

January 20, 2010

Mr. Charles E. Grassley  
Ranking Member  
United States Senate  
Committee on Finance  
Washington, D.C. 20510-6200

Dear Senator Grassley:

Following are responses to your letter of December 7 which requested information from the ADA regarding amounts and policies for the acceptance of industry funding.

This response represents the best information we have available based on research through today, January 20, 2010.

First, attached are files which contain data requested for funding the ADA and ADA Foundation received from:

- a) Pharmaceutical companies
- b) Dental equipment manufacturers
- c) Insurance companies

In addition, following are answers to questions regarding ADA/s policies for accepting industry funding and the disclosure requirements of employees, including executives, and board members:

1. Q: Please describe the policies for accepting industry funding and whether or not ADA allows companies to place restrictions or provide guidance on how funding will be spent.

*A: Attached are "Guidelines Governing the American Dental Association's Corporate Relationships." This 10 page document was adopted by the ADA Board of Trustees in December 2008 and covers all typical relationships.*

2. Q: If ADA allows companies to place restrictions on industry funding, then please explain all restrictions and/or guidance for each transfer of value from industry. For every transfer of value with a restriction, please provide the following information: year of transfer, name of company, and restriction placed on funding.

*A: As outlined in the attached "Guidelines Governing the American Dental Association's Corporate Relationships," the ADA requires strict compliance with review and approval of all corporate relationships.*

3. Q: Please explain what policies, if any that ADA plans to adopt to ensure transparency of funding in order to provide a greater public trust in the independence of your organization.

*A: The ADA will periodically review and update its policies to make revisions that reflect best practices in corporate relations to maintain the independence of the organization.*

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4. Q: Please explain your policies on disclosure of outside income by your top executives and board members.

*A: Attached is a copy of 1) the ADA's Conflict of Interest Questionnaire which is an annual disclosure which was adopted by the Board of Trustees in 1996. In addition, attached are three other documents with excerpts from the ADA's employee handbook which include 2) "Honorariums," 3) vendor "Gifts," and 4) "Conflict of Interest" policies that apply to all employees. Consistent with Association best practices, the ADA's Honorarium policy encourages employees to donate speaker fees to the ADA Foundation.*

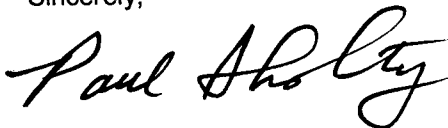
5. Q: Please provide the disclosures of outside income filed with your organization by your top executives and board members.

*A: Attached is a zipped file with all conflict of interest disclosure statements.*

The compilation of the information for these responses required a huge effort to gather and sort data but we are happy to comply with your requests in the interests of clear communication. This represents the most information we've been able to obtain since we received the request. We will continue to explore this subject for 30 days and will advise you if there is any additional information we can provide to supplement this response.

Please let me know if you have any additional questions.

Sincerely,



Paul Sholty  
Chief Financial Officer  
American Dental Association

PS:rr  
attachments

## SOURCE: ADA EMPLOYEE MANUAL (HR)

government officials, forgery or alteration of documents, misappropriation or misuse of ADA supplies, funds or other assets, or authorizing or receiving compensation for goods or services not received.

**No Retaliation** No trustee, officer, council and commission member, volunteer or employee who in good faith reports a violation of the Rules shall suffer harassment, retaliation or adverse employment consequence. Another employee who retaliates against someone who has reported a violation in good faith is subject to discipline up to and including termination of employment. However, an allegation may not be made maliciously, recklessly without foundation, or knowingly false. Such misuse of the Whistleblower Policy will be viewed as a serious disciplinary offense.

**Reporting Violations** In the case of employees, your supervisor may be in a position to address your area of concern, but alternatively, you may contact the Sr. Director of Human Resources or the Vice President (VP) in your division. VPs, supervisors and managers, trustees, officers, council and commission members, and everyone in the case of suspected fraud, are required to report suspected violations of the Rules to the ADA's designated Compliance Officer, ADA Chief Counsel, who has the specific responsibility to investigate all reported violations. You may choose to report suspected violations on a confidential basis or anonymously. Reports will be kept confidential to the extent possible, consistent with the need to conduct an adequate investigation.

**Compliance Officer** The ADA's Compliance Officer is responsible for investigating and resolving reported allegations concerning violations of the Rules and shall advise the Executive Director and/or the Audit Committee of the Board of Trustees where appropriate. The Compliance Officer shall in all cases promptly notify the Audit Committee in the case of financial, accounting and auditing matters, which shall address all such reported concerns.

**Effect of Policy** This Policy is intended to encourage and support high ethical standards, but is not an express or implied contract of employment. In the case of employees, they continue to be employed on an at-will basis, which means that the ADA or the employee may terminate the employment relationship at any time, with or without reason, and with or without notice. The ADA reserves the right to change, modify or delete any provision in this Whistleblower Policy and to interpret and administer this Policy in its sole discretion.

### G. CONFLICT OF INTEREST

It is the policy of the ADA to prohibit its employees from engaging in any activity, practice or act relating to their employment that conflicts with the interests or programs of the ADA. Employees should avoid situations, which create an actual

conflict of loyalty or interest. Even the appearance of such a conflict must be scrupulously avoided.

Some examples of conflict of interest would be an ADA employee working full or part-time, or as a consultant for any organization that does business with the ADA; work for an organization whose policies conflict or have the potential to conflict with those of the ADA and having a financial interest sufficient to affect the employee's decisions or actions. Employees are not prohibited from accepting advertising novelties such as pens, pencils, product sampler, calendars, or other gifts of nominal value. No employee shall, directly or indirectly, give, offer or promise anything of value to any representative of any financial institution in connection with any transaction or business that the ADA may have with such financial institution. No employee shall directly or indirectly engage in conduct which gives the appearance of disloyalty, disruptive or damaging to the ADA. Each employee at the Division Director, Vice President (VP), Department Head or Manager level will complete annually, a conflict of interest statement that will be maintained by the Sr. Director of Human Resources. Since it is not possible to describe all of the situations that may give rise to conflict of interest, questions concerning a possible conflict of interest should be directed to the Sr. Director of Human Resources.

#### **H. ASSOCIATION OWNERSHIP OF COPYRIGHTABLE MATERIALS**

In the course of their employment, ADA employees may from time to time develop original creative works of various kinds. Such work may include written materials, audio or visual presentations, artistic or graphic works, computer software, and other forms of "intellectual property." Employees should be aware that all materials prepared within the scope of their employment with the ADA, and all drafts of such materials, are the sole property of the ADA. The ADA is legally considered the author of such works for purposes of copyright and trademark registration. Specific questions concerning the scope and effect of the ADA's copyright interests should be directed to the Division of Legal Affairs.

#### **I. EMPLOYMENT OF RELATIVES**

Members of an employee's immediate family or individuals who cohabit with an employee in the same household will be considered for employment on the same basis as any other applicant or employee. For purpose of this policy, "immediate family" consists of: the employee's spouse, brother, sister, parents, step-parents, children, step-children, father or mother-in-law, son or daughter-in-law, and any other member of the employee's household.

Regardless of the above, if at any time, an employee's relationship with an immediate family member or cohabiting individual also employed by the ADA in any position results in favoritism, bias, disciplinary or moral problems, the ADA may take

**SOURCE: ADA Legal (File W26)**  
**INTRODUCTION**

This is a new Conflict of Interest Questionnaire and it contains at the end three examples of conflict of interest and what needs to be done to correct the conflict. This Questionnaire is more detailed than the current form, and as a result, the Association will be able to make more precise judgments about potential conflicts. This, in turn, will allow individuals to continue serving the Association except in those areas where there is a specific conflict. Thus, answering "yes" to many or even most of the questions will not lead to disqualification of the individual. Indeed, in many instances it is important to have individuals who have a certain level of expertise which can only be attained by affiliations with other organizations or companies.

The intent and purpose of this "Compliance with Conflict of Interest Policy" is to avoid total disqualification and to give more guidance to individuals who complete the Questionnaire. In addition, the examples of Conflict of Interest (at the end of the Questionnaire) teach the following:

1. Affiliations with companies or organizations which have fundamental differences with reference to ADA policy should be avoided. See Example 1.
2. Affiliations with other organizations or companies may be permitted although the trustee, council member, spokesperson, consultant, or employee may not participate in the subject where there is a conflict with ADA positions or policy. However, this does not mean that this would require any resignation on the part of the ADA volunteers or employees. See Examples 2 and 3.

## **COMPLIANCE WITH CONFLICT OF INTEREST POLICY**

Please complete each question to the best of your knowledge. You may list your answers directly on this form or you may provide your answers on a separate sheet of paper.

The following terms used in this statement have the following meanings:

"ADA" means the American Dental Association and its subsidiaries and affiliates.

"Material financial interest" means:

- a financial ownership interest of 5% or more, or
- a financial ownership interest which contributes materially to your income, or
- a position as proprietor, director, managing partner or key employee.

1. Do you or any members of your immediate family hold or plan to hold a material financial interest in any business which furnishes goods or services, or is seeking to furnish goods or services, to the ADA?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please list the name of each business and the type of goods or services involved.

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2. Do you hold or plan to hold a material financial interest in any health care business or health care facility, excluding a private dental practice?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please list the name of each business or facility and provide a brief description of the type of business or facility.

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3. Are you, or do you anticipate becoming within the next 12 months, a consultant, employee, or agent of a manufacturer or seller of dental or dentally related products or services?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please list the name of each corporation, position held, and term of position, including the same information for any anticipated position. If the manufacturer or distributor is not a nationally known company, please provide a brief description of the company.

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4. Are you, or do you anticipate becoming within the next 12 months, a trustee, director, officer, council or committee member, employee or consultant of any health care organization or health-related professional society?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please list the name of each organization, position held, and term of position, including the same information for any anticipated position. If the organization is not a nationally known organization, please provide a brief description of the organization.

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5. Do you hold, or do you anticipate holding within the next 12 months, any faculty appointments?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please list the name of each institution, position held, and term of appointment.

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6. Are you involved in, or do you anticipate becoming involved in, public representation and advocacy, or being a spokesperson for any product or company, including lobbying on behalf of any organization?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please list the name of each organization and describe the nature of the activities you are or will be involved in.

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7. Are you involved in any other personal relationship, activity or interest, or are you a member of another organization taking a position on a matter to which you owe a responsibility or influences or restricts your independent judgment, which may raise a conflict of interest or impair your objectivity on evaluating ADA policies or issues?

No: \_\_\_\_\_

Yes: \_\_\_\_\_

If yes, please describe each relationship, activity, interest or membership.

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I understand that I am expected to comply with the Conflict of Interest policy of the American Dental Association.

In addition, I understand that in order for this Conflict of Interest to be effective I have a continuing responsibility to comply with the Conflict of Interest policy and I will promptly disclose any new affiliations required to be disclosed under the policy.

I understand and agree that as a condition for serving as a member of the council/commission, I will exercise particular care that no detriment to the American Dental Association will result from conflicts, if any, between my interests and those of the Association.

Having read and understood the Association's policy and having completed this statement to the best of my knowledge and belief, I agree to be bound by the terms hereof.

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

Adopted by Board of Trustees  
Resolution B-25-1996.



## EXAMPLES OF CONFLICT OF INTEREST

Organizational Goals that are in Conflict: It is axiomatic that a trustee, council member, spokesperson, consultant, or employee would be unable to act in the best interest of the ADA and another organization if the fundamental goals of the two organizations were in conflict. In these situations the trustee, council member, spokesperson, consultant, or employee could not fulfill his or her duty of loyalty to the ADA.

**EXAMPLE:** A trustee, council member, spokesperson, consultant, or employee of the ADA is elected to the Board of Directors of an anti-amalgam organization.

**RECOMMENDATION:** In order to further the goals of the anti-amalgam organization the ADA official or employee would breach his or her duty of loyalty to the ADA because fundamental goals of the ADA on public health are in conflict with the anti-amalgam organization. The ADA official or employee should resign from one of the positions.

Goals on Major Policy Issues are in Conflict: A trustee, council member, spokesperson, consultant, or employee may hold a position with an organization that generally strives to support the same dental public health goals of the ADA. Although the two organizations can be expected generally to support the same dental public health issues there may occasionally be differences in the policy goals.

**EXAMPLE:** A trustee, council member, spokesperson, consultant, or employee is on the Board of Trustees of a Specialty Organization. The Specialty Organization takes the position that dental accreditation should be done by the Specialty Organization and not the ADA.

**RECOMMENDATION:** In this example there is a difference on a significant policy issue but not a difference on fundamental public health goals. Thus, the ADA trustee, council member, spokesperson, consultant, or employee should not vote or be involved in the decision making at the ADA level with reference to accreditation. The trustee, council member, spokesperson, consultant, or employee should advise the Board or council of his position in the Specialty Organization. Here recusal will be sufficient to protect his or her duty of loyalty to the ADA, and, therefore, resignation is not necessary.

Organizations with a Financial Interest in ADA Policy:

**EXAMPLE:** A council member is a member of the Board of Directors of a dental manufacturer. The ADA council is considering a policy which would have an adverse effect on the manufacturer.

**RECOMMENDATION:** As a director of the dental manufacturer, the council member is required to pursue the financial benefit of the dental manufacturer and thus on this issue his duty of loyalty to the ADA would be conflicted. The council member should not participate in the vote on this issue.

Conflicts Involving Competing Business Activities:

**EXAMPLE:** A Board member of ADA Business Enterprises, Inc. is a member of the Board of Trustees of an organization that competes with one or more of ADA's business activities (dental publisher, affinity cards, etc.).

**RECOMMENDATION:** The Board member should not participate in the vote on any issue relating to ADABEI's activities on matters that are in direct competition between the ADA and the competing corporation. The Board member may vote on other issues so long as the Board member makes full disclosure of his involvement in the competing business.

## **GUIDELINES GOVERNING THE AMERICAN DENTAL ASSOCIATION'S CORPORATE RELATIONSHIPS**

As the premier professional organization representing dentistry as well as the nation's leading advocate for the public's oral health, the ADA is presented with frequent opportunities for collaboration with for-profit corporations in connection with oral health related programs, such as public awareness and fund raising campaigns. In many instances the ADA is approached by outside entities proposing such relationships, and in other cases the ADA may itself actively seek corporate sponsors or joint venture opportunities.

When governed in accordance with the ADA's Mission and Vision Statements as well as these Guidelines that flow from them, such collaborative relationships can result in synergies that greatly benefit the public while at the same time enhance and advance the ADA's longstanding reputation for science based objectivity and professional integrity. The overarching consideration when evaluating potential involvement with a for-profit corporation in a corporate relations setting is that any such involvement must reinforce rather than compromise the ADA's foundational precepts.

In pursuing or responding to corporate relations opportunities ADA staff must always evaluate them from the ADA's perspective. An outside corporate entity never becomes the "client" of an ADA staff member in any sense of that word, no matter how closely staff may work with the corporate entity's employees on a potential collaborative program, how cordial discussions with corporate personnel are, or how attractive the corporate opportunity may appear. Although this may seem self-evident, it is important to continually remind oneself of this because employees of for-profit corporations will assuredly, and appropriately, seek to maximize the benefits available to their employer from a relationship with the ADA. ADA staff, therefore, must do the same for the ADA.

The numbered Guidelines that follow are intended to be specific and practical. While additional guidance concerning the ADA's corporate relations policies and procedures is to be found in other ADA documents, such as the documents of Agreement that formalize the various types of corporate relationships that the ADA enters into, these Guidelines comprise the controlling principles to be used both for evaluating potential corporate relationship and joint venture opportunities as well as for administering those that are eventually undertaken.

The admonition that these Guidelines are to be referred to and used by ADA staff in every corporate relationship setting cannot be over emphasized. Merely paying lip service to the Guidelines will subvert their vital purpose and so placing them on a shelf to gather dust will not be tolerated. The fact is, actively and consistently applying the Guidelines will greatly assist in managing the expectations of potential corporate participants, thereby heading off misunderstandings at the "front end" that might otherwise squander ADA resources – and even threaten to diminish the ADA's reputation – if they had to be rectified at the "back end."

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1. Any relationship that the ADA enters into with a for-profit corporation must be wholly consistent with the ADA's Mission and Vision Statements which are, respectively:

#### **ADA Mission Statement**

The ADA is the professional association of dentists committed to the public's oral health, ethics, science and professional advancement; leading a unified profession through initiatives in advocacy, education, research and the development of standards.

#### **ADA Vision Statement**

The American Dental Association: The oral health authority committed to the public and the profession.

This first and overarching Guiding Principle should make it apparent that no matter how lucrative they might be or how much free press they might garner for the ADA there are certain corporate relationships that would be totally unacceptable to it. For example, a corporate alliance with a tobacco or alcoholic beverage company would not be in keeping with ADA core values.

In addition, because of the singular position the ADA enjoys in the oral health field and the fact that millions of people look to it for objective, science-based answers to their questions about oral health issues, it must always be absolutely clear to everyone that the ADA does not endorse products, including those of its corporate sponsors, and that its name and reputation are not for sale.

2. Corporate relationship opportunities are to be presented to and evaluated by the permanent Corporate Relations Work Group comprising two Board members appointed by the ADA President. The Work Group must be informed and kept frequently updated about any potential corporate relations opportunity from the time an initial contact is made with the potential corporate sponsor candidate.
3. Although it has become a very loosely and widely used marketing term, the word "partner" can carry significant legal implications and should be used only where explicit authorization has been given to do so by the Board of Trustees. The term "Strategic Partner" is an instance where use of the term has been approved because it has a clearly defined meaning in the ADA Corporate Relations program. Terms that may be appropriate to describe the ADA's involvement with third-party for profit entities include: "working with," "sponsor," "co-sponsor," "collaborative," "cooperative," "aligned," "participate with," and "joint effort." The use of proper terminology is especially important in the corporate relations context because the associated activities so frequently have a high public profile.

4. **The Seal of Acceptance Program** and the corporate relations function must operate wholly independently from one another, and preservation of the Seal Program's reputation for integrity and objectivity must take precedence over any corporate relations consideration. All inquiries regarding the ADA Seal of Acceptance program are to be directed to Science and not discussed by any other staff unless Science staff requests input. This is *always* to be the case regardless whether the company whose product(s) has/have been awarded the Seal, or which has applied for the Seal, is also, e.g., a Strategic Partner, CE Sponsor, or is cooperating with the ADA in a public awareness campaign.

For decades, the Seal of Acceptance has truly represented the gold standard for certification mark programs in which an organization having acknowledged expertise in a particular field evaluates the products of entities unrelated to it and, if a product meets the organization's published standards, the producing entity is permitted to display the organization's certification mark on the qualifying product. In a legitimate, trustworthy certification mark program like the Seal program, all applicants for certification must be treated equally. No aspect of the certification process, such as how long the deliberations over a particular submission take, can be influenced by corporate contributions or sponsorships.

Obviously, any corporate relationship activity that may give the impression that the "Seal is for sale" must be avoided at all costs. Determinations by the Council on Scientific Affairs concerning whether to award the Seal to a particular product are always made purely on the basis of the Council's scientific evaluation, and anything that might undercut that impression is inimical to the greater interests of the ADA.

5. In keeping with the principles described in #3 immediately above, advertisements for products bearing the Seal must be submitted to the ADA prior to publication and are to be critically reviewed by Science staff regardless of where they are to be published. The ads are to be evaluated *solely* by the Science Division, except in those instances that require consultation with other expert areas within the ADA. Companies whose products have been awarded the Seal of Acceptance are given explicit instructions concerning how the Seal may be used in product advertising and on labels, and must sign the Seal Agreement in which they agree, among other things, to be bound by those instructions or risk losing their product's Accepted status.
6. Any advertising submitted to an ADA publication should be reviewed by content experts, namely, Science, Practice, and Legal, before it appears. The fact that a company contributes financially to the ADA has no bearing on whether an advertisement suffers from science, image, or legal deficiencies. The potential income that may be derived from an advertisement or from future advertising by the same advertiser is also irrelevant when determining whether an advertisement meets the ADA's advertising standards. Advertisers may be asked to confirm certain advertising claims in writing, which writing may be required to include supporting technical references and details. In connection with financial offerings

or sweepstakes, advertisers may be asked to confirm in writing that they have complied with all federal and state statutes and regulations concerning such offerings.

Advertising review is a crucial corporate relations task that is central to maintaining the ADA's stellar reputation. The ADA's goal with respect to advertising in its publications or on its website or in special advertising vehicles such as blast emails to members is to provide ADA members and other readers with dependable information about a wide range of products and services. Advertisements containing representations that the advertiser cannot support with credible scientific or technical information can mislead readers and are unfair to other ADA advertisers who refrain from making overblown, unsubstantiated claims.

7. The ADA Foundation, qualifying under section 501(c)(3) of the Internal Revenue Code, is the ADA's charitable arm and, as such, should exist separately from the Corporate Relations activities of the ADA, a 501(c)(6) entity. There should be arms-length dealing between these two separate entities, preferably with separate legal counsel for each being present when appropriate. In any instance where it is proposed that the ADA or the ADA Foundation provide services or other benefits to the other, such proposal should be reviewed by Legal and, if approved from the legal perspective, should be memorialized in a Letter Agreement or other contract document.

Although there will frequently be close interaction between ADA and ADA Foundation staff, there are important tax and other legal reasons for maintaining two separate entities. Indeed, it is because of the special legal treatment available to a properly constituted and administered charitable foundation that the ADA established the ADAF in the first place. Despite the facts that the respective entities are headquartered in the same building and the Foundation and its staff are integral to the ADA's mission and culture, it is extremely important to observe the legal separation of the Foundation from the ADA even though the distinction itself and the practical steps necessary to preserve it may sometimes appear formalistic or even trivial.

8. No ADA staff at any level is permitted to agree to an express or implied product endorsement in the absence of express Board approval.

Rarely, if ever, will the ADA endorse a for-profit entity's product or services, and only the Board of Trustees has the authority to take such a step. While it may be unlikely that ADA staff would ever make a positive, albeit ineffective, representation that the ADA would endorse a product or service in connection with a corporate relations undertaking, it is imperative that staff members choose their language very carefully when communicating with a for-profit entity to make sure that the entity is under no misapprehension about the subject. All too often what one party thinks it is saying and another party thinks it is hearing are quite different. The ADA's strict "no endorsement" policy should be explained

politely but unambiguously during the initial discussions with a potential corporate sponsor. After all, there is no value in wasting everybody's time engaging in negotiations that are based on mistaken understandings and assumptions.

9. In connection with collaborative public awareness campaigns with for-profit entities, Science, Practice, and Legal are to review all campaign related advertisements in accordance with the provisions contained in the ADA standard Agreement used for such collaborative relationships, and to review any product or service advertising conducted by the corporate cosponsor(s) of the campaign during the campaign's pendency. In the latter case, such review shall be aimed at ensuring that no statements or claims are made that are contrary to ADA policies or positions, or that the ads are so similar to advertising materials for the campaign that they blur the distinction between the campaign and the for-profit's commercial activities, or that in any other way might compromise the interests of ADA members.
10. Corporate Relations, which may be approached concerning potential public awareness campaigns or may be involved in identifying potential opportunities for such campaigns, shall report to the Board of Trustees concerning such potential opportunities, regardless of the preliminary stage of the evaluation process, at the next regular Board Meeting following the identification of such potential opportunity and shall provide status updates thereafter in subsequent Corporate Relations Board Reports. Also, from the preliminary stage onward, Corporate Relations shall seek Legal, Science, and Practice input concerning evaluations of potential corporate relations opportunities.
11. Staff is not permitted to make "verbal agreements" with any third party in connection with potential or ongoing corporate relationships.

There shall be no oral or written agreements made by staff in connection with a corporate relationship and that purport to override or contradict the formal Agreement establishing the corporate relationship unless approved in advance by the Board of Trustees. For example, all corporate relations agreements used by the ADA will clearly provide that the ADA has sole discretion over the use of its name, trademarks, and issued statements, that it is entitled to review all materials containing such ADA property prior to publication in connection with the corporate relationship, and that the ADA's word on the subject is final. Any supposed waiver of these requirements or of any part of them, by ADA staff without prior approval by the Board of Trustees would be void and may constitute grounds for employee discipline.

12. Formal negotiations concerning potential corporate relationships are to include participation by Legal from the outset.
13. From time to time as the Board of Trustees may direct, the Legal Division, with input from the appropriate agencies, shall review, revise, and supplement these

Guidelines and/or other protocols, standard agreements, and procedures governing the ADA Corporate Relations Program.

14. Regardless how closely ADA staff may work with their counterparts at a for-profit entity in connection with a corporate relations activity, staff should never share internal communications such as emails, memos, or reports with such entities unless prior approval to do so has been obtained from the Executive Director and Legal. In no event should an email chain containing emails from an ADA attorney ever be provided to non-ADA personnel.
15. Any undisclosed relationship that an ADA member has with a for-profit entity that is being evaluated by the ADA in connection with a potential corporate relationship constitutes a potential conflict of interest and should be immediately reported to the ADA. In addition, a conflict of interest situation would arise if a potential or existing corporate sponsor offers, whether expressly or by implication, any special benefit or consideration to an ADA staff member. Any such offer should be declined and immediately reported to the ADA.

## **DEFINITIONS AND CONCEPTS USED IN CONNECTION WITH ADA CORPORATE RELATIONS**

Nonprofit organizations are increasingly supplementing their fundraising and public communications efforts with new marketing strategies. At the same time, for-profit corporations are sensitive to the fact that their customers and shareholders expect them to be responsible corporate citizens, not just by refraining from doing harm, but **also by positively engaging in issues of public concern. These developments have** created a situation wherein nonprofits are increasingly finding themselves being courted by for-profit companies with proposals for "strategic partnerships" or "marketing alliances," that are billed as attractive ways for the nonprofits to increase revenue or charitable giving as well as to heighten their public profiles.

But because of the vastly different natures of nonprofit organizations, on the one hand, and for-profit corporations, on the other hand, it is sometimes the case that for profits are more savvy when it comes to sophisticated consumer marketing than are nonprofits. It is also important to note again that the legitimate goal of a for-profit entity is to maximize its sales. This can lead to problems for a nonprofit participant unless clear definitions of various marketing terms are understood by both sides. For example, as is explained further below, what the ADA means when it uses the term "co-branding," may be quite different from what a corporate sponsor or collaborator would like it to mean. While it is usually merely a matter of two equally valid but different perspectives, where such different perspectives may conflict, it is the job of ADA staff to make sure that the ADA's perspective prevails in order to protect the ADA's interests in its reputation and image. Staff involved in any aspect of corporate relations should thus have a working knowledge of these terms as they are defined and applied in the context of the ADA's corporate relationships.

***The marketing terms most likely to be encountered in connection with ADA corporate relationships are:***

**Cause-Related Marketing**— In cause-related marketing (“CRM”) a for-profit corporation and a nonprofit organization publicly associate with the expressed intention of promoting at least one of the company’s products or services. A portion of the sales revenue for the identified products or services is then donated by the company to the nonprofit or to an identified charitable cause supported by the nonprofit. CRM allows a corporate sponsor to enhance its brands’ images and increase sales while, at least in theory, the nonprofit partner obtains additional funding and name recognition. CRM became a common marketing concept when in 1983 American Express promised to make a contribution to the Statue of Liberty restoration effort for every use of an American Express Credit Card. Advertising for products involved in a CRM campaign usually include statements such as: “For every \_\_\_\_\_ sold, a contribution will be made by [name of corporation] to the [name of nonprofit entity]” or “[name of corporation] will donate 5¢ from the sale of each \_\_\_\_\_ to the \_\_\_\_\_ [name of nonprofit entity].”

The ADA and the William Wrigley Company entered into a CRM agreement in which, during a given period, Wrigley agreed to donate a percentage of its sales of certain Accepted chewing gum products to the Give Kids A Smile program.

CRM should not be confused with “product endorsement” or “co-branding” even though the nonprofit’s name is used in connection with the sale of the for-profit corporation’s product. This is because the advertising for a properly administered CRM campaign makes clear the relationship between the for-profit corporation and the non-profit organization and the basis for the campaign. So long as the products that form the basis for a CRM campaign are not contrary to the ADA’s policies and positions, opportunities for such campaigns can be explored. As with any other potential corporate relationship, CRM proposals must be evaluated to determine whether they would compromise the ADA’s reputation by, for example, creating the appearance that the association has been “bought off.” If there is the possibility of such an appearance then the opportunity must be declined no matter how lucrative it may appear.

CRM is not “social marketing,” which is the use by nonprofits to impact societal behavior such as “stop smoking” or “don’t drive drunk” campaigns. Likewise, CRM is not “corporate philanthropy” wherein a corporation makes financial or in-kind donations to a nonprofit without expectation of any direct corporate gain.

**Certification Program**— In contrast to a blanket product endorsement, a respected nonprofit may establish a certification program based on its special technical or scientific expertise in a particular field. The certification, usually indicated on product packaging by a certification mark, is most often directed to a specific, well-defined aspect of a company’s product, is based on an analysis of scientific or technical evidence, and is available to any producer who meets the uniformly applied objective criteria established by the nonprofit. The integrity of a certification mark



program depends on its equal treatment of all applicants, and a federal certification mark registration can be challenged if the program does not provide such equal treatment. A successful certification mark program can raise revenue for the nonprofit and help it market itself to the public. For-profit companies that seek and obtain certification for their product(s) should be bound by clear rules as to what representations they can make in their advertising materials about the certification and about how the nonprofit's certification mark can be depicted. As is explained further below, a certification mark program *does not* constitute an instance of "co-branding" by a nonprofit and a for-profit entity whose product has been certified. A certification mark program can be adopted and administered only by an entity that does not use the certification mark for its own products or services (contrast with "trademark," below).

**Co-Branding**— When the term "co-branding" is applied sloppily it may lead reasonable persons to conclude that the ADA has joined with a for-profit company in a commercial product promotion venture, and may even be a co-producer of the product. The appearance of the Seal of Acceptance on product packaging and in product advertising *does not* constitute co-branding, nor does the appearance of the ADA's name in connection with advertising mentioning the award by the Council on Scientific Affairs of the Seal. In this latter situation, however, staff must be careful in reviewing such advertising that no misimpression of co-branding is reasonably possible.

Pursuant to written agreements, the ADA may enter into co-branding relationships with for-profit corporations for certain non-commercial purposes, such as in the case of public health awareness campaigns. In those instances, the "co-branding" is undertaken in connection with the campaign itself, and not in relation to any particular product. One way to avoid confusion in this regard is to develop a unique trademark or logotype for use by the parties, perhaps in connection with the campaign. One example of where this was done with great success is the OralLongevity™ initiative.

As with the term "endorsement," the term "co-branding" should only be applied where such a relationship with a company has been *formally authorized* by the Board of Trustees and has been made the subject of a written agreement approved by Legal.

**Endorsement**— A product (or service) endorsement is a written or spoken blanket testimonial from a prominent person or organization that attests to a product's desirability or superiority. An endorsement may be used aggressively to market a company's products and will often form the basis for a high-profile advertising campaign. The ADA does not endorse commercial products or services, and the association may subject itself to serious criticism if it appears that it is doing so. Also, a product endorsement, or even the appearance of one, may pose potential risks to the association's intellectual property, tarnish its reputation for scientific and professional objectivity, increase its exposure to legal claims by third parties, affect its tax exempt status, and ultimately reduce its market power for all of these reasons.

The term “endorsement” is sometimes incorrectly applied by those referring to an ADA certification indicated by the Seal of Acceptance certification mark. The concepts of a limited certification under the Seal Program, on the one hand, and of a product endorsement, on the other hand, are very different from one another. A product endorsement is almost always broad and non-specific, is not made on the basis of technical or scientific evaluation, and is usually exclusive. In contrast, a certification of the type made pursuant to the Seal Program is usually directed to a specific, well-defined aspect of the product, is based on an analysis of scientific evidence, and is available to any producer who meets the established and uniformly applied objective criteria. A product endorser can, in effect, hold an “auction,” and award its endorsement to the highest bidder. The integrity of a certification mark program depends on its equal treatment of all applicants and a federal certification mark registration can be challenged if it does not provide such equal treatment.

Although the ADA does not endorse commercial products or services, it does from time to time endorse certain causes, proposals, or programs that it concludes are in the members’ or the public’s interest. The determination as to which such causes, proposals, or programs the ADA chooses to endorse is made by the Board of Trustees. Thus, unless there has been a formal declaration of “endorsement,” ADA staff should not use the term in connection with ADA corporate relations activities.

**Event Sponsorships**— Event sponsorships are marketing activities specifically designed around an event to raise awareness or funds for a cause or to promote a company or product. An example is the Avon Breast Cancer 3-Day event that promotes awareness of breast cancer and raises funds for breast cancer research.

**Joint Venture**— A joint venture is an association of persons or entities that together undertake a specific commercial enterprise and does not involve a continuing relationship between or among the parties. Frequently, the parties to a joint venture establish a new legal entity to carry out the joint enterprise. While the term usually applies to a particular kind of relationship between or among for-profit entities, a nonprofit may enter into an appropriate joint venture so long as its exclusive purpose is in keeping with the nonprofit’s tax exempt mission. The term “joint venture” should not be loosely applied by staff to refer to co-sponsorships, collaborative awareness campaigns and the like. As with the term “partner” discussed below, the incorrect use of the term “joint venture” can create confusion and could subject the ADA to unwarranted criticism that, for example, it was involved in the promotion and sale of commercial products.

**Partner**— The terms “partner” and “strategic partner” carry significant legal and business implications. Although the terms are widely used, the incorrect use of the words to describe corporate relationships could have unintended consequences.

A “partner” is an individual or entity that is united with another or others in an activity or sphere of a common interest toward specified goals.

A “strategic partner” is a participant in a joint venture or long-term business relationship. Typically, an organization that is larger and more established will join forces with a smaller, less established entity for their mutual benefit. Although the larger organization may have more financial resources, the smaller entity may have something of value such as name recognition or intellectual property that will benefit the larger company. Strategic partners should have an agreement with a narrow purpose and do not get involved with the others’ overall business. At the ADA, the term “strategic partner” is used as a term of art in connection with a particular program.

Given the legal and business implications these terms can generate, they should be used only in instances where explicit authorization has been given to do so. Alternative and more appropriate terms that may be used to describe the ADA’s involvement with a third-party entity include: working with, sponsor, collaborative, cooperative, and aligned.

**Trademark**— A trademark includes any word, name, symbol, or device, or any combination thereof, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. If the owner stops use of the mark for an extended period it can become “abandoned” and the owner will lose its rights in it. A service mark, of course, is the same sort of device used to identify services, and the term “trademark” is often used to refer to both types of marks. Because they indicate source or sponsorship, a trademark owner must be vigilant with respect to how its trademark is being used. Usually, cases of outright appropriation and infringement are not difficult to identify, but misuse of a nonprofit’s marks by a corporate sponsor, even where wholly unintentional, can lead to confusion as to source or sponsorship, thereby threatening the good will built up.

Adopted December 2008

ADA Foundation  
Activity with Dental Device Manufacturers

2006-2009

<u>Year</u>	<u>Name</u>		<u>Amount</u>	<u>Reason for Funding</u>
<b>2008</b>	<u>3M Government Markets</u>		\$3,000.00	the Give Kids a Smile
<b>2009</b>			\$3,000.00	the Give Kids a Smile
<b>2006</b>	<u>Air Techniques, Inc.</u>		\$1,000.00	the Health Screening Program
<b>2007</b>			\$2,000.00	the Health Screening Program
<b>2008</b>			\$500.00	the Health Screening Program
<b>2006</b>	<u>American Dental Supply, Inc.</u>		\$50.00	the Health Screening Program
<b>2007</b>			\$50.00	the Health Screening Program
<b>2009</b>			\$50.00	the Health Screening Program
<b>2006</b>	<u>Athena Champion</u>		\$1,959.00	Disaster Response Fund
<b>2007</b>			\$1,000.00	Dr. Edward B. Shils Award
2007			\$1,000.00	Dr. Edward B. Shils Award
<b>2009</b>	<u>Benco Dental Company</u>		\$500.00	Shils Expendable Award & Lecture
<b>2006</b>	<u>Church &amp; Dwight Company, Inc.</u>		\$24,000.00	Gold Medal Award
2006			\$6,000.00	the Health Screening Program
<b>2007</b>			\$10,000.00	the Health Screening Program
2007			\$8,000.00	Gold Medal Award
<b>2006</b>	<u>Colgate-Palmolive Company</u>		\$25,000.00	the Health Screening Program
2006			\$20,000.00	the Diversity in Leadership program
2006			\$15,000.00	Minority Dental Student Scholarships
2006			\$100,000.00	the Harris Gifting Account
2006			\$33,333.00	the Harris Gifting Account
<b>2007</b>			\$25,000.00	the Health Screening Program
2007			\$100,000.00	the Harris Gifting Account
2007			\$12,800.00	Young Investigator Award
<b>2008</b>			\$5,000.00	Minority Dental Student Scholarships
2008			\$1,000.00	Dr. Edward B. Shils Award
2008			\$100,000.00	the Harris Gifting Account
2008			\$25,000.00	the Give Kids a Smile
<b>2009</b>			\$100,000.00	the Give Kids a Smile
2009			\$100,000.00	the Give Kids a Smile
2009			\$500.00	Shils Expendable Award & Lecture
2009			\$10,000.00	Minority Dental Student Scholarships

ADA Foundation  
Activity with Dental Device Manufacturers

2006-2009

2009			\$10,000.00	the Health Screening Program
<b>2006</b>	<u>Crosstex International, Inc.</u>		\$1,000.00	Dr. Edward B. Shils Award
<b>2007</b>			\$1,000.00	Dr. Edward B. Shils Award
2007			\$1,000.00	the Health Screening Program
<b>2008</b>			\$600.00	the Give Kids a Smile
<b>2009</b>			\$1,000.00	the Health Screening Program
<b>2008</b>	<u>Danaher Corporation</u>		\$25,000.00	the Give Kids a Smile
<b>2008</b>	<u>DenTek Oral Care, Inc.</u>		\$25,000.00	the Give Kids a Smile
<b>2009</b>	<u>Dentistry Today</u>		\$1,000.00	Support for Shils Education Fund
<b>2006</b>	<u>Dentsply International</u>		\$6,400.00	General Fellowship/Grant Projects
2006			\$5,000.00	International Development Fund
2006			\$500.00	Contributions to the \$100 Million campaign for dental ed
<b>2007</b>			\$12,800.00	Young Investigator Award
<b>2008</b>			\$15,000.00	Young Investigator Award
2008			\$5,000.00	the Give Kids a Smile
<b>2009</b>			\$15,000.00	Young Investigator Award
2009			\$1,000.00	Shils Expendable Award & Lecture
2009			\$600.00	the Give Kids a Smile
<b>2006</b>	<u>DiaSorin, Inc.</u>		\$500.00	the Health Screening Program
<b>2007</b>			\$500.00	the Health Screening Program
<b>2008</b>	<u>Discus Dental</u>		\$300,205.18	Foundation Royalty
<b>2009</b>			\$140,477.65	Foundation Royalty
2009			\$156,389.37	Foundation Royalty
<b>2006</b>	<u>Esstech Company</u>		\$6,400.00	Young Investigator Award
<b>2007</b>			\$6,400.00	Young Investigator Award
<b>2008</b>			\$6,400.00	Young Investigator Award
<b>2006</b>	<u>GC America, Inc.</u>		\$10,000.00	Dr. Edward B. Shils Award
<b>2006</b>	<u>Glidewell Laboratories, Inc.</u>		\$7,520.60	the Give Kids a Smile
<b>2006</b>	<u>Handler Manufacturing Company, Inc.</u>		\$1,500.00	Allied Health Scholarships
<b>2008</b>			\$500.00	Allied Health Scholarships

ADA Foundation  
Activity with Dental Device Manufacturers

2006-2009

2008			\$500.00	research, education and access programs - Unrestricted
2008			\$1,000.00	Allied Health Scholarships
2008			\$500.00	research, education and access programs - Unrestricted
<b>2006</b>	<u>Harry J. Bosworth Co.</u>		\$1,000.00	Minority Dental Student Scholarships
<b>2007</b>			\$2,500.00	Minority Dental Student Scholarships
<b>2009</b>			\$2,000.00	Minority Dental Student Scholarships
2009			\$5,000.00	Foundation Royalties
<b>2006</b>	<u>Henry Schein Inc.</u>		\$20,000.00	the Diversity in Leadership program
2006			\$5,000.00	the Health Screening Program
<b>2007</b>			\$5,000.00	Shils Expendable Award & Lecture
2007			\$20,000.00	the Diversity in Leadership program
2007			\$6,000.00	the Health Screening Program
2007			\$1,500.00	the Health Screening Program
2007			\$250.00	dental education programs
2007			\$3,500.00	Shils Expendable Award & Lecture
2007			\$6,500.00	Dr. Edward B. Shils Award
<b>2008</b>			\$500.00	Relief Activities
2008			\$4,000.00	International Development Fund
2008			\$20,000.00	the Diversity in Leadership program
2008			\$10,000.00	Shils Expendable Award & Lecture
2008			\$5,000.00	the Give Kids a Smile
2008			\$25,000.00	the Give Kids a Smile
<b>2009</b>			\$25,000.00	the Give Kids a Smile
2009			\$5,000.00	the Health Screening Program
2009			\$20,000.00	the Diversity in Leadership program
2009			\$25,000.00	the Give Kids a Smile
2009			\$5,000.00	the Give Kids a Smile
2009			\$7,500.00	the Health Screening Program
<b>2006</b>	<u>Heraeus Kulzer, Inc.</u>		\$2,000.00	Dr. Edward B. Shils Award
<b>2007</b>	<u>Hu-Friedy Manufacturing Company, Inc.</u>		\$500.00	the Health Screening Program
<b>2009</b>			\$500.00	the Health Screening Program
<b>2009</b>	<u>Imaging Sciences International, LLC</u>		\$10,000.00	the Give Kids a Smile
<b>2008</b>	<u>Ivoclar Vivident</u>		\$20,000.00	Foundation Royalty
<b>2009</b>	<u>J. Morita</u>		\$100.00	Foundation Contribution

ADA Foundation  
Activity with Dental Device Manufacturers  
2006-2009

<b>2006</b>	<u>Lang Dental Manufacturing Co., Inc.</u>		\$2,000.00	Dr. Edward B. Shils Award
<b>2007</b>			\$2,000.00	Dr. Edward B. Shils Award
<b>2007</b>	<u>National Dentex Corporation</u>		\$1,000.00	Dr. Edward B. Shils Award
<b>2007</b>	<u>Nordent Manufacturing, Inc.</u>		\$500.00	the Health Screening Program
<b>2009</b>			\$250.00	the Health Screening Program
<b>2009</b>	<u>Parkell, Inc.</u>		\$1,000.00	Shils Expendable Award & Lecture
<b>2009</b>	<u>Parker Hannifin Corp</u>		\$150.00	the Health Screening Program
<b>2009</b>	<u>Parker Hannifin Foundation</u>		\$350.00	the Health Screening Program
<b>2009</b>	<u>Patterson Companies, Inc.</u>		\$15,000.00	the Health Screening Program
<b>2006</b>	<u>Patterson Foundation</u>		\$10,000.00	the Health Screening Program
<b>2007</b>			\$12,000.00	the Health Screening Program
<b>2009</b>	<u>Pentron Corp</u>		\$10,275.36	Foundation Royalties
<b>2008</b>	<u>Petrol Clinical Technologies</u>		\$1,850.95	Foundation Royalties
<b>2009</b>			\$7,266.72	Foundation Royalties
<b>2006</b>	<u>Porter Instrument Division</u>		\$500.00	the Health Screening Program
<b>2007</b>			\$500.00	the Health Screening Program
<b>2006</b>	<u>Premier Dental Products</u>		\$5,000.00	Dr. Edward B. Shils Award
<b>2007</b>			\$500.00	the Health Screening Program
2007			\$150.00	Shils Expendable Award & Lecture
2007			\$300.00	Shils Expendable Award & Lecture
2007			\$5,000.00	Dr. Edward B. Shils Award
<b>2008</b>			\$5,000.00	the Give Kids a Smile
<b>2009</b>			\$300.00	the Give Kids a Smile
<b>2006</b>	<u>Procter &amp; Gamble Company</u>		\$5,000.00	International Development Fund
2006			\$5,000.00	Minority Dental Student Scholarships
2006			\$20,000.00	the Diversity in Leadership program
2006			\$10,000.00	the Give Kids a Smile

ADA Foundation  
Activity with Dental Device Manufacturers

2006-2009

2006			\$27,000.00	the Health Screening Program
2006			\$20,000.00	the Diversity in Leadership program
<b>2007</b>			\$12,500.00	Minority Dental Student Scholarships
2007			\$3,000.00	Procter & Gamble's Foundation Support
2007			\$30,000.00	the Health Screening Program
<b>2008</b>			\$20,000.00	the Diversity in Leadership program
2008			\$20,000.00	the Diversity in Leadership program
2008			\$12,500.00	Minority Dental Student Scholarships
<b>2009</b>			\$12,500.00	Minority Dental Student Scholarships
2009			\$20,000.00	the Diversity in Leadership program
2009			\$10,000.00	the Health Screening Program
2009			\$3,500.00	Harris Fund for Children's Dental Health
<b>2008</b>	<u>Pulpdent Corporation</u>		\$7,172.06	Foundation Royalties
2008			\$26,328.21	Foundation Royalties
<b>2008</b>	<u>S.S. White Burs, Inc.</u>		\$250.00	research, education and access programs - Unrestricted
2008			\$300.00	the Give Kids a Smile
<b>2009</b>			\$300.00	the Give Kids a Smile
<b>2007</b>	<u>Septodont, Inc.</u>		\$1,500.00	Dr. Edward B. Shils Award
2007			\$1,000.00	Dr. Edward B. Shils Award
<b>2009</b>			\$5,000.00	Shils Expendable Award & Lecture
<b>2007</b>	<u>Sirona Dental Systems, LLC, USA</u>		\$1,000.00	Dr. Edward B. Shils Award
<b>2009</b>			\$1,000.00	Shils Expendable Award & Lecture
<b>2006</b>	<u>SmartPractice</u>		\$311.72	the Give Kids a Smile
2006			\$1,000.00	the Health Screening Program
2006			\$226.15	the Give Kids a Smile
<b>2007</b>			\$56.89	the Give Kids a Smile
2007			\$46.36	the Give Kids a Smile
2007			\$1,000.00	the Health Screening Program
2007			\$140.43	the Give Kids a Smile
2007			\$1,566.20	the Give Kids a Smile
2007			\$407.88	the Give Kids a Smile
<b>2008</b>			\$34.28	the Give Kids a Smile
2008			\$7.29	the Give Kids a Smile
2008			\$70.47	the Give Kids a Smile
2008			\$4.89	the Give Kids a Smile
<b>2009</b>			\$1,000.00	the Health Screening Program



ADA Foundation  
Activity with Dental Device Manufacturers

2006-2009

2009			\$24.29	the Give Kids a Smile
2009			\$14.13	the Give Kids a Smile
2007	<u>Sullivan Schein Dental/X-Rite Corporation</u>		\$20,000.00	Sponsorship of Institute of Diversity in Leadership
<b>2006</b>	<u>Sunstar Americas, Inc.</u>		\$6,500.00	General Fellowship/Grant Projects
<b>2007</b>			\$3,000.00	the Health Screening Program
2007			\$2,000.00	the Health Screening Program
2007			\$6,000.00	Minority Dental Student Scholarships
<b>2008</b>			\$300.00	the Give Kids a Smile
2008			\$1,200.00	the Give Kids a Smile
2008			\$6,500.00	General Fellowship/Grant Projects
2008			\$6,000.00	Minority Dental Student Scholarships
<b>2009</b>			\$6,000.00	Minority Dental Student Scholarships
2009			\$6,500.00	General Fellowship/Grant Projects
<b>2006</b>	<u>Temrex Corporation</u>		\$1,000.00	Dr. Edward B. Shils Award
<b>2007</b>			\$1,000.00	Dr. Edward B. Shils Award
<b>2009</b>			\$1,000.00	Dr. Edward B. Shils Award
<b>2006</b>	<u>The Gillette Company</u>		\$7,500.00	Minority Dental Student Scholarships
<b>2009</b>	<u>Topform Data, Inc.</u>		\$1,833.85	access programs
<b>2006</b>	<u>Waterpik Technologies Personal Healthcare Products</u>		\$1,500.00	the Health Screening Program
<b>2007</b>			\$2,000.00	the Health Screening Program
<b>2006</b>	<u>Young Innovations, Inc.</u>		\$4,537.50	Disaster Response Fund
2006			\$37,997.00	Disaster Response Fund
<b>2008</b>	<u>Zirc Company</u>		\$500.00	the Give Kids a Smile
<b>Total 2006</b>			<b>\$458,234.97</b>	
<b>Total 2007</b>			<b>\$335,467.76</b>	
<b>Total 2008</b>			<b>\$706,723.33</b>	
<b>Total 2009</b>			<b>\$747,881.37</b>	
<b>Grand Total</b>			<b>\$2,248,307.43</b>	

## SOURCE: ADA EMPLOYEE MANUAL (HR)

### E. GIFTS

Please be aware that vendors that give gifts are often trying to influence the recipients in the conduct of ADA business and thus, we ask you to use good judgment to avoid any perceived or real impropriety.

No employee or member of his immediate family may accept gifts or paid personal trips from any person or firm doing or seeking to do business with the ADA, under circumstances from which it might reasonably be inferred that the purpose of the gift is to influence the employee in the conduct of association business with the donor.

Employees and members of their immediate families may accept gifts from outside sources but must report gifts with a value of \$50 or more in an e-mail to the Executive Director with a copy to the HR Sr. Director. A written memorandum must be prepared within five (5) days of receipt of a gift, which includes names of person and organization giving, person receiving and estimated or actual value of gift.

Employees and members of their immediate families may not accept paid travel or accommodations from vendors, dental manufacturers or representatives from other organizations that have potential to influence policies and decisions of ADA.

Violations of this policy could result in disciplinary action up to and including termination.

### F. EXTERNAL COMMUNICATIONS STATEMENT (MEDIA CALLS)

All inquiries from reporters, producers or press contacts should be directed to Government & Public Affairs, Department of Media and Creative Services (DMCS) at extension 2806. Forward e-mail inquiries to [mediarelations@ada.org](mailto:mediarelations@ada.org).

Immediately forwarding all media calls to DMCS will help to assure timely and accurate responses from staff and volunteers authorized to speak for the ADA. This includes media requests for background information, surveys, research and names of leadership and staff.

Only DMCS staff are authorized to respond directly to media inquiries. It is permissible to explain to media representatives that you have been advised to direct them to appropriate media relations staff so that they will receive information in a timely and accurate manner.

## SOURCE: ADA EMPLOYEE MANUAL

- You are responsible for the accuracy of the information on your time sheet.
- Do not deliberately damage the ADA's property, or the property of tenants, residents, a fellow employee, a member or guest of the ADA.
- Perform all work satisfactorily and efficiently.
- Leave the ADA premises immediately at the end of your scheduled working hours. No loitering.
- Carry your access security card while at work, if required.
- Do not smoke in non-smoking areas.
- When informed of confidential ADA information, keep it confidential.
- Do not give personal opinions on local, state, and national issues, and legislation, or regulations in such a way that they may be taken to represent the official position of the ADA.
- Report violations of any applicable federal, state, and local laws, rules, or regulations in writing to your supervisor or any other ADA representative you choose.
- Do not carry any kind of weapon at any time while on the grounds of any ADA property or office. This applies to all weapons including, but not limited to, guns, knives, and Mace.
- Speak and behave with courtesy toward co-workers, members and guests.
- Do not discriminate against or harass co-workers, members and guests.
- Notify your supervisor of any outside business or outside employment. (Refer to the policy on Outside Employment.)
- Do not use ADA resources and personnel to promote private interest as a means of making a personal profit.
- Follow all other standards and guidelines that your supervisor or the ADA establishes.

The standards listed above are examples and are not meant to be a complete list of all ADA standards.

### C. SMOKING

Smoking is prohibited in the 211 East Chicago Avenue building.

### D. HONORARIA

ADA employees may not accept honoraria for ADA related speaking engagements, consulting services, or other job-related activities that are performed on ADA time. Any employee who is offered an honorarium for speaking, consultation or other job-related activities is encouraged to direct this honorarium to the ADA Foundation. Employees are paid a competitive salary to provide services to the membership. Constituent and component groups represent our membership and should have access to staff expertise at no additional cost.

ADA Foundation  
Activity with Insurance Companies  
2006-2009

<u>Year</u>	<u>Name</u>		<u>Amount</u>	<u>Reason for Funding</u>
<b>2006</b>	<u>Aetna, Inc.</u>		\$5,000.00	the Health Screening Program
<b>2007</b>			\$5,000.00	the Health Screening Program
<b>2006</b>	<u>AXA - Equitable</u>		\$5,000.00	the Health Screening Program
<b>2007</b>			\$10,000.00	the Health Screening Program
<b>2009</b>			\$10,000.00	the Health Screening Program
<b>2007</b>	<u>Delta Dental Foundation</u>		\$0.00	Oral Cancer Education Project
<b>2007</b>	<u>Delta Dental of California</u>		\$5,000.00	the Health Screening Program
<b>2009</b>	<u>Delta Dental of VA</u>		\$300.00	the Give Kids a Smile
<b>2006</b>	<u>Fortress Insurance Company</u>		\$2,000.00	research, education and access programs - Unrestricted
<b>2006</b>	<u>Great-West Life and Annuity Insurance Co.</u>		\$20,000.00	the Give Kids a Smile
2006			\$35,000.00	Young Investigator Award
<b>2007</b>			\$20,000.00	Oral Health Literacy
2007			\$5,000.00	research, education and access programs - Unrestricted
2007			\$35,000.00	Young Investigator Award
<b>2008</b>			\$35,000.00	Young Investigator Award
2008			\$5,000.00	research, education and access programs - Unrestricted
<b>2009</b>			\$25,000.00	Young Investigator Award
<b>2006</b>	<u>The Dentists Insurance Company</u>		\$75,000.00	Disaster Response Fund
<b>Total 2006</b>			<b>\$142,000.00</b>	
<b>Total 2007</b>			<b>\$80,000.00</b>	
<b>Total 2008</b>			<b>\$40,000.00</b>	
<b>Total 2009</b>			<b>\$35,300.00</b>	
<b>Grand Total</b>			<b>\$297,300.00</b>	

			<b>American Dental Association</b>	
			<b>Activity with Insurance companies</b>	
			<b>2006 - 2009</b>	
<b>Year</b>	<b>Name</b>	<b>Category</b>	<b>Amount</b>	<b>Reason for Funding</b>
	<b><u>ADA Insurance Plans (admin by Great West)</u></b>			
<b>2006</b>		<i>Adv</i>	\$1,050.00	Advertising in coupon book
2006			\$250.00	Exhibitor preview kiosk
2006			\$14,000.00	Sponsorship of SUCCESS programs
2006		<i>Adv</i>	\$115,685.00	Display Advertising in Journals
<b>2007</b>			\$25,000.00	Sponsorship of New Dentist Educational Series
2007		<i>Adv</i>	\$1,050.00	Advertising in coupon book
2007		<i>Booth</i>	\$8,200.00	Booth space at Annual Session
2007		<i>Adv</i>	\$186,915.00	Display Advertising in Journals
<b>2008</b>		<i>Adv</i>	\$1,200.00	Advertising in coupon book
2008		<i>Booth</i>	\$7,050.00	Booth space at Annual Session
2008		<i>Adv</i>	\$162,778.00	Display Advertising in Journals
<b>2009</b>		<i>Booth</i>	\$7,550.00	Booth space at Annual Session
2009		<i>Adv</i>	\$263,070.00	Display Advertising in Journals
	<b><u>Allstate Insurance Company</u></b>			
<b>2008</b>			\$22.00	Inter-library loan charge
	<b><u>America's Health Insurance Plans</u></b>			
<b>2007</b>			\$2,456.82	CDT Royalties
<b>2008</b>			\$1,335.81	CDT Royalties
<b>2009</b>			\$6,985.45	CDT Royalties
	<b><u>Ameritas Insurance Corp</u></b>			
<b>2006</b>			\$241.00	Subscription to JADA and ADA News
<b>2007</b>			\$311.00	Subscription to JADA and ADA News
<b>2008</b>			\$189.00	Subscription to JADA and ADA News
	<b><u>AXA Equitable Life Insurance Co</u></b>			
<b>2006</b>			\$14,000.00	Sponsorship of SUCCESS programs
2006		<i>Adv</i>	\$8,330.00	Display Advertising in Journals
2006			\$55,358.00	Annual expenses
<b>2007</b>			\$15,000.00	Sponsorship of Annual Session You-Are-Here-Kiosk
2007			\$10,000.00	Sponsorship of Annual Health Screening Program
2007			\$16,000.00	Sponsorship of ADA Member cards
2007		<i>Adv</i>	\$52,445.00	Display Advertising in Journals
2007			\$129,261.00	Annual expenses

2008		Adv	\$8,000.00	Ad space in Annual Session Preliminary Program
2008		Adv	\$96,390.00	Display Advertising in Journals
2008			\$75,000.00	Annual expenses
2009			\$10,000.00	Sponsorship of Annual Health Screening Program
2009		Adv	\$96,390.00	Display Advertising in Journals
	<u><b>Berkshire Life Insurance of America</b></u>			
2008			\$274.96	Catalog products
	<u><b>Century Insurance Group</b></u>			
2007			\$60.40	Catalog products
	<u><b>Citizens Security Life Insurance</b></u>			
2009			\$80.12	Catalog products
	<u><b>Companion Life Insurance</b></u>			
2006			\$168.30	Catalog products
	<u><b>Delta Dental Insurance Company</b></u>			
2008			\$80.55	Catalog products
	<u><b>Dental Systems Inc/Insurance Answers</b></u>			
2008		Adv	\$400.00	Advertising in coupon book
2008		Booth	\$6,350.00	Booth space at Annual Session
	<u><b>Eastern Dentists Insurance Company</b></u>			
2007			\$285.00	CERP annual fee
2009			\$300.00	CERP annual fee
	<u><b>Fortress Insurance Company</b></u>			
2006		Booth	\$3,085.00	Booth space at Annual Session
2006			\$85.00	Symposium on Integrity and Ethics in Dental Education
2006			\$200.00	Copyright charge for JADA article excerpt.
2006		Adv	\$9,330.00	Display Advertising in Journals
2007		Booth	\$3,750.00	Booth space at Annual Session
2008			\$266.00	Subscription to JADA and ADA News
2008		Booth	\$3,175.00	Booth space at Annual Session
	<u><b>Golden Rule Insurance Co</b></u>			
2009			\$192.29	Catalog products

	<u><b>Great-West Life and Annuity Insurance</b></u>			
<b>2006</b>			\$528,000.00	Annual expenses
2006			\$250.00	Exhibitor preview kiosk
2006		Adv	\$1,200.00	Advertising in coupon book
2006			\$16,000.00	Sponsorship of Membership cards
2006			\$30,000.00	Sponsorship of Member handbook
2006			\$15,500.00	Sponsorship of Membership cards
<b>2007</b>			\$25,000.00	Sponsorship of New Dentist Conference
2007			\$568,000.00	Annual expenses
2007			\$128.30	Catalog products
2007			\$25,000.00	Sponsorship of Sesquicentennial coffee table book
<b>2008</b>			\$72,000.00	Sponsorship of Sesquicentennial coffee table book
2008			\$16,500.00	Sponsorship of Membership cards
2008			\$556,000.00	Annual expenses
2008			\$8,000.00	Sponsorship
2008			\$25,000.00	Sponsorship of New Dentist Conference
2008			\$20,000.00	Sponsorship of SUCCESS program 2007-2008
2008			\$20,000.00	Sponsorship of SUCCESS program 2008-2009
2008			\$25,000.00	Sponsorship of Annual Session New Dentist Track
<b>2009</b>			\$13,000.00	Sponsorship of Annual Session Billboard Banner
2009			\$17,000.00	Sponsorship of Membership cards
2009			\$420,000.00	Annual expenses
2009			\$30,000.00	Reprints of JADA articles
2009			\$40,000.00	Sponsorship of New Dentist Conference
2009			\$20,000.00	Sponsorship of SUCCESS program 2009-2010
	<u><b>Guardian Life Insurance Co of America</b></u>			
<b>2008</b>			36,667.00	Quarterly royalties for Continuing Education Online
	<u><b>Health Insurance Plan of Greater New York</b></u>			
<b>2007</b>			1,975.00	CDT Royalties
	<u><b>Injured Workers Insurance Fund</b></u>			
<b>2008</b>			\$129.45	Catalog products
	<u><b>Insurance Management Administration</b></u>			
<b>2008</b>			\$231.31	Catalog products
	<u><b>Insurance Programs</b></u>			
<b>2007</b>			75.40	Catalog products
	<u><b>Iowa Bankers Insurance &amp; Service</b></u>			
<b>2008</b>			\$79.91	Catalog products

	<u>Louis Koch Insurance Agencies</u>			
2008			\$397.85	Catalog products
	<u>Maryland Insurance</u>			
2008			\$80.45	Catalog products
	<u>Oklahoma State Insurance</u>			
2006			\$60.40	Catalog products
	<u>OMS National Insurance Company, RRG</u>			
2006			\$275.00	CERP annual fee
2007			\$285.00	CERP annual fee
2008			\$285.00	CERP annual fee
2009			\$300.00	CERP annual fee
	<u>Pennsylvania Insurance Dept</u>			
2007			\$60.40	Catalog products
	<u>Physicians Mutual Insurance</u>			
2008			\$1,015.00	CDT Royalties
	<u>Professionals Advocate Insurance Co</u>			
2007			\$450.00	CERP application fee
2008			\$285.00	CERP annual fee
2009			\$300.00	CERP annual fee
	<u>SET SEG Insurance Company</u>			
2007			\$574.30	Catalog products
	<u>Southland National Insurance Corp</u>			
2007			\$1,144.00	CDT Royalties
	<u>State Farm Insurance</u>			
2007			\$15,000.00	Sponsorship of Annual Session ADA Restaurants
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
2008		Booth	\$2,000.00	Booth space at Annual Session
2009			\$79.90	Catalog products



	<u><b>Takecare Insurance Co, Inc</b></u>			
<b>2009</b>			\$2,569.61	Catalog products
	<u><b>TDIC - The Dentist's Insurance Co</b></u>			
<b>2006</b>	<i>Booth</i>		\$3,085.00	Booth space at Annual Session
2006	<i>Adv</i>		\$34,340.00	Display Advertising in Journals
<b>2007</b>	<i>Booth</i>		\$3,750.00	Booth space at Annual Session
2007	<i>Adv</i>		\$9,330.00	Display Advertising in Journals
<b>2008</b>	<i>Booth</i>		\$3,175.00	Booth space at Annual Session
<b>2009</b>	<i>Adv</i>		\$8,848.50	Display advertising in journal
2009	<i>Booth</i>		\$3,375.00	Booth space at Annual Session
2009	<i>Adv</i>		\$8,848.50	Display Advertising in Journals
	<u><b>Texas Department of Insurance</b></u>			
<b>2006</b>			\$77.85	Catalog products
<b>2009</b>			\$156.66	Catalog products
<b>Total 2006</b>			<b>\$850,570.55</b>	
<b>Total 2007</b>			<b>\$1,105,256.62</b>	
<b>Total 2008</b>			<b>\$1,152,532.29</b>	
<b>Total 2009</b>			<b><u>\$949,046.03</u></b>	
<b>Grand Total</b>			<b>\$4,057,405.49</b>	
<i>Included in the above totals are the following:</i>				
	<i>Total Booth space at annual session</i>		<i>\$61,470.00</i>	
	<i>Total advertising</i>		<i>\$1,065,600.00</i>	
	<i>Total Other items</i>		<i><u>\$2,930,335.49</u></i>	
	<b>Grand Total</b>		<b>\$4,057,405.49</b>	

			<b>American Dental Association</b>	
			<b>Activity with Dental Equipment Manufacturers</b>	
			<b>2006 - 2009</b>	
<b><u>Year</u></b>	<b><u>Name</u></b>	<b><u>Category</u></b>	<b><u>Amount</u></b>	<b><u>Reason for Funding</u></b>
	<b><u>3M ESPE</u></b>			
<b>2006</b>			\$100,000.00	Sponsorship of Annual Session for Adult Preventive Care
2006		<i>Booth</i>	\$33,370.00	Booth space at Annual Session
2006			\$491.96	Catalog products
<b>2007</b>			\$1,200.00	New Product Showcase
2007			\$5,000.00	Sponsorship of CELL Seminar Series
2007		<i>Booth</i>	\$53,900.00	Booth space at Annual Session
2007			\$5,466.50	Professional Product Review reprints
<b>2008</b>			\$1,800.00	Sub-Tag membership
2008		<i>Booth</i>	\$72,650.00	Booth space at Annual Session
2008		<i>Adv</i>	\$24,582.00	Display advertising in journals
<b>2009</b>			\$300.00	Sub-Tag membership
2009			\$600.00	Sub-Tag membership
2009		<i>Booth</i>	\$16,100.00	Booth space at Annual Session
2009			\$4,829.42	Reprints of JADA articles
2009			\$1,800.00	Sub-Tag membership
	<b><u>3M Unitek Corporation</u></b>			
<b>2008</b>			\$600.00	Sub-Tag membership
<b>2009</b>			\$600.00	Sub-Tag membership
	<b><u>Accutron</u></b>			
<b>2007</b>		<i>Booth</i>	\$3,450.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,875.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$500.00	Booth space at Annual Session (cancellation fee)
	<b><u>A-Dec</u></b>			
<b>2006</b>		<i>Booth</i>	\$77,820.00	Booth space at Annual Session
2006			\$14,000.00	Sponsorship of SUCCESS Dental School Program
<b>2007</b>			\$153.80	SUCCESS materials
2007			\$20,000.00	Sponsorship of Dental School Programs
2007		<i>Booth</i>	\$92,100.00	Booth space at Annual Session
2007			\$250.00	Registration to Dentist Health and Wellness Conference
<b>2008</b>			\$900.00	Sub-Tag membership
2008		<i>Adv</i>	\$71,692.00	Display advertising in journals
2008		<i>Booth</i>	\$109,200.00	Booth space at Annual Session

2008			\$3,888.00	Reprints of JADA articles
2008			\$20,000.00	Sponsorship of SUCCESS Dental School Program
2008			\$105.28	Catalog products
<b>2009</b>		<i>Adv</i>	\$74,192.00	Display advertising in journals
2009			\$5,213.88	Reprints of JADA articles
2009		<i>Adv</i>	\$30,000.00	Advertising supplements
2009			\$900.00	Sub-Tag membership
<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,175.00	Booth space at Annual Session
<b>2008</b>			\$285.00	CERP annual fee
<b>2009</b>			\$300.00	CERP annual fee
2009			\$470.00	CERP application fee
<b>2006</b>			\$75,000.00	Indirect expenses for Tomorrow's Dental Office Today
2006			\$1,200.00	New Product Showcase
<b>2007</b>			\$600.00	New Product Showcase
2007		<i>Adv</i>	\$700.00	Advertising in coupon book
2007			\$600.00	Sub-Tag membership
<b>2008</b>			\$600.00	Sub-Tag membership
2008		<i>Adv</i>	\$800.00	Advertising in coupon book
<b>2009</b>		<i>Adv</i>	\$800.00	Advertising in coupon book
<b>2006</b>		<i>Booth</i>	\$6,800.00	Booth space at Annual Session
2006		<i>Adv</i>	\$1,400.00	Advertising in coupon book
2006			\$150.00	Copyright charge for JADA reprint
2006		<i>Adv</i>	\$1,400.00	Advertising in Coupon Book
<b>2007</b>		<i>Booth</i>	\$7,900.00	Booth space at Annual Session
2007		<i>Adv</i>	\$200.00	Advertising in Coupon Book
<b>2008</b>		<i>Booth</i>	\$7,050.00	Booth space at Annual Session
2008			\$99.00	Professional Product Review reprints
2008			\$160.00	Professional Product Review reprints
<b>2009</b>		<i>Booth</i>	\$7,550.00	Booth space at Annual Session
<b>2006</b>		<i>Booth</i>	\$6,800.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,175.00	Booth space at Annual Session

	<b><u>Aurum Ceramic Dental Laboratories</u></b>			
<b>2006</b>		Booth	6,170.00	Booth space at Annual Session
2006			285.00	CERP annual fee
2006		Booth	7,500.00	Booth space at Annual Session
<b>2008</b>			\$285.00	CERP annual fee
2008		Booth	\$6,350.00	Booth space at Annual Session
<b>2009</b>			\$470.00	CERP fees
2009			\$300.00	CERP annual fee
2009		Booth	\$3,375.00	Booth space at Annual Session
	<b><u>Axis Dental Corporation</u></b>			
<b>2006</b>		Booth	\$13,600.00	Booth space at Annual Session
<b>2007</b>		Booth	\$16,400.00	Booth space at Annual Session
2007			\$864.00	Professional Product Review reprints
<b>2008</b>		Booth	\$14,100.00	Booth space at Annual Session
<b>2009</b>		Booth	\$1,000.00	Booth space at Annual Session (cancellation fee)
	<b><u>Banc of America Practice Solutions</u></b>			
<b>2006</b>		Booth	\$9,885.00	Booth space at Annual Session
<b>2007</b>		Booth	\$11,250.00	Booth space at Annual Session
<b>2008</b>		Booth	\$10,225.00	Booth space at Annual Session
<b>2009</b>		Booth	\$7,550.00	Booth space at Annual Session
	<b><u>Bausch Articulating Papers</u></b>			
<b>2006</b>		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>		Booth	\$3,750.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,875.00	Booth space at Annual Session
<b>2009</b>		Booth	\$1,000.00	Booth space at Annual Session (cancellation fee)
	<b><u>Belmont Equipment</u></b>			
<b>2006</b>		Booth	\$32,110.00	Booth space at Annual Session
<b>2007</b>		Booth	\$40,300.00	Booth space at Annual Session
<b>2008</b>		Booth	\$40,900.00	Booth space at Annual Session
2008			\$285.00	CERP annual fee
2008			\$122.40	Catalog products
<b>2009</b>		Booth	\$36,350.00	Booth space at Annual Session
2009			\$300.00	CERP annual fee
	<b><u>Benco Dental Company</u></b>			
<b>2006</b>		Booth	\$13,600.00	Booth space at Annual Session
2006		Booth	\$1,000.00	Booth space at Annual Session (non-refundable deposit)
<b>2007</b>			\$264.40	Catalog products

2007		Booth	\$31,400.00	Booth space at Annual Session
2007			\$285.00	CERP annual fee
2007			\$67.00	Subscription for ADA News
2008			\$25,000.00	Sponsorship for New Dentist Conference
2008		Booth	\$33,150.00	Booth space at Annual Session
2008			\$285.00	CERP annual fee
2009			\$312.25	Catalog products
2009			\$470.00	CERP fees
2009		Booth	\$7,550.00	Booth space at Annual Session
2009			\$300.00	CERP annual fee
2009			\$125.15	Catalog products
2008			\$982.79	Reprints of JADA articles
2006		Booth	\$9,255.00	Booth space at Annual Session
2007		Booth	\$11,250.00	Booth space at Annual Session
2007			\$5,178.00	Professional Product Review reprints
2008		Booth	\$10,225.00	Booth space at Annual Session
2009		Booth	\$6,750.00	Booth space at Annual Session
2006		Booth	\$26,570.00	Booth space at Annual Session
2007			\$285.00	CERP annual fee
2007		Booth	\$38,900.00	Booth space at Annual Session
2008			\$300.00	New Product Showcase
2008		Adv	\$45,044.00	Display advertising in journals
2008		Booth	\$26,800.00	Booth space at Annual Session
2008			\$285.00	CERP annual fee
2009		Adv	\$108,752.00	Display advertising in journals
2009		Booth	\$7,550.00	Booth space at Annual Session
2009			\$300.00	CERP annual fee
2009			\$470.00	CERP fees
2006		Booth	\$50,620.00	Booth space at Annual Session
2007		Booth	\$61,400.00	Booth space at Annual Session
2008		Booth	\$53,600.00	Booth space at Annual Session
2009		Booth	\$48,850.00	Booth space at Annual Session
2006		Booth	\$25,940.00	Booth space at Annual Session
2006			\$758.81	Catalog products

<b>2007</b>		<i>Adv</i>	\$350.00	Advertising in coupon book
2007		<i>Booth</i>	\$32,800.00	Booth space at Annual Session
2007			\$2,240.55	Catalog products
<b>2008</b>		<i>Booth</i>	\$33,150.00	Booth space at Annual Session
2008			\$231.70	Catalog products
2008			\$169.37	Catalog products
<b>2009</b>		<i>Booth</i>	\$11,725.00	Booth space at Annual Session
<b>2006</b>	<b><u>Cadent</u></b>	<i>Booth</i>	\$6,170.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$23,900.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$14,100.00	Booth space at Annual Session
	<b><u>CEFLA</u></b>			
<b>2006</b>		<i>Booth</i>	\$6,170.00	Booth space at Annual Session
<b>2008</b>		<i>Adv</i>	\$41,449.00	Display advertising in journals
	<b><u>Centrix Inc</u></b>			
<b>2006</b>			\$1,750.00	Sponsorship of Annual Session banner
2006		<i>Booth</i>	\$13,600.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$17,800.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$7,050.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$10,925.00	Booth space at Annual Session
	<b><u>Clinician's Choice Dental Products Inc</u></b>			
<b>2006</b>		<i>Booth</i>	\$13,600.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$21,550.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$14,100.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$7,550.00	Booth space at Annual Session
	<b><u>Coltene Whaledent</u></b>			
<b>2006</b>		<i>Booth</i>	\$33,370.00	Booth space at Annual Session
2006			\$72.00	Standards materials
2006			\$53.00	Standards materials
<b>2007</b>		<i>Booth</i>	\$32,800.00	Booth space at Annual Session
<b>2008</b>		<i>Adv</i>	\$8,406.50	Display advertising in journals
2008		<i>Booth</i>	\$30,675.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$7,550.00	Booth space at Annual Session
	<b><u>Confirm Monitoring Systems</u></b>			
<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,175.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$3,375.00	Booth space at Annual Session

	<u><b>Cooley &amp; Cooley/Copalite</b></u>			
<b>2007</b>			\$59.00	Professional Product Review reprints
	<u><b>Cox Medical</b></u>			
<b>2007</b>			\$250.00	Exhibitor Preview Kiosk
2007			\$600.00	New Product Showcase
2007		Booth	\$3,750.00	Booth space at Annual Session
	<u><b>Crosstex International</b></u>			
<b>2006</b>		Booth	\$8,946.50	Booth space at Annual Session
<b>2007</b>			\$600.00	New Product Showcase
2007		Booth	\$12,650.00	Booth space at Annual Session
<b>2008</b>		Booth	\$8,050.00	Booth space at Annual Session
	<u><b>Crown Seating LLC</b></u>			
<b>2006</b>		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,175.00	Booth space at Annual Session
<b>2009</b>		Booth	\$3,375.00	Booth space at Annual Session
	<u><b>D4D Technologies - Sullivan Schein Dental</b></u>			
<b>2008</b>			\$30,000.00	Sponsorship of the Annual Session CAD/CAM Stage
<b>2009</b>			\$300.00	CERP annual fees
	<u><b>Danaher Corp</b></u>			
2008			\$419.00	Subscriptions for JADA and ADA News
2008			\$600.00	Catalog products
	<u><b>Danville Materials</b></u>			
<b>2006</b>		Booth	\$12,661.50	Booth space at Annual Session
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
<b>2008</b>		Adv	\$51,204.00	Display advertising in journals
2008		Booth	\$7,750.00	Booth space at Annual Session
<b>2009</b>		Adv	\$93,313.00	Display advertising in journals
2009		Booth	\$6,750.00	Booth space at Annual Session
	<u><b>Darby Dental Supply</b></u>			
<b>2006</b>		Booth	\$21,940.00	Booth space at Annual Session
<b>2007</b>		Booth	\$23,900.00	Booth space at Annual Session
<b>2009</b>		Booth	\$2,087.50	Booth space at Annual Session (cancellation fee)

	<b><u>Dedeco International Inc</u></b>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$3,750.00	Booth space at Annual Session
	<b><u>Denovo Dental Inc</u></b>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$3,750.00	Booth space at Annual Session
2007			\$506.00	Subscriptions for JADA and ADA News
<b>2008</b>		Booth	\$3,175.00	Booth space at Annual Session
2008			\$266.00	Subscriptions for JADA and ADA News
<b>2009</b>		Booth	\$6,750.00	Booth space at Annual Session
2009			\$266.00	Subscriptions for JADA and ADA News
	<b><u>Dental Health Products</u></b>			
<b>2006</b>			\$397.85	Catalog products
2006		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>			\$60.40	Catalog products
2007		Booth	\$3,750.00	Booth space at Annual Session
2007			\$12.00	Library photocopying charge
<b>2008</b>		Booth	\$3,175.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
2009			\$168.56	Catalog products
	<b><u>Dental Products Report</u></b>			
<b>2006</b>		Booth	\$13,600.00	Booth space at Annual Session
<b>2007</b>		Booth	\$16,400.00	Booth space at Annual Session
<b>2008</b>		Booth	\$14,100.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
	<b><u>Dental Services Group</u></b>			
<b>2008</b>			\$154.67	Catalog products
2008			\$132.47	Catalog products
	<b><u>Dental Technologies Inc</u></b>			
<b>2006</b>		Seal	\$5,000.00	Seal Program maintenance fee
2006		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Seal	\$6,250.00	Seal Program maintenance fee
2007		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
<b>2008</b>		Seal	\$9,000.00	Seal Program maintenance fee
<b>2009</b>		Seal	\$4,500.00	Seal Program maintenance fee
2009			\$300.00	CERP annual fee
	<b><u>Dental USA Inc</u></b>			



<b>2006</b>		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>		Booth	\$3,450.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,875.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
	<b><u>Dentalez Group</u></b>			
<b>2006</b>		Booth	\$44,450.00	Booth space at Annual Session
2006		Adv	\$700.00	Advertising in coupon book
2006			\$1,750.00	Sponsorship of Annual Session banner
<b>2007</b>			\$10,000.00	Sponsorship of Conference on Dentist Health and Wellness
2007		Booth	\$53,900.00	Booth space at Annual Session
<b>2008</b>		Booth	\$45,850.00	Booth space at Annual Session
<b>2009</b>		Booth	\$27,000.00	Booth space at Annual Session
	<b><u>Dentamerica Inc</u></b>			
<b>2006</b>		Booth	\$6,800.00	Booth space at Annual Session
<b>2007</b>		Booth	\$8,200.00	Booth space at Annual Session
<b>2008</b>		Booth	\$7,050.00	Booth space at Annual Session
<b>2009</b>		Booth	\$6,750.00	Booth space at Annual Session
	<b><u>Dentatus USA</u></b>			
<b>2006</b>		Booth	\$2,715.00	Booth space at Annual Session
2006			\$1,698.91	Professional Product Review reprints
<b>2007</b>		Booth	\$8,200.00	Booth space at Annual Session
	<b><u>Dentech Corporation/Alliance H Inc</u></b>			
<b>2006</b>		Booth	\$13,600.00	Booth space at Annual Session
<b>2007</b>		Booth	\$16,400.00	Booth space at Annual Session
<b>2008</b>		Booth	\$14,100.00	Booth space at Annual Session
<b>2009</b>		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<b><u>Dentistry Today</u></b>			
<b>2006</b>			\$250.00	Exhibitor Preview Kiosk
2006		Booth	\$3,085.00	Booth space at Annual Session
2006			\$350.00	CERP fees
<b>2007</b>			\$285.00	CERP annual fee
2007		Booth	\$3,750.00	Booth space at Annual Session
<b>2008</b>			\$285.00	CERP annual fee
2008		Booth	\$3,175.00	Booth space at Annual Session
<b>2009</b>			\$300.00	CERP annual fee
2009		Booth	\$3,375.00	Booth space at Annual Session
	<b><u>Dentsply International</u></b>			

<b>2006</b>			\$188.61	Expense reimbursements for Education Council
2006			\$167.88	Expense reimbursements for Education Council
2006			\$86.11	Expense reimbursements for Education Council
2006			\$61.72	Expense reimbursements for Education Council
2006			\$6.00	Expense reimbursements for Education Council
2006			\$20,000.00	Partial underwriting of ADA reception and FDI World Dental Congress
<b>2007</b>		<i>Booth</i>	\$112,900.00	Booth space at Annual Session
2007			\$50,000.00	Sponsorship of Annual Session Aesthetic Dentistry Series
2007			\$35.00	Mailing lists
2007			\$20,000.00	Sponsorship of FDI World Dental Congress
2007			\$20,000.00	Sponsorship of SUCCESS Dental School Program
2007			\$285.00	CERP annual fee
2007			\$250.00	Sub-Tag membership
<b>2008</b>			\$1,800.00	Sub-Tag membership
2008		<i>Booth</i>	\$100,600.00	Booth space at Annual Session
2008			\$50,000.00	Sponsorship of Esthetic Continuing Education Track
2008			\$285.00	CERP annual fee
2008			\$300.00	Sub-Tag membership
2008			\$20,000.00	Sponsorship of SUCCESS Dental School Program
2008			\$20,000.00	Sponsorship of FDI reception
2008			\$474.86	Catalog products
<b>2009</b>		<i>Booth</i>	\$41,950.00	Booth space at Annual Session
2009			\$300.00	CERP annual fee
2009			\$1,800.00	Sub-Tag membership
2009			\$25,000.00	Sponsorship for Sequicentennial celebration
2009			\$151.48	Catalog products
		<b><u>Discus Dental</u></b>		
<b>2006</b>			\$42,500.00	Sponsorship of Annual Session badge lanyards
2006		<i>Booth</i>	\$98,220.00	Booth space at Annual Session
2006			\$350.00	CERP fees
2006		<i>Adv</i>	\$600.00	Advertising in Coupon Book
<b>2007</b>			\$285.00	CERP annual fee
2007			\$43,000.00	Sponsorship of Annual Session banners
2007		<i>Booth</i>	\$128,650.00	Booth space at Annual Session
2007			\$42,500.00	Sponsorship of Annual Session badge lanyards
2007			\$50.00	Royalties for photo archive in JADA
<b>2008</b>			\$285.00	CERP annual fee
2008			\$450.00	CERP application fee
2008			\$42,500.00	Sponsorship of Annual Session badge lanyards
2008		<i>Booth</i>	\$112,850.00	Booth space at Annual Session
2008			\$13,500.00	Sponsorship of Annual Session Satellite Symposia
2008			\$43,000.00	Sponsorship of Annual Session banners
2008		<i>Adv</i>	\$35,938.15	Display advertising in journals
2008			\$20,000.00	Sponsorship in JADA library
<b>2009</b>			\$300.00	CERP annual fee
2009		<i>Booth</i>	\$31,975.00	Booth space at Annual Session

2009			\$40,000.00	Sponsorship of Annual Session banners
2009			\$43,000.00	Sponsorship of Annual Session badge lanyards
2009		Adv	\$128,032.00	Display advertising in journals
	<b><u>DMG/Zenith Dental</u></b>			
<b>2006</b>		Booth	\$13,600.00	Booth space at Annual Session
<b>2007</b>		Booth	\$16,400.00	Booth space at Annual Session
2007			\$99.00	Professional Product Review reprints
2007		Booth	\$16,400.00	Booth space at Annual Session
<b>2008</b>		Booth	\$16,575.00	Booth space at Annual Session
<b>2009</b>		Adv	\$50,378.00	Display advertising in journals
2009		Booth	\$6,750.00	Booth space at Annual Session
	<b><u>Drake Precision Dental Laboratory</u></b>			
<b>2006</b>		Booth	\$6,800.00	Booth space at Annual Session
<b>2007</b>		Booth	\$8,200.00	Booth space at Annual Session
<b>2008</b>		Booth	\$7,050.00	Booth space at Annual Session
	<b><u>Dux Dental</u></b>			
<b>2006</b>		Booth	\$9,600.00	Booth space at Annual Session
<b>2007</b>		Booth	\$16,400.00	Booth space at Annual Session
<b>2008</b>		Adv	\$53,176.00	Display advertising in journals
2008		Booth	\$14,100.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
	<b><u>EMS Electro Medical Systems</u></b>			
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
	<b><u>Essential Dental Systems</u></b>			
<b>2006</b>		Booth	\$6,800.00	Booth space at Annual Session
2006			\$350.00	Reimbursement for promotional expenses
<b>2007</b>		Booth	\$8,200.00	Booth space at Annual Session
2007			\$285.00	CERP annual fee
2007			\$275.00	CERP annual fee
<b>2008</b>		Booth	\$7,050.00	Booth space at Annual Session
2008			\$285.00	CERP annual fee
2008			\$300.00	Sub-Tag membership
<b>2009</b>		Booth	\$3,175.00	Booth space at Annual Session
2009			\$300.00	CERP annual fee
2009		Adv	\$4,768.50	Display advertising in journals
2009			\$15,000.00	Sponsorship in JADA library
	<b><u>Flow Dental Corp</u></b>			

2006		Booth	\$9,255.00	Booth space at Annual Session
2007		Booth	\$7,500.00	Booth space at Annual Session
2008		Booth	\$6,350.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
	<u>Galaxy Enterprises</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$3,750.00	Booth space at Annual Session
	<u>GC America</u>			
2006		Booth	\$40,070.00	Booth space at Annual Session
2006			\$2,165.01	Professional Product Review reprints
2007		Booth	\$40,300.00	Booth space at Annual Session
2008		Booth	\$29,975.00	Booth space at Annual Session
2008		Adv	\$46,241.00	Display advertising in journals
2008		Adv	\$19,500.00	Display advertising in journals
2008			\$3,500.00	Sub-Tag membership
2009		Booth	\$15,100.00	Booth space at Annual Session
2009		Adv	\$107,302.00	Display advertising in journals
2009			\$3,500.00	Sub-Tag membership
	<u>George Taub Products</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$4,175.00	Booth space at Annual Session
	<u>Gingi-Pak</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
	<u>Great Lakes Orthodontics</u>			
2006		Booth	\$3,085.00	Booth space at Annual Session
2006			\$14.00	Subscription for JADA
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
2009			\$300.00	CERP annual fee
	<u>Handler Manufacturing</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session

<b>2008</b>		<i>Adv</i>	\$10,115.00	Display advertising in journals
2008		<i>Booth</i>	\$3,875.00	Booth space at Annual Session
<b>2009</b>		<i>Adv</i>	\$12,138.00	Display advertising in journals
2009		<i>Booth</i>	\$4,175.00	Booth space at Annual Session
	<b><u>Harry J Bosworth Co.</u></b>			
<b>2006</b>		<i>Adv</i>	\$350.00	Advertising in Coupon Book
<b>2008</b>			\$900.00	Sub-Tag membership
2008		<i>Adv</i>	\$24,582.00	Display advertising in journals
<b>2009</b>			\$900.00	Sub-Tag membership
2009		<i>Adv</i>	\$16,388.00	Display advertising in journals
	<b><u>Henry Schein</u></b>			
<b>2006</b>		<i>Booth</i>	\$64,785.00	Booth space at Annual Session
2006			\$12,000.00	Sales of surveys
2006			\$275.00	CERP fees
2006			\$30,000.00	Sponsorship of CELL Seminar Series
2006			\$14,000.00	Sponsorship of SUCCESS Dental School Program
<b>2007</b>		<i>Booth</i>	\$20,900.00	Booth space at Annual Session
2007			\$10,000.00	Sponsorship of CELL Seminar series
2007			\$285.00	CERP annual fee
2007		<i>Booth</i>	\$73,100.00	Booth space at Annual Session
2007			\$2,893.00	Professional Product Review reprints
2007			\$20,000.00	Sponsorship of SUCCESS Dental School Program
2008			\$285.00	CERP annual fee
2008			\$5,000.00	Sponsorship of CELL Seminar Series
2008		<i>Booth</i>	\$153,800.00	Booth space at Annual Session
2008			\$6,285.99	Catalog products
2008			\$20,000.00	Sponsorship of SUCCESS Dental School Program
2008			\$2,560.30	Catalog products
2008			\$4,000.00	Sponsorship of National Workshop on Dental Public Health
2009			\$300.00	CERP annual fee
2009			\$15,000.00	Sponsorship of Annual Session CAD/CAM Stage
2009		<i>Booth</i>	\$65,200.00	Booth space at Annual Session
2009		<i>Adv</i>	\$142,896.00	Display advertising in journals
2009			\$40,000.00	Sponsorship of Annual Session Education in the Round
2009			\$25,000.00	Sponsorship of Sesquicentennial Celebration
2009			\$354,942.30	Catalog products
	<b><u>Henry Schein Financial Services</u></b>			
<b>2007</b>			\$23,255.20	Catalog products
<b>2008</b>			\$5,816.40	Catalog products
2008			\$14,537.46	Catalog products
	<b><u>Henry Schein Practice Solutions-Dentrix</u></b>			

<b>2006</b>		<i>Booth</i>	\$44,450.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$47,800.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$14,800.00	Booth space at Annual Session
2008			\$150.00	Royalties for ADA News copyright usage
<b>2009</b>			\$7,500.00	Sponsorship of JADA library
	<b><u>Heraeus Kulzer</u></b>			
<b>2006</b>		<i>Booth</i>	\$45,710.00	Booth space at Annual Session
2006			\$1,312.43	Professional Product Review reprints
<b>2007</b>		<i>Booth</i>	\$77,800.00	Booth space at Annual Session
2007			\$1,959.73	Professional Product Review reprints
<b>2008</b>			\$35,000.00	Sponsorship of Annual Session photo stage
2008		<i>Booth</i>	\$40,900.00	Booth space at Annual Session
2008		<i>Adv</i>	\$16,728.00	Display advertising in journals
2008			\$194.00	Subscription for JADA
<b>2009</b>		<i>Adv</i>	\$400.00	Advertising in coupon book
2009		<i>Booth</i>	\$35,350.00	Booth space at Annual Session
2009			\$204.00	Subscription for JADA
	<b><u>HU-Friedy</u></b>			
<b>2006</b>		<i>Booth</i>	\$25,940.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$41,000.00	Booth space at Annual Session
2007			\$464.80	Catalog products
<b>2008</b>		<i>Booth</i>	\$27,800.00	Booth space at Annual Session
2008			\$600.00	Sub-Tag membership
<b>2009</b>		<i>Booth</i>	\$21,850.00	Booth space at Annual Session
2009			\$600.00	Sub-Tag membership
2009			\$300.00	Educational guide
2009			\$450.00	Catalog products
	<b><u>Imtec, a 3M Company</u></b>			
<b>2006</b>		<i>Booth</i>	\$25,940.00	Booth space at Annual Session
<b>2008</b>			\$300.00	Sponsorship of Annual Session Press Breakfast
2008		<i>Booth</i>	\$39,500.00	Booth space at Annual Session
<b>2009</b>			\$5,000.00	Sponsorship of Annual Session Education for Mini-Implant
2009		<i>Booth</i>	\$28,600.00	Booth space at Annual Session
	<b><u>Instrumentarium Dental Inc.</u></b>			
<b>2006</b>			\$500.00	Reimbursement of Standards honoraria
2006			\$500.00	Reimbursement of Standards honoraria
<b>2008</b>			\$500.00	Contribution to DICOM Exhibit
	<b><u>Instrumentarium/Soredex</u></b>			
<b>2006</b>		<i>Booth</i>	\$32,110.00	Booth space at Annual Session

<b>2007</b>		<i>Booth</i>	\$38,900.00	Booth space at Annual Session
<b>2008</b>			\$25,000.00	Sponsorship of Annual Session 3-D Imaging Center
2008		<i>Booth</i>	\$33,150.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$16,700.00	Booth space at Annual Session
2009		<i>Adv</i>	\$20,000.00	Display advertising in journals
	<b><u>Integrated Media Solutions</u></b>			
<b>2009</b>			\$570.00	CERP fees
	<b><u>Isolite Systems</u></b>			
<b>2006</b>		<i>Booth</i>	\$13,600.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$16,400.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$14,100.00	Booth space at Annual Session
2008		<i>Adv</i>	\$33,932.00	Display advertising in journals
<b>2009</b>		<i>Booth</i>	\$21,850.00	Booth space at Annual Session
2009		<i>Adv</i>	\$13,540.50	Display advertising in journals
	<b><u>ITL Dental</u></b>			
<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
<b>2007</b>		<i>Adv</i>	\$350.00	Advertising in coupon book
2007		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,875.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$3,375.00	Booth space at Annual Session
	<b><u>Ivoclar Vivident</u></b>			
<b>2006</b>		<i>Booth</i>	\$32,640.00	Booth space at Annual Session
<b>2007</b>			\$1,200.00	New Product Showcase
2007		<i>Booth</i>	\$53,900.00	Booth space at Annual Session
2007			\$194.00	Subscription for JADA
<b>2008</b>		<i>Adv</i>	\$390,745.00	Display advertising in journals
2008		<i>Booth</i>	\$33,150.00	Booth space at Annual Session
2008			\$15,000.00	Sponsorship of Annual Session Laser Pavilion
2008			\$194.00	Subscription for JADA
<b>2009</b>		<i>Adv</i>	\$268,674.00	Display advertising in journals
2009		<i>Booth</i>	\$4,175.00	Booth space at Annual Session
2009			\$204.00	Subscription for JADA
	<b><u>J Morita USA</u></b>			
<b>2006</b>		<i>Booth</i>	\$19,770.00	Booth space at Annual Session
<b>2007</b>			\$25,000.00	Sponsorship of Annual Session Education in the Round Courses
2007		<i>Booth</i>	\$31,400.00	Booth space at Annual Session
<b>2008</b>			\$25,000.00	Sponsorship of Annual Session 3-D Imaging Center
2008		<i>Booth</i>	\$26,800.00	Booth space at Annual Session
2008		<i>Adv</i>	\$8,483.00	Display advertising in journals

2009		Booth	\$34,150.00	Booth space at Annual Session
	<u>Keystone Industries</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
2009		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<u>Komet USA</u>			
2007		Booth	\$23,900.00	Booth space at Annual Session
2008		Booth	\$6,350.00	Booth space at Annual Session
2009		Booth	\$4,175.00	Booth space at Annual Session
	<u>Krone &amp; Associates</u>			
2008		Adv	\$57,358.00	Display advertising in journals
2008			\$8,806.09	JADA Reprints
	<u>Kuraray America</u>			
2006			\$70.40	Catalog products
2006		Booth	\$13,600.00	Booth space at Annual Session
2007		Booth	\$22,500.00	Booth space at Annual Session
2008		Booth	\$20,450.00	Booth space at Annual Session
2008		Adv	\$25,908.00	Display advertising in journals
2009		Booth	\$6,750.00	Booth space at Annual Session
2009			\$30,270.00	Professional Product Review reprints
2009		Adv	\$17,888.00	Display advertising in journals
2009			\$570.00	CERP application fee
	<u>L &amp; R Manufacturing</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<u>Lang Dental Manufacturers</u>			
2006		Booth	\$6,170.00	Booth space at Annual Session
2007		Booth	\$7,500.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
2009		Adv	\$35,850.00	Display advertising in journals
	<u>Lanmark Group</u>			
2008		Adv	\$41,514.00	Display advertising in journals



2008			\$20,000.00	Sponsorship of JADA library
2009		Adv	\$8,333.00	Display advertising in journals
	<u><b>Lares Research</b></u>			
2006		Adv	\$700.00	Advertising in coupon book
2006		Booth	\$13,600.00	Booth space at Annual Session
2007		Adv	\$700.00	Advertising in coupon book
2007		Booth	\$24,600.00	Booth space at Annual Session
2007			\$1,575.00	CDT Licensing royalties
2008		Adv	\$800.00	Advertising in coupon book
2008		Booth	\$20,450.00	Booth space at Annual Session
2008			\$1,012.50	Royalties
2008			\$1,200.00	Sub-Tag membership
2009		Booth	\$15,100.00	Booth space at Annual Session
2009			\$283.50	Royalties
2009			\$1,200.00	Sub-Tag membership
	<u><b>Lexi-Comp</b></u>			
2006		Booth	\$6,800.00	Booth space at Annual Session
2007		Booth	\$8,200.00	Booth space at Annual Session
2008		Booth	\$6,350.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
	<u><b>MDT Micro Diamond Technology</b></u>			
2007		Booth	\$3,750.00	Booth space at Annual Session
	<u><b>Medicom</b></u>			
2006		Booth	\$6,800.00	Booth space at Annual Session
2007		Booth	\$7,500.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
	<u><b>Meisinger USA</b></u>			
2006		Booth	\$13,600.00	Booth space at Annual Session
2007		Booth	\$7,500.00	Booth space at Annual Session
2008		Booth	\$6,350.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
	<u><b>Meta Dental Corp</b></u>			
2006		Booth	\$3,085.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$700.00	Booth space at Annual Session (non-refundable deposit)

	<b><u>Mexpro International/Blossom</u></b>			
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
	<b><u>Microbrush International</u></b>			
<b>2006</b>		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
<b>2008</b>		Booth	\$7,050.00	Booth space at Annual Session
<b>2009</b>		Booth	\$3,875.00	Booth space at Annual Session
	<b><u>Microcopy</u></b>			
<b>2006</b>		Booth	\$6,800.00	Booth space at Annual Session
2006		Adv	\$350.00	Advertising in Coupon Book
<b>2007</b>		Adv	\$350.00	Advertising in coupon book
2007		Booth	\$8,200.00	Booth space at Annual Session
<b>2008</b>		Booth	\$1,000.00	Booth space at Annual Session (cancellation fee)
<b>2009</b>		Adv	\$400.00	Advertising in coupon book
2009		Booth	\$4,175.00	Booth space at Annual Session
2009		Adv	\$39,000.00	Display advertising in journals
	<b><u>Midmark Corporation</u></b>			
<b>2006</b>		Booth	\$32,110.00	Booth space at Annual Session
<b>2007</b>		Booth	\$38,900.00	Booth space at Annual Session
<b>2008</b>		Adv	\$33,456.00	Display advertising in journals
2008		Booth	\$33,150.00	Booth space at Annual Session
<b>2009</b>		Adv	\$33,456.00	Display advertising in journals
2009		Booth	\$35,350.00	Booth space at Annual Session
	<b><u>Miltex Inc.</u></b>			
<b>2006</b>		Booth	\$10,515.00	Booth space at Annual Session
<b>2007</b>		Booth	\$11,950.00	Booth space at Annual Session
<b>2008</b>			\$600.00	Sub-Tag membership
2008		Booth	\$10,250.00	Booth space at Annual Session
<b>2009</b>		Booth	\$10,925.00	Booth space at Annual Session
2009			\$600.00	Sub-Tag membership
	<b><u>MTI Precision Products</u></b>			
<b>2008</b>		Adv	\$8,406.50	Display advertising in journals
<b>2009</b>		Adv	\$1,650.00	Display advertising in journals
	<b><u>Mydent International</u></b>			
<b>2006</b>		Booth	\$7,430.00	Booth space at Annual Session

2007		Booth	\$8,200.00	Booth space at Annual Session
2008		Booth	\$7,050.00	Booth space at Annual Session
2009		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<u>National Dentex Corporation</u>			
2006			\$840.00	Education materials
2006			\$240.00	Educational products
2007			\$1,234.50	Educational products
2008			\$160.00	Education materials
	<u>Neo Dental International</u>			
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
	<u>Oratech</u>			
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$7,750.00	Booth space at Annual Session
2009		Booth	\$6,750.00	Booth space at Annual Session
	<u>Palermo Healthcare</u>			
2006		Booth	\$6,800.00	Booth space at Annual Session
2007		Booth	\$8,200.00	Booth space at Annual Session
2008		Booth	\$7,750.00	Booth space at Annual Session
2008		Adv	\$50,898.00	Display advertising in journals
2008			\$99.00	Professional Product Review reprints
2008			\$20,000.00	Sponsorship of JADA library
2009		Adv	\$33,932.00	Display advertising in journals
	<u>Parkell</u>			
2006		Booth	\$6,170.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Adv	\$145,146.00	Display advertising in journals
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Adv	\$96,764.00	Display advertising in journals
2009		Booth	\$7,550.00	Booth space at Annual Session
	<u>Patterson Companies, Inc.</u>			
2006			\$14,000.00	Sponsorship of SUCCESS seminars
2006			\$64,420.00	CDT Licensing royalties
2007			\$500.00	Reimbursement of Standards honoraria
2007			\$311,904.20	CDT Licensing royalties
	<u>Patterson Dental</u>			

<b>2006</b>			\$30,000.00	Sponsorship of CELL Seminar Series
<b>2007</b>			\$189.00	Subscriptions for JADA and ADA News
<b>2009</b>			\$25,000.00	Sponsorship of SUCCESS Dental School Program
2009			\$15,000.00	Support for Health Screening
	<b><u>Patterson Dental/Patterson Eaglesoft</u></b>			
<b>2009</b>			\$364,024.60	Royalties
	<b><u>Pentrol Clinical Technologies</u></b>			
<b>2006</b>			\$358.35	Catalog products
2006	Booth		\$19,770.00	Booth space at Annual Session
<b>2007</b>	Booth		\$17,800.00	Booth space at Annual Session
2007	Adv		\$350.00	Advertising in Coupon Book
<b>2008</b>	Adv		\$164,424.00	Display advertising in journals
2008	Booth		\$14,100.00	Booth space at Annual Session
2008	Adv		\$400.00	Advertising in Coupon Book
<b>2009</b>	Adv		\$174,448.00	Display advertising in journals
2009	Booth		\$10,125.00	Booth space at Annual Session
	<b><u>Pentron Corp</u></b>			
<b>2006</b>			\$100.00	Subscription to ADA News
<b>2007</b>			\$100.00	Subscription to ADA News
2007			\$12.00	Library photocopying charge
	<b><u>Penwell Corp/Dental Economics</u></b>			
<b>2006</b>	Booth		\$3,085.00	Booth space at Annual Session
<b>2007</b>			\$285.00	CERP annual fee
2007	Booth		\$3,750.00	Booth space at Annual Session
<b>2008</b>			\$285.00	CERP annual fee
2008			\$450.00	CERP application fee
2008	Booth		\$6,350.00	Booth space at Annual Session
<b>2009</b>			\$300.00	CERP annual fee
2009	Booth		\$6,750.00	Booth space at Annual Session
	<b><u>Planmeca Inc</u></b>			
<b>2006</b>	Booth		\$19,770.00	Booth space at Annual Session
<b>2007</b>	Booth		\$38,900.00	Booth space at Annual Session
<b>2008</b>	Booth		\$33,150.00	Booth space at Annual Session
<b>2008</b>	Adv		\$10,965.00	Display advertising in journals
<b>2009</b>	Booth		\$21,850.00	Booth space at Annual Session
<b>2007</b>			\$500.00	Reimbursement of Standards honoraria
	<b><u>Porter Instrument Company</u></b>			

2006			\$180.00	Subscriptions for JADA and ADA News
2007			\$18.00	Catalog products
	<u>Premier Dental Group Inc.</u>			
2006			\$1,325.00	CDT Licensing royalties
2006			\$1,250.00	CDT Licensing royalties
	<u>Premier Dental Products</u>			
2006		Booth	\$13,600.00	Booth space at Annual Session
2007		Booth	\$24,600.00	Booth space at Annual Session
2008		Adv	\$79,101.00	Display advertising in journals
2008		Booth	\$26,800.00	Booth space at Annual Session
2008			\$5,479.38	Professional Product Review reprints
2008			\$300.00	Sub-Tag membership
2008			\$300.00	Sub-Tag membership
2008			\$150.00	Sub-Tag membership
2009		Adv	\$96,679.00	Display advertising in journals
2009		Booth	\$7,550.00	Booth space at Annual Session
2009			\$1,800.00	Sub-Tag membership
2009			\$300.00	Sub-Tag membership
	<u>Preventech</u>			
2006		Booth	\$6,170.00	Booth space at Annual Session
2007		Booth	\$7,500.00	Booth space at Annual Session
2008		Booth	\$6,350.00	Booth space at Annual Session
2009		Booth	\$6,750.00	Booth space at Annual Session
	<u>Progeny, Inc.</u>			
2006	<u>Progeny, Inc.</u>		\$500.00	Reimbursement of Standards honoraria
2007	<u>Progeny, Inc.</u>		\$500.00	Reimbursement of Standards honoraria
	<u>Pulpdent Corporation</u>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
2008		Adv	\$25,908.00	Display advertising in journals
2009		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<u>Reliance Dental</u>			
2006		Booth	\$3,085.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session

<b>2009</b>		<i>Booth</i>	\$3,375.00	Booth space at Annual Session
	<b><u>Renfert USA</u></b>			
<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
	<b><u>Richmond Dental</u></b>			
<b>2006</b>		<i>Adv</i>	\$350.00	Advertising in coupon book
2006		<i>Booth</i>	\$6,800.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$8,200.00	Booth space at Annual Session
2007		<i>Adv</i>	\$700.00	Advertising in coupon book
<b>2008</b>		<i>Adv</i>	\$400.00	Advertising in coupon book
2008		<i>Booth</i>	\$7,050.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$4,175.00	Booth space at Annual Session
2009		<i>Adv</i>	\$800.00	Advertising in Coupon Book
	<b><u>Safco Dental Supply</u></b>			
<b>2007</b>			\$118.00	Professional Product Review reprints
	<b><u>Scican</u></b>			
<b>2006</b>		<i>Adv</i>	\$350.00	Advertising in coupon book
2006		<i>Booth</i>	\$25,940.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$38,900.00	Booth space at Annual Session
2007			\$122.00	Subscription to JADA
<b>2008</b>		<i>Booth</i>	\$33,150.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$21,850.00	Booth space at Annual Session
	<b><u>SDI (North America)</u></b>			
<b>2006</b>		<i>Booth</i>	\$9,885.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$23,900.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$13,400.00	Booth space at Annual Session
<b>2009</b>		<i>Booth</i>	\$14,300.00	Booth space at Annual Session
	<b><u>Septodont, Inc</u></b>			
<b>2006</b>		<i>Booth</i>	\$30,850.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$4,450.00	Booth space at Annual Session
2007		<i>Booth</i>	\$32,800.00	Booth space at Annual Session
<b>2008</b>		<i>Adv</i>	\$186,439.50	Display advertising in journals
2008		<i>Adv</i>	\$64,000.00	Display advertising supplement
2008			\$8,500.00	Sponsorship of Annual Session preliminary program
2008		<i>Booth</i>	\$34,550.00	Booth space at Annual Session
2008			\$14,420.29	Reprints of JADA articles
<b>2009</b>		<i>Adv</i>	\$216,444.00	Display advertising in journals
2009		<i>Adv</i>	\$65,780.01	Display advertising Poster

2009		Booth	\$8,350.00	Booth space at Annual Session
	<b><u>Shofu Dental Corporation</u></b>			
<b>2006</b>		Booth	\$13,600.00	Booth space at Annual Session
2006			\$59.00	Professional Product Review reprints
2006			\$8,002.10	Professional Product Review reprints
<b>2007</b>		Booth	\$17,800.00	Booth space at Annual Session
2007		Adv	\$350.00	Advertising in coupon book
2007			\$600.00	New Product Showcase
2007			\$4,328.64	Professional Product Review reprints
<b>2008</b>		Adv	\$1,718.38	Display advertising supplement
2008			\$300.00	New Product Showcase
2008		Booth	\$15,500.00	Booth space at Annual Session
2008			\$1,865.22	Reprints of JADA articles
2008			\$957.90	Reprints of JADA articles
2008			\$1,905.00	Professional Product Review reprints
2008		Adv	\$400.00	Advertising in Coupon Book
<b>2009</b>		Booth	\$7,550.00	Booth space at Annual Session
2009			\$3,954.00	Professional Product Review reprints
	<b><u>Sirona Dental Systems</u></b>			
<b>2006</b>		Booth	\$49,150.00	Booth space at Annual Session
2006			\$8,500.00	Sponsorship of Annual Session preliminary program
<b>2007</b>			\$500.00	Reimbursement of Standards honoraria
2007		Booth	\$99,500.00	Booth space at Annual Session
2007			\$187.50	Catalog products
2007			\$25,000.00	Sponsorship of Annual Session 3-D Imaging Center
<b>2008</b>		Booth	\$76,525.00	Booth space at Annual Session
2008		Adv	\$16,524.00	Display advertising in journals
2008			\$25,000.00	Sponsorship of Annual Session 3-D Imaging Center
2008			\$30,000.00	Sponsorship of Annual Session CAD/CAM Stage
<b>2009</b>		Booth	\$35,350.00	Booth space at Annual Session
2009			\$15,000.00	Sponsorship of Annual Session CAD/CAM Stage
2009		Adv	\$20,133.00	Display advertising supplement
2009			\$600.00	Sub-Tag membership
2009			\$150.00	Standards materials
	<b><u>Solmetex</u></b>			
<b>2006</b>		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>		Booth	\$3,750.00	Booth space at Annual Session
<b>2008</b>		Booth	\$6,350.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
	<b><u>SS White Burrs</u></b>			
<b>2006</b>		Booth	\$13,500.00	Booth space at Annual Session

2006		Adv	\$350.00	Advertising in coupon book
2007		Booth	\$14,900.00	Booth space at Annual Session
2008		Booth	\$7,750.00	Booth space at Annual Session
2009		Booth	\$6,750.00	Booth space at Annual Session
	<u>Sullivan Schein Dental/X-Rite Corporation</u>			
2006		Booth	\$58,050.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session
2009		Adv	\$44,000.00	Display advertising in journals
	<u>Sullivan Schein Repair Service</u>			
2006		Booth	\$13,600.00	Booth space at Annual Session
2007		Booth	\$8,200.00	Booth space at Annual Session
	<u>Suni Medical Imaging</u>			
2006		Booth	\$19,770.00	Booth space at Annual Session
2007		Booth	\$23,900.00	Booth space at Annual Session
2008			\$300.00	Sponsorship of Annual Session press breakfast
2009		Booth	\$9,350.00	Booth space at Annual Session
	<u>Suvison Business Services</u>			
2007		Booth	\$33,693.50	Booth space at Annual Session
2008		Booth	\$39,282.75	Booth space at Annual Session
	<u>Temrex</u>			
2006		Booth	\$3,085.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$4,175.00	Booth space at Annual Session
2009		Adv	\$8,733.75	Display advertising in journals
	<u>TIDI Products USA</u>			
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$7,050.00	Booth space at Annual Session
2009		Booth	\$3,085.00	Booth space at Annual Session
	<u>Tri Hawk Corporation</u>			
2006		Booth	\$6,170.00	Booth space at Annual Session
2007		Booth	\$8,200.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$3,375.00	Booth space at Annual Session



	<u><b>Tuttnauer USA</b></u>			
<b>2006</b>		Booth	\$6,800.00	Booth space at Annual Session
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
<b>2008</b>		Booth	\$6,350.00	Booth space at Annual Session
<b>2009</b>		Booth	\$3,375.00	Booth space at Annual Session
	<u><b>Unipack Medical Corp</b></u>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
	<u><b>Vista Dental Products</b></u>			
<b>2006</b>		Booth	\$12,340.00	Booth space at Annual Session
<b>2007</b>		Booth	\$23,900.00	Booth space at Annual Session
<b>2008</b>		Booth	\$20,450.00	Booth space at Annual Session
2008			\$12.00	Library photocopying charge
<b>2009</b>		Booth	\$21,850.00	Booth space at Annual Session
	<u><b>VOCO American</b></u>			
<b>2006</b>		Booth	\$6,170.00	Booth space at Annual Session
<b>2007</b>		Booth	\$16,400.00	Booth space at Annual Session
<b>2008</b>		Booth	\$14,100.00	Booth space at Annual Session
<b>2009</b>		Booth	\$7,550.00	Booth space at Annual Session
	<u><b>Waterpik Technologies</b></u>			
<b>2006</b>		Booth	\$31,560.00	Booth space at Annual Session
<b>2007</b>			\$160.95	Catalog products
2007		Booth	\$31,400.00	Booth space at Annual Session
<b>2008</b>		Adv	\$51,119.00	Display advertising in journals
2008		Booth	\$26,800.00	Booth space at Annual Session
2008		Adv	\$8,789.00	Display advertising in journals
<b>2009</b>		Adv	\$22,372.00	Display advertising in journals
2009		Booth	\$10,925.00	Booth space at Annual Session
	<u><b>Whip-Mix Corporation</b></u>			
<b>2006</b>		Adv	\$350.00	Advertising in coupon book
2006		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$8,200.00	Booth space at Annual Session
<b>2008</b>			\$600.00	Sub-Tag membership
2008		Booth	\$7,750.00	Booth space at Annual Session
<b>2009</b>			\$600.00	Sub-Tag membership
<b>2009</b>		Booth	\$3,375.00	Booth space at Annual Session
	<u><b>X-Rite/Sullivan Schein Dental</b></u>			

<b>2006</b>			\$600.00	New Product Showcase
2006		Booth	\$6,170.00	Booth space at Annual Session
2006			\$1,750.00	Sponsorship of Annual Session banner
<b>2007</b>		Booth	\$7,500.00	Booth space at Annual Session
	<u><b>Young Dental</b></u>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
2006		Adv	\$350.00	Advertising in coupon book
2006			\$2,500.00	Seal annual maintenance fees
2006			\$600.00	New Product Showcase
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
<b>2008</b>		Booth	\$7,050.00	Booth space at Annual Session
2008			\$10.40	Library photocopying charge
2008			\$450.00	Sub-Tag membership
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
2009			\$266.00	Subscription to JADA
2009			\$99.00	Professional Product Review reprints
	<u><b>Zhermack</b></u>			
<b>2007</b>		Booth	\$8,200.00	Booth space at Annual Session
<b>2008</b>		Booth	\$7,050.00	Booth space at Annual Session
	<u><b>Zirc Company</b></u>			
<b>2006</b>		Booth	\$3,085.00	Booth space at Annual Session
<b>2007</b>		Booth	\$3,750.00	Booth space at Annual Session
<b>Total 2006</b>			<b>\$2,078,982.14</b>	
<b>Total 2007</b>			<b>\$2,909,570.67</b>	
<b>Total 2008</b>			<b>\$4,379,856.25</b>	
<b>Total 2009</b>			<b>\$4,000,968.40</b>	
<b>Grand Total</b>			<b>\$13,369,377.46</b>	
<i>Included in the above totals are the following:</i>				
<i>Total Booth space at annual session</i>			<i>\$6,696,401.75</i>	
<i>Total advertising</i>			<i>\$3,855,828.79</i>	
<i>Total Seal Program maintenance</i>			<i>\$24,750.00</i>	
<i>Total Other items</i>			<i>\$2,792,396.92</i>	
<b>Grand Total</b>			<b>\$13,369,377.46</b>	

ADA FoundationActivity with Pharmaceutical Companies  
2006 - 2009

<u>Year</u>	<u>Name</u>		<u>Amount</u>	<u>Reason for Funding</u>
<b>2006</b>	<u>GlaxoSmithKline</u>		\$350,000.00	Vulnerable Older Americans Access to Care
<b>2007</b>			\$20,000.00	the Diversity in Leadership program
2007			\$350,000.00	Vulnerable Older Americans Access to Care
<b>2008</b>			\$300,000.00	Vulnerable Older Americans Access to Care
<b>2006</b>	<u>Johnson &amp; Johnson Oral Health Products</u>		\$25,000.00	Community Preventive Dentistry Award
<b>2007</b>			\$150,000.00	Strategic Partnership Fund
2007			\$25,000.00	Dental Student Research Conference
2007			\$14,000.00	Dr. Norton M. Ross Award
2007			\$10,000.00	Geriatric Oral Health Care Award
2007			\$7,000.00	the Health Screening Program
<b>2008</b>			\$14,000.00	Dr. Norton M. Ross Award
2008			\$9,400.00	J & J Mouthrinse study
2008			\$9,400.00	Micro Equipment Fabrication
<b>2009</b>			\$25,000.00	Dental Student Research Conference
2009			\$25,000.00	Sponsor of dental student conference on research
<b>2006</b>	<u>Pfizer Consumer Healthcare</u>		\$29,488.00	Dental Student Research Conference
2006			\$10,000.00	Geriatric Oral Health Care Award
2006			\$14,000.00	Dr. Norton M. Ross Award
<b>2007</b>	<u>Pfizer Foundation Matching Gifts Program</u>		\$500.00	Relief Activities
<b>2008</b>			\$500.00	Relief Activities
<b>2009</b>			\$500.00	Relief Activities
<b>2009</b>	<u>Rite Aid Corporation</u>		\$45,000.00	the Give Kids a Smile
<b>2006</b>	<u>Zila Pharmaceuticals, Inc.</u>		\$25,000.00	Oral Cancer Education Project
<b>2007</b>			\$20,000.00	Oral Cancer Education Project
<b>Total 2006</b>			<b>\$453,488.00</b>	
<b>Total 2007</b>			<b>\$596,500.00</b>	
<b>Total 2008</b>			<b>\$333,300.00</b>	
<b>Total 2009</b>			<b>\$95,500.00</b>	
<b>Grand Total</b>			<b>\$1,478,788.00</b>	

			<b>American Dental Association</b>	
			<b>Activity with Pharmaceutical Companies</b>	
			<b>2006 - 2009</b>	
<b><u>Year</u></b>	<b><u>Name</u></b>	<b><u>Category</u></b>	<b><u>Amount</u></b>	<b><u>Reason for Funding</u></b>
	<b><u>Acute Care Pharmaceuticals</u></b>			
<b>2006</b>			\$350.00	Annual Session coupon book
2006		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,875.00	Booth space at Annual Session
	<b><u>AmGen, Inc.</u></b>			
<b>2009</b>			\$3,683.06	Reprints of JADA articles
	<b><u>Apothecus Pharmaceutical Corp</u></b>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
	<b><u>Beutlich LP Pharmaceuticals</u></b>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,175.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
	<b><u>Boehringer Ingelheim Roxane Inc.</u></b>			
<b>2007</b>		Seal	\$2,500.00	Seal Program maintenance fee
	<b><u>Colgate Oral Pharmaceuticals, Inc.</u></b>			
<b>2006</b>		Seal	\$7,500.00	Seal Program maintenance fee
2006			\$25,000.00	Royalties for ADA News (Colgate Website Articles)
<b>2006</b>		Adv	\$12,495.00	Display Advertising in Journals
<b>2006</b>			\$125,000.00	Sponsorship of ADA Guide of Dental Therapeutics To Students
<b>2006</b>			\$120,890.00	JADA Supplement
<b>2007</b>		Seal	\$10,000.00	Seal Program maintenance fee
2007			\$24,000.00	Royalties for ADA News (Colgate Website Articles)
<b>2007</b>		Adv	\$66,641.00	Display Advertising in Journals
<b>2007</b>			\$10,500.00	Spanish Translation of JADa Supplement
<b>2008</b>		Seal	\$6,000.00	Seal Program maintenance fee
2008			\$30,375.00	Royalties for ADA News (Colgate Website Articles)

2008		Adv	\$59,075.00	Display Advertising in Journals
2008			\$93,600.00	JADA Supplement
2009			\$8,333.34	Sponsorship of Sesquicentennial Celebration
2009			\$8,223.00	Reprints of JADA articles
2009		Seal	\$3,000.00	Seal Program maintenance fee
2009			\$18,000.00	Royalties for ADA News (Colgate Website Articles)
2009		Adv	\$86,804.00	Display Advertising in Journals
2009			\$152,000.00	Sponsorship of ADA Guide of Dental Therapeutics To Students
2009			\$30,000.00	Partnered Sponsorship With JADA Advertisers
	<u><b>Del Pharmaceuticals</b></u>			
2006		Booth	\$3,085.00	Booth space at Annual Session
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
	<u><b>Dentsply Pharmaceuticals</b></u>			
2006		Adv	\$45,764.00	Display Advertising in Journals
2007		Adv	\$125,646.00	Display Advertising in Journals
2008		Adv	\$11,186.00	Display Advertising in Journals
	<u><b>GlaxoSmithKline Consumer Healthcare</b></u>			
2006		Booth	\$47,450.00	Booth space at Annual Session
2006		Adv	\$600.00	Advertising
2006			\$3,000.00	Expense reimbursement
2006			\$2,000.00	Expense reimbursement
2006			\$25,000.00	Sponsorship of Aging Conference
2006			\$180.00	JADA subscription
2006		Seal	\$10,000.00	Seal Program maintenance fee
2007			\$26,000.00	Sponsorship at Annual Session
2007		Booth	\$93,650.00	Booth space at Annual Session
2007			\$100,000.00	Sponsorship of Geriatric Dentistry Oral Health and the Older Adult
2007			\$5,000.00	Sponsorship of ADA Student Ambassador Program
2007			\$5,000.00	Sponsorship of Oral Longevity Program
2007		Seal	\$10,000.00	Seal Program maintenance fee
2008		Booth	\$35,350.00	Booth space at Annual Session
2008		Adv	\$62,320.00	Advertising
2008			\$32,983.10	Sponsorship for Board dinner
2008			\$5,000.00	Sponsorship of ADA Student Ambassador Program
2008		Seal	\$12,000.00	Seal Program maintenance fee
2009		Adv	\$22,950.00	Advertising
2009		Seal	\$6,000.00	Seal Program maintenance fee
2009			\$22,074.51	Fulfillment of cancellation obligation
	<u><b>Johnson &amp; Johnson</b></u>			

2006			\$300,000.00	Sponsorship of Annual Session Distinguished Speaker Series
2007		Adv	\$19,125.00	Display Advertising in Journals
2008		Seal	\$45,000.00	Seal Program maintenance fee
2008			\$3,547.10	Reprints of JADA articles
2008		Adv	\$110,576.00	Display Advertising in Journals
2009			\$23,879.44	Reprints of JADA articles
2009			\$25,000.00	Sponsorship of Annual Session Education for Oral Systemic Panel
2009			\$12.00	Library photocopying charges
2009		Seal	\$19,500.00	Seal Program maintenance fee
	<b><u>Johnson &amp; Johnson Consumer &amp; Personal Products</u></b>			
2007		Seal	\$20,000.00	Seal Program maintenance fee
2007			\$300,000.00	Sponsorship for Annual Session Distinguished Speaker Series
2007			\$20,000.00	Sponsorship for SUCCESS Dental School Programs 2007/2008
2007			\$25,000.00	Sponsorship for Oral-Systemic Online Education
2008			\$30,000.00	Sponsorship for Annual Session Educational Track
2008			\$20,000.00	Sponsorship for SUCCESS Dental School Programs 2008/2009
2009			\$20,000.00	Sponsorship for SUCCESS Dental School Programs 2009/2010
2009			\$25,000.00	Sponsorship for Sequicentennial Celebration Gala
	<b><u>Johnson &amp; Johnson Healthcare Products</u></b>			
2006		Booth	\$66,675.00	Booth space at Annual Session
2006			\$82,854.00	JADA Supplement
2007			\$44,297.00	JADA supplements Reprints to J&J and Pfizer in Europe
2007		Seal	\$15,000.00	Seal Program maintenance fee
2007		Booth	\$91,400.00	Booth space at Annual Session
2007			\$7,405.55	Catalog products
2008			\$100,000.00	Sponsorship of Annual Session Distinguished Speaker Series
2008			\$600.00	Sub-Tag membership
2008			\$200,000.00	Sponsorship of Annual Session Distinguished Speaker Series
2008		Booth	\$77,600.00	Booth space at Annual Session
2007		Adv	\$74,263.00	Advertising supplements
2009			\$600.00	Sub-Tag membership
2009			\$25,000.00	Sponsorship of Dental Student Conference on Research
2009		Booth	\$30,200.00	Booth space at Annual Session
	<b><u>Novalar Pharmaceuticals</u></b>			
2006			\$146.00	JADA subscription
2007			\$122.00	JADA subscription
2008			\$122.00	JADA subscription
2008			\$70,000.00	Sponsorship of Annual Session Anesthesia Track
2008		Booth	\$20,450.00	Booth space at Annual Session
2008		Adv	\$198,577.50	Display Advertising in Journals
2008			\$300.00	Sponsorship of Annual Session press breakfast
2008			\$4,400.66	Reprints of JADA articles

2008		Adv	\$600.00	Advertising
2009		Booth	\$21,850.00	Booth space at Annual Session
2009			\$20,000.00	Sponsorship of Annual Session tote bags
2009			\$14,230.25	Reprints of JADA articles
2009			\$27.64	Catalog product
2009			\$27.64	Catalog product
	<b><u>Ondine BioPharma Corporation</u></b>			
2007			\$700.00	Meeting room and audio-visual rental
2007		Booth	\$2,000.00	Booth space at Annual Session (non-refundable deposit)
	<b><u>Orapharma, Inc.</u></b>			
2006		Booth	\$13,600.00	Booth space at Annual Session
2006			\$5,160.16	Catalog products
2007		Booth	\$23,900.00	Booth space at Annual Session
2007			\$168.30	Catalog products
2008		Booth	\$31,750.00	Booth space at Annual Session
2008		Adv	\$7,500.00	Display Advertising in Journals
2009		Booth	\$7,550.00	Booth space at Annual Session (cancellation fee)
2009		Adv	\$7,500.00	Display Advertising in Journals
	<b><u>Parnell Pharmaceuticals, Inc.</u></b>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<b><u>Pfizer Consumer Healthcare</u></b>			
2006			\$600.00	New Product Showcase
2006		Booth	\$45,710.00	Booth space at Annual Session
2006			\$10,000.00	Sponsorship of Annual Session banner
2006			\$7,500.00	Sponsorship for Annual Session kiosk
2006		Seal	\$12,000.00	Seal Program submission fee
2006			\$170,489.00	Catalog products and brochures
2006		Seal	\$12,000.00	Seal Program submission fee
2006		Seal	\$20,000.00	Seal Program maintenance fee
2006			10,125.00	Miscellaneous Income
2006			600.00	Miscellaneous Income
2006			36,000.00	Sponsorship
2007		Booth	\$25,300.00	Booth space at Annual Session
2007			\$35,000.00	Sponsorship of Dental Hygienist Track lecture
	<b><u>Pharmascience Laboratories, Inc.</u></b>			

<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,175.00	Booth space at Annual Session
<b>2006</b>	<b><u>Procter &amp; Gamble</u></b>		\$1,200.00	New Product Showcase
2006		<i>Booth</i>	\$154,745.00	Booth space at Annual Session
2006			\$4,482.30	Expense reimbursements
2006			\$2,992.86	Adult toothbrushes
2006			\$130,000.00	Sponsorship of Annual Session tote bags
2006		<i>Seal</i>	\$114,000.00	Seal Program submission fee
2006		<i>Seal</i>	\$40,000.00	Seal Program Internation usage
2006		<i>Seal</i>	\$29,875.00	Seal Program maintenance fee
2006			\$140,000.00	Sponsorship of Annual Session Presidential Gala
2006			\$20,000.00	Sponsorship
<b>2007</b>			\$12,000.00	Sponsorship of Annual Session Relaxation Station
2007			\$34,800.00	Sponsorship of Annual Session shuttle bus
2007			\$130,000.00	Sponsorship of Annual Session tote bags
2007			\$2,400.00	New Product Showcase
2007		<i>Booth</i>	\$179,800.00	Booth space at Annual Session
2007			\$2,953.74	Reference toothbrushes
2007		<i>Seal</i>	\$12,000.00	Seal Program submission fee
2007		<i>Seal</i>	\$39,775.00	Seal Program maintenance fee
2007			\$150,000.00	Sponsorship of Annual Session Presidential Gala
2007			\$285.00	CERP Fee
2007			\$3,000.00	Administrative support
2007			\$20,000.00	Sponsorship of ADA/FDI reception
<b>2008</b>			\$130,000.00	Sponsorship of Annual Session tote bags
2008		<i>Booth</i>	\$155,725.00	Booth space at Annual Session
2008			\$100,000.00	Sponsorship of EBD Champion Conference
2008			\$20,000.00	Sponsorship of ADA/FDI reception
2008			\$25,000.00	Sponsorship of Sesquicentennial Celebration
2008			\$2,757.69	Reference toothbrushes
2008		<i>Seal</i>	\$14,500.00	Seal Program submission fee
2008			\$919.18	Expense reimbursements
2008		<i>Seal</i>	\$67,200.00	Seal Program maintenance fee
2008			\$115,000.00	Sponsorship of Evidence-Based-Dentistry Conference
2008			\$285.00	CERP Fee
<b>2009</b>		<i>Booth</i>	\$114,475.00	Booth space at Annual Session
2009			\$20,000.00	Sponsorship of Access to Dental Care Summit
2009			\$600.00	Sub-Tag membership
2009			\$1,805.40	Reference toothbrushes
2009			\$100,000.00	Sponsorship for EBD Conference
2009			\$100,000.00	Sponsorship for EBD Conference 2010
2009			\$12,000.00	Sponsorship of Annual Session Relaxation Station



2009			\$77,764.00	Reprints of JADA articles
2009		Seal	\$32,100.00	Seal Program maintenance fee
2009			\$300.00	CERP Fee
	<b><u>Procter &amp; Gamble Pharmaceuticals</u></b>			
2009			\$14,334.45	Catalog products
2009		Adv	\$31,964.00	Display Advertising in Journals
2009			\$45,800.00	ADA News Reprints and Brochure Insertion
	<b><u>Pro-Dentec/Zila Pharmaceuticals</u></b>			
2007			\$600.00	New Product Showcase
2007		Booth	\$11,250.00	Booth space at Annual Session
2007		Booth	\$10,225.00	Booth space at Annual Session
	<b><u>Rowpar Pharmaceuticals</u></b>			
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
	<b><u>Scientific Pharmaceutical</u></b>			
2006			\$227.90	Catalog products
	<b><u>Sheffield Pharmaceuticals</u></b>			
2006		Seal	\$2,500.00	Seal Program maintenance fee
2007		Seal	\$2,500.00	Seal Program maintenance fee
2008		Seal	\$6,000.00	Seal Program maintenance fee
2009		Seal	\$3,000.00	Seal Program maintenance fee
	<b><u>SmartMouth Mouthwash by Triumph Pharmaceuticals, Inc.</u></b>			
2006		Booth	\$7,430.00	Booth space at Annual Session
2007		Booth	\$8,200.00	Booth space at Annual Session
2008		Booth	\$7,050.00	Booth space at Annual Session
	<b><u>Zila Pharmaceuticals</u></b>			
2006			\$12,500.00	Sponsorship of Annual Session Satellite Symposia
2006		Booth	\$14,860.00	Booth space at Annual Session
2007		Booth	\$17,800.00	Booth space at Annual Session
2008		Booth	\$20,450.00	Booth space at Annual Session
2009		Booth	\$21,850.00	Booth space at Annual Session

<b>Total 2006</b>			<b>\$1,914,531.22</b>	
<b>Total 2007</b>			<b>\$1,849,256.59</b>	
<b>Total 2008</b>			<b>\$1,954,249.23</b>	
<b>Total 2009</b>			<b>\$1,182,112.73</b>	
<b>Grand Total</b>			<b>\$6,900,149.77</b>	
<i>Included in the above totals are the following (all years combined):</i>				
<i>Total Booth space at annual session</i>			<i>\$1,433,500.00</i>	
<i>Total advertising</i>			<i>\$943,586.50</i>	
<i>Total Seal Program maintenance</i>			<i>\$573,950.00</i>	
<i>Total Other items</i>			<i>\$3,949,113.27</i>	
<b>Grand Total</b>			<b>\$6,900,149.77</b>	

			<b>American Dental Association</b>	
			<b>Activity with Pharmaceutical Companies</b>	
			<b>2006 - 2009</b>	
<b><u>Year</u></b>	<b><u>Name</u></b>	<b><u>Category</u></b>	<b><u>Amount</u></b>	<b><u>Reason for Funding</u></b>
	<b><u>Acute Care Pharmaceuticals</u></b>			
<b>2006</b>			\$350.00	Annual Session coupon book
2006		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,875.00	Booth space at Annual Session
	<b><u>AmGen, Inc.</u></b>			
<b>2009</b>			\$3,683.06	Reprints of JADA articles
	<b><u>Apothecus Pharmaceutical Corp</u></b>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
	<b><u>Beutlich LP Pharmaceuticals</u></b>			
<b>2006</b>		Booth	\$3,715.00	Booth space at Annual Session
<b>2007</b>		Booth	\$4,450.00	Booth space at Annual Session
<b>2008</b>		Booth	\$3,175.00	Booth space at Annual Session
<b>2009</b>		Booth	\$4,175.00	Booth space at Annual Session
	<b><u>Boehringer Ingelheim Roxane Inc.</u></b>			
<b>2007</b>		Seal	\$2,500.00	Seal Program maintenance fee
	<b><u>Colgate Oral Pharmaceuticals, Inc.</u></b>			
<b>2006</b>		Seal	\$7,500.00	Seal Program maintenance fee
2006			\$25,000.00	Royalties for ADA News (Colgate Website Articles)
<b>2006</b>		Adv	\$12,495.00	Display Advertising in Journals
<b>2006</b>			\$125,000.00	Sponsorship of ADA Guide of Dental Therapeutics To Students
<b>2006</b>			\$120,890.00	JADA Supplement
<b>2007</b>		Seal	\$10,000.00	Seal Program maintenance fee
2007			\$24,000.00	Royalties for ADA News (Colgate Website Articles)
<b>2007</b>		Adv	\$66,641.00	Display Advertising in Journals
<b>2007</b>			\$10,500.00	Spanish Translation of JADa Supplement
<b>2008</b>		Seal	\$6,000.00	Seal Program maintenance fee
2008			\$30,375.00	Royalties for ADA News (Colgate Website Articles)

<b>2008</b>		<i>Adv</i>	\$59,075.00	Display Advertising in Journals
<b>2008</b>			\$93,600.00	JADA Supplement
<b>2009</b>			\$8,333.34	Sponsorship of Sesquicentennial Celebration
2009			\$8,223.00	Reprints of JADA articles
2009		<i>Seal</i>	\$3,000.00	Seal Program maintenance fee
2009			\$18,000.00	Royalties for ADA News (Colgate Website Articles)
<b>2009</b>		<i>Adv</i>	\$86,804.00	Display Advertising in Journals
<b>2009</b>			\$152,000.00	Sponsorship of ADA Guide of Dental Therapeutics To Students
<b>2009</b>			\$30,000.00	Partnered Sponsorship With JADA Advertisers
	<b><u>Del Pharmaceuticals</u></b>			
<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,175.00	Booth space at Annual Session
	<b><u>Dentsply Pharmaceuticals</u></b>			
<b>2006</b>		<i>Adv</i>	\$45,764.00	Display Advertising in Journals
<b>2007</b>		<i>Adv</i>	\$125,646.00	Display Advertising in Journals
<b>2008</b>		<i>Adv</i>	\$11,186.00	Display Advertising in Journals
	<b><u>GlaxoSmithKline Consumer Healthcare</u></b>			
<b>2006</b>		<i>Booth</i>	\$47,450.00	Booth space at Annual Session
2006		<i>Adv</i>	\$600.00	Advertising
2006			\$3,000.00	Expense reimbursement
2006			\$2,000.00	Expense reimbursement
2006			\$25,000.00	Sponsorship of Aging Conference
2006			\$180.00	JADA subscription
2006		<i>Seal</i>	\$10,000.00	Seal Program maintenance fee
<b>2007</b>			\$26,000.00	Sponsorship at Annual Session
2007		<i>Booth</i>	\$93,650.00	Booth space at Annual Session
2007			\$100,000.00	Sponsorship of Geriatric Dentristry Oral Health and the Older Adult
2007			\$5,000.00	Sponsorship of ADA Student Ambassador Program
2007			\$5,000.00	Sponsorship of Oral Longevity Program
2007		<i>Seal</i>	\$10,000.00	Seal Program maintenance fee
<b>2008</b>		<i>Booth</i>	\$35,350.00	Booth space at Annual Session
2008		<i>Adv</i>	\$62,320.00	Advertising
2008			\$32,983.10	Sponsorship for Board dinner
2008			\$5,000.00	Sponsorship of ADA Student Ambassador Program
2008		<i>Seal</i>	\$12,000.00	Seal Program maintenance fee
<b>2009</b>		<i>Adv</i>	\$22,950.00	Advertising
2009		<i>Seal</i>	\$6,000.00	Seal Program maintenance fee
2009			\$22,074.51	Fulfillment of cancellation obligation
	<b><u>Johnson &amp; Johnson</u></b>			

<b>2006</b>			\$300,000.00	Sponsorship of Annual Session Distinguished Speaker Series
<b>2007</b>		<i>Adv</i>	\$19,125.00	Display Advertising in Journals
<b>2008</b>		<i>Seal</i>	\$45,000.00	Seal Program maintenance fee
2008			\$3,547.10	Reprints of JADA articles
<b>2008</b>		<i>Adv</i>	\$110,576.00	Display Advertising in Journals
<b>2009</b>			\$23,879.44	Reprints of JADA articles
2009			\$25,000.00	Sponsorship of Annual Session Education for Oral Systemic Panel
2009			\$12.00	Library photocopying charges
2009		<i>Seal</i>	\$19,500.00	Seal Program maintenance fee
	<b><u>Johnson &amp; Johnson Consumer &amp; Personal Products</u></b>			
<b>2007</b>		<i>Seal</i>	\$20,000.00	Seal Program maintenance fee
2007			\$300,000.00	Sponsorship for Annual Session Distinguished Speaker Series
2007			\$20,000.00	Sponsorship for SUCCESS Dental School Programs 2007/2008
2007			\$25,000.00	Sponsorship for Oral-Systemic Online Education
<b>2008</b>			\$30,000.00	Sponsorship for Annual Session Educational Track
2008			\$20,000.00	Sponsorship for SUCCESS Dental School Programs 2008/2009
<b>2009</b>			\$20,000.00	Sponsorship for SUCCESS Dental School Programs 2009/2010
2009			\$25,000.00	Sponsorship for Sequicentennial Celebration Gala
	<b><u>Johnson &amp; Johnson Healthcare Products</u></b>			
<b>2006</b>		<i>Booth</i>	\$66,675.00	Booth space at Annual Session
<b>2006</b>			\$82,854.00	JADA Supplement
<b>2007</b>			\$44,297.00	JADA supplements Reprints to J&J and Pfizer in Europe
2007		<i>Seal</i>	\$15,000.00	Seal Program maintenance fee
2007		<i>Booth</i>	\$91,400.00	Booth space at Annual Session
2007			\$7,405.55	Catalog products
<b>2008</b>			\$100,000.00	Sponsorship of Annual Session Distinguished Speaker Series
2008			\$600.00	Sub-Tag membership
2008			\$200,000.00	Sponsorship of Annual Session Distinguished Speaker Series
2008		<i>Booth</i>	\$77,600.00	Booth space at Annual Session
2007		<i>Adv</i>	\$74,263.00	Advertising supplements
<b>2009</b>			\$600.00	Sub-Tag membership
2009			\$25,000.00	Sponsorship of Dental Student Conference on Research
2009		<i>Booth</i>	\$30,200.00	Booth space at Annual Session
	<b><u>Novalar Pharmaceuticals</u></b>			
<b>2006</b>			\$146.00	JADA subscription
<b>2007</b>			\$122.00	JADA subscription
<b>2008</b>			\$122.00	JADA subscription
2008			\$70,000.00	Sponsorship of Annual Session Anesthesia Track
2008		<i>Booth</i>	\$20,450.00	Booth space at Annual Session
2008		<i>Adv</i>	\$198,577.50	Display Advertising in Journals
2008			\$300.00	Sponsorship of Annual Session press breakfast
2008			\$4,400.66	Reprints of JADA articles

2008		Adv	\$600.00	Advertising
2009		Booth	\$21,850.00	Booth space at Annual Session
2009			\$20,000.00	Sponsorship of Annual Session tote bags
2009			\$14,230.25	Reprints of JADA articles
2009			\$27.64	Catalog product
2009			\$27.64	Catalog product
	<b>Ondine BioPharma Corporation</b>			
2007			\$700.00	Meeting room and audio-visual rental
2007		Booth	\$2,000.00	Booth space at Annual Session (non-refundable deposit)
	<b>Orapharma, Inc.</b>			
2006		Booth	\$13,600.00	Booth space at Annual Session
2006			\$5,160.16	Catalog products
2007		Booth	\$23,900.00	Booth space at Annual Session
2007			\$168.30	Catalog products
2008		Booth	\$31,750.00	Booth space at Annual Session
2008		Adv	\$7,500.00	Display Advertising in Journals
2009		Booth	\$7,550.00	Booth space at Annual Session (cancellation fee)
2009		Adv	\$7,500.00	Display Advertising in Journals
	<b>Parnell Pharmaceuticals, Inc.</b>			
2006		Booth	\$3,715.00	Booth space at Annual Session
2007		Booth	\$4,450.00	Booth space at Annual Session
2008		Booth	\$3,875.00	Booth space at Annual Session
2009		Booth	\$500.00	Booth space at Annual Session (cancellation fee)
	<b>Pfizer Consumer Healthcare</b>			
2006			\$600.00	New Product Showcase
2006		Booth	\$45,710.00	Booth space at Annual Session
2006			\$10,000.00	Sponsorship of Annual Session banner
2006			\$7,500.00	Sponsorship for Annual Session kiosk
2006		Seal	\$12,000.00	Seal Program submission fee
2006			\$170,489.00	Catalog products and brochures
2006		Seal	\$12,000.00	Seal Program submission fee
2006		Seal	\$20,000.00	Seal Program maintenance fee
2006			10,125.00	Miscellaneous Income
2006			600.00	Miscellaneous Income
2006			36,000.00	Sponsorship
2007		Booth	\$25,300.00	Booth space at Annual Session
2007			\$35,000.00	Sponsorship of Dental Hygienist Track lecture
	<b>Pharmascience Laboratories, Inc.</b>			

<b>2006</b>		<i>Booth</i>	\$3,085.00	Booth space at Annual Session
<b>2007</b>		<i>Booth</i>	\$3,750.00	Booth space at Annual Session
<b>2008</b>		<i>Booth</i>	\$3,175.00	Booth space at Annual Session
<b>2006</b>	<b><u>Procter &amp; Gamble</u></b>		\$1,200.00	New Product Showcase
2006		<i>Booth</i>	\$154,745.00	Booth space at Annual Session
2006			\$4,482.30	Expense reimbursements
2006			\$2,992.86	Adult toothbrushes
2006			\$130,000.00	Sponsorship of Annual Session tote bags
2006		<i>Seal</i>	\$114,000.00	Seal Program submission fee
2006		<i>Seal</i>	\$40,000.00	Seal Program Internation usage
2006		<i>Seal</i>	\$29,875.00	Seal Program maintenance fee
2006			\$140,000.00	Sponsorship of Annual Session Presidential Gala
2006			\$20,000.00	Sponsorship
<b>2007</b>			\$12,000.00	Sponsorship of Annual Session Relaxation Station
2007			\$34,800.00	Sponsorship of Annual Session shuttle bus
2007			\$130,000.00	Sponsorship of Annual Session tote bags
2007			\$2,400.00	New Product Showcase
2007		<i>Booth</i>	\$179,800.00	Booth space at Annual Session
2007			\$2,953.74	Reference toothbrushes
2007		<i>Seal</i>	\$12,000.00	Seal Program submission fee
2007		<i>Seal</i>	\$39,775.00	Seal Program maintenance fee
2007			\$150,000.00	Sponsorship of Annual Session Presidential Gala
2007			\$285.00	CERP Fee
2007			\$3,000.00	Administrative support
2007			\$20,000.00	Sponsorship of ADA/FDI reception
<b>2008</b>			\$130,000.00	Sponsorship of Annual Session tote bags
2008		<i>Booth</i>	\$155,725.00	Booth space at Annual Session
2008			\$100,000.00	Sponsorship of EBD Champion Conference
2008			\$20,000.00	Sponsorship of ADA/FDI reception
2008			\$25,000.00	Sponsorship of Sesquicentennial Celebration
2008			\$2,757.69	Reference toothbrushes
2008		<i>Seal</i>	\$14,500.00	Seal Program submission fee
2008			\$919.18	Expense reimbursements
2008		<i>Seal</i>	\$67,200.00	Seal Program maintenance fee
2008			\$115,000.00	Sponsorship of Evidence-Based-Dentistry Conference
2008			\$285.00	CERP Fee
<b>2009</b>		<i>Booth</i>	\$114,475.00	Booth space at Annual Session
2009			\$20,000.00	Sponsorship of Access to Dental Care Summit
2009			\$600.00	Sub-Tag membership
2009			\$1,805.40	Reference toothbrushes
2009			\$100,000.00	Sponsorship for EBD Conference
2009			\$100,000.00	Sponsorship for EBD Conference 2010
2009			\$12,000.00	Sponsorship of Annual Session Relaxation Station

2009			\$77,764.00	Reprints of JADA articles
2009		Seal	\$32,100.00	Seal Program maintenance fee
2009			\$300.00	CERP Fee
	<b><u>Procter &amp; Gamble Pharmaceuticals</u></b>			
2009			\$14,334.45	Catalog products
2009		Adv	\$31,964.00	Display Advertising in Journals
2009			\$45,800.00	ADA News Reprints and Brochure Insertion
	<b><u>Pro-Dentec/Zila Pharmaceuticals</u></b>			
2007			\$600.00	New Product Showcase
2007		Booth	\$11,250.00	Booth space at Annual Session
2007		Booth	\$10,225.00	Booth space at Annual Session
	<b><u>Rowpar Pharmaceuticals</u></b>			
2007		Booth	\$3,750.00	Booth space at Annual Session
2008		Booth	\$3,175.00	Booth space at Annual Session
	<b><u>Scientific Pharmaceutical</u></b>			
2006			\$227.90	Catalog products
	<b><u>Sheffield Pharmaceuticals</u></b>			
2006		Seal	\$2,500.00	Seal Program maintenance fee
2007		Seal	\$2,500.00	Seal Program maintenance fee
2008		Seal	\$6,000.00	Seal Program maintenance fee
2009		Seal	\$3,000.00	Seal Program maintenance fee
	<b><u>SmartMouth Mouthwash by Triumph Pharmaceuticals, Inc.</u></b>			
2006		Booth	\$7,430.00	Booth space at Annual Session
2007		Booth	\$8,200.00	Booth space at Annual Session
2008		Booth	\$7,050.00	Booth space at Annual Session
	<b><u>Zila Pharmaceuticals</u></b>			
2006			\$12,500.00	Sponsorship of Annual Session Satellite Symposia
2006		Booth	\$14,860.00	Booth space at Annual Session
2007		Booth	\$17,800.00	Booth space at Annual Session
2008		Booth	\$20,450.00	Booth space at Annual Session
2009		Booth	\$21,850.00	Booth space at Annual Session



<b>Total 2006</b>			<b>\$1,914,531.22</b>	
<b>Total 2007</b>			<b>\$1,849,256.59</b>	
<b>Total 2008</b>			<b>\$1,954,249.23</b>	
<b>Total 2009</b>			<b>\$1,182,112.73</b>	
<b>Grand Total</b>			<b>\$6,900,149.77</b>	
<i>Included in the above totals are the following (all years combined):</i>				
<i>Total Booth space at annual session</i>			<i>\$1,433,500.00</i>	
<i>Total advertising</i>			<i>\$943,586.50</i>	
<i>Total Seal Program maintenance</i>			<i>\$573,950.00</i>	
<i>Total Other items</i>			<i>\$3,949,113.27</i>	
<b>Grand Total</b>			<b>\$6,900,149.77</b>	

ADA FoundationActivity with Pharmaceutical Companies  
2006 - 2009

<u>Year</u>	<u>Name</u>	<u>Amount</u>	<u>Reason for Funding</u>
<b>2006</b>	<u>GlaxoSmithKline</u>	\$350,000.00	Vulnerable Older Americans Access to Care
<b>2007</b>		\$20,000.00	the Diversity in Leadership program
2007		\$350,000.00	Vulnerable Older Americans Access to Care
<b>2008</b>		\$300,000.00	Vulnerable Older Americans Access to Care
<b>2006</b>	<u>Johnson &amp; Johnson Oral Health Products</u>	\$25,000.00	Community Preventive Dentistry Award
<b>2007</b>		\$150,000.00	Strategic Partnership Fund
2007		\$25,000.00	Dental Student Research Conference
2007		\$14,000.00	Dr. Norton M. Ross Award
2007		\$10,000.00	Geriatric Oral Health Care Award
2007		\$7,000.00	the Health Screening Program
<b>2008</b>		\$14,000.00	Dr. Norton M. Ross Award
2008		\$9,400.00	J & J Mouthrinse study
2008		\$9,400.00	Micro Equipment Fabrication
<b>2009</b>		\$25,000.00	Dental Student Research Conference
2009		\$25,000.00	Sponsor of dental student conference on research
<b>2006</b>	<u>Pfizer Consumer Healthcare</u>	\$29,488.00	Dental Student Research Conference
2006		\$10,000.00	Geriatric Oral Health Care Award
2006		\$14,000.00	Dr. Norton M. Ross Award
<b>2007</b>	<u>Pfizer Foundation Matching Gifts Program</u>	\$500.00	Relief Activities
<b>2008</b>		\$500.00	Relief Activities
<b>2009</b>		\$500.00	Relief Activities
<b>2009</b>	<u>Rite Aid Corporation</u>	\$45,000.00	the Give Kids a Smile
<b>2006</b>	<u>Zila Pharmaceuticals, Inc.</u>	\$25,000.00	Oral Cancer Education Project
<b>2007</b>		\$20,000.00	Oral Cancer Education Project
<b>Total 2006</b>		<b>\$453,488.00</b>	
<b>Total 2007</b>		<b>\$596,500.00</b>	
<b>Total 2008</b>		<b>\$333,300.00</b>	
<b>Total 2009</b>		<b>\$95,500.00</b>	
<b>Grand Total</b>		<b>\$1,478,788.00</b>	