



# PATTERSON PREFERRED HARDWARE PROVIDER PROGRAM



The Power of Partnership

  
PATTERSON®  
DENTAL

# PATTERSON PREFERRED HARDWARE PROVIDER PROGRAM

We're excited to introduce you to the Patterson Preferred Hardware Provider program. Through this exclusive membership program, you'll have access to referrals from an established client base, the highest level of training and education tools, and marketing and advertising opportunities to help you grow your business.

Patterson's goal is to provide the highest level of service to both our customers and our vendors. For hardware and networking providers, that is especially important – you need training and education on our technologies in order to provide the best service to our mutual clients. That's why we've made training opportunities a top priority of the Patterson Preferred Hardware Provider program.



# WORKING WITH PATTERSON



## PROGRAM BENEFITS

The Patterson Preferred Hardware Provider program has a number of specific benefits to both your business and our clients' practices. If you're looking to grow your business, you have the opportunity to be our preferred partner for both dental and veterinary practices in your coverage area. Every one of our Preferred Hardware Providers will have access to customer referrals from our dental and veterinary sales teams.

Among other benefits the program offers:

- Two- or three-day training sessions at the Patterson Technology Center (PTC), or at locations across the country
- Online training opportunities to further your knowledge of Patterson products
- Continued work with an established client base
- New client connections by being marketed as a Patterson Preferred Hardware Provider
- Free program marketing in Patterson's publications
- Links from the Patterson website to your business
- A dedicated representative at the PTC
- And much more – continue reading to learn about how participation in the program can help your business grow and prosper through connections with Patterson

# WORKING WITH PATTERSON

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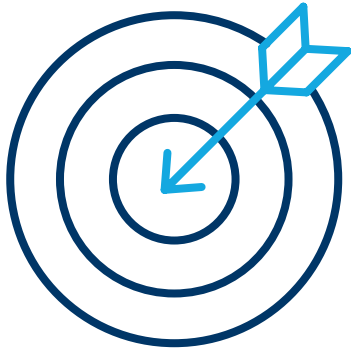
## MARKETING AND ADVERTISING

As part of the Patterson Preferred Hardware Provider program, you'll benefit from a variety of Patterson marketing and advertising opportunities. Some of these include:

- a. Patterson Preferred Hardware Provider program logos to use in letterhead, releases, print marketing and digital marketing
- b. Press releases and announcements promoting Preferred Hardware Provider services
- c. Messages and promotion to each Patterson Dental and Patterson Veterinary branch
- d. Web pages on Patterson website that will allow customers and branches to search for vendors by category or location
- e. General hardware marketing through Patterson Dental and Patterson Veterinary channels



Only Preferred Hardware Providers will have access to these resources. And you'll also have a representative who can answer any questions about how to leverage these marketing tools most effectively. This Patterson contact will facilitate and connect with the appropriate communication channels to make sure your needs are addressed promptly and completely.



# YOUR MARKETING PLAN

OPPORTUNITY	DETAIL	DELIVERY PROCESS
<p><b>Patterson Preferred Hardware Provider Digital Badge</b></p>	<p>We will provide Preferred Hardware Provider graphics for your use, along with an explanation of acceptable uses and the review process. This imagery will identify your business as a key Patterson business partner.</p>	<p>Delivered electronically upon signed contract and product availability.</p>
<p><b>Program Mention In Patterson Publications</b></p>	<p>The Preferred Hardware Provider program will be featured prominently in Patterson’s key customer publications, providing awareness and endorsement of the program.</p>	<p>Patterson marketing staff will secure placements in Patterson publications, and will inform you of publication dates and content. Reprints will be available.</p>
<p><b>Advertising Opportunities</b></p>	<p>You will be provided with a Patterson Media Guide explaining all advertising opportunities in Patterson publications.</p>	<p>Media guide will be delivered electronically upon signed contract and guide availability. Advertising can be purchased based on your preferences, space availability and publication calendar.</p>
<p><b>Patterson Preferred Hardware Provider Web Pages</b></p>	<p>Patterson will create web pages that describe the program, including a list of all approved Preferred Hardware Providers with relevant contact information.</p>	<p>Placement on web page is dependent on web page content update cycle.</p>
<p><b>Announcement To Patterson Sales Field</b></p>	<p>National and local emails will be sent to the Patterson sales teams – in both the dental and veterinary businesses – regarding your participation in the Patterson Preferred Hardware Provider program.</p>	<p>Patterson staff will provide you with a copy of both the national and local email announcements.</p>
<p><b>Other General Marketing</b></p>	<p>As a key Patterson initiative, the Preferred Hardware Provider program will be featured in marketing and sales opportunities on an ongoing basis. Our teams will be the conduit to connecting your business with thousands of potential customers.</p>	

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## ENROLL TODAY

The annual fee for the Patterson Preferred Hardware Provider program can be paid in one installment of \$9,000, four quarterly payments of \$2,500, or 12 monthly payments of \$875.

We welcome your questions and encourage you to enroll today.

**CONTACT US AT [PREFERREDHARDWARE@PATTERSONCOMPANIES.COM](mailto:PREFERREDHARDWARE@PATTERSONCOMPANIES.COM)  
OR 217.540.3829 FOR MORE INFORMATION.**