



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

On-site Services

- Exhibitor Lounges are located at the back of Halls B and D with hosted coffee provided daily until 10:30 a.m. Don't wait in long lines at the concession stands – a cash and carry lunch cart will be available in the exhibitor lounges from 11:00 a.m. – 2:00 p.m. on Friday and Saturday. Exhibitors have specifically requested this service so please take advantage of this convenience.
- GES Exposition Service Center is located at the back of Hall D.
- CDA Exhibit Manager's Office is located near the GES Service Center.
- Internet Cafe' is located near the Registration Area at the front of Hall D.
- In appreciation of our valued exhibitors, CDA will host a breakfast on Sunday, May 4, 8:00 – 9:30 a.m. in the restaurant area in Hall D.

Exhibit Hall Traffic-Building

The following enhancements 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 Culinary and Wine Tasting Tour on Friday from 4:00 – 5:30 p.m. provides exhibitors the opportunity to socialize and market to attendees in your own booth.
- The convention center features 9 concession areas to provide attendees with convenient meal options within the tradeshow floor.
- CDA Your Space located in Hall D provides a working area for attendees and exhibitors to network.
- The Table Clinic Area, which offers attendees C.E. units, is located on the exhibit floor.
- The Golf Challenge provides attendees with entertainment and a chance to win prizes. This traffic builder, sponsored by Henry Schein Dental, is located on the exhibit floor.
- Family hours are 9:30 - 11:30 a.m. daily reducing the number of children on the exhibit floor.

Dental Professional Attendance

CDA has pre-registered more than 20,800 dental professionals and guests and expects numerous on-site registrants. The pre-registration breakdown, with badge holder color to easily identify the category, is as follows:

Green: Dentists – 6,225

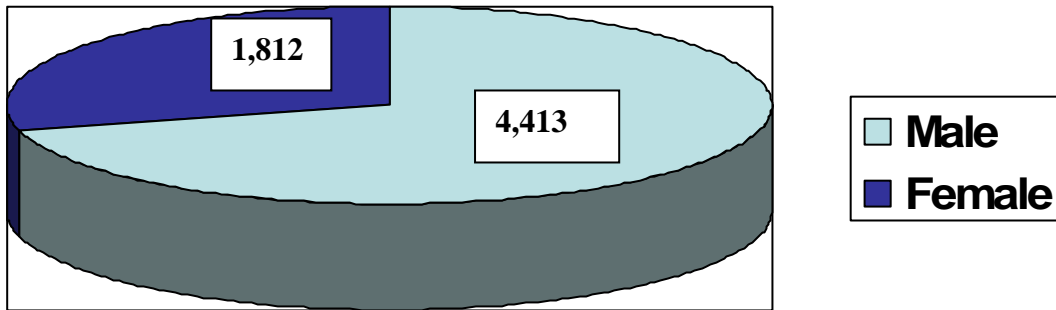
Blue: Office Staff – 2,785 and Lab Tech/CDT - 241

Orange: RDA/DA – 6,371 and RDH – 2,933

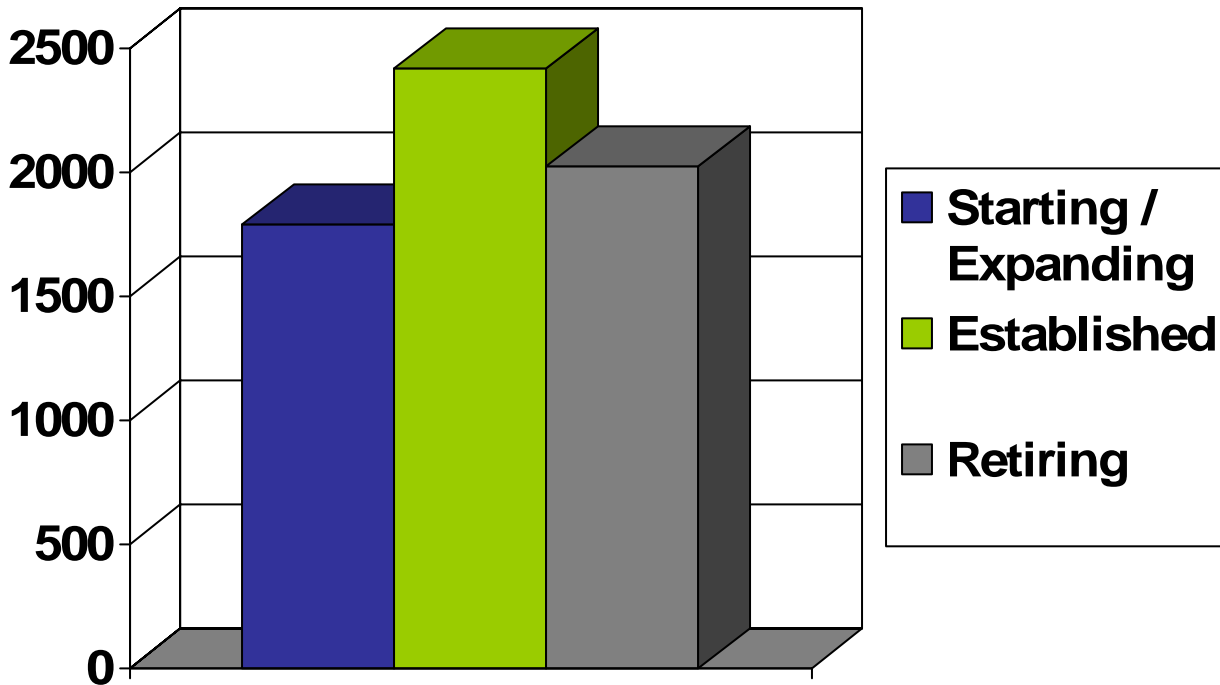
Red: Guests -2,335

CDA promotes our exhibiting companies to our attendees and encourages them to visit the exhibit hall to 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 6,225 pre-registered dentists. In addition to the pre-registered dentists, CDA expects numerous dentists to register on-site 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 that all categories of attendees, including guests, make buying decisions. They influence purchases in the exhibit hall and following the show.