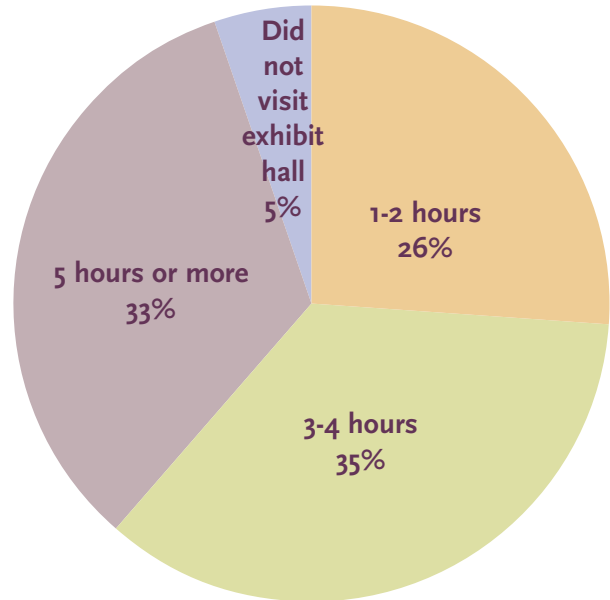


# attendee trends in exhibit hall

## TIME SPENT IN EXHIBIT HALL

CDA's 2007 Scientific Session received top ratings by dentists in the exit survey. CDA continues to be highly regarded by dentists. Eighty six percent of dentists surveyed rated the annual meeting with a 4 or 5 ranking with 5 being the highest.

Survey results showed virtually everyone visits the exhibit floor, and a third said they spent at least five hours on the show floor, particularly those who are still building their practices.



## EXHIBIT HALL PURCHASES

More than three-quarters of attendees made a purchase on the exhibit hall floor, and among those, six in 10 say they spent into four figures.

