



# IN THIS TOGETHER PROGRAM

**Never have we been faced with these business conditions.**

As a family-owned business, our priorities at Midmark revolve around protecting the well-being of our teammates and safely serving you during this time of uncertainty. As you plan for your future, we stand by you and are offering two unique programs to help you emerge stronger from this unprecedented time.

## TWO UNIQUE CHOICES:

### Beginning April 6 through June 30, 2020,

you can choose between two options in the **In This Together** program depending on your business goals and needs. With many dental offices closed, we have created program options that allow you to make decisions in the upcoming months yet defer equipment shipments. We want to help you be ready and equipped to return to business.

See program details on back or visit [midmark.com/together](http://midmark.com/together)

### Improve Safety in Instrument Processing

When patients return, no doubt they will have questions about how you protect their health during their visit. Show them you are following best practices in your steri-center and around your practice.

**OFFER:**

Purchase \$50,000 USD or more of any Midmark dental equipment and receive your choice of a Midmark M9<sup>®</sup> or M11<sup>®</sup> Steam Sterilizer at no cost.

### Keep Your Dreams and Your Cashflow

A lot is uncertain right now, but your dreams aren't. If you want to keep your plans moving forward but need flexibility and some cashflow help, let's work together. Use the following rebates however you choose!

**OFFER:**

- Purchase \$20,000–\$149,999 USD of any Midmark equipment and receive a 10% cash rebate.
- Purchase \$150,000–\$249,999 USD of any Midmark equipment and receive a 15% cash rebate.
- Purchase \$250,000+ USD of any Midmark equipment and receive a 20% cash rebate.

# PROGRAM DETAILS

## **THESE TERMS AND CONDITIONS APPLY TO BOTH MIDMARK IN THIS TOGETHER PROGRAM CHOICES**

- Program is available to dental practitioners only.
- Doctors may choose only one of the two options—Improve Safety in Instrument Processing OR Keep Your Dreams and Your Cashflow.
- “Midmark In This Together Program” is valid on purchases made April 6–June 30, 2020 from authorized Midmark dental distributors in the US and Canada. Doctor purchases must be on a single P.O.
- Full orders must ship from Midmark no later than September 30, 2020.
- The current Midmark PLUS loyalty program is not valid during this promotion period. Doctors planning to redeem PLUS rebates on previous purchases may continue to do so.
- Offers not valid for special markets customers with contract terms.
- Freight and taxes do not qualify toward purchase or rebates.
- For purchases made in Canada, a fixed currency exchange rate will be applied to doctor's invoice for determining rebate tier. When the doctor applies for rebate, Midmark will apply the then-current exchange rate, as defined by Morningstar, and provide the rebate check in USD. Ask your dealer or Midmark sales representative for details.

## **THESE TERMS AND CONDITIONS ALSO APPLY TO IMPROVE SAFETY IN INSTRUMENT PROCESSING**

- Purchase \$50,000 USD or more (doctor invoice) in your choice of Midmark equipment and receive a Midmark M9 or M11 Steam Sterilizer at no cost. Note that dealer may add other fees, such as for shipping or installation. Ask your dealer for details.
- Doctors are limited to one free sterilizer during program period.
- Doctor will not be eligible for other concurrent sterilizer rebate promotions.

## **THESE TERMS AND CONDITIONS ALSO APPLY TO KEEP YOUR DREAMS AND YOUR CASHFLOW**

- Doctor must apply for rebate online at [midmark.com/dental/promotions](https://midmark.com/dental/promotions). A copy of the invoice and product serial numbers are required. Rebates will be provided by Midmark via check (USD). Rebates must be applied for no later than November 30, 2020.
- Purchase \$20,000–\$149,999 USD of any Midmark equipment and receive a 10% cash rebate.
- Purchase \$150,000–\$249,999 USD of any Midmark equipment and receive a 15% cash rebate.
- Purchase \$250,000+ USD of any Midmark equipment and receive a 20% cash rebate.
- This program will not be valid with or cannot be combined with existing programs including but not limited to:
  - Any valid event or trade show specials including Letters of Intent
  - Canadian exchange relief
- This program can be used with discounted packages, including Midmark CHOICE Package, MVP Package or Showroom Display equipment to achieve rebate tier only but will not qualify for rebate dollars.

Offer for dental practices only as sold by Midmark® authorized dental distributors in the US and Canada. Rebate paid in US dollars. All qualifying products must be entered on one redemption submission. This offer constitutes a discount or reduction in price on the purchased product(s). Buyer/Lessee/Lessor is obligated to: (i) fully and accurately disclose the amount of this discount in Buyer/Lessee/Lessor's cost reports or claims for reimbursement to Medicare, Medicaid or other federal healthcare program that requires such disclosure; and (ii) provide documentation of the discount to representatives of the US Secretary of Department of Health and Human Services and state agencies upon request. Buyer/Lessee/Lessor may request additional information from Midmark if necessary in order to meet its reporting or disclosure obligations. This offer may not be combined with any other offers, promotions or contract pricing.