**Dates of the Meeting:** October 18 – 21, 2012

**Goals and objectives of the meeting:**
To create a world-class dental experience that incorporates value, innovation, and diversity of attendees and location, to the benefit of the entire dental community.

1. Make the ADA Annual Session the first meeting the professional dental community and exhibitors select for participation.
2. Attract new and diverse attendees and create brand loyalty among current and new attendees, as well as exhibitors.
3. Add value to our membership by maintaining a profitable meeting to drive future success and yearly expansion, increasing the perceived benefits of ADA membership.

**Number of attendees:** Total Registration - 35,075 – up 23% over 2011 Las Vegas, down 27% from last time in San Francisco 2007.

**Attendee demographics:**
Dentists - 10,860  
Professional Office Staff – 10,175  
Students - 1,413  
Other Professionals - 94  
Exhibitors - 7,441  
Others - 5,092

**Number of hotel rooms used and hotel package:**
- Total pickup, including audited rooms - 39,232
- Peak Night - 9,099
- Housing package was made up of 44 hotels

**History (past cities/rotation):**

**Future meeting sites:**
2013 New Orleans; 2014 San Antonio; 2015 Washington, DC; 2016 Denver; 2017 Atlanta; 2018 San Francisco

**Moscone Center usage:**
North & South buildings Hall A – E for exhibits; use of all meeting space for continuing education courses and offices.
West Building – 2nd and 3rd floors for House of Delegates meeting; continuing education courses; 1st floor for General Session.

**Off Site venues and events:**
- Governance meetings and events were held at the Marriott Marquis, the headquarter hotel
- New Dentists Reception for 400 was help at Roe
- Speakers Reception held at Intercontinental Hotel
- Larger ICW events held at the Hilton

**Food & Beverage issues:**
- Savor was not very flexible to our ideas or thinking out of the box in general. It seemed that what they offered on paper was all they were willing to do.
- Quality of food was just okay.
- Display/presentation of buffets and tables was just average/mediocre.
- There was a disconnect between convention services and catering for a reception we had in the West 3rd floor foyer. Nothing was set to specs and last minute rush to change things was needed.

**Air lift and general transportation related issues:**
Air lift was good although pricey; general transportation – cabs, or lack thereof were an issue; shuttling between hotels and center went well.

**Safety and Security issues:**
Little to no comments from attendees on not feeling safe in the general Moscone area or anywhere else in the city.

**Highlights of the meeting:**
- New plasma screens and upgrades to the convention center were great – thanks for using the ADA color palette!
- Used the plasma screens for meeting information
- Attendance for both attendees and exhibiting companies was up from the past few years but that is typical when ADA meets in San Francisco based on the fact that California Dental Association does not hold their annual fall meeting in the city the years ADA is in town.

**Areas for improvement:**
- It is noted that the city is / has added more taxi medallions in recent months but, during our meeting last fall, obtaining a cab when the city was packed was frustrating by many. I am looking forward to see how the increase in cabs works out.
- Better management of city restaurant information in reference to flexibility of staffing the kiosks in the center.
- ADA is looking forward to the expansion/renovation of Moscone and the advantages it will be for the flow of our meeting.