



PROMOTIONAL & ADVERTISING  
OPPORTUNITIES

A DENTAL CONVENTION

*like  
no  
other*

cda scientific session  
anaheim convention center  
may 2–4, 2008

## promotional opportunities

### ADVERTISING OPPORTUNITIES

#### JOURNAL AND UPDATE

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

#### SESSION ON-SITE GUIDE

A complete 8 1/2-by-11-inch four-color directory of exhibits that also serves as the Session 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!

#### SHOW/SESSION 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.

#### EXHIBITOR PRESS KITS

For inclusion in CDA's pre-Session media relations efforts, exhibitors may send one press packet to Miller Geer Arizmendez, Inc., by April 2, 2008, at:

MGA  
Al Arizmendez  
18327 Gridley Road, Ste. 1  
Cerritos, CA 90703  
562.467.2020, ext. 224

Exhibitors may deliver their supply of press kits to the Press Registration Booth at the Anaheim Convention Center on Thursday, May 1, 2008, to be distributed to media representatives.

### SPONSORSHIP PACKAGES

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.

#### **NEW!** CDA CORPORATE FORUMS

For the first time, CDA is pleased to offer Corporate Forum opportunities, held in conjunction with our Scientific Session. CDA's Corporate Forum program will allow companies to host a speaker of their choosing (certain conditions and CDA approval required), which CDA will promote in our conference material to attendees.

This valuable opportunity will allow sponsors the opportunity to reach CDA attendees in the educational setting they have long requested.

Corporate Forum opportunities are limited and will be sold on a first-come first-served basis to CDA Corporate Sponsors and CDA Sessions Sponsors. Larger sponsorships will be given priority in selecting times available and amount of time allotted.

#### MEMBERSHIP PARTY

Here's a celebration everyone will want to be a part of! The target audience of 1,200 will be dentists and their guests, plus 200 to 300 VIPs (including speakers, national scouts and CDA leadership). This high-profile event is very popular with attendees.

#### 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.

#### C.E. PAVILLION

Sponsorship of the C.E. process includes prominent signage in the exhibit hall and in the classrooms.

#### 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 throughout the meeting for the convenience of attendees and their children, and the Kid Zone is located near the registration area of the Convention Center.

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To learn more about all of the opportunities available at the Scientific Session, please call Corey Gerhard at 916.554.5304 or email [corey.gerhard@cda.org](mailto:corey.gerhard@cda.org).

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 relaxing. As a sponsor, your own customized Web page will be displayed on at least 10 computers. Additionally, you can have attendees complete a survey and gather the results after the Session. It's like having a second booth in a prime location!

### **SHUTTLE BUSES**

Exclusive sponsorship of shuttle buses providing daily service for Scientific Session attendees gives sponsors far-reaching exposure to attendees and consumers. 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 participate 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. A great way to promote your product directly to attendees.

### **TABLE CLINICS**

Participants include dental and auxiliary students, as well as military clinicians. Attendees earn C.E. for visiting the Table Clinics. Averaging approximately 1,500 spectators per day, this is the perfect opportunity to interact with potential customers. This sponsorship has proven to be highly visible and extremely successful.

### **LANYARD SPONSORSHIP**

The right to provide attendees with lanyards for their badges. This sponsorship provides great exposure to every attendee.