ESSENTIAL ELEMENTS
DENTAL STERILIZER PROMOTION
WHAT'S LEFT UNSEEN, BUT ITS PRESENCE FELT?

Air. It's one of the essential elements of nature that sustains life on earth. Likewise, at the core of Midmark is a legacy of reliable sterilizers that are the result of 100 years of manufacturing expertise. Much like air, you may not see it, but you will always feel it. Because when you purchase a Midmark sterilizer, you are purchasing peace of mind. Midmark has produced over 250,000 sterilizers in the last 20 years and has been the market leader in dental sterilizers for more than a decade. Just as nature relies on its elements, you can count on Midmark sterilizers when it matters most.

Within three (3) weeks upon submission of the online incentive form, Midmark will send you a prepaid FedEx ground label to ship the donation sterilizer. A FedEx label and donation form will be sent if you do not receive the email containing the FedEx label and donation form within the three (3) weeks, please contact 1-800-MIDMARK, ext. 7575. Failure to notify Midmark you have not received your FedEx label will void the donation offer. Sterilizers must be received at Direct Relief by August 31, 2015, to receive the donation incentive from Midmark – no exceptions. Direct Relief is unable to return the donation sterilizers once they are received at their warehouse location.

**Donation Procedure:**
- Complete the information required on the form.
- Select "Donation Offer."
- Upon receipt, Direct Relief will provide a donation receipt (In addition to kit or rebate offer.)
- Midmark must receive a copy of the dentist or dental facility invoice (stating the dentist’s name and date purchased). Invoice must be dated August 1, 2015.
- Incentives must be submitted online by August 31, 2015.
- *Midmark must receive a copy of the dentist or dental facility invoice (stating the dentist’s name and date purchased). Invoice must be dated April 1 – July 15, 2015. Incentive will not be processed until invoice is received. This offer valid on eligible Midmark sterilizers purchased by a dental facility through an authorized Midmark Dental distributor. May not be combined with any other offers or promotions with the exception of the Midmark Dental Family Program (midmarkdentalfamilyprogram.com). Incentives awarded in U.S. dollars. This offer constitutes a discount or reduction in price on the purchased product.

**ELIGIBLE PRODUCTS & INCENTIVES**

### Midmark M9 or M11 UltraClave® Offer

For each eligible Midmark M11 or M9 UltraClave® Automatic Sterilizer purchased during the promotion, you will receive your choice of one of the following:

#### Hu-Friedy Hygiene Efficiency Kit
- valued over $600

- **$300 rebate**
- **Donation Offer**
  - **$200 rebate**
  - (In addition to kit or rebate offer)

#### Midmark M3 UltraFast® Offer

For each eligible Midmark M3 UltraFast® Automatic Sterilizer purchased during the promotion, you will receive your choice of one of the following:

#### Hu-Friedy Hygiene Efficiency Kit
- valued over $600

- **$500 rebate**
- **Donation Offer**
  - **$200 rebate**
  - (In addition to kit or rebate offer)

#### Hu-Friedy Hygiene Efficiency Kit
- **3 IMS® Infinity Series™ Cassettes in lavender**
- **(Holds eight instruments)**
- **Signature Series Complete Tub in lavender**
- **M3® Lead and Latex Free Autoclave Monitoring Tape**
- **15” x 15” Universal Sterilization Wrap**
- **Hu-Friedy Steam Sterilization Integrators**
- **2 CE Credit Course - Effective & Productive Instrument Processing**

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**TIMING**

Promotion order period: April 1 – June 30, 2015

Last date to invoice and take shipment of products: July 15, 2015

Last date to claim incentives: August 1, 2015

Deadline to return donation sterilizer to Direct Relief®, August 31, 2015

**QUESTIONS**

For product inquiries, please call the Midmark Dental Customer Experience Department at 1-800-MIDMARK or visit midmark.com.

If you have questions regarding the promotion, please contact ext. 7575, or visit midmark.com.
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MIDMARK.COM/ESSENTIAL