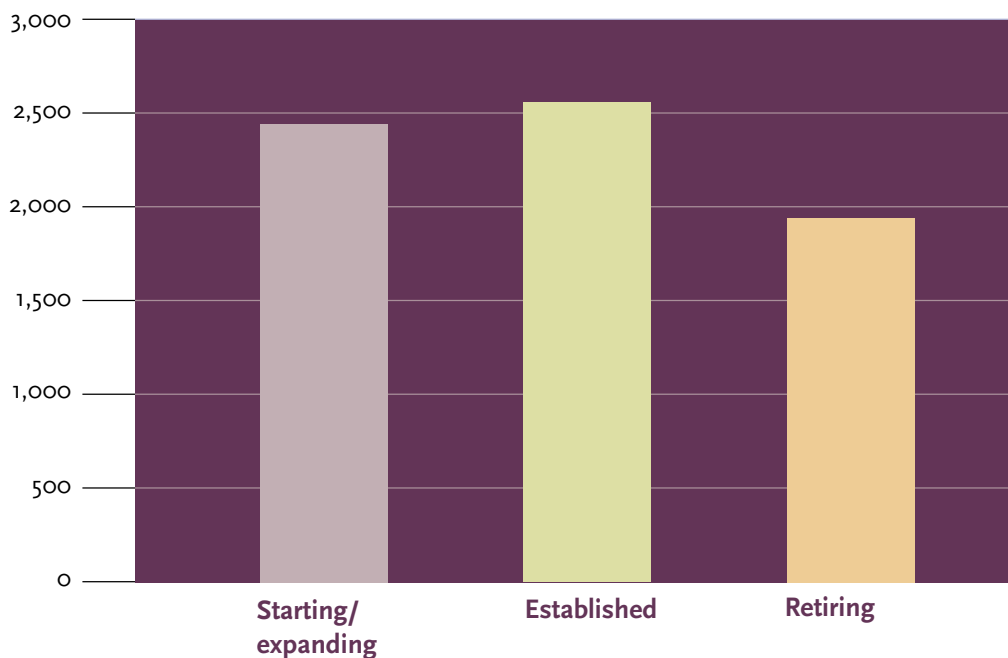


attendance demographics

ATTENDANCE AT ANAHEIM SCIENTIFIC SESSIONS				
	2004	2005	2006	2007
Dentists	6,714	6,982	7,382	6,917
RDAs	5,355	5,782	5,744	5,441
RDHs	2,108	2,278	2,314	2,348
Lab Techs/CDTs	181	225	198	138
Office Staff	1,757	2,063	2,282	1,830
Dental Students	670	464	388	471
Auxiliary Students	578	1,390	2,849	2,720
Guests	2,619	2,214	2,114	2,188
Exhibitors	4,045	4,126	4,547	5,067
Press	31	40	52	85
Miscellaneous	143	85	98	100
Total	24,201	25,649	27,968	27,305

LIFE STAGES OF THE 6,917 DENTIST ATTENDEES OF THE 2007 SPRING SCIENTIFIC SESSION



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.