CONNECT WITH CURRENT LEADERS
AND THE FUTURE OF DENTISTRY!

CWRU School of Dental Medicine 125th Anniversary Celebration and 2017 Homecoming and Reunion
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WHAT?
This year, the CWRU School of Dental Medicine celebrates 125 years as a premier institution of education, research and patient care. The school will honor this milestone anniversary with a series of special events throughout the year, culminating with Homecoming and Reunion Weekend in October!

As alumni return home to Cleveland this fall, the school will pay tribute to the people and moments that have shaped CWRU’s rich history and legacy. It will also look ahead to the future, where the dental school is poised for exciting developments and the potential impact of its talented student body couldn’t be greater.

WHO?
The CWRU School of Dental Medicine welcomes all of its 4,500 graduates from across the country back on campus for this hallmark Homecoming and Reunion celebration. Of those, nearly 800 influential, accomplished dental school graduates from class years ending in a 2 or 7 will be coming back to celebrate their class reunion. Adding to the festivities and fellowship, they will be joined by over 400 driven, talented dental students and residents from CWRU.

WHERE?
A series of events will be held on the CWRU campus and in downtown Cleveland.

WHY?

- Connect face-to-face with over 1,200 future customers to reinforce your company’s position, introduce your presence in the marketplace and identify the products and services that you provide.
- Generate immediate, qualified new leads.
- Support the advancement of the dental profession while learning about the latest industry activities from competitors.
- Receive exclusive opportunities to put your brand in front of the future of organized dentistry.
Year after year, the School of Dental Medicine receives applications from hundreds of highly qualified and diverse candidates for only 70 spots in the incoming class. The School of Dental Medicine has the privilege of selecting the best and brightest candidates from that pool, solidifying Case Western Reserve University’s reputation as a national hub for dental education and training.

Here is a breakdown of our current student and resident profile:

298 STUDENTS IN THE DMD PROGRAM

CLASS OF 2017
72 STUDENTS

CLASS OF 2018
74 STUDENTS

CLASS OF 2019
76 STUDENTS

CLASS OF 2020
76 STUDENTS

114 RESIDENTS IN THE SPECIALTY PROGRAMS

13 Endodontics

20 Orthodontics

12 AEGD

16 Pediatric Dentistry

19 Oral and Maxillofacial Surgery

16 Periodontics

3 Craniofacial Surgery

9 Oral Medicine

6 Dental Public Health

72 STUDENTS & 30 RESIDENTS will be graduating this year and looking for vendors!
ATTENDEE PROFILE

The dental school Alumni Association Board of Directors has a focused mission on ensuring the success of the CWRU School of Dental Medicine. Its goal is to promote the welfare and advance the objectives of the school and Case Western Reserve University, and to encourage interest of alumni in the school and the university.

WHO ATTENDS:
- **750** Alumni in Reunion Years
- **3,750** Alumni in Non-Reunion Years
- **412** Students/Residents

BE PART OF THE 125TH ANNIVERSARY EVENTS:
Here’s what attendees had to say about the 2016 Homecoming and Reunion activities.

*Homecoming is a great time to re-engage with the school that gave us the profession we love. Being able to see old friends, keeping up with the latest developments at the school and taking part in world-class continuing education keeps me connected year after year.*

– Don Lewis, DDS ’76, ’80

*Reunion offers a huge opportunity to network. I love reconnecting with my friends and former classmates, plugging into the greater CWRU dental community, and keeping up with what’s happening in Cleveland.*

– Kari Cunningham, DMD ’10, ’12

### ALUMNI CELEBRATING A REUNION YEAR (2’S AND 7’S):

- **1962**: 40 Members
- **1967**: 42 Members
- **1972**: 62 Members
- **1977**: 94 Members
- **1982**: 90 Members
- **1987**: 86 Members
- **1992**: 75 Members
- **1997**: 59 Members
- **2002**: 71 Members
- **2007**: 66 Members
- **2012**: 65 Members

### STATES WITH SIGNIFICANT 15+ ALUMNI RESIDING

- [Map showing states with significant alumni residing](map)

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HOMETOWN: Ocala, Florida

DEGREES: Wake Forest ’05, CWRU ’17

SPECIALTY: Pediatric Dentistry

YOUR SCHOLARSHIP: The Dr. Bruce W. Forbes Scholarship Fund

HOW DID YOU HEAR ABOUT THIS SCHOLARSHIP? The faculty and staff nominated me for this award. My wife and I were ecstatic and excited. It was a pleasant surprise.

WHAT GETS YOU MOST EXCITED ABOUT PRACTICING DENTISTRY? Relationships. It’s something I valued when I was a teacher and principal. I also remember how important my dentist was to me when I was a little kid all the way through college. That relationship spanned many years and he was so important to the community.

WHY DID YOU CHOOSE CWRU? CWRU has a great reputation and when I came for my interview, it was a place I could grow and see myself being happy.

WHAT’S THE MOST INTERESTING THING YOU’VE LEARNED ABOUT YOURSELF WHILE AT CWRU? I became more resilient. Between the demanding coursework and my wife switching careers, I overcame those challenges through the support of my peers, faculty and staff.

WHEN YOU GRADUATE, WHAT ARE YOU PLANNING ON DOING? Heading to Maryland for a two-year specialty training in pediatric dentistry at the University of Maryland. Ultimately, I’d like to be at a community-based center or possibly in a more rural setting where there is less access to care.

John Selph ’17
HOMETOWN: Richmond, Virginia (originally born and raised in Jamaica)

DEGREES: Duke '09, CWRU '19

YOUR SCHOLARSHIP: Virginia Lois Kennedy Endowment Fund

HOW DID YOU HEAR ABOUT THIS SCHOLARSHIP? During my interview, I was informed about this scholarship and the steps for consideration. Once I started at CWRU, I felt such a relief to have that financial burden off my parents.

WHAT GETS YOU MOST EXCITED ABOUT PRACTICING DENTISTRY? Giving someone a great smile. People have complimented me on my smile and I’d love to share that same gift with others. It’s a feeling that I didn’t feel before in the sports I played or in other coursework I took.

WHY DID YOU CHOOSE CWRU? CWRU felt like a family atmosphere. My athletic trainer at Duke had a connection here at the dental school, and when he showed me around the campus and Cleveland, I felt right at home. The small working groups were great, too.

WHAT’S THE MOST INTERESTING THING YOU’VE LEARNED ABOUT YOURSELF WHILE AT CWRU? I have become stronger mentally during my time at CWRU. Physically, I was always a hard worker—playing football, working construction with my dad, lifting. You receive so much information your first year. To keep up with it—and perform well—upped my mental toughness.

WHEN YOU GRADUATE, WHAT ARE YOU PLANNING ON DOING? Get an associateship with someone who already has a private practice.
HOMETOWN: Chicago, Illinois

DEGREES: University of Illinois ’14, CWRU ’18

YOUR SCHOLARSHIP: Dr. Robert and Rosemary Racek Scholarship Fund

HOW DID YOU HEAR ABOUT THIS SCHOLARSHIP? Once I learned of my acceptance, I was jumping around all excited. Then I learned even better news. I found out I received this scholarship. It’s a game-changer.

WHAT GETS YOU MOST EXCITED ABOUT PRACTICING DENTISTRY? I had a rough go with dentistry as a child; I had many cavities and spent a lot of time in the dental chair. It was scary, but when I decided on this career path, I wanted to honor the dentists who made me calm and not so scared—those who were kind, gentle and funny.

WHY DID YOU CHOOSE CWRU? It provided a great learning environment where I could really grow and deep dive into this work.

WHAT’S THE MOST INTERESTING THING YOU’VE LEARNED ABOUT YOURSELF WHILE AT CWRU? Mistakes are normal and are good. Everyone who comes here is a high achiever and probably hasn’t had too many bumps in the road. When you make mistakes, CWRU insures you know how to get yourself out of trouble. It was one of the biggest realizations to know to make errors and how to fix them.

WHEN YOU GRADUATE, WHAT ARE YOU PLANNING ON DOING? In a private practice working with kids.
PREMIUM SPONSORSHIP PRESENTATIONS

By supporting the CWRU School of Dental Medicine, you’re aligning your company with excellence. CWRU is an elite dental school, attracting highly-qualified students from around the country and producing first-rate professionals. With a commitment to this signature event, you’re making a two-fold impact: increasing visibility for your business while supporting the vital work of future dentists in the community.

There is no shortage of opportunities to promote your business at the 125th Anniversary Celebration. Connect with alumni and students at the world-class continuing education presentations and lively networking socials, capturing their attention with engaging exhibit and product placement opportunities.

See the Quick Glance: Sponsorship Tiers (page 13) for a comparison chart of the sponsorship packages. Or, call Nicole Rosario at 614-264-4667 or nicole.rosario@themodpros.com for more information.
DIAMOND SPONSOR  $7,500

- Verbal acknowledgment as a Diamond Sponsor and increased brand recognition during the continuing education presentations and gala anniversary event.
- Opportunity to have one representative address attendees (estimated attendance 100+) at two continuing education presentations on Friday for 1-3 minutes.
- One display table at both continuing education presentations on Friday.
- Ability to provide a promotional piece or giveaway to event attendees.
- Logo recognition on invitation, event program, day-of event signage and multimedia presentations.
- One full-page color advertisement in event program.
- Logo and 150-word description with hyperlink back to your organization’s website on the 125th Anniversary event website, expires June 2018.
- Recognition in 125th Anniversary event article in the CWRU School of Dental Medicine (SODM) alumni magazine (distribution of 5,000).
- Send a direct mail piece to CWRU’s marketing list (4,600+ recipients) 30-60 days post event.
- Eight tickets to the gala event at the House of Blues.

VALUE: $9,500

PLATINUM SPONSOR  $5,000

- Exclusive verbal acknowledgment as a premier Platinum Sponsor and increased brand recognition during the continuing education presentations and gala anniversary event.
- Organization representative addresses attendees (estimated attendance 100+) at one continuing education presentation for 1-3 minutes.
- One display table at Friday continuing education program.
- Ability to leave promotional piece/sample for attendees.
- Logo recognition on invitation, event program, day-of event signage and multimedia presentations.
- One full-page color advertisement in event program.
- Logo or company name, with hyperlink back to your organization’s website on the 125th Anniversary event website, expires June 2018.
- Recognition in 125th Anniversary event article in the SODM alumni magazine (distribution of 5,000).
- Six tickets to the gala event at the House of Blues.

VALUE: $7,500

SPONSOR TABLE SPACE IS LIMITED to only 10 companies with EXCLUSIVE ACCESS to the alumni and student body

HIGHLY-QUALIFIED BUYERS will attend this 125th Anniversary event

EXPECTED 800 ATTENDEES

MORE THAN 1200 DENTISTS AND STUDENTS LOOKING TO BUY!
GOLD SPONSOR  $3,000

- Ability to leave promotional piece/sample for attendees.
- Logo recognition on invitation, event program, day-of event signage and multimedia presentations.
- One half-page color advertisement in event program.
- Company name (text only) with hyperlink back to your organization’s website on the 125th Anniversary event website, expires June 2018.
- Recognition in 125th Anniversary event article in the SODM alumni magazine (distribution of 5,000).
- Four tickets to the gala event at the House of Blues.

VALUE: $5,500

SILVER SPONSOR  $1,500

- Logo recognition on invitation, event program, day-of event signage and multimedia presentations.
- One quarter-page color advertisement in event program.
- Company name (text only) with hyperlink back to your organization’s website on the 125th Anniversary event website, expires June 2018.
- Recognition in 125th Anniversary event article in the SODM alumni magazine (distribution of 5,000).
- Two tickets to the gala event at the House of Blues.

VALUE: $2,500

BRONZE SPONSOR  $500

- Name recognition on event program, day-of event signage and multimedia presentations.
- Company name (text only) with hyperlink back to your organization’s website on the 125th Anniversary event website, expires June 2018.
- Recognition in 125th Anniversary event article in the SODM alumni magazine (distribution of 5,000).

VALUE: $1,250

EIGHT (8) FREE CONTINUING EDUCATION CREDITS
(valued approximately at $1,000)
with three world-class speakers offered at this year’s reunion provides an
ENTICING APPEAL FOR ALUMNI

With a 2.1% ACCEPTANCE RATE
for incoming students, the CWRU School of Dental Medicine consistently ranks as one of the
PREMIER DENTAL SCHOOLS in the country

CWRU School of Dental Medicine ranks #17 IN THE U.S.
(by startclass.com)
CUSTOM SPONSORSHIP OPPORTUNITIES

REGISTRATION BAG SPONSOR $4,000 SPONSOR
Enhance your visibility at the 125th Anniversary event with your company’s logo or name placed prominently on bags given to each attendee through this Registration Bag Sponsorship. The cost of the sponsorship includes the cost of the bags as well as printing the sponsor’s branding.

VALET SPONSOR $2,000 PER SPONSOR
All attendees will have an opportunity to engage with your brand and receive sponsorship materials of your choice (as approved by CWRU) when they arrive or leave the event.

POST-EVENT PRINT MAILING $1,500 (PER MAILING)
The post-event mailing list is available for sponsors of the 125th Anniversary for a one-time use of $1,500. This will ensure your company contacts all registrants in attendance. All materials that will be used in association with the mailing lists of attendees must be pre-approved by CWRU.

FRIDAY CE TABLE SPONSORSHIP $1,500
This option affords you an ideal opportunity to showcase your product at the heavily trafficked continuing education presentations on Friday, October 6, 2017. With a limit of only 10 spots, a table sponsorship provides an excellent platform to engage with alumni and student attendees.

REGISTRATION BAG INSERT $750 (PER INSERT)
All attendees receive registration bags when they arrive. Your message is reaching each attendee through the sponsorship of a registration bag insert. Inserts are to be produced and shipped at cost to sponsor and must be reviewed and approved by CWRU. Deadline to receive insert is September 7, 2017.

ANNIVERSARY PROGRAM PRINT AD
Anniversary program print ads in premium locations and sizes are available at the following rates below:
- $2,000 Back cover
- $1,500 Inside front or back cover
- $1,000 Full page
- $600 Half page
- $300 Quarter page
I wish to be a sponsor at the:
- $7,500 Diamond Level
- $5,000 Platinum Level
- $3,000 Gold Level
- $1,500 Silver Level
- $500 Bronze Level

I wish to take advantage of the following customized sponsorship below:
- $4,000 Registration Bag Sponsor
- $2,000 Valet Sponsor
- $1,500 Post-Event Mailing
- $1,500 Friday CE Table Sponsor
- $750 Registration Bag Insert
- Create Your Own: Please Insert the Amount $__________ (must be approved by CWRU)

I wish to make a donation to the CWRU Scholarship Fund:
- Donation: Please insert the amount $__________

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**SPONSORSHIP COMMITMENT FORM • PLEASE COMPLETE BOTH SIDES**

**125th Anniversary Celebration**

*All proceeds benefit the Alumni Association Scholarship Fund*

I wish to make a donation to the CWRU Scholarship Fund:  
- Donation: Please insert the amount $__________

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**QUICK GLANCE: SPONSORSHIP TIERS**

<table>
<thead>
<tr>
<th>COMPANY VISIBILITY</th>
<th>DIAMOND SPONSOR $7,500</th>
<th>PLATINUM SPONSOR $5,000</th>
<th>GOLD SPONSOR $3,000</th>
<th>SILVER SPONSOR $1,500</th>
<th>BRONZE SPONSOR $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal Acknowledgment as a Sponsor at CE Classes and Gala Event</td>
<td>X</td>
<td>X</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Speaking Opportunity at Continuing Education Classes</td>
<td>At two CEs</td>
<td>At one CE</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Exhibit Hall Table</td>
<td>One table at two CEs on Friday</td>
<td>One table at one CE on Friday</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Gala Tickets</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>—</td>
</tr>
<tr>
<td>Signage Recognition</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name Only</td>
<td>Name Only</td>
</tr>
<tr>
<td>Ad in Anniversary Program</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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<tr>
<td>Promotional Piece for Attendees</td>
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<td>X</td>
<td>X</td>
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<td>—</td>
</tr>
<tr>
<td>Website Recognition</td>
<td>Logo, Description &amp; Hyperlink</td>
<td>Logo &amp; Hyperlink</td>
<td>Name &amp; Hyperlink</td>
<td>Name &amp; Hyperlink</td>
<td>Name &amp; Hyperlink</td>
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<tr>
<td>SODM Alumni Magazine Article Recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Mailing List</td>
<td>Sent to 4,600+</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>
The CWRU School of Dental Medicine wants to ensure that its 125th Anniversary is a success. This page provides important details and information to ensure that the event is a success for the sponsors.

LOGO: Preferred file format: .eps, .ai, or “vector.” If the sponsor submits logo/artwork as a .jpg file, the size must be at least 6” at its smallest point and 300 dpi.

INVITATION: Logos for the event invitation must be received by July 21, 2017.

PROGRAM PRINT AD SPECS & DEADLINE:
The print ads are due September 7, 2017.

MAILING: This post-event mailing opportunity ensures that sponsors have direct contact with all people on the CWRU 125th Anniversary event mailing list. The list will be available to sponsors participating for a one-time only use. The sponsor agrees to create, design and print materials at their additional cost. The finished materials will be sent to CWRU and distributed by the University directly within 90 days of the event. No materials will be sent after January 18, 2018. All materials sent to CWRU’s mailing lists must be pre-approved by CWRU.

GOODIE BAG PREMIUMS: All goodie bag premiums must be pre-approved by CWRU and are due no later than September 7, 2017.

EXHIBIT TABLES: Exhibitors will receive one 6-foot table with a tablecloth and two chairs.
• Wifi • Trash can nearby • Beverages, food, etc.

EXHIBIT SET-UP
Friday, October 6, 2017 7:30 am - 8:15 am
Access to the exhibit area begins at 8:30 am. If you require additional set up time, please contact Tiana Wilson.

Thwing Center
Ballroom – Second Floor
11111 Euclid Ave
Cleveland, OH 44106

For more information, please contact Tiana Wilson at 216-368-5758 or tgw25@case.edu.

CONTINUING EDUCATION COURSES
Friday, October 6, 2017 8:30 am - 5:00 pm
As a courtesy to the attendees and fellow exhibitors, please open your exhibits on time and staff them throughout the conference.

Thwing Center
Ballroom – Second Floor
11111 Euclid Ave
Cleveland, OH 44106

For more information, please contact Tiana Wilson at 216-368-5758 or tgw25@case.edu.

EXHIBIT DISMANTLING
Friday, October 6, 2017 – 5:00 pm - 6:00 pm
No packing of equipment or literature or dismantling of exhibits is permitted until the above time on Friday, October 6. Any exhibit not dismantled by 6:00 pm — or for which arrangements for tear-down have not been made — will automatically be dismantled at the exhibitor’s expense and liability for proper dismantle. The room must be cleared by 6:00 pm.

For more information, please contact Tiana Wilson at 216-368-5758 or tgw25@case.edu.