



 GACPOWERED.COM

For better dentistry
DENSPLY
GAC

YOU HAVE THE POWER



Like orthodontics, marketing your practice is a blend of art and science. That's why we created GACPowered.

- Supercharge your practice marketing
- Customizable ads
- Professional online materials
- Elegant in-office brochures
- Attention grabbing TV and radio
- Point-and-click simplicity

With GACPowered, you can go as bold as a billboard or as small as a sticker. Because with GACPowered, the power is yours.

SUPERCHARGE YOUR PRACTICE

With so many choices in the marketplace, how can you catch the eye of today's consumer and convince them that your practice is their best choice? Backed by DENTSPLY GAC, GACPowered.com is your one-stop-shop for national-quality advertising that will elevate your practice above the competition and give you a way to truly stand out in a crowded marketplace.

GACPowered.com enables you to browse, select, customize and create a wide array of advertising and marketing materials from the comfort of your personal computer. From in-office materials to outdoor advertising, full-color brochures to fully-produced media spots, stickers to tee shirts to window clings—GACPowered.com empowers you to attract and retain more patients.

MORE THAN MATERIALS

With GACPowered.com, you'll also discover how Fortune 500 companies define, develop and enhance their brand to command premium prices...and how you can do it too. You'll also get an insider's take on the terminology and principles of advertising, and learn how to maximize your budget to break through the clutter and get the most bang for your buck.

Like orthodontics, marketing your practice is a blend of art and science. GACPowered.com will help you:

- Supercharge your practice marketing
- Create national-quality customized ads
- Publish professional online materials
- Present elegant in-office brochures
- Run attention grabbing TV and radio
- Create with point-and-click simplicity

DIGITAL FRAME DISPLAY

Part high tech, part high touch, this innovative display unites new-media with new-product offerings. The tabletop display features a continuous loop, which includes an animated product demonstration and illustrated case gallery. This professional looking display will brand your practice as both forward thinking and cutting edge.



In-Office Digital Display
Series: No•Trace System
Item#: 121-090-20

BROCHURES

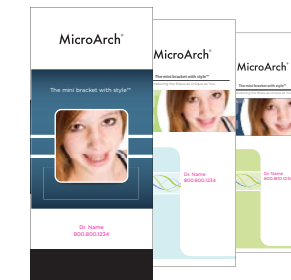
Today more than ever, patients want to be educated so they can play an active part in the treatment. In-office brochures can satisfy this need, allowing the patient to communicate with you on a higher level. These customizable, in-office brochures are a great tool to help educate your patients while communicating the treatment benefits of your chosen appliances. From the popular In-Ovation series, the highly-esthetic Mystique MB line, the progressive MicroArch and OmniArch lines, to the new MTM treatment options. By involving the patient at the onset, you empower them to feel engaged throughout the treatment process, contributing to an improved overall experience.



In-Ovation C Patient Brochures
Series: Item#:
Dark Blue Series 121-100-02
Light Green Series 121-100-02G
Light Blue Series 121-100-02B



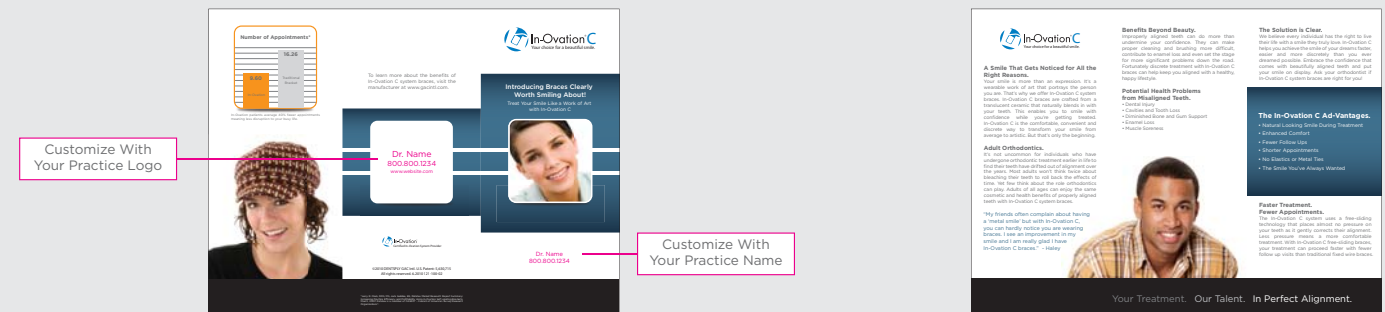
In-Ovation R Patient Brochures
Series: Item#:
Dark Blue Series 121-089-02
Light Green Series 121-089-02G
Light Blue Series 121-089-02B



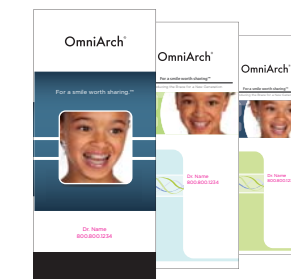
MicroArch Patient Brochures
Series: Item#:
Dark Blue Series 121-072-01
Light Green Series 121-072-01G
Light Blue Series 121-072-01B

CUSTOMIZE

Your practice information appears on the front and back panels, plus you have the ability to upload a graphic, practice logo or photo to help in reinforcing your practice brand.



Mystique MB Patient Brochures
Series: Item#:
Dark Blue Series 121-110-02
Light Green Series 121-110-02G
Light Blue Series 121-110-02B



OmniArch Patient Brochures
Series: Item#:
Dark Blue Series 121-077-01
Light Green Series 121-077-01G
Light Blue Series 121-077-01B



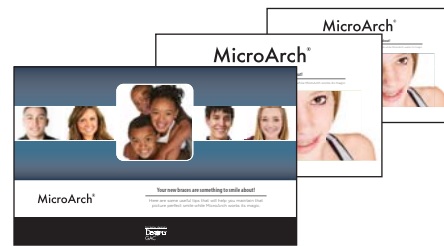
MTM Patient Brochure
Series: Item#:
MTM No•Trace System 121-090-004



In-Ovation C After Care Card



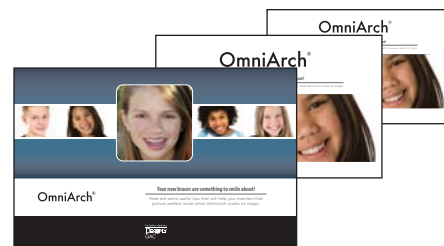
In-Ovation R After Care Card



MicroArch After Care Card



Mystique MB After Care Card



OmniArch After Care Card

AFTER CARE CARDS

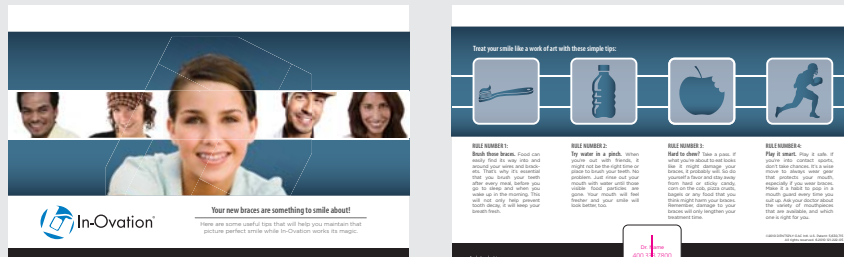
Patient compliance is one of the greatest challenges a practice can face. The right start-to-finish communication can mean the difference between a successful treatment and one that comes up short. Don't miss out on this inexpensive way to help patients get the most from your treatment.

WHY FOLLOW UP IS IMPORTANT

Studies show that it costs businesses five times more to attract new patients than it does to satisfy and retain your current patients. Your competition is always giving your current patient base a reason to leave. Therefore it's essential for you to give them reasons to stay. Follow-up communications create an additional touch point with your patients and can improve compliance all while keeping your practice top-of-mind.

CUSTOMIZE

Featuring compelling imagery and copy, you can upload a graphic, practice logo or photo to personalize this communication. The card is 6"x9.5". It prints in full color on a high quality glossy cover weight paper.



Customize With Your Practice Logo

In-Ovation C After Care Card	
Series:	Item#:
Dark Blue Series	121-222-05
Light Green Series	121-222-05G
Light Blue Series	121-222-05B

In-Ovation R After Care Card	
Series:	Item#:
Dark Blue Series	121-222-04
Light Green Series	121-222-04G
Light Blue Series	121-222-04B

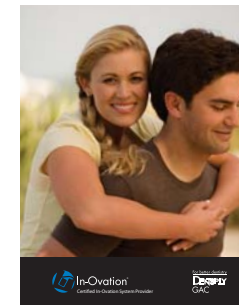
MicroArch After Care Card	
Series:	Item#:
Dark Blue Series	121-072-02
Light Green Series	121-072-02G
Light Blue Series	121-072-02B

Mystique MB After Care Card	
Series:	Item#:
Dark Blue Series	121-110-03
Light Green Series	121-110-03G
Light Blue Series	121-110-03B

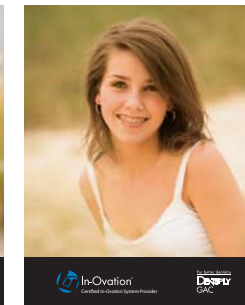
OmniArch After Care Card	
Series:	Item#:
Dark Blue Series	121-077-02
Light Green Series	121-077-02G
Light Blue Series	121-077-02B

POSTERS

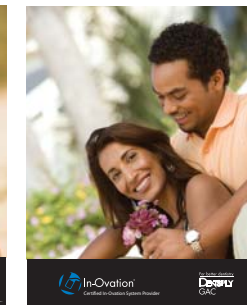
Your waiting and treatment rooms offer you the ultimate marketing arena. Patients are self-selected for the services you are offering and ready to purchase. Posters can help remind them of all the additional services your practice offers. It's a subtle yet highly-effective means of enhancing your practice profile while increasing your per-patient return.



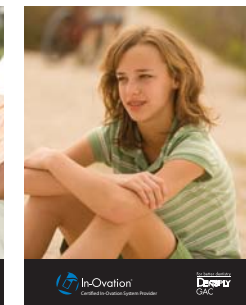
In-Ovation Posters
Series: A Series
Item#: 121-999-01



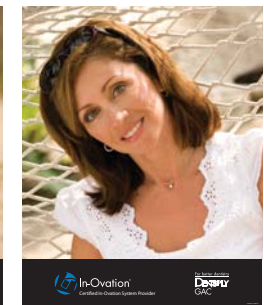
In-Ovation Posters
Series: B Series
Item#: 121-999-01



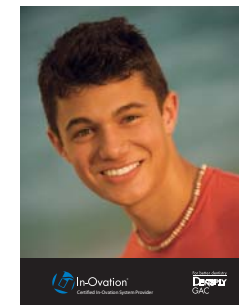
In-Ovation Posters
Series: C Series
Item#: 121-999-01



In-Ovation Posters
Series: D Series
Item#: 121-999-01



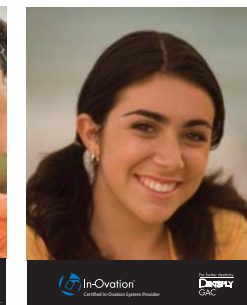
In-Ovation Posters
Series: E Series
Item#: 121-999-01



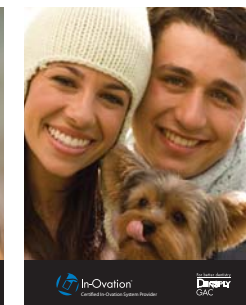
In-Ovation Posters
Series: F Series
Item#: 121-999-01



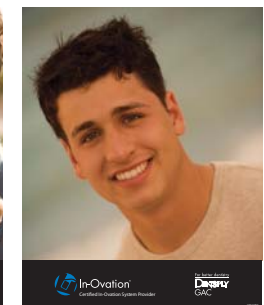
In-Ovation Posters
Series: G Series
Item#: 121-999-01



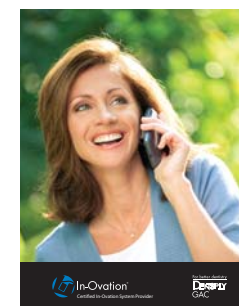
In-Ovation Posters
Series: H Series
Item#: 121-999-01



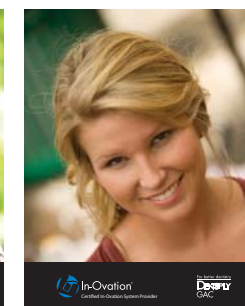
In-Ovation Posters
Series: I Series
Item#: 121-999-01



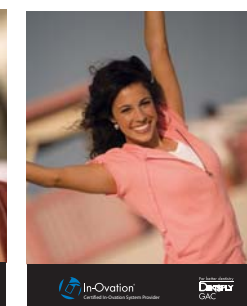
In-Ovation Posters
Series: J Series
Item#: 121-999-01



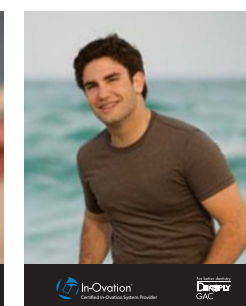
In-Ovation Posters
Series: K Series
Item#: 121-999-01



In-Ovation Posters
Series: L Series
Item#: 121-999-01



In-Ovation Posters
Series: M Series
Item#: 121-999-01



In-Ovation Posters
Series: N Series
Item#: 121-999-01

DIRECT MAIL

One of the most versatile communication vehicles, direct mail can be used for everything from new patient solicitation to stay-in-touch messages with existing patients. It's targeted, personal and tangible and best-of-all, offers you one of the most cost-effective mediums for attracting and retaining patients.



In-Ovation Direct Mail

Series: Dark Blue with Mailing
Item#: 121-222-06
Series: Dark Blue without Mailing
Item#: 121-222-06P



In-Ovation Direct Mail

Series: Light Green with Mailing
Item#: 121-222-06G
Series: Light Green without Mailing
Item#: 121-222-06GP

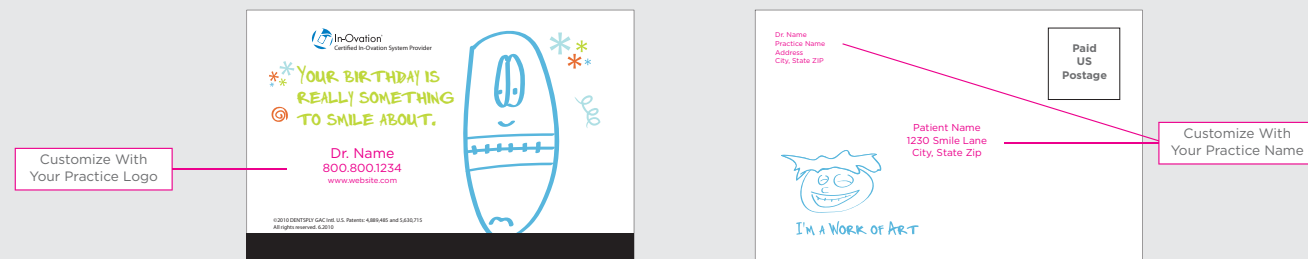


In-Ovation Direct Mail

Series: Light Blue with Mailing
Item#: 121-222-06B
Series: Light Blue without Mailing
Item#: 121-222-06BP

CUSTOMIZE

Featuring a variety of relevant messages, you can upload a graphic, practice logo or photo to personalize each mailing. The card is 6"x9.5". They all print in full color on a high quality paper stock.



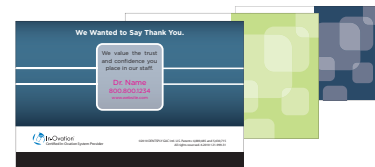
POSTCARDS

The most cost-effective form of direct mail, a well-designed postcard can keep your practice top-of-mind for a relatively modest fee. Each postcard carries a pre-designated message along with a spot to add your practice's name, contact information and/or logo. Postcards remain one of the most affordable ways for your practice to break through the clutter.



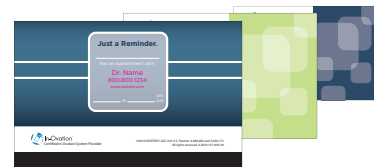
4x6 Birthday Postcard

Series: Pickle Birthday 121-999-34
Monkey Birthday 121-999-32
Stylized Smiley Face 121-999-33



4x6 Thank You Postcard

Series: Dark Blue Series 121-999-31
Light Green Series 121-999-31G
Light Blue Series 121-999-31B

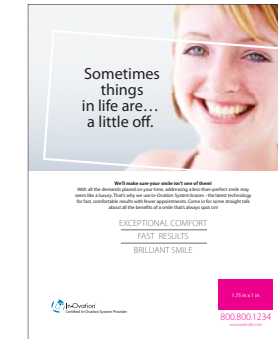


4x6 Reminder Postcard

Series: Dark Blue Series 121-999-30
Light Green Series 121-999-30G
Light Blue Series 121-999-30B

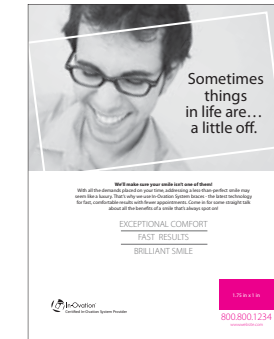
PRINT ADS

Print advertising allows you to target a large number of people within a specific geographic area. What's more, it enables readers to go back to your message as often as they want. These ads can be placed everywhere from small-run periodicals to high-volume newspapers and magazines. Each fully finished ad is customizable with your practice's name, contact information and/or logo, delivered as a PDF for you to give your local publication's advertising department.



Askew Full Page Color Ad

Series: Full Askew Color with Logo
Item# 121-222-08A
Series: Full Askew Color w/o Logo
Item# 121-222-08B



Askew Full Page B&W Ad

Series: Full Askew B&W with Logo
Item# 121-222-08E
Series: Full Askew B&W w/o Logo
Item# 121-222-08F



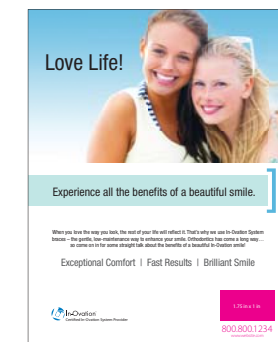
Askew Half Page Color Ad

Series: Half Askew Color with Logo
Item# 121-222-08C
Series: Half Askew Color w/o Logo
Item# 121-222-08D



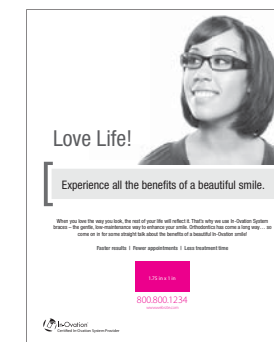
Askew Half Page B&W Ad

Series: Half Askew B&W with Logo
Item# 121-222-08G
Series: Half Askew B&W w/o Logo
Item# 121-222-08H



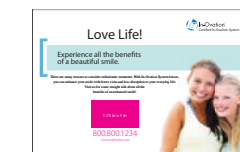
Love Life Full Page Color Ad

Series: Full Love Life Color with Logo
Item#: 121-222-08I
Series: Full Love Life Color w/o Logo
Item#: 121-222-08J



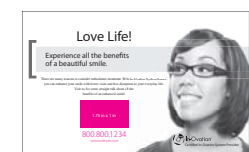
Love Life Full Page B&W Ad

Series: Full Love Life B&W with Logo
Item#: 121-222-08M
Series: Full Love Life B&W w/o Logo
Item#: 121-222-08N



Love Life Half Page Color Ad

Series: Half Love Life Color with Logo
Item#: 121-222-08K
Series: Half Love Life Color w/o Logo
Item#: 121-222-08L



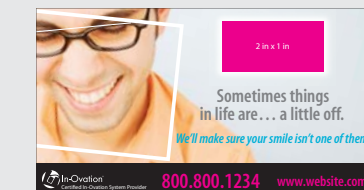
Love Life Half Page B&W Ad

Series: Half Love Life B&W with Logo
Item#: 121-222-08O
Series: Half Love Life B&W w/o Logo
Item#: 121-222-08P

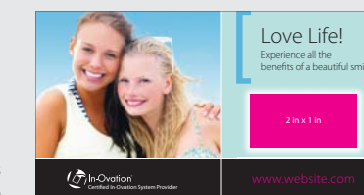
BILLBOARDS



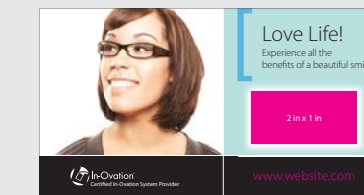
Series: Askew Female Series
Item#: 121-277-07B



Series: Askew Male Series
Item#: 121-277-07A



Series: Two Female Series
Item#: 121-277-07D



Series: One Female Series
Item#: 121-277-07C

VIDEO | BROADCAST | RADIO

Broadcast media gives you the means to reach potential patients in a dynamic way with an intimate and personal message. These national quality pieces can be used with traditional media outlets (local TV and radio), or can be placed on new-media destinations such as youtube, facebook and/or your favorite websites.



Radio

Series: Askew Radio
Item#: 121-089-21



Radio

Series: When Everything Comes Together
Item#: 121-999-20



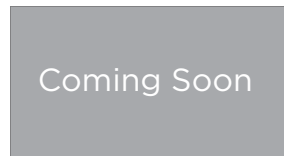
Video/Broadcast

Series: When Everything Comes Together
Item#: 121-999-10



Video/Broadcast

Series: No+Trace See How it Works
Item#: 121-090-10

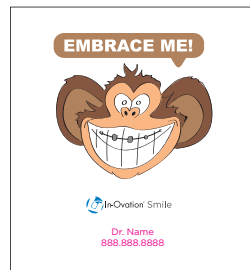


Video/Broadcast

Series: Askew
Item#: 121-999-11

STICKERS AND WINDOW CLINGS

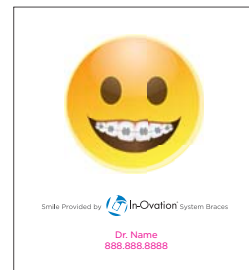
We all love to receive gifts. Fun, funky and irreverent, these stickers and window clings are perfect for helping parents get their kids excited about orthodontic treatment. What's more, they're an excellent lead generation for word-of-mouth referrals. Don't miss out on this great way to inspire your younger patients while getting your practice name and logo displayed in your community.



Monkey Face

Series: Sticker
Item#: 121-999-60

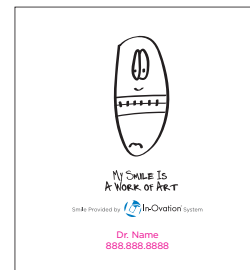
Series: 8x8 Window Cling
Item#: 121-998-60



Stylized Smiley Face

Series: Sticker
Item#: 121-999-61

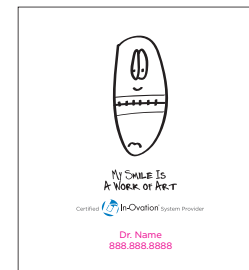
Series: 8x8 Window Cling
Item#: 121-998-61



Pickle Face #1

Series: Sticker
Item#: 121-999-62

Series: 8x8 Window Cling
Item#: 121-998-62



Pickle Face #2

Series: Sticker
Item#: 121-999-63

Series: 8x8 Window Cling
Item#: 121-998-63

TEE SHIRTS (COMING SOON)

Whether it's hip, quirky tees for the younger crowd, or adult-oriented attire championing the virtues of orthodontics, these tee-shirts are fun, funky and fashionable! Customize them with your practice name and logo to generate word-of-mouth referrals.



Traditional Smiley Face Braces

Series:	Item#:
Mens	121-089-00
Mens-Logo	121-999-40A
Womens & Youth	121-998-40
Womens & Youth-Logo	121-998-40A



Stylized Smiley Face Braces

Series:	Item#:
Mens	121-999-41
Mens-Logo	121-999-41A
Womens & Youth	121-998-41
Womens & Youth-Logo	121-998-41A



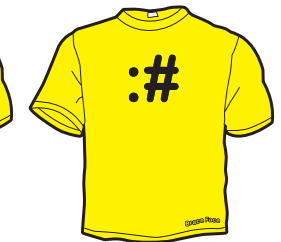
Got Braces?

Series:	Item#:
Mens	121-999-42
Mens-Logo	121-999-42A
Womens & Youth	121-998-42
Womens & Youth-Logo	121-998-42A



Kiss Symbol Brace Face

Series:	Item#:
Mens	121-999-43
Mens-Logo	121-999-43A
Womens & Youth	121-998-43
Womens & Youth-Logo	121-998-43A



Basic Symbol Brace Face

Series:	Item#:
Mens	121-999-44
Mens-Logo	121-999-44A
Womens & Youth	121-998-44
Womens & Youth-Logo	121-998-44A



Embrace Me Smiley Face

Series:	Item#:
Mens	121-999-45
Mens-Logo	121-999-45A
Womens & Youth	121-998-45
Womens & Youth-Logo	121-998-45A



Hug Me I'm Embraceable

Series:	Item#:
Mens	121-999-47
Mens-Logo	121-999-47A
Womens & Youth	121-998-47
Womens & Youth-Logo	121-998-47A



Ace of Brace

Series:	Item#:
Mens	121-999-48
Mens-Logo	121-999-48A
Womens & Youth	121-998-48
Womens & Youth-Logo	121-998-48A



Goo Glee

Series:	Item#:
Mens	121-999-49
Mens-Logo	121-999-49A
Womens & Youth	121-998-49
Womens & Youth-Logo	121-998-49A



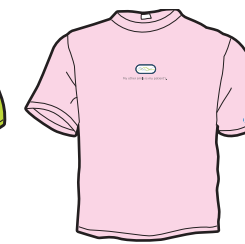
Pickle Brace Face

Series:	Item#:
Mens	121-999-50
Mens-Logo	121-999-50A
Womens & Youth	121-998-50
Womens & Youth-Logo	121-998-50A



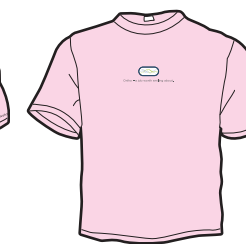
BraceMKY 48

Series:	Item#:
Mens	121-999-51
Mens-Logo	121-999-51A
Womens & Youth	121-998-51
Womens & Youth-Logo	121-998-51A



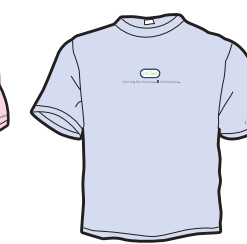
My Other Smile is My Patient's

Series:	Item#:
Mens	121-999-52
Mens-Logo	121-999-52A
Womens & Youth	121-998-52
Womens & Youth-Logo	121-998-52A



Ortho - A Job Worth Smiling About

Series:	Item#:
Mens	121-999-53
Mens-Logo	121-999-53A
Womens & Youth	121-998-53
Womens & Youth-Logo	121-998-53A



Part Art - Part Science

Series:	Item#:
Mens	121-999-54
Mens-Logo	121-999-54A
Womens & Youth	121-998-54
Womens & Youth-Logo	121-998-54A



Architect - Great American Smile

Series:	Item#:
Mens	121-999-55
Mens-Logo	121-999-55A
Womens & Youth	121-998-55
Womens & Youth-Logo	121-998-55A

Available in a wide range of colors including tie-dyed.



Order online at www.GACPowered.com

Part Art. Part Science. All Orthodontics.



THE POWER IS YOURS

Knowledge is power, so here are a few tips and tricks for getting the most out of the GACPowered.com website.

GETTING STARTED

UOBG MEMBERS

In order to set your profile up properly to recognize you as a UOBG Member that can use coupon to pay for your materials, you must log-on to GACPowered.com using your UOBG.org username and password. Another option is to log-on to UOBG.org and click-on "Practice Marketing" from the "Member Tools" menu. These are the only two ways you will be eligible to redeem existing UOBG coupons. The onsite instructions will lead you through setting up your account.

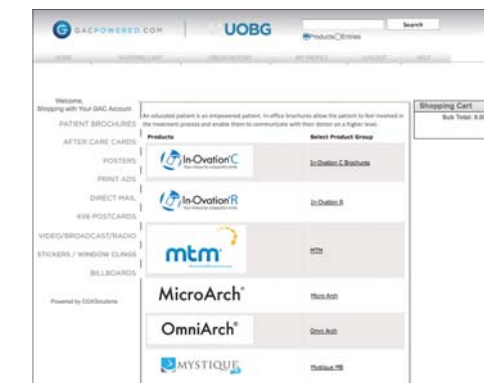
NOT A UOBG MEMBER?

If you are not a current United Orthodontic Buying Group member, visit GACPowered.com. The onsite instructions will lead you through setting up your account.

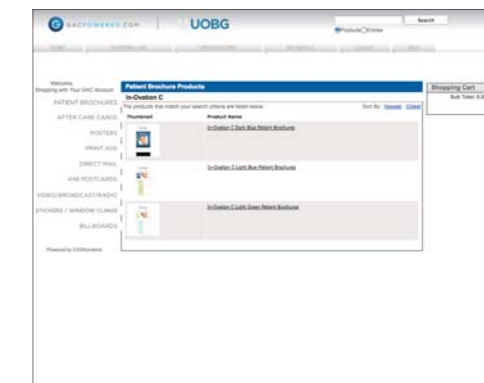
Now that you have created an account, you can browse the site to acquaint yourself with all the materials available. We suggest that first time visitors make a point of visiting both the "Advertising Power Source" and "Branding Power Source" pages of the site. These two sections will help you get the most out of your GACPowered.com experience.

Once you're familiar with the site and have decided on what materials are most appropriate for your practice, you'll click on that product to begin the process. The "Automated Online Assistant" will walk you through the process of customizing all your materials.

After you complete an online proof of your materials, simply click the complete button.



Select



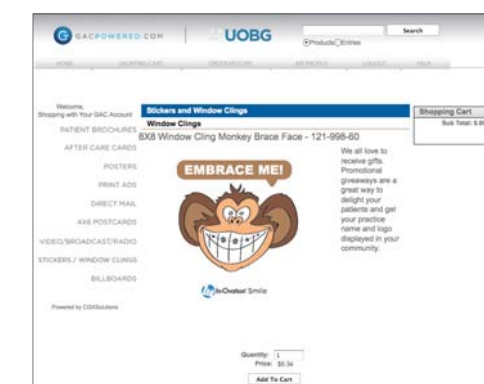
Design



Proof

Supercharge your practice and energize your marketing by visiting GACPowered.com today!

In certain instances, such as creating the audio or video materials, or ordering a billboard, there will be additional steps to complete. Everything you need to know (and do) will be detailed on the site, so you can simply follow the online directions.



Shows UOBG Members if they are using Coupon or Account payment

Browse and shop the catalog

Familiarize yourself with the Main Site Navigation

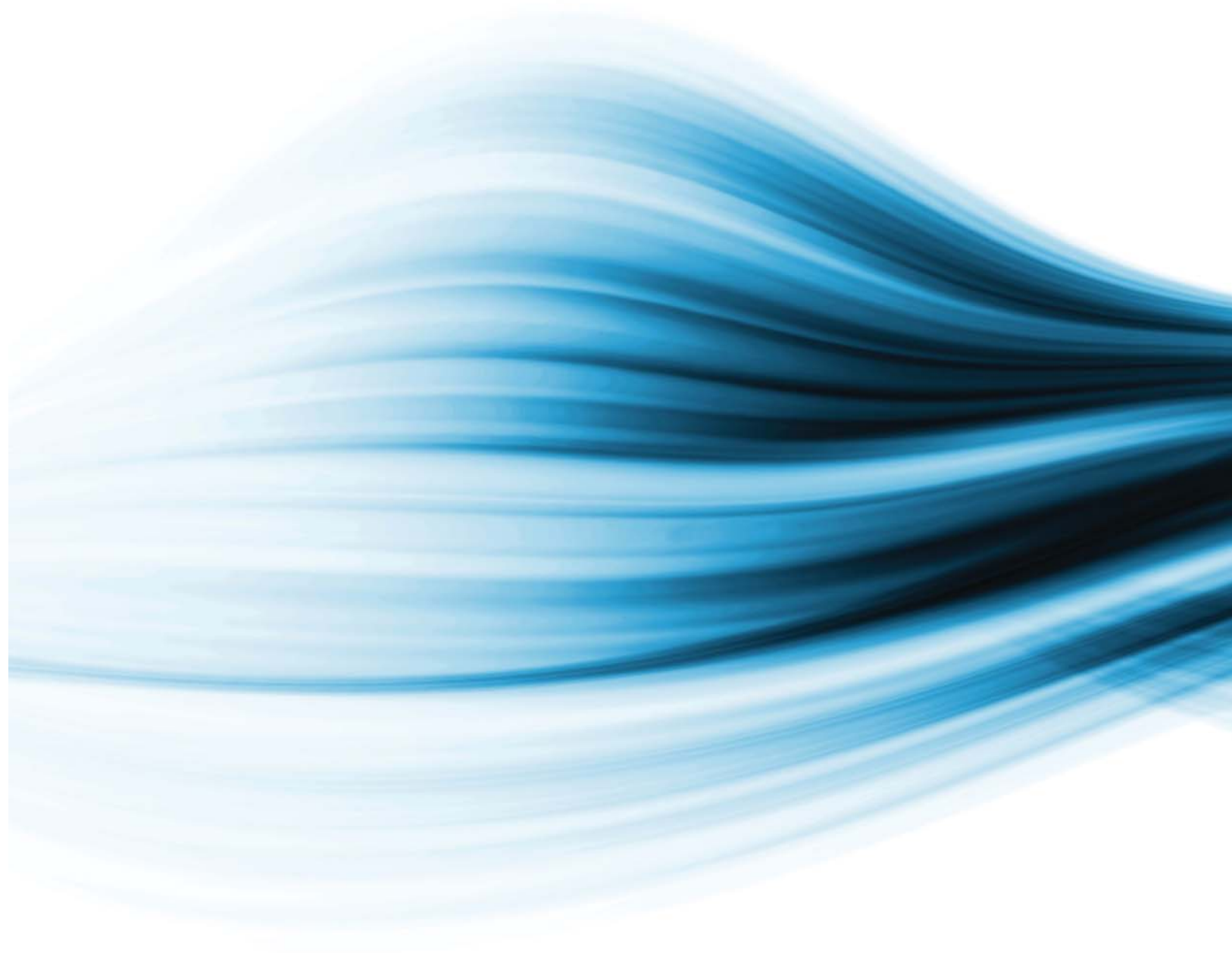
Running Tab always visible

Visit the "Advertising Power Source" and "Branding Power Source" to make the most of your campaigns

Return to the UOBG site to find out how to become a member if you are not one already

Order online at www.GACPowered.com

Part Art. Part Science. All Orthodontics.



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