

Promotional Opportunities

To learn more about all of the opportunities available at the meeting, please call Corey Gerhard at 916.554.5304 or e-mail corey.gerhard@cda.org. CDA sponsorships offer a great opportunity to interact with attendees, raise awareness of your presence at the show and make an impact on attendees.

Advertising Opportunities

Journal and Update

Advertise in both of these award-winning publications in the months prior to the meeting. Utilize this great opportunity to tell potential and existing customers what you will be showcasing at the meeting and where you'll be located on the exhibit floor. Have them looking for you!

On-Site Guide

A complete 8½-by-11-inch four-color directory of exhibits that also serves as the program guide. Distributed to ALL registrants, the Guide includes a listing of continuing education opportunities, meetings, and special events. Drive traffic to your booth! Space is limited — **Space reservation deadline: July 1, 2009; artwork deadline: July 22, 2009.**

Pocket Guide

Also known as our program-at-a-glance, the Pocket Guide is a 4-by-10-inch publication providing premier advertiser visibility. Only three ad positions are available.

CDA Product Showcase

Are you marketing a new product or have an award-winning product? Feature it in our new showcase on the exhibit floor. Call for details.

Sponsorship Packages

Continuing Education Packet

This in-demand sponsorship provides maximum exposure through the C.E. process and C.E. pavilion. Great signage and logo placement in several key areas of the meeting.

Membership Party — California Academy of Sciences

This celebration's target audience of 1,200 will be dentists and their guests, plus approximately 300 VIPs (including speakers, national scouts and CDA leadership.) The academy will be exclusive for CDA. Heavy appetizers and entertainment are included.

Registration Packet/Badges

Exclusive right to advertise on the reverse side of all name badges and on registration mailing materials. Additional advertising and promotional benefits are included in this high profile package.

Lanyard Packet

Personalized lanyards with company name and logo distributed to every attendee at registration. Additional advertising and promotional benefits are included in this package.

SOLD

Registration Tote Bags

This sponsorship provides maximum exposure on the exhibit floor. Exclusive right to provide tote bags distributed to every attendee — have attendees carrying your message with them all day long!

Child Care

Kiddiecorp Child Care is located at the Intercontinental Hotel. Fun activities and entertainment are provided for children ages 6 months to 12 years. This affordable sponsorship is a great way to build goodwill with attendees.

Membership Lounge/Internet Café

Attendees can check e-mail or leave electronic messages for other attendees while lounging after a long day on the exhibit floor. As a sponsor, your own customized Web page will be displayed on 10 computer screen savers, and you'll get

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prominent show floor signs, a very visible location and other benefits. It's like having a second booth in a prime location!

Shuttle Buses

Sponsorship of the shuttle buses providing daily service for attendees from parking areas and all hotels on the CDA block that are not in easy walking distance gives sponsors far-reaching exposure. Signage on bus exteriors and on the headrests inside each bus makes this a highly visible marketing opportunity. Also, play your video message on board.

Sunday Brunch

The brunch will feature delicious food and offer a great opportunity for the sponsor to interact with attendees. The sponsor of this event will receive logo placement on event promotional material, table tents and signage. The sponsor also receives a VIP table, tickets to hand out to clients, and tabletop space in the breakfast area for your staff. This is a great opportunity to create a final impression with attendees!

Hotel Room Key Sponsorship

On average, hotel guests look at their guest room keycard no less than 10 times a day, making the keycard the No. 1 advertising tool in the hotel. What better way to reach your target audience? Build booth traffic and awareness with this effective sponsorship.

Brushing Stations

Exclusive right to set up brushing stations in four sets of exhibit floor restrooms. Great way to promote your product directly to attendees. Attendees love this sponsorship!

Escalator Signage

Get your message in front of attendees with signage that is highly visible throughout the day as they travel between C.E. courses and the exhibit hall.

Banners

Put your name and logo in front of attendees as soon as they enter the Convention Center with sponsorship of large hanging banners in the Convention Center lobby and other high-profile locations. Multiple opportunities available.

Corporate Forums

This popular opportunity allows sponsors to reach CDA attendees in an educational setting. CDA is pleased to offer its corporate and meeting sponsors the opportunity to host a speaker of their choosing at *CDA Presents*. CDA will promote the Corporate Forums in our conference material sent to attendees.

Corporate Forums are limited and will be sold on the first-come first-served basis to CDA corporate and meeting sponsors. Larger sponsorships will be given priority in selecting time slots available and amount of time allotted. (Certain conditions and CDA approval required.)

Have an idea? Want to know more about new opportunities added? To learn more about these or other sponsorship opportunities, please call Corey Gerhard at 916.554.5304 or e-mail corey.gerhard@cda.org.