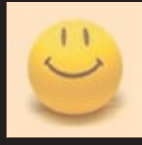


PROMOTIONAL OPPORTUNITIES



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.

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 8 1/2-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 — reserve early!

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 launching a product or have an award-winning product? Feature it in our new showcase on the exhibit floor.

SPONSORSHIP PACKAGES

Membership Party — Long Beach Aquarium

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

Registration Packet/Badges

Exclusive right to advertise on the reverse side of all name badges. Additional advertising and promotional benefits are included in this 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.

Registration Tote Bags

This in-demand 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!

Kid Zone/Child Care

Kiddiecorp Child Care is located at the Anaheim Hilton Hotel and the Kid Zone is located near the registration area of the Convention Center. 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. Visible in the registration/exhibit hall.

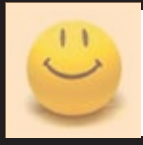
Membership Lounge/Internet Café

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

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PROMOTIONAL OPPORTUNITIES



Shuttle Buses

Exclusive sponsorship of 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.

Golf Challenge/Traffic Builder

The golf simulator located in the exhibit hall attracts attendees to interact and win valuable prizes. Attendees visit your booth to receive a coupon to partipate in the golf challenge. Drive traffic to your booth with this popular activity.

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.

Table Clinics

Participants include dental and auxiliary students as well as military clinicians. Averaging approximately 1,500 spectators per day, this is the perfect opportunity to have exclusive access to potential customers. This sponsorship provides tons of benefits for low cost.

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. Multiple opportunities available.

Corporate Forums

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

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.

Exhibit Hall Culinary and Wine Tasting Tour

Attract attendees to your booth by providing wine, appetizers and refreshments on Saturday from 4–5:30 p.m. The event provides exhibitors the opportunity to socialize and market to attendees in your own exhibit space or adjacent area.

CDA SPONSORSHIPS
OFFER A GREAT
OPPORTUNITY TO
INTERACT WITH
ATTENDEES, RAISE
AWARENESS OF YOUR
PRESENCE AT THE
SHOW AND REALLY
MAKE AN IMPACT
ON ATTENDEES.

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