



Dental Trade Alliance

YOUNG LEADERSHIP PROGRAM

Beer and Food Pairing

Plus

How To Increase Trade Show Sales



Friday, February 26th 5:30 pm – 7:00 pm

Omni Chicago Hotel
Chagall Ballroom A, 3rd Floor
676 N. Michigan Avenue
Chicago, IL

Learn the Secrets to Increase Dental Show Sales

Speakers: Anita Sirianni, President of ANSIR International
Steve Merrick, C.E.O. St. Renatus

Join DTA for a Great Young Leadership Event:

On Friday, February 26th, DTA is hosting a special event for its Young Leadership Group during the Chicago Midwinter Meeting. Start with a food and beer pairing hosted by a local Chicago microbrewery. Attendees will learn to pair different food groups with a variety of beers and ales.

Meet two experts from our industry - Anita Sirianni of ANSIR International and Steve Merrick from St. Renatus - who will share valuable secrets to increase sales at dental meetings and exhibitions. Cost is just \$25 per person.

Email Martinwaldman@dentaltradealliance.org or call (703) 379-7755

Dental Trade Alliance

2300 Clarendon Blvd., Suite 1003
Arlington, VA 22201 (703) 379-7755 Fax: (703) 931-9429
www.dentaltradealliance.org



Dental Trade Alliance Registration Form

YOUNG LEADERSHIP PROGRAM

Beer and Food Pairing – Learn to Increase Trade Show Sales

EVENT: DTA Young Leadership Program – “Beer and Food Pairing”

WHEN: Friday, February 26th, 2010

WHERE: Omni Chicago Hotel, 676 N. Michigan Avenue, 3rd Floor, Chagall Ballroom A

TIME: 5:30 pm to 7:00 pm

COST: \$25 per person (For all DTA member dental executives and staff, 40 & younger)
Includes food, drink and program.

REGISTRATION:

Please Fill Out One Form for Each Attendee

Name _____ Title _____

Company _____

Billing Address _____

City _____ State _____ Zip or Postal Code _____

Phone _____ Fax _____ E-mail _____

Check Enclosed \$ _____ OR

Credit Card Payment (Select one box)



Acct. Number _____ Exp. _____

Print Name on Card _____

Authorized Signature _____

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