



AzDA Services Proposal Outline:

- I** Introduction:
 - Company History
 - Overview of Experience
 - Specialization with Dentistry
 - Geographic Coverage
 - Experience working with other Associations

- II** Detailed Discussion of Discounts and Offers to AzDA Members

- III** Detailed Discussion of Royalty Engagement with AzDA:
 - Pro Forma Projections for first year
 - Quarterly reporting capabilities

- IV** Conclusion:
 - Why the AzDA should endorse
 - Tie-in I, II, III (narrative)

- V** References (3-5) Include at least 2 client references
Attach any additional useful and appropriate collateral materials

Submit 3 professionally bound copies of the company proposal to John Lighthizer, Business Development Manager, Arizona Dental Association. If you have questions contact John at (480) 344-5777 ext. 313 or e-mail: john@azda.org .