

# INNOVATION 360: New Product Demo

Moderated by:  
Dr. Jack Nguyen

COST:  
\$1,200

Questions?  
Jill Kingen: [events@mddsdentist.com](mailto:events@mddsdentist.com)

## GENERAL INFORMATION:

The Rocky Mountain Dental Convention is excited to host Innovation 360: New Product Demo. This 90-minute session allows participating companies to formally introduce their cutting-edge new product(s) to dental professionals, companies, investors, and industry leaders.

A new product is defined as novel to the dental market.

Registered companies are allowed to present one product or product line. Presenters are encouraged to remain in the room for the entire 90-minute session to answer any questions after the session concludes.

*Companies must be exhibiting at the 2025 RMDC to participate in Innovation 360.*

## PRESENTATION MATERIALS:

- Each company is allotted **10 minutes** to introduce its new/innovative product.
- All presentations will run from the moderator's PC/Windows-based computer.
- Presentation decks should be converted to Powerpoint format .PPX (97-2003 or later versions).
- Videos should be HD quality of 720p or better, using any of the following formats, .mov, .mpg, .mp4, .avi, .wmv.
- Video clips **MUST** be sent as a separate file from the presentation deck.
- Each video clip should be labeled with the product name and corresponding slide, (e.g. Product\_Slide3).
- Send presentation decks and video files to the moderator via Google Drive, [events@mddsdentist.com](mailto:events@mddsdentist.com).

## CE GUIDELINES (ADA, CERP, AGD, PACE):

Product presentations are for educational purposes only. Details of CE guidelines can be provided upon request. Therefore, the presentation and presenter(s) must adhere to the following guidelines:

- NO MENTION OF SALES
- NO MENTION OF PRICING
- NO MENTION OF DISCOUNTS
- NO MENTION OF COMPETITOR NAMES OR PRODUCTS
- NO PLACEMENT OF COMPETITOR PRODUCT IMAGES IN BAD FAITH
- NO DISTRIBUTION OF SAMPLE PRODUCTS OR PRODUCT LITERATURE

Presentation and/or presenter(s) are encouraged to invite attendees to visit their booth, if available, following the session.

### **IMPORTANT DATES & TIMES:**

- Presenter(s) **MUST CHECK-IN** with the moderator **ONE HOUR BEFORE** the session begins.
- Company registration form due by: November 8, 2024
- Presenting staff registration due by: November 22, 2024
- First draft presentation deck due by: November 29, 2024
- Final presentation deck due by: January 6, 2025
- **Your presentation time will be assigned on: December 13, 2024**



**ROCKY MOUNTAIN**  
DENTAL CONVENTION