



DENTAL TRADE ALLIANCE

DTA Members Syndicated Sales Data Market Reports

powered by



DentalMarketIQ®

What could you do with national and regional dental equipment and merchandise market share data?

The Dental Trade Alliance has partnered with DentalMarketIQ® to establish a DTA members' sales database and develop Sales Data Market Reports.

Dental merchandise, small equipment, laboratory and large equipment sales data supplied by DTA members is aggregated into the DentaSales™ database to provide an unprecedented level of detail and insight into the dental supply marketplace, **exclusively for DTA members.**

Sales Data Market Report subscribers can look forward to:

- Granular market share reports by product category
- Trend insights for the sales of merchandise and equipment sold in the U.S.

Market Reports – The Details

- Reports include market share and average price for all manufacturers in each product category.
- Data is segmented by national, regional and 3-digit zip code.²
- Reports include month-over-month, quarter-over-quarter and year-over-year.
- Market Reports will be issued monthly and quarterly in digital format.

² Exclusive and/or direct sellers' data will not be included in the Market Reports at this time. However, these aggregated, deidentified data will be included in our market analytics and insights to ensure the accuracy of our big-picture insights.

The Sales Data Market Reports are for DTA Members Only

Data contributions are required to be eligible to purchase the reports (sales data must be supplied by the DTA member or its distributor).

Member Types:

- Sales through Distributors¹
- Sales through Distributors and Direct
- Direct Sales Only

¹ Data is contributed through participating distributors/dealers.

What are the Reports Based On?

A baseline aggregation of 3 years' data.

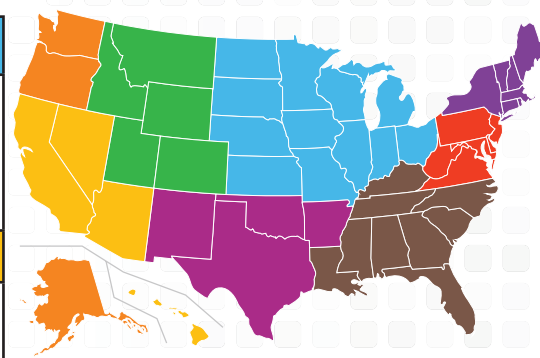
When Will Reports Be Available?

Initial Reports will be available beginning July 22, 2020.

New DTA contributors will be integrated on an ongoing basis.

DTA-Defined Report Scope Regions

Northeast	Mid-Atlantic	Southeast	Midwest
CT, MA, ME, NH, NY, RI, VT	DC, DE, MD, NJ, PA, VA, WV	AL, FL, GA, KY, LA, MS, NC, SC, TN	IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
Southwest	Mountain	Northwest	Western
AR, NM, OK, TX	CO, ID, MT, UT, WY	AK, OR, WA	AZ, CA, HI, NV



By Product Type

Is your business focused on only one or several product categories? You can purchase the report by category. The 4 product categories are: **Merchandise, Small Equipment, Laboratory** and **Large Equipment**.

Report Pricing

Subscriptions to the Sales Data Market Reports can be purchased by product category (four categories) and region (eight regions) or all product categories and all regions (the "National Report").

Early Bird Discount. DTA Members who subscribe to a Sales Data Market Report **by September 15, 2020** will receive an "Early Bird Discount" of 50% off the first-year subscription rates.)

STANDARD RATES - ONE YEAR SUBSCRIPTION				
Product Category	National	By Supply/ Device Type (4 sections)	Regional (8 regions)	Executive Summary & Trend Analytics
Merchandise	Included	\$40,000	\$10,000 per region	Included
Small Equipment		\$40,000	\$10,000 per region	Included
Laboratory		\$40,000	\$10,000 per region	Included
Large Equipment		\$40,000	\$10,000 per region	Included
All	\$120,000			

"EARLY BIRD DISCOUNT" RATES - FIRST YEAR SUBSCRIPTION				
Product Category	National	By Supply/ Device Type (4 sections)	Regional (8 regions)	Executive Summary & Trend Analytics
Merchandise	Included	\$20,000	\$5,000 per region	Included
Small Equipment		\$20,000	\$5,000 per region	Included
Laboratory		\$20,000	\$5,000 per region	Included
Large Equipment		\$20,000	\$5,000 per region	Included
All	\$60,000			

Syndicated Sales Data Market Reports, exclusively for DTA Members, bring valuable data and business insights to the dental supplier market. Don't miss out. Get in touch and learn more about this exciting offering by emailing us:

insights@dentalmarketiq.com



DentalMarketIQ® is a data insight platform that helps dental suppliers increase sales, improve marketing effectiveness, and optimize spend. DentalMarketIQ combines dental domain leadership, analytical expertise and the industry's largest procedure level database into one flexible, cutting-edge technology platform.

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