



# promotional & advertising opportunities

CDA Scientific Session  
Moscone South Convention Center  
September 12-14, 2008

## Sponsorship Packages

**CDA Session sponsorships offer exhibitors a great opportunity to take their show experience to another level. Sponsorships build traffic to your booth, make your company stand out among exhibitors and help build relationships with CDA members and other attendees. Make an impact by checking out just some of the opportunities we offer:**

**Tote Bags:** This in-demand sponsorship provides maximum exposure throughout the exhibit hall and is an attendee favorite item! This sponsorship offers the right to provide tote bags to all attendees. Have attendees carrying your message with them everywhere they go!

**Sunday Brunch:** This event, exclusive to Fall Session, is held right on the show floor. Attendees will enjoy delicious food and entertainment. Sponsor can set up a table right in the dining area – and have a VIP table for customers. Logo on tabletop tents, promotional material and signage increase the visibility of this high-profile sponsorship!

**Membership Party:** This anticipated event draws 1,200 attendees – primarily dentists and their guests – PLUS up to 300 additional VIPs (speakers, national scouts and CDA leadership). Opportunity to interact with attendees as the only sponsor at the event is a big plus!

**Hotel Room Keys:** On average, hotel guests look at their room key no less than 10 times a day, making the room key the number one advertising tool in the hotel. Put your booth number right in attendee hands.

**Internet Café:** What attendee does not want to check e-mail? CDA's Internet Café has become a popular gathering spot for attendees to check e-mail, look something up on the web and leave electronic messages for each other. As sponsor, your own customized web page will be the home page on at least 10 computers. You also get screen frames, mouse pads and can create a customized survey for attendees to complete. High visibility signage too!

**Other opportunities are available – call today for more information about shuttle buses, childcare, escalator signs, banners and more...**

## Advertising Opportunities

Don't miss these prime opportunities to get your message in the hands of all the attendees at the Session!

**Session On-Site Guide:** A complete directory of exhibits and programs at the Session. Distributed to ALL registrants, the On-Site Guide is one of the best ways to drive traffic to your booth! This is CDA's only official show publication.

**Space Reservation Deadline: July 2, 2008**

**Artwork Deadline: July 23, 2008**

**CDA Journal and Update:** Advertise in both these award-winning publications in the months prior to the Session or in the issues distributed at the Session. Utilize this great opportunity to tell potential and existing customers what you will be highlighting at the Session and where you will be located on the exhibit floor. Have them looking for you!

To learn more about all of the opportunities available at the Scientific Session, please call Corey Gerhard at 916.554.5304 or e-mail [corey.gerhard@cda.org](mailto:corey.gerhard@cda.org).