



**CONGRÈS  
ADF 2009  
25 AU 28 NOV.**

PALAIS DES CONGRÈS  
PORTE MAILLOT - PARIS  
WWW.ADF.ASSO.FR

Exposition internationale



com<sup>x</sup>dent

## The ADF 2009 Exhibition

### Facts'n'Figures

The figures given here correspond to the actual physical count of the number of visitors provided by the counting devices placed at the entrances to the exhibition halls, and deduplicated each day. The counts are established in conformity with the standards adopted for all events of the same nature.

A “visitor” is defined as any person (counted once only) who visited the exhibition – including Exhibition visitors and fee-paying Conference delegates (31% of the total), and excluding Exhibitors, Exhibitors’ agents, members of the Working Committees, Officials and Guests (approx. 4.000 persons).

“Renewed visits” indicate multiple visits by one visitor (mainly Conference delegates) over one or more days. The total number of visits corresponds to the sum of “visitors” and “renewed visits”. However significant these physical counts, it is the quality of the event that gives most satisfaction, notably:

- the stable attendance
- the regular flow of visitors throughout the day
- fluid circulation within the exhibition halls

i.e. a number of factors that facilitated the visit of the Exhibition as well as commercial endeavours.

The majority of visitors were mainly French (Ile de France 39%, French Provinces and Overseas Territories and Departments 61%). The international attendance remains stable, with foreign visitors – of which 66.8% from French-speaking countries – representing 85 countries and accounting for 9% of all visits,

	2008		2009	
Number of <b>visitors</b>	25 167	+ 2.37 %	<b>24 701</b>	<b>-1.85 %</b>
Number of <b>renewed visits</b>	15 463	+ 2.65 %	<b>15 511</b>	<b>- 0.3 %</b>
Number of <b>visits</b>	40 630	+ 2.21 %	<b>40 212</b>	<b>-1.03 %</b>

*All figures excluding Officials and Exhibitors*

**Breakdown by professional category (grand total)**

Île de France: 39 %

French Provinces and Overseas Territories and Departments: 61 %

	2008		2009	
Dental Surgeons	26 069	64.16% *	<b>24 994</b>	<b>62.07 % *</b>
Dental Students	1 816	4.47 % *	<b>2 541</b>	<b>6.31 % *</b>
General Practitioners	436	1.07 % *	<b>338</b>	<b>0.84 % *</b>
Company Representatives	3 827	9.42 % **	<b>3 072</b>	<b>7.68 % **</b>
Engineers	536	1.32 % **	<b>515</b>	<b>1.28 % **</b>
Pharmacists	141	0.35 % **	<b>173</b>	<b>0.43 % **</b>
Dental Assistants	4 018	9.89 %	<b>3 955</b>	<b>9.82 %</b>
Dental Technicians	1 880	4.63 %	<b>2 212</b>	<b>5.50 %</b>
Accompanying Persons	1 907	4.69 %	<b>2 456</b>	<b>6.10 %</b>

**\* Practitioners and Students:**

2008 – 69.90 % - 28 321 visits  
**2009 – 69.22 % - 27 873 visits**

**\*\* Trade and Industry:**

2008 - 11.08% - 4 504 visits  
**2009 – 9.39 % - 3 760 visits**

**Breakdown by profession by day (% of visits – rounded to 1%)**

	Wednesday		Thursday		Friday		Saturday	
	2008	<b>2009</b>	2008	<b>2009</b>	2008	<b>2009</b>	2008	<b>2009</b>
Practitioners and Students	72	<b>74</b>	74	<b>72</b>	72	<b>68</b>	53	<b>55</b>
Dental Assistants	8	<b>8</b>	11	<b>11</b>	10	<b>12</b>	7	<b>7</b>
Trade and Industry	14	<b>11</b>	9	<b>9</b>	10	<b>9</b>	12	<b>9</b>
Dental Technicians	2	<b>2</b>	3	<b>4</b>	4	<b>8</b>	16	<b>18</b>
Accompanying persons	4	<b>5</b>	3	<b>4</b>	4	<b>4</b>	12	<b>11</b>
	100%	100 %	100 %	100 %	100 %	100 %	100 %	100 %

**Breakdown by day**

	French visitors		Foreign visitors		Total	
	2008	<b>2009</b>	2008	<b>2009</b>	2008	<b>2009</b>
Wednesday	7 101	<b>7 438</b>	1 231	<b>990</b>	8 332	<b>8 428</b>
Thursday	12 540	<b>11 915</b>	1 168	<b>1067</b>	12 556	<b>12 982</b>
Friday	11 442	<b>11 864</b>	1 114	<b>1008</b>	13 708	<b>12 872</b>
Saturday	5 410	<b>5 357</b>	624	<b>573</b>	6 034	<b>5 930</b>
	36 493	<b>36 574</b>	4 137	<b>3 638</b>	40630	<b>40 212</b>

**Breakdown by number of Foreign Visitors by country**

**2007 – 93 countries represented - 3 359 visits**

**2008 – 105 countries represented – 4 137 visits**

**2009 – 85 countries represented – 3 632 visits**

	2008	2009		2008	2009
Switzerland	231	315	Canada	24	28
Belgium	288	311	United States	23	22
Algeria	247	210	Hungaria		18
Morocco	205	116	Ivory Coast	29	17
Germany	101	116	Benin	16	17
Tunisia	124	91	Romania	15	17
Italy	82	83	Greece		16
Spain	68	63	Japan		15
Luxembourg	38	58	Cameroon	11	14
Israel	25	41	Slovenia		13
Great Britain	46	39	Reunion	14	12
Lebanon	35	38	Portugal	21	10
Netherlands	32	33	Bulgaria		10
Denmark	18	29	Other countries: number of visitors < 10		

**NEXT IMPORTANT DATES:**

The traditional Exhibitors' meeting will take place on Wednesday 3<sup>rd</sup> February 2010. Please visit the Exhibitors' area on our website at [www.adf.asso.fr/exhibition](http://www.adf.asso.fr/exhibition) for more information.

**ADF 2010: Conference 23 – 27 November Exhibition 24 – 27 November**