to redeem for free goods: 1) mail a copy of your invoice to [orderdept@dentistry.com](mailto:orderdept@dentistry.com); 2) fax invoice to 1-800-278-4344; or 3) scan invoice and email to [orderdept@dentistry.com](mailto:orderdept@dentistry.com). Invoice must be received no later than 11:59:14 to claim free goods. Limit 5 redemptions per doctor. This offer may not be combined with any other DENTISPLY offers or contract agreements. Free goods fulfilled through DENTISPLY. Allow 4-6 weeks for delivery. Offer valid in the 50 United States only.

**DENTISPLY RINN**

- A** Offer valid dates
- B** AFG Logo pointing to offer
- C** Always include "no mix and match" for AFG promotions.
- D** Patterson item numbers included
- E** If promotion is only valid for one month of the publication, the promotion must be called out in burst.
- F** Patterson included in redemption information
- G** Patterson team includes footer for publication ads only.
- H** Offer
- I** Patterson item numbers included
- J** Redemption information includes offer valid dates and "Patterson" invoice.

- A** Trademark Logo
- B** Always use this format when comparing competitors, never their company name.
- C** All item numbers are the 7 digit Patterson item numbers. Artwork should be submitted on first draft with these numbers.
- D** Patterson Call to Action Statement
- E** Always include a second trademarked logo if there is a second page to a sell sheet.

**NUPRO®**

**PATTERSON DENTAL**

*new flavors!*

**NUPRO® WHITE VARNISH DELIVERS A NU WORLD OF RAPID FLUORIDE RELEASE<sup>1</sup>**

Uniquely formulated varnish for hypersensitivity relief

**NUPRO®**  
Pioneers in Protection™

### NUPRO® WHITE VARNISH

**High levels of fluoride release in 2 hours!**

- Releases 7 times more fluoride than Vanish™ 5% Sodium Fluoride Varnish over a 2-hour period

**Shorter wear time required compared to other leading varnish brands!**

- Half the required wear time of Vanish™ 5% Sodium Fluoride Varnish

**Average Fluoride Release (µg F/g of Varnish)<sup>2</sup>**

Competitor	Average Fluoride Release (µg F/g of Varnish)
Competitor A	1653
Competitor B	3711
Competitor C	3804
Competitor D	5071
<b>NUPRO® White Varnish</b>	<b>14225</b>

\*Chart adapted from Study FRV 12-230.

**Designed for easy handling and application!**

- May be applied to wet tooth surface
- Uniquely formulated to minimize clumping, with no dripping or stringing
- Easy during application and clear finish
- Spreads easily on teeth to leave a uniform layer

**Flexible package handling options**

- Snap on prophy grip
- Hold between fingers
- Rest on tray

Item #	Item Description - Case of 4 boxes	Item #	Item Description - Case of 4 boxes
118-3219	Grape 0.4g, 50 single unit doses/box	118-3227	Raspberry 0.4g, 50 single unit doses/box
118-3284	Grape 0.4g, 100 single unit doses/box	118-3292	Raspberry 0.4g, 100 single unit doses/box
118-3367	Grape 0.4g, 500 single unit doses/box	118-3375	Raspberry 0.4g, 500 single unit doses/box
037-4884	Grape 0.25g, 50 single unit doses/box	037-4892	Raspberry 0.25g, 50 single unit doses/box
037-4801	Bubblegum 0.4g, 50 single unit doses/box	037-4819	Mint 0.4g, 50 single unit doses/box
037-4827	Bubblegum 0.4g, 100 single unit doses/box	037-4835	Mint 0.4g, 100 single unit doses/box
037-4843	Bubblegum 0.4g, 500 single unit doses/box	037-4850	Mint 0.4g, 500 single unit doses/box
037-4876	Bubblegum 0.25g, 50 single unit doses/box		

Each box contains a prophy grip, DFU, Patterson Instructions and a container of Ultrabrush 2.0 brushes

**PATTERSON DENTAL**  
**NUPRO®**  
Pioneers in Protection™

**D** For more information or to place your order, contact your Patterson representative or local branch, visit [pattersondental.com](http://pattersondental.com) or call 800.873.7683. Scan barcode for free samples.

**C**

**E**

References: 1. Compared to competitive varnishes. Data on file, Dentsply Professional.  
2. Data on file: Final report, Fluoride release from a fluoride varnish over a two hour period. Study number 12-230. Dentsply Professional.

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NUPRO® is a registered trademark of DENTSPLY International and/or its subsidiaries. All other trademarks are the property of their respective owners. P/N 90637-1 Rev. 3 (04/14)

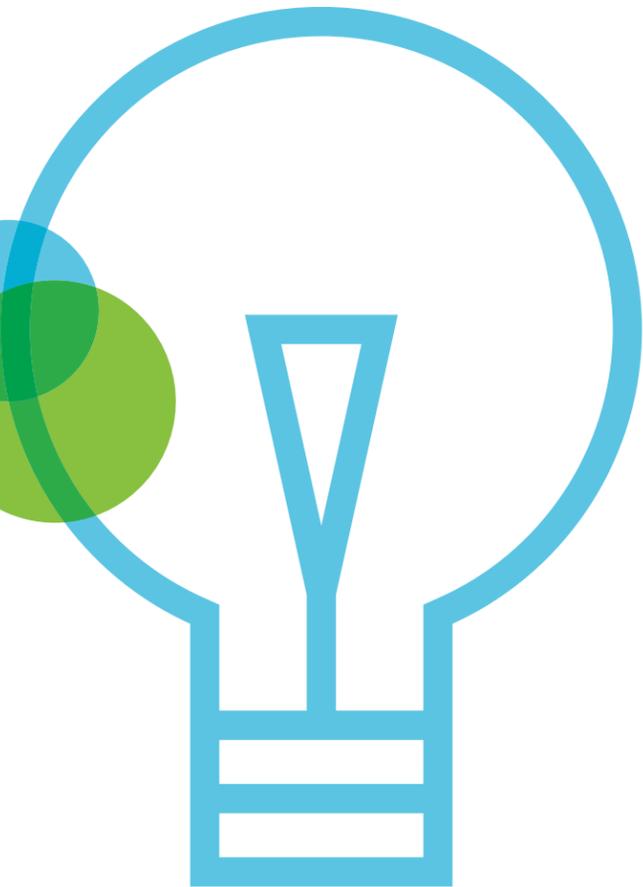
# PREPARING AND SUBMITTING A MARKETING PLAN

Your Marketing Specialist can help you complete an Ad Reservation Request. As you'll note, you can time a promotion based on when a publication is released, in conjunction with other communications that are going out at the same time, or based on a specific publication.

We've included an Ad Reservation Request on [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources), but on these pages you'll see examples of completed Ad Reservation Requests to assist you in completing your own.

The marketing planning process is valuable because it helps you align your goals with a strategy to ensure you achieve them.

Remember, your Marketing Specialist can help walk you through every step of the marketing planning process. For more information, please visit [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources).



# EXAMPLE MARKETING BUDGETS

## LARGE BUDGET EXAMPLE OF \$300,000 CALENDAR YEAR SPEND

Publication:	January	February	March	April	May	June	July	August	September	October	November	December	Total:
ONtarget	Size: 2 full pages Cost: \$24,000	Reservations: 12 Cost: \$144,000											
Hygiene Guide	Size: 1 page Cost: \$11,000						Size: 2 full pages Cost: \$22,000					Reservations: 3 Cost: \$33,000	
Lab Savings Guide	Size: Cost:	Reservations: Cost:											
Rotary Handpiece Catalog	Size: Cost:											Reservations: Cost:	
Endo Insider			Size: Cost:									Reservations: Cost:	
The Wave			Size: 1 page Cost: \$6,000									Reservations: 1 Cost: \$6,000	
Sparkle				Size: 1 page Cost: \$8,000								Reservations: 1 Cost: \$8,000	
Infection Control									Size: Cost:			Reservations: Cost:	
Glove and Handcare									Size: Cost:			Reservations: Cost:	
Patterson Today	Size: Cost:	Reservations: Cost:											
Equipment and Technology Year End Savings Guide									Size: Cost:			Reservations: Cost:	
Direct Channels:	January	February	March	April	May	June	July	August	September	October	November	December	Total:
Package Stuffer	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100	\$3,100	\$4,200	\$3,100	\$3,100	\$3,100	Cost: \$40,300
Newsbreak	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	Cost: \$14,400
Targeted Mailer		\$5,000			\$5,000		\$5,000		\$10,000				Cost: \$30,000
Tradeshaw Pocket Guide													Cost:
Digital Marketing Requests:	January	February	March	April	May	June	July	August	September	October	November	December	Total:
Promo Merch Zone	Cost: \$2,000				\$2,000				\$2,000	\$2,000			Cost: \$6,000
Banner Ad				\$2,000					\$3,750				Cost: \$5,750
Blog Post				\$800							\$800		Cost: \$2,400
Direct Email							\$2,000		\$2,000				Cost: \$4,000
Social Media Campaign						\$500			\$500				Cost: \$1,500
* Digital opportunities have limited availability and will be evaluated on a case by case basis.													<b>Total 2015 Marketing:</b>
													<b>\$297,350</b>

## MEDIUM BUDGET EXAMPLE OF \$150,000 CALENDAR YEAR SPEND

Vendor Name: Vendor B: Medium budget of \$150,000 Date Submitted:

2015 Ad Space Request Form													
Publication:	January	February	March	April	May	June	July	August	September	October	November	December	Total:
ONtarget	Size: 1 page Cost: \$12,000		Size: 1 page Cost: \$12,000		Size: 1 page Cost: \$12,000		Size: 1 page Cost: \$12,000		Size: 1 page Cost: \$12,000		Size: 1 page Cost: \$12,000		Reservations: 6 Cost: \$72,000
Hygiene Guide	Size: 1/2 page Cost: \$7,500						Size: 1/2 page Cost: \$7,500						Reservations: 2 Cost: \$15,000
Lab Savings Guide	Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Reservations: Cost:
Rotary Handpiece Catalog	Size: Cost:												Reservations: Cost:
Endo Insider	Size: Cost:												Reservations: Cost:
The Wave	Size: Cost:												Reservations: Cost:
Sparkle			Size: 1 page Cost: \$8,000										Reservations: 1 Cost: \$8,000
Infection Control					Size: 1/2 Page Cost: \$6,900								Reservations: 1 Cost: \$6,900
Glove and Handcare					Size: 1/2 Page Cost: \$6,900								Reservations: 1 Cost: \$6,900
Patterson Today	Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Reservations: Cost:
Equipment and Technology Year End Savings Guide					Size: Cost:								Reservations: Cost:
<b>Direct Channels:</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>Total:</b>
Package Stuffer	\$3,100			\$3,100			\$3,100			\$3,100			Cost: \$12,400
Newsbreak	\$1,200			\$1,200			\$1,200			\$1,200			Cost: \$4,800
Targeted Mailer									\$5,000				Cost: \$5,000
Tradeshaw Pocket Guide													Cost:
<b>Digital Marketing Requests*:</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>Total:</b>
Promo Merch Zone	Cost:	\$2,000							\$2,000				Cost: \$4,000
Banner Ad				\$3,750					\$3,750				Cost: \$3,750
Blog Post						\$800			\$800				Cost: \$1,600
Direct Email									\$2,000				Cost: \$2,000
Social Media Campaign									\$500				Cost: \$500

## SMALL BUDGET EXAMPLE OF \$50,000 CALENDAR YEAR SPEND

Vendor Name: Vendor A: budget of \$50,000 Date Submitted:

2015 Ad Space Request Form													
Publication:	January	February	March	April	May	June	July	August	September	October	November	December	Total:
ONtarget	Size: Cost:		Size: 1/2 page Cost: \$8,000		Size: Cost:		Size: Cost:		Size: 1/2 page Cost: \$8,000		Size: 1/4 page Cost: \$4,000		Reservations: 2 Cost: \$20,000
Hygiene Guide	Size: 1/2 Page Cost: \$7,500						Size: 1/4 page Cost: \$3,750						Reservations: 2 Cost: \$11,250
Lab Savings Guide	Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Reservations: Cost:
Rotary Handpiece Catalog	Size: Cost:												Reservations: Cost:
Endo Insider	Size: Cost:												Reservations: Cost:
The Wave	Size: Cost:												Reservations: Cost:
Sparkle			Size: 1/2 page Cost: \$5,300										Reservations: 1 Cost: \$5,300
Infection Control					Size: Cost:								Reservations: Cost:
Glove and Handcare					Size: Cost:								Reservations: Cost:
Patterson Today	Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Size: Cost:		Reservations: Cost:
Equipment and Technology Year End Savings Guide					Size: Cost:								Reservations: Cost:
<b>Direct Channels:</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>Total:</b>
Package Stuffer	Cost:	\$3,100											Cost: \$3,100
Newsbreak		\$1,200											Cost: \$1,200
Targeted Mailer													Cost:
Tradeshaw Pocket Guide													Cost:
<b>Digital Marketing Requests*:</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>Total:</b>
Promo Merch Zone	Cost:		\$2,000										Cost: \$2,000
Banner Ad					\$2,000								Cost: \$2,000
Blog Post													Cost:
Direct Email				\$2,000			\$2,000						Cost: \$4,000
Social Media Campaign					\$500								Cost: \$500

\* Digital opportunities have limited availability and will be evaluated on a case by case basis.

**Total 2015 Marketing:**  
\$49,350

# PRODUCT PROMOTIONS

## HOW TO SUBMIT QUARTERLY AND PUBLICATION PROMOTIONS

Promotions should be sent to your Marketing Specialist at least 30 days prior to start of promotion.

All promotions must contain the following information:

- Patterson item numbers for Buy and Get items
- Promotional details
- Redemption information
- Validity dates
- Whether offers are Auto Free Goods or vendor fulfillment
- Auto Free Goods agreement, if applicable

The entire Auto Free Goods agreement can be found online at [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources).

Here are examples of acceptable ways to submit a quarterly or publication promotion to Patterson.

First, by submitting a spreadsheet with all the required information included above.

Offer	Sunstar #	Buy Patterson #	Sunstar #	Get Patterson #	Promo Dates
Buy 1 box 200 count Prophylaxis Clean & Polish count free	1211P	038-7753	1215P	038-7738	Oct 1 - Dec 31
Buy 1 box 200 count Prophylaxis Polish 50 count free	1217P	038-7761	1216P	038-7746	Oct 1 - Dec 31
Buy 9 dozen Technique Adult Manual Toothbrushes	524PG	159-5578	same	159-5578	Oct 1 - Dec 31
Get 3 dozen of the same free					
	525PG	159-5586	same	159-5586	Oct 1 - Dec 31
	527PG	159-5594	same	159-5594	Oct 1 - Dec 31
	590PH	159-5552	same	159-5552	Oct 1 - Dec 31
	591PH	159-5537	same	159-5537	Oct 1 - Dec 31
	516PG	159-6428	same	159-6428	Oct 1 - Dec 31
	517PG	159-6436	same	159-6436	Oct 1 - Dec 31
Buy 3 dozen GUM Crayola Marker of Pip-Squeaks Toothbrushes - Get 1 dozen free	227P	159-5503	same	159-5503	Oct 1 - Dec 31
	232PY	159-5461	same	159-5461	Oct 1 - Dec 31
Buy 3 boxes GUM Crayola Flossers - Get 1 box free	895PB	159-7442	same	159-7442	Oct 1 - Dec 31
Buy 11 boxes GUM Crayola Toothpaste - Get 1 box free	405ORA	159-4886	same	159-4886	Oct 1 - Dec 31

You can also provide a designed promotion piece that already includes the required information above, like the one shown here.



# PRODUCT SUBMISSIONS

Patterson Dental continually seeks to expand our product offering by adding innovative new products to already successful lines. Products considered for evaluation typically meet the following criteria:

1

2

3

4

### STRATEGIC FIT.

Patterson strives to provide products that align closely with, or work in conjunction with, existing product categories.

### FINANCIAL VIABILITY.

Our business model requires industry-standard gross profit margins, while maintaining competitive price points.

### COMPETITIVE ADVANTAGE.

Our sales force is energized by unique, exclusive products that provide strong value to customers. Product differentiation is crucial, and emotional appeal is also important, especially when tied to a rapidly expanding business opportunity implied by the product.

### PARTNER VIABILITY.

The ideal situation exists when the potential business partner relationships will be healthy, all parties are capable of meeting long-term obligations and win-win relationships can be established.

## NEW PRODUCT SUBMISSION PROCESS

Request the Product Submission form by emailing [productsubmissions@pattersondental.com](mailto:productsubmissions@pattersondental.com) or download the submissions form from [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources).

1

2

Complete the form and email your product submission back to the same address: [productsubmissions@pattersondental.com](mailto:productsubmissions@pattersondental.com).

3

Patterson Dental will review your submission and determine if your product meets all criteria. We will also evaluate your product's viability for United States sales, marketing and distribution based on the points noted above. If interested and/or accepted, we will contact you directly to learn more about your product and to discuss subsequent steps.

4

Product submissions reviews are conducted as time permits. We will contact you via email or phone regarding our interest. Products approved for distribution will take **8-10 weeks** before customers can purchase any inventory. This allows the New Product Submissions team to review all assets and add the product(s) to [pattersondental.com](http://pattersondental.com). **Strict asset collection requirements exist. See page 21 for examples.**

## FULL PRODUCT SUBMISSION GUIDELINES

For a group of products that are simply different sizes, shapes, flavors, colors, etc. of the same product, or where the same MSDS applies to the entire group of products, **only one form need be completed and sent**. With the form, a spreadsheet listing the individual item numbers, descriptions, individual package contents and prices should be included.



### IMPORTANT NOTE:

*Products will not be considered for addition if the following requirements are not satisfied:*

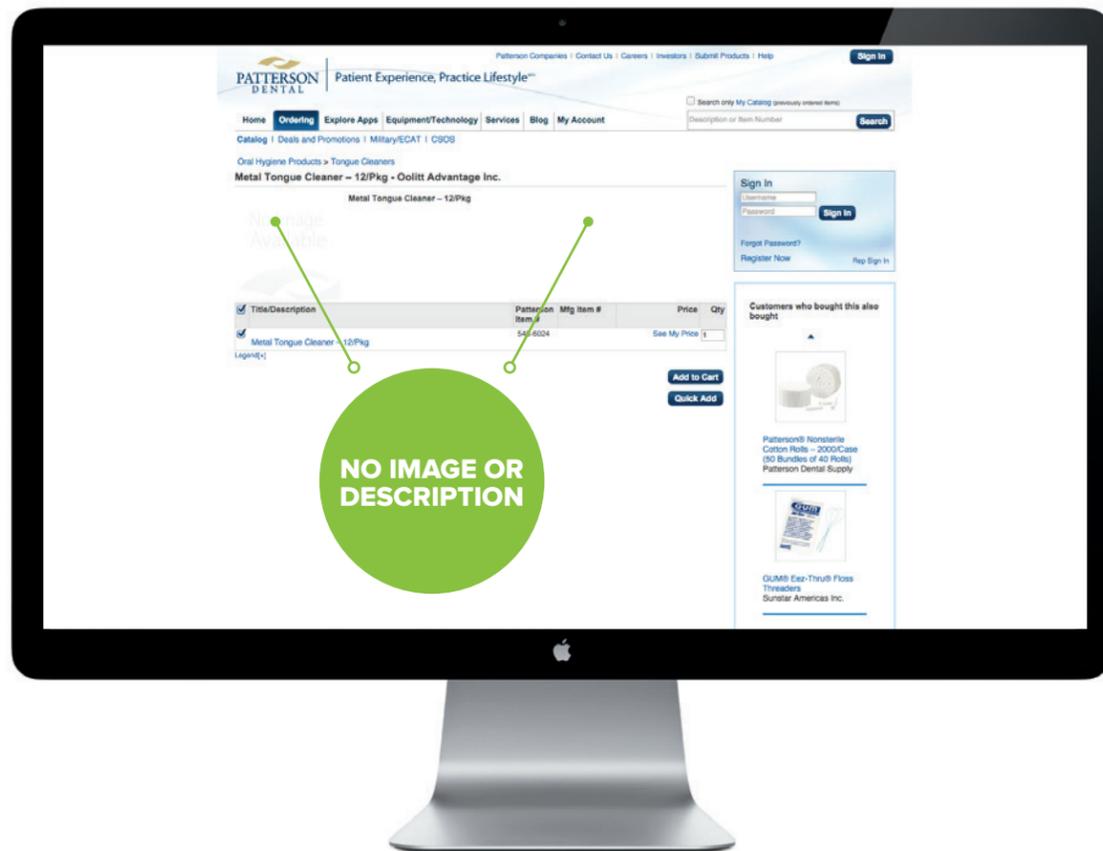
- We require any and all applicable MSDS for products being submitted. For kits, we require the full listing of what is included in the kit. We also require the MSDS for every component in the kit and clear indications of which MSDS apply to which items in the kit, including volume amounts for any liquids and/or powders included. (Note: These must be provided regardless of whether or not Patterson already has similar versions or components of the product in our systems.)
- We require product images be supplied for each individual item/SKU. The image specifications are on the current product submission form, and are also listed below.
- We require that all submissions be provided in a single email, or sent on a CD or USB thumb drive. This eliminates issues as the product submissions, images, and more are passed to multiple groups within the Patterson Marketing Department (Product Additions team, Regulatory team and Website team), which is difficult when dealing with multiple messages. **Please note: If you wish to provide all via internet drop boxes or download links, please contact your Marketing Specialist for instructions.**

## ONLINE EXPERIENCE TIP

Images and descriptions along with other rich content (product PDFs, videos, and more) create an ideal experience for our online customers. This isn't just speculation, it's based on user analytics combined with extensive user surveys.

In the first example below, customers have very little information about the product: What is it? What is it used for? What comes with it? Additionally, without the proper imaging and descriptions, we send the message to our customers that this product is unimportant. The result: Customers may look elsewhere for a product.

### EXAMPLE ONE:



## ONLINE EXPERIENCE TIP (continued)

In the second example, good product imaging, descriptions and additional resources combine to create a good user experience for customers. With better descriptions and images, search engines like Google are able to better understand and index the product, allowing customers to find it more easily.

### EXAMPLE TWO:



**THE FOLLOWING ASSETS MUST BE SUBMITTED AS A COMPLETE PACKAGE.**

- The current New Product Submissions form
- Item pricing
- Product description (see sample image of Product Info Spreadsheet)
- At least one image of each individual item and a group image as it applies
- Product launch market strategy
- Estimated advertising budget
- MSDS sheet as it applies to powders, gels or liquids
- Two or more pieces of the following educational and support assets:
  - Sales sheets\*
  - Brochures\*
  - Instructions for use documents or tutorials\*
  - Technique cards\*
  - FAQ documents\*
  - Scientific findings or research data
  - Videos – instructional, informational or testimonial
  - Accreditations or reviews

\*Items with an asterisk must be submitted. Submissions without these items will not be approved.

Once all information is gathered and documented, please send an email to [ProductSubmissions@pattersondental.com](mailto:ProductSubmissions@pattersondental.com) and copy your Marketing Specialist. Patterson will agree to confidentiality terms when applicable on a case-by-case basis. For more information, please visit [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources).

Sample of spreadsheet for product information

Mfr. Item Number	Description (Sellable Unit)	Pkg Qty	Case Qty	Package Cost Wholesale	MSRP
1215P	Item A	1	6	\$29.00	\$
1216P	Item B	1	6	\$29.00	\$
1211P	Item C (multi-pack of Item A)	4	4	\$114.00	\$11
1217P	Item D (multi-pack of Item B)	4	4	\$114.00	\$11

**PRODUCT INFO SPREADSHEET**

**IMAGE SPECIFICATIONS**

**SIZE:** image size no larger than 4” x 4” and no smaller than 2” x 2”.

**RESOLUTION:** at least 300 DPI

**FORMAT:** CMYK, .tiff, .eps or .jpg files (*Please note .png image files are not acceptable.*)

Images must be individual product shots. Please name each image file with the manufacturer item number in each photo or cross-reference sheet indicating which image file applies to which manufacturer item numbers.

**Do not send PowerPoint presentations with product submissions.** Send only the materials required for product file addition: Product submission forms, Material Safety Data Sheets and product images. Please note: it is OK to also send product directions for use (DFU), white papers and other product supporting materials; we can include them on our website.

**ADDITIONAL PRODUCT SUBMISSION INFORMATION**

**PHOTOGRAPHY**

Depending on the type of product, and the quality of photos submitted, we may require our own photography to be completed. Below is the cost associated with this scenario:

- \$50 per product shot
- \$25 one-time charge for background and materials
- \$30 one-time charge for DVD
- plus 7.275% sales tax

As noted, the charges for background and materials, as well as the DVD, are one per shoot. If you send multiple products, those charges are only incurred a single time per photo shoot.

**FORMS**

Finally, your new product submission forms require a Certificate of Liability Insurance, Product Liability Insurance, and a W9. Each of these forms can be found on [PattersonDental.com/Vendor-Resources](http://PattersonDental.com/Vendor-Resources).



# BILLING & VENDOR REPORTS

InfoSource: A portal in which monthly sales data and vendor reports are housed and easily accessible.

## 1. HOW TO GET SET UP

Reach out to your Marketing Specialist and supply the email address of the inbox you would like the reports to be sent to. We encourage a group inbox to be set up to ensure accessibility for the appropriate individuals.

## 2. HOW TO LOG IN

Your Marketing Specialist will send you a welcome email that contains the portal web address, your username, and your password.



## 3. HOW TO RESET YOUR PASSWORD

Reach out to your Marketing Specialist or the InfoSource help inbox at [pdsivih@pattersondental.com](mailto:pdsivih@pattersondental.com) and request a password reset.

## 4. HOW TO SEE REPORTS

Your account will be automatically subscribed to receive 4 U.S. reports and 4 Canada reports (if applicable):

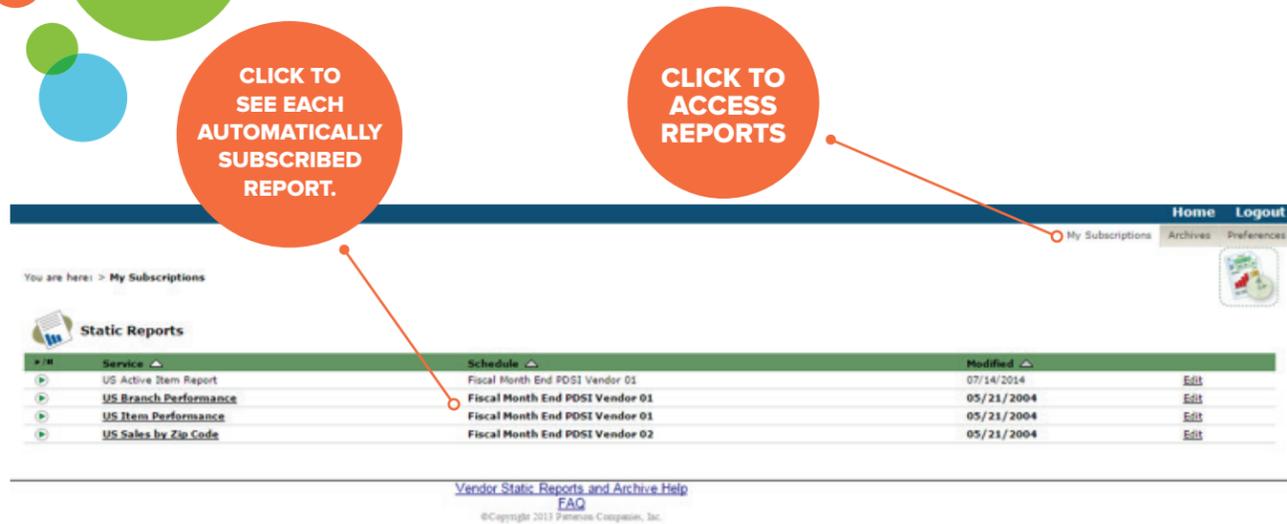
- US Active Items Report
- US Branch Performance
- US Item Performance
- US Sales by Zip Code

Reports will be sent to your selected email address at the end of each Patterson Fiscal Month.

**NOTE:** If you are an existing vendor that still receives your reports through the portal, please consider saving your most recent month report and then requesting to set up to receive them via email from your Marketing Specialist or through the InfoSource help inbox.

**THE FOLLOWING SCREENSHOTS OUTLINE HOW TO ACCESS PARTICULAR AREAS OF THE PORTAL AFTER LOGGING IN.**





**NOTE:** You must have been set up for InfoSource in the month that you're running reports for. You can only see reports for the months that you have InfoSource. Reports process and are sent out the following morning. If you need a report for a month which you cannot access, please reach out to your Marketing Specialist or the InfoSource help inbox.



## BILLING

### HOW YOU'LL BE BILLED

Patterson's Marketing Department will bill for advertising, Advantage®, Auto Free Goods and other miscellaneous programs.

### ADVERTISING BILLING CATEGORIES:

- NewsBreak
- ONtarget and other publications listed in the Media Guide
- Package stuffers
- Pocket guides
- Lab Savings Guide
- Digital media

Vendors can expect to receive an invoice after participating in one or more of the above programs. Depending on the program, billing will be sent to the vendor at the point that the ad is released to the public. Vendors are expected to pay upon receipt, within 30 days.

### AUTOMATIC FREE GOODS

For these promotional programs, Patterson fulfills the free good (no mix and match) and then bills the vendor for those that were distributed in that particular month. Vendors can expect to receive an invoice at the beginning of the month following the month in which they participated and are expected to pay upon receipt, within 30 days.

### ADVANTAGE AND MISCELLANEOUS PROGRAMS

Depending on participation, invoices will be sent out accordingly. Vendors are expected to pay upon receipt, within 30 days.



PATTERSON®  
DENTAL

**PATTERSON DENTAL VENDOR MARKETING KIT**

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