

PATTERSON DENTAL VENDOR MARKETING KIT

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THANK YOU FOR PARTNERING WITH PATTERSON DENTAL!

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

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

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

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

MARKETING AND ADVERTISING

HOW TO WORK WITH YOUR VENDOR ACCOUNT MANAGER

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

The following are a few examples of specific subject matter that should be directed to your Vendor Account Manager:

- Anything related to advertising and marketing
- Communication of a new rebate or rebate status
- Communication to branches
- Territory representative incentive programs or spiffs
- Web updates
- Pricing updates
- Product changes or discontinuations

HOW TO WORK WITH PATTERSON BRANCHES

Patterson Dental is comprised of more than 50 branches nationwide, each of which affords you a unique customer-engagement opportunity when working alongside your Vendor Account Manager. We encourage you to promote your products and services to an individual branch, set up an appointment to attend a monthly sales meeting, arrange co-travel opportunities with Patterson representatives and work with your branch contact to develop a plan perfectly suited to your company.

To complement the in-person marketing opportunities afforded by working with your branches – or if you have limited field representation – we also offer easy ways to communicate with customers frequently.

Your Vendor Account Manager will be happy to provide you with contact information for each branch, including the branch manager's name, phone number and address, and to help you develop a successful plan for communicating with customers.

Vendor Account Managers must provide approval of all promotions, marketing material and communications to our field representatives.

SUNSHINE ACT

HOW TO WORK WITHIN THE SUNSHINE ACT

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

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

WHAT CONSTITUTES A REPORTABLE PAYMENT?

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

ARE THERE EXCEPTIONS TO THE SUNSHINE ACT?

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

WHAT DOES THE SUNSHINE ACT MEAN TO OUR PARTNERSHIP?

While the Sunshine Act requires that all states follow the regulations of the law, some states have enacted additional restrictions. Because Patterson distributes on a national scale, all advertising and communication to dental practitioners must comply with the strictest of these regulations. This means that even though it may be okay to give away merchandise in most states, Patterson Dental cannot allow vendors to do so. It is okay for manufacturers to provide samples of their own products to dental practitioners, but cash and other merchandise, such as electronics and gift cards, cannot be gifted or distributed to practitioners through Patterson.





ADVERTISING STANDARDS

On the pages that follow, you'll first find a detailed listing of Patterson's ad standards, and then a few examples of promotions that put the standards to use. For more information, please contact your Vendor Account Manager.

In submitting artwork/ads, please note the following requirements:

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

ADDITIONAL STANDARDS FOR ADS CONTAINING AUTO FREE GOODS



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

\$5.50 fee per order

STANDARDS FOR PACKAGE STUFFERS AND TARGETED MAILERS

1. Must include the trademarked Patterson Dental logo.
2. Must contain Auto Free Goods footer.
3. Must include Patterson call to action, precisely as follows – For more information or to place your order, contact your Patterson representative, local branch, visit pattersondental.com or call 800.873.7683.

TECHNICAL STANDARDS FOR ALL ADVERTISEMENTS

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

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

SPRING INTO ACTION WITH SAVINGS FROM **Crest** + **Oral-B**

B



Buy 4 cases

Get 1 case of the same FREE!

OFFER VALID 4/1/21-4/30/21
LIMIT 1 PER OFFICE

A



NEW CHARACTERS!

3+
YEARS



6+
YEARS

Crest® + Oral-B® Kids 3+ Electric System*

Spiderman (126-1452) Moana (126-1445)
3 bags/case

H 1 case @ \$89.09/case - just \$29.69 per patient
4 cases @ \$87.39/case - just \$29.13 per patient
Net price with promotion \$69.91 - just \$23.30 per patient

* Bag subject to change

Crest® + Oral-B® Kids 6+ Electric System*

(120-4387)
3 bags/case

C 1 case @ \$89.09/case - just \$29.69 per patient
4 cases @ \$87.39/case - just \$29.13 per patient
Net price with promotion \$69.91 - just \$23.30 per patient

* Bag subject to change

G



Buy 3 cases

Get 1 case of the same FREE!

OFFER VALID 4/1/21-4/30/21
LIMIT 1 PER OFFICE



J **Oral-B® Glide™ PRO-HEALTH™ Advanced Floss**
(344-5731) Box of 72
15 meter patient sample
\$72.49



Oral-B® Glide™ PRO-HEALTH™ Deep Clean Floss
(cool mint)
(549-7102) Box of 72
15 meter patient sample
\$72.49



Oral-B® Glide™ PRO-HEALTH™ Original Floss
(unflavored)
(344-5707) Box of 72
15 meter patient sample
\$72.49



Buy 4 cases

Get 1 case of the same FREE!

OFFER VALID 4/1/21-4/30/21
LIMIT 1 PER OFFICE



Contains 1.5% Hydrogen Peroxide*

Crest® 3D White™ Glamorous Whitening Mouthwash
(127-5429)
1 each
\$39.99/case

*Whiter smile in 7 days with brushing by removing surface stains

Crest® + Oral-B® products are sold at dental professional pricing for limited use in your practice. Products purchased through professional dental distribution channels are not meant for resale outside your dental care practice. © 2021 P&G ORAL-25245



For more information or to place your order, please contact your Patterson representative, local branch, visit pattersondental.com or call 800.873.7683.

continuing the care that starts in your chair



F Prices and promotions are subject to change without notice.

800.873.7683 | pattersondental.com | 11

A Offer valid dates

E Trademark Logo (Patterson logo not required for OnTarget/publications.)

G Offer

B AFG Logo pointing to offer

F Patterson team includes footer for publication ads only

H Patterson item numbers included

C Patterson item numbers included in XXX-XXXX customer facing format

NEW!



Say hello to a
SAFER
way to polish**

SPLATTER GUARD®

- ✓ **The most effective** splatter-reducing combination on the market when used with the Young™ Infinity Handpiece**
- ✓ **Up to 15x** reduction in splatter compared to traditional disposable prophylaxis angles**
- ✓ **9 out of 10** hygienists noticed a significant reduction or complete elimination of splatter**



Buy 4 small count boxes of Splatter Guard Disposable Prophylaxis Angles

GET 1 FREE!*

Item #	Product	Count
B 125-7583	Vera® Splatter Guard® Elite, Latex-Free	125
125-7591	Vera® Splatter Guard® Elite, Latex-Free	750
125-7617	Young™ Splatter Guard®, Latex-Free	200
125-7625	Young™ Splatter Guard®, Latex-Free	1200



A *Offer(s) valid 04/01/21 – 06/30/21. Patterson Dental invoice must be submitted to fulfillmentfax@younginnovations.com by 07/31/21. Email is the preferred method of delivery, but you may also mail a copy to: Young Innovations, 2260 Wendt St., Algonquin, IL 60102, or fax 888.771.7573. Qualifying purchase(s) must be on one invoice. Please allow 6-8 weeks for delivery. Offices receiving discounted group pricing are not eligible. Not valid in conjunction with any other offer(s). Questions? Please call 866.753.4392. Where applicable, please indicate your choice of product on invoice. If no indication is made, available product will be sent at our discretion. Some promotional goods may not be available in Alaska or Hawaii; substitutions will be sent at our discretion. Promotional offer(s) subject to change.

**Data on file

YOUNG
INNOVATIONS

proudly made in the USA

Prices and promotions are subject to change without notice.

800.873.7683 | pattersondental.com | 13

A Redemption information includes offer valid dates and "Patterson" invoice

C Do not compare by brand name your products to other products that are sold by Patterson

B All item numbers are the 7 digit Patterson item numbers. Artwork should be submitted on first draft with these numbers

PREPARING A MARKETING PLAN

Your Vendor Account Manager can help reserve ad placements throughout the year and assist with building out a marketing strategy for the year.

The Marketing Planning process is valuable because it helps you align your goals with a strategy, and we've included ad deadlines and specifications to help execute each tactic on time.

BUDGET EXAMPLE OF \$300,000 CALENDAR YEAR SPEND

Vendor Name:			Q1			Q2			
Marketing Tactic	Placement	Cost	January	February	March	April	May	June	July
Publications									
Ontarget	Full Page	\$12,200	X			X			X
	Half Page	\$8,200		X					
	Quarter Page	\$4,200							
	Front Cover + Inside Front Cover	\$18,000							
	Center 4	\$20,200							
	Back Cover	\$14,700							
Advantage (Formerly Best Practice)	Advertorial Spread	\$15,000							
	Full Page	\$12,750		X					
	Half Page	\$8,500							
	Back Cover	\$15,600							
Year End Savings Guide	Full Page	\$8,500							
	Half Page	\$5,500							
Annual Catalog	Full Page	\$12,200						X	
Direct Channels									
Package Stuffer	Flyer Only	\$3,300			X				
	Flyer + Sample	\$4,000							
Direct Mailer	Flyer	TBD							
Rep Engagement									
Seismic	Annual Subscription	\$9,995							X

Digital marketing opportunities are available on a limited basis and presented to select suppliers based on Patterson priorities.

Offer	A	B	C	D	E	F	G
Offer	Patterson Buy Item # (s)	Product Description	Patterson Free Good Item #	Product Description	Redemption Information:	Offer Valid Dates:	
2	Buy 3 G-aenial Flo. Get 1 Free	72069714	G-aenial Universal Flo A1	72069714	G-aenial Universal Flo A1	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	1/1/2021 - 3/31/2021
3	Buy 3 G-aenial Flo. Get 1 Free	72069722	G-aenial Universal Flo A2	72069722	G-aenial Universal Flo A2	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	
4	Buy 3 G-aenial Flo. Get 1 Free	72069730	G-aenial Universal Flo A3	72069730	G-aenial Universal Flo A3	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	
5	Buy 3 G-aenial Flo. Get 1 Free	72069748	G-aenial Universal Flo A3.5	72069748	G-aenial Universal Flo A3.5	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	
6	Buy 3 G-aenial Flo. Get 1 Free	72069755	G-aenial Universal Flo A4	72069755	G-aenial Universal Flo A4	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	
7	Buy 3 G-aenial Flo. Get 1 Free	72069763	G-aenial Universal Flo B1	72069763	G-aenial Universal Flo B1	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	
8	Buy 3 G-aenial Flo. Get 1 Free	72069771	G-aenial Universal Flo B2	72069771	G-aenial Universal Flo B2	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	
9	Buy 3 G-aenial Flo. Get 1 Free	72069789	G-aenial Universal Flo B3	72069789	G-aenial Universal Flo B3	You can redeem Promo Code: 2473, by phone or fax. An authorized dealer invoice can be sent to GC America Inc. Attn: Customer Care Group, 3737 West 127th Street, Alsip, IL 60803 or faxed to: 800.423.2983 or Emailed to: Promotions.gcamerica@gc.dental	

Transform the way you work

Start injecting with our strongest direct restorative ever!

G-aenial™ Universal Injectable

Buy 3, Get 1 FREE!*

G-aenial™ Universal Injectable
Injectable High-Strength Ultra-Fine Particle Composite

Now Available in Units!

- Injectable with total control - create anatomy as you inject with no slumping or stringing
- Superb handling with excellent adaptation to the cavity preparation, recommended for Class I, II, III, IV, and V restorations
- Strong and highly durable restorations, exhibiting outstanding flexural strength and wear-resistance
- Long-lasting aesthetics - high gloss retention and resistance to discoloration

G-aenial™ Universal Injectable Unit Refill: \$102.99
Contains: 15.0 Grams Unit
126-2104 A1 126-2112 A2 126-2120 A3 126-2138 A3.5 126-2146 A4 126-2153 B1 126-2203 ACZ 126-2211 AC3 126-2207 JE 126-2239 AE 126-2245 ABW 126-2252 BW 126-2161 B2 126-2179 CV 126-2187 C/D 126-2195 A/D1

G-aenial™ Universal Injectable Syringe Refill: 1 @ \$101.59, 3 @ \$100.19
Contains: Two 1.5g 0.8ml syringes, 100 long dispensing tips and 100 short dispensing tips.
105-1564 A1 105-1572 A2 105-1580 A3 105-1588 A3.5 105-1596 A4 105-1614 B1 105-1622 B2 105-1630 CV 105-1648 C/D 105-1656 A/D1 105-1663 ACZ 105-1671 AC3 105-1689 JE 105-1697 AE 105-1705 ABW 105-1713 BW

800.323.7063 • www.gcamerica.com • www.gcamerica.com/training • © 2021 GC America Inc.
*Promo 2473. To receive your free goods, send a copy of your Patterson Dental invoice dated 01/01/2021 - 03/31/2021 to GC America, 3737 West 127th Street, Alsip, IL 60803 or fax to 800.423.2983 Attn: Customer Care Group or promotions.gcamerica@gc.dental. Must be accompanied with a copy of Patterson Dental invoice. Offer good only for individual units. Offer allows operators to accumulate offers. Offer available for GC and GCe only. Free goods will not ship until after the last shipping date. Please allow 4-6 weeks for free goods delivery. Free goods will be shipped by GC America unless noted otherwise. All prices expire 03/31/2021.

PRODUCT PROMOTIONS

HOW TO SUBMIT QUARTERLY AND PUBLICATION PROMOTIONS

Promotions should be sent to your Vendor Account Manager at least 30 days prior to start of promotion.

All promotions must be submitted using the designated Patterson Promotion Submission Template and include the following information:

- Patterson item numbers for Buy and Get items. Item numbers should be listed in the full 9 digit format beginning with 07.
- Promotional details
- Redemption information
- Validity dates
- Whether offers are Auto Free Goods or vendor fulfillment
- Auto Free Goods agreement, if applicable

The entire Auto Free Goods agreement can be found online at PattersonDental.com/ Vendor-Resources or provided by your vendor account manager.

Only promotions submitted via the Promotion Submission Template will be accepted.

PRODUCT SUBMISSIONS

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

STRATEGIC FIT

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

FINANCIAL VIABILITY

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

COMPETITIVE ADVANTAGE

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

PARTNER VIABILITY

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

NEW PRODUCT SUBMISSION PROCESS

1. Request the Product Submission form by emailing productsubmissions@pattersondental.com or download the submissions form from PattersonDental.com/Vendor-Resources.
2. Email your completed form and required information back to the same address: productsubmissions@pattersondental.com.
3. Patterson Dental will review your submission and determine if your product meets all criteria. We will also evaluate your product's viability for United States sales, marketing and distribution based on the points noted above. If interested and/or accepted, we will contact you directly to learn more about your product and to discuss subsequent steps.
4. Product submissions reviews are conducted as time permits. We will contact you via email or phone regarding our interest. Products approved for distribution will take 8-10 weeks before customers can purchase any inventory. This allows the New Product Submissions team to review all assets and add the product(s) to pattersondental.com. Strict asset collection requirements exist.

FULL PRODUCT SUBMISSION GUIDELINES

For a group of products that are simply different sizes, shapes, flavors, colors, etc. of the same product, or where the same SDS applies to the entire group of products, only one form need be completed and sent. Use the “SKU + Pricing” tab as a spreadsheet, listing the individual item numbers, descriptions, individual package contents and prices should be included.

IMPORTANT NOTE:

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

- We require any and all applicable SDS for products being submitted. For kits, we require the full listing of what is included in the kit. We also require the SDS for every component in the kit and clear indications of which SDS apply to which items in the kit, including volume amounts for any liquids and/or powders included. (Note: These must be provided regardless of whether or not Patterson already has similar versions or components of the product in our systems.)
- We require product images be supplied for each individual item/SKU. The image specifications are on the current product submission form, and are also listed below.
- We require that all submissions be provided in a single email, or sent on a CD or USB thumb drive. This ensures all information is received and processed efficiently. Please note: If you wish to provide all via internet drop boxes or download links, please contact your Vendor Account Manager or Product Submissions Team for instructions.

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

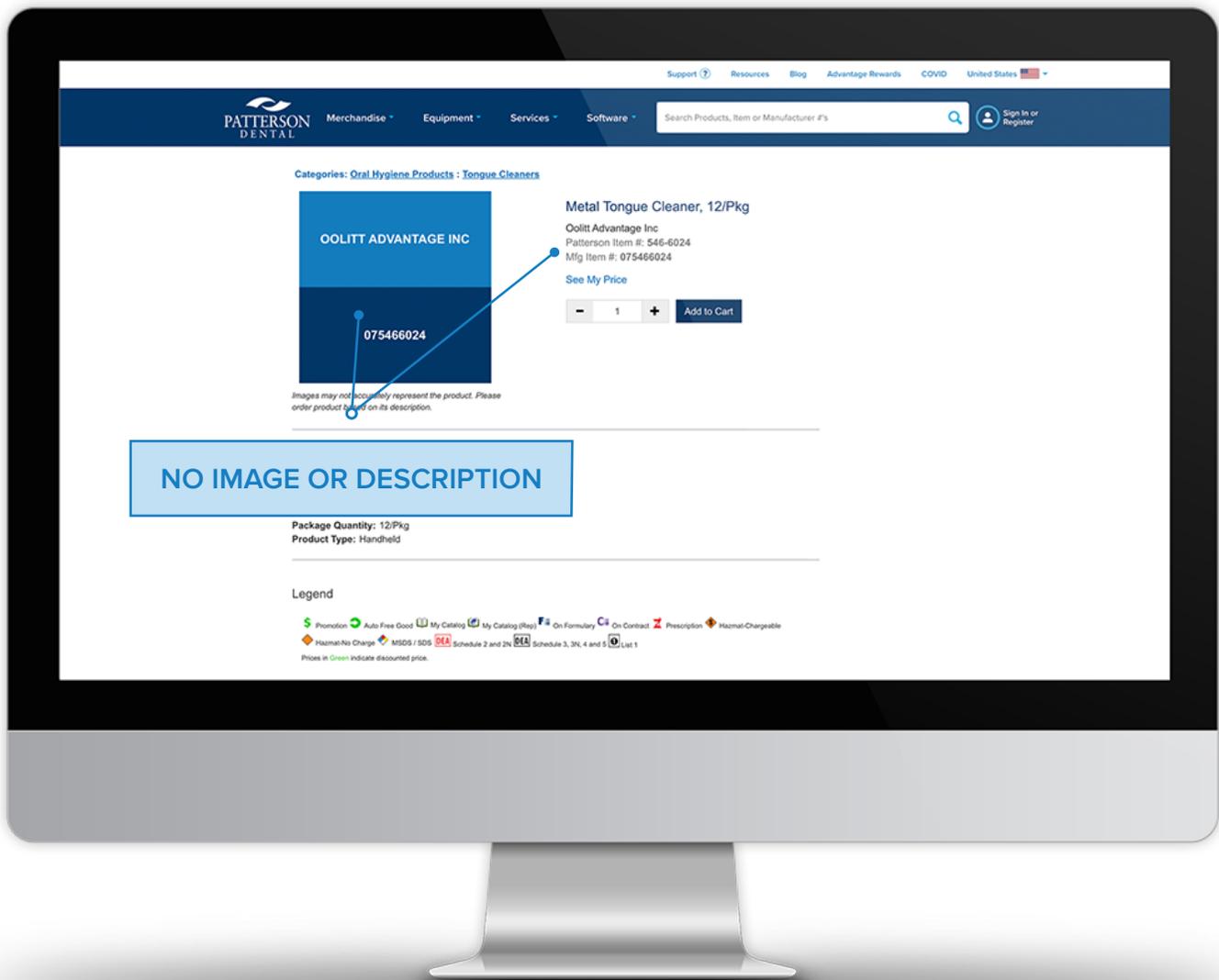


ONLINE EXPERIENCE TIP

on user analytics combined with extensive user surveys.

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

In the second example, good product imaging, descriptions and additional resources combine to create a good user experience for customers. With better descriptions and



ONLINE EXPERIENCE TIP

images, search engines like Google are able to better understand and index the product, allowing customers to find it more easily.

CLEAR PRODUCT IMAGING INCLUDING GROUP SHOT AND SKU SHOTS

DESCRIPTIVE PRODUCT TITLE

Categories: [Anesthetics & Sedatives](#) > [Injectable Anesthetics](#)

Orabloc® 4% Articaine HCl with Epinephrine – 1.8 ml Injection Cartridges, 50/Pkg - Pierrel Pharma srl.

Orabloc® is an amide local anesthetic containing a vasoconstrictor indicated for local, infiltrative or conductive anesthesia in both simple and complex dental procedures. Orabloc is available in two epinephrine formulations: 1:200,000 – commonly used for routine procedures and 1:100,000 – when pronounced hemostasis or improved visualization of the surgical field is required.

- Articaine Hydrochloride 4% with Epinephrine

[More Info](#)

Additional Resources:

- Orabloc Brochure
- Orabloc Flyer
- Orabloc Material Safety Data Sheet 2017
- Pierrel Aseptic vs. Terminal Sterilization Manufacturing
- Orabloc Tutorial Video

Limited time offer available on select items. Look for the following symbol:

Filters: Auto Free Good

	Title/Description	Patterson Item #	Mfg Item #	Price	Qty
<input type="checkbox"/>	Epinephrine 1:100,000, NDC 45146-0110-02	568-2604	2101051	See My Price	- 0 +
<input type="checkbox"/>	Epinephrine 1:200,000, NDC 45146-0120-02	568-2612	2101052	See My Price	- 0 +

CLEAR, IN-DEPTH PRODUCT DESCRIPTION FOLLOWED BY MARKETING BULLETS

ADDITIONAL PDFs AND VIDEOS CREATE A RICHER EXPERIENCE

THE FOLLOWING ASSETS MUST BE SUBMITTED AS A COMPLETE PACKAGE.

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

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

Once all information is gathered and documented, please send an email to ProductSubmissions@pattersondental.com and copy your Vendor Account Manager. Patterson will agree to confidentiality terms when applicable on a case-by-case basis. For more information, please visit PattersonDental.com/Vendor-Resources.

IMAGE SPECIFICATIONS

SIZE: Image size no larger than 4" x 4" and no smaller than 2" x 2".

RESOLUTION: at least 300 DPI

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

Images must be individual product shots. Please name each image file with the manufacturer.

Item number in each photo or cross-reference sheet indicating which image file applies to which manufacturer item numbers.

Send only the materials required for product file addition: Product submission forms, Safety Data Sheets and product images. Please note: it is OK to also send product instructions for use (IFU), white papers and other product supporting materials; we can include them on our website.



BILLING & VENDOR REPORTS

InfoSource: Patterson has built a data and reporting package that monitors the effectiveness of your products. Vendors who subscribe to InfoSource receive a monthly set of standardized reports.

1. HOW TO GET SET UP

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

2. HOW TO SEE REPORTS

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

You will be automatically subscribed to receive the following reports for the U.S. and Canada (if applicable):

- Active Items
- Item Performance
- Branch Item Performance
- Branch Performance
- ZIP Code Sales

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

BILLING

HOW YOU'LL BE BILLED

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

ADVERTISING BILLING CATEGORIES:

- OnTarget and other publications listed in the Media Guide
- Package Stuffers
- Distribution lists for Direct Mail
- Digital media
- Seismic
- Spiffs

Vendors can expect to receive an invoice after participating in one or more of the above programs.

Depending on the program, billing will be sent to the vendor at the point that the ad is released to the public. Vendors are expected to pay upon receipt, within 30 days.

AUTOMATIC FREE GOODS

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

ADVANTAGE AND MISCELLANEOUS PROGRAMS

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



