



Welcome to the CDA 2008 Fall Scientific Session. Following is information to assist with making this a successful tradeshow for your company.

On-site Services

- Two Exhibitor Lounges are located at the rear corners of the exhibit hall near each restaurant area with hosted coffee provided daily until 10:30 a.m.
- Exhibitor Registration and Lead Retrieval are located on the lower level of the convention center in the concourse area near Room 102.
- GES Exposition Service Center is located in the exhibit hall behind the 2500 aisle.
- CDA Exhibit Manager's Office is located near the GES Service Center.
- The Internet Cafe' is located in the upper lobby of the convention center.

Exhibit Hall Traffic-Building

The following features are implemented to promote attendee traffic on the exhibit floor.

- C.E. lecture hours are staggered to bring continuous attendee traffic into the exhibit hall. In addition, the lecture times for the California required courses; California Dental Practice Act and Infection Control are scheduled early morning, prior to tradeshow hours, and late afternoon/evening to allow attendees to participate in these lectures while ensuring plenty of time to visit the exhibit hall.
- The Sunday Morning Brunch from 9:00 – 10:30 a.m. provides exhibitors the opportunity to socialize with attendees. In appreciation of your support of our meeting, the breakfast is complimentary for exhibitors. Exhibitors are encouraged to offer Sunday-only show specials to encourage attendees to stay through the last day.
- The convention center features many concession areas within the exhibit hall to provide attendees with convenient meal options without leaving the facility. To encourage a professional atmosphere, family hours are 9:00 - 11:30 a.m. daily. After those hours, we ask attendees to utilize our child care program or alternate activities for children under 12.

Dental Professional Attendance

CDA has pre-registered more than 13,382 dental professionals for our San Francisco meeting. The pre-registration breakdown, with badge holder color to easily identify the category, is as follows:

Green: Dentists – 4,713

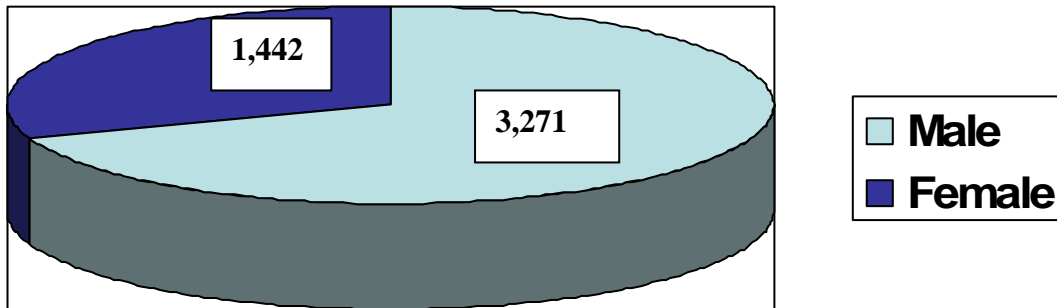
Blue: Office Staff – 1,694 and Lab Tech/CDT - 18

Orange: RDA/DA – 3,543 and RDH – 1,913

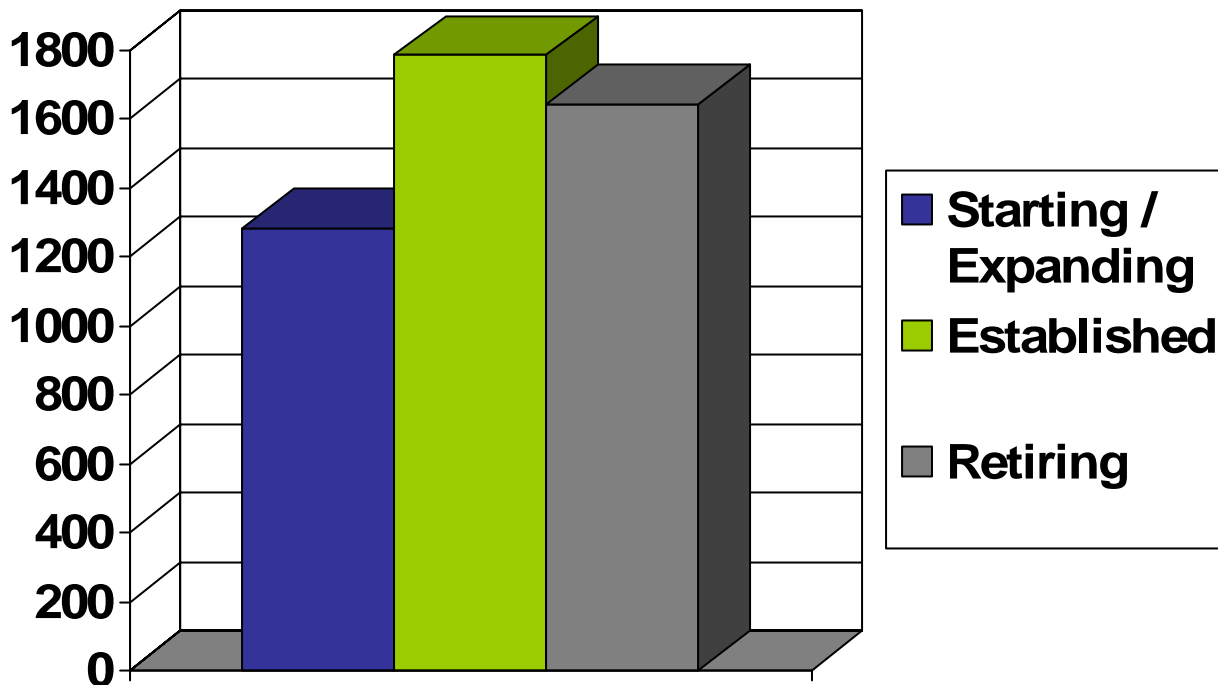
Red: Guests – 1,501

CDA promotes our exhibiting companies to our attendees and encourages them to visit and support the exhibitors who contribute greatly to the success of our Scientific Sessions. Please remember that all attendees, including guests, influence purchases made on the exhibit floor and following the meeting. Thank you for your participation and support of CDA!

Pre-Registered Dentists



Life Stages of the Pre-Registered Dentists



These graphs are intended to provide additional information to exhibitors regarding the demographics of the 4,713 pre-registered dentists. In addition to the pre-registered dentists, CDA expects these numbers to grow through on-site registration at the convention. The starting/expanding dentists are beginning their careers and have been practicing 0-10 years. The established dentists have been in practice 11-25 years. The retiring dentists have been practicing for 20 or more years.

Please remember all categories of attendees, including guests, make buying decisions. They influence purchases in the exhibit hall and following the meeting.