

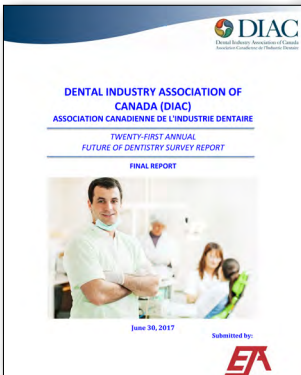
Introducing Jim Wareing, DIAC President Elect.



DIAC is pleased to announce DIAC's new President Elect: **Jim Wareing**. The President Elect will take over the presidency of DIAC May 2019.

Jim Wareing has been the director of supply chain management for the Aurum Group for thirty years; his previous employment was with the Royal bank as a branch Manager. He graduated from U of A with a B.Com and has his F.I.C.B and SCMP designations.

Jim is married has two children and three grandchildren. He enjoys golf, weight training and biking.



THE 2017 FUTURE OF DENTISTRY (FOD) SURVEY

A total of 335 practicing Canadian dentists responded to this year's "all-digital" survey with a good proportional distribution across all regions of the country. Based on this response rate, overall 2017 survey results have an accuracy of +/- 5.4% 19 times out of 20. This is the 2nd year that the DIAC has opted to issue a digital survey only, and with the help of the DIAC member community we realized an increase of 61% in completed surveys – Thank You!

Another key initiative was completed this year when industry members gathered in Toronto to review and re-consideration of the survey objectives and questionnaire itself was undertaken in 2017. The goal was to align our questions with the changing

dynamics of the industry. A complete breakdown of the revised questionnaire and supporting rationale can be found in the report.

Finally, target for the 2018 survey is to reach the 500+ and have, therefore, decided to extend the survey deadline to June 6th, 2018 to capture responses from all major conventions. We anticipate similar marketing support from the industry to help us exceed our response targets.

The FODS 2017 press release, "A Few Pearls" (PDF and PowerPoint) and the full report can be downloaded at www.diac.ca.

Regards,

Karl Schmidt

Director of Market Research



2017 Convention Organizers Meeting & Convention Update

On behalf of DIAC I want to thank the conveners for attending the meeting held in conjunction with the JDIQ. There was great dialogue and sharing of ideas on how we as an industry can continue to enhance and improve the effectiveness of Canadian Dental shows.

Key Takeaway: An opportunity exists for DIAC to create a Conventions Tip Sheet for our members. Highlighting tips, tricks and reminders for a positive trade show experience (ie: registration, safety, insurance, booth compliance, etc...)

DIAC leadership and the show conveners covered topics related to Tradeshow Layout & Booth Structure Regulations, Move in Times & Attendee Safety, and Non-Compliant Product & Patient Safety.

Highlights from Regional Shows and the feedback and statistics from each.

PDC Highlights:

- 13,600 attendees in 2017. Up 600 from 2016
- 350 Dental Technicians attended the PDC Lab Expo. With 36 exhibitors presenting. Up from 26 in 2016.
- 291 Exhibitors presented at PDC 2017 with a 50 booth waiting list
- A second live “infomercial” stage was added with 11 companies utilizing in 2017. Up from 7 in 2016.
- Overall the 2017 was a record attendance for PDC.

ODA Highlights:

- 2017 marked the 150th Anniversary of the ODA and a record attendance for the meeting.
- 13,774 attendees visited the show in 2017. 1,600 more than 2016.
- 330 exhibiting companies with registration selling out in February.
- Currently a 15 company waiting list.
- The ODA has implemented “dispersion zones” to try and improve traffic flow and quantity at the show.

JDIQ Highlights:

- 11,605 registered as of May 28th. Vs. 12,200 in 2016
- 224 companies exhibiting, with 5-8 on the waiting list
- 2017 featured 40 NEW booths at the show
- Booth hours were changed in 2017 at the request of exhibitors to allow an extra hour on Monday for booth traffic and customer engagement.
- JDIQ launched it's Dental Technician Lab Show with 117 registrants and 70 exhibitors.
- JDIQ has also partnered with the Orthodontic specialty to present an Orthodontic event with 200 registered orthodontists from around the world.
- 50th anniversary will be 2020, and potential to replicate the event the ODA put on in 2017.

Thank you to all the conveners for your time, engagement, and commitment to improving the effectiveness and return on investment for the attendees and exhibitors of the ODA, JDIQ and PDC.

DIAC looks forward to continuing to work with you to improve this experience and advance the industry!

Drew McCallum | Director Conventions & Trade Show

Save the Dates! Come and Get to Know your Industry Association & Colleagues

Wed. March 7, 2018

PDC Networking Event at Mahoney's & Sons Pub, Vancouver

1055 Canada Pl #36, Vancouver, BC V6C 0C3

Friday, April 27, 2018

AGM, Royal York Hotel, Toronto

The Fairmont Royal York,
100 Front St W, Toronto

Friday, April 6-7, 2018

Technorama 2018

Hilton Toronto/Markham Suites Conference Centre & Spa

8500 Warden Avenue, Markham, Ont. L6G 1A5

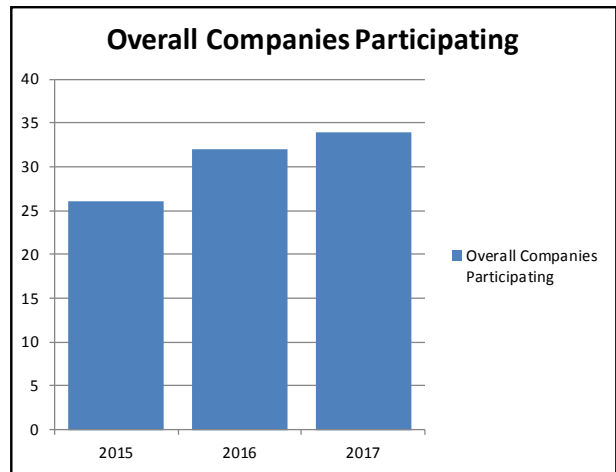
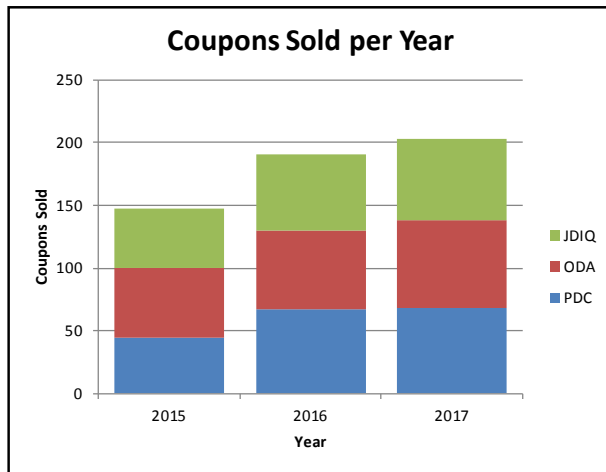




2017 DIAC Member Coupon Book

Thank you to all of our member companies that participated in the 2017 Coupon Books. Member participation is growing and the number of coupons ordered has increased since we launched the program at the PDC in 2014. The coupon books are placed in every bag by the conveners at each of the three shows; PDC, ODA and JDIQ.

Don't miss out on this great opportunity to promote you company and drive business to your booth for 2018. Visit www.diac.ca for details.



LEARN MORE....

REVISED - Canadian Medical Device Regulations, issued June 18, 2017

Learn more: <http://laws-lois.justice.gc.ca/eng/regulations/sor-98-282/FullText.html>

New EU Medical Device Regulations

Learn more https://urldefense.proofpoint.com/v2/url?u=https-3A__www.dentaltradealliance.org_sites_all_modules_contrib_civicrm_extern_url.php-3Fu-3D11237-26qid-3D181751&d=DwMDaQ&c=yY4CMAuTGyFRliOJwzUYHmQg2Qdg_NdchGW_KJ5k-xY&r=gr_oAP_mJpXIOsyE1v8fCfa2LZ9pAuNixEoGqYw8R4k&m=BjkSdLCFQHDVGrBci23IWEN6Cb6Gxeb3uyg9xNr4qJ8&s=dQ-S5kcMbX_VaefevYZU8XgeVuaMyOsJ4iwB-vvTbY8&e=>

European UDI Risk Class Deadlines.

From (EU) 2017/745 Medical Device Regulation Article 27(4).

Learn more https://urldefense.proofpoint.com/v2/url?u=https-3A__www.dentaltradealliance.org_sites_all_modules_contrib_civicrm_extern_url.php-3Fu-3D11239-26qid-3D181751&d=DwMDaQ&c=yY4CMAuTGyFRliOJwzUYHmQg2Qdg_NdchGW_KJ5k-xY&r=gr_oAP_mJpXIOsyE1v8fCfa2LZ9pAuNixEoGqYw8R4k&m=BjkSdLCFQHDVGrBci23IWEN6Cb6Gxeb3uyg9xNr4qJ8&s=1tTHlzVHvJlJg12YxFioxwty6-fo28xbWhL8KsPPZ0&e=>

- * Class 3 – May 26, 2021 (e.g., Dental devices having animal or other tissues in their composition)
- * Class 2a, 2b – May 26, 2023 (Many dental devices and equipment)
- * Class 1 – May 26, 2025 (Many dental instruments)

Add two years to each date above for Direct Part Marking (DPM) of reusable devices.

DIAC
Dental Industry Association of Canada

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