

# Australian Dental Association (ADA) NSW Convention

**Dates:** 24 - 26 February 2006

**Venue:** WIN Entertainment Centre

**City:** Wollongong, NSW Australia

**Delegates:** 534



After the success organising the 2002 ADA NSW Convention, Will Organise was appointed once again to be the conference organisers for the 2006 Convention.

Will Organise worked closely with a Wollongong based committee to create an event to surpass the expectations of ADA Members.

The Convention Program was planned to include the whole dental team, with 3 streams of sessions, plus a hands on workshop program held in the trade area.

Six months before the event the trade space was sold out and 32 booths were sold, an increase of 37% from the previous convention, and with sponsorship doubling in value.

The highlight of the event was the Circus themed dinner held on the Saturday night. The theme was kept under wraps, and as delegates entered the hall, they were amazed with the colour, and activity before them. Jugglers, stilt walkers, clowns entertained them as they wandered around stalls and games, able to try to shoot a hoop or catch a duck and win prizes. Food stalls were scattered throughout the venue and the hit of the night was the fairy floss and snow cone stand! The feature entertainment was a selection of some of the Circus Monoxide acts, a Wollongong based troupe. They performed across 2 stages and then conducted a 'hula hoop' workshop which was a great success (in enjoyment not the skill of hoola hoping!).

The Convention attracted the highest ever attendance in the history of the event with 534 participants.

## Feedback:

You really assisted in maximising our exposure as Principal Sponsor which is always an added value for our organisation

I thank and congratulate the organising committee for such a superbly run and inspiring conference.

I should like to thank you and your team for organizing such an excellent Convention and Exhibition. Exhibitions are rated firstly by the quality of the visitors, but so many other factors make such a difference - location, venue, layout of stands and flow of visitors, refreshments and general hospitality, friendliness and helpfulness of staff and overall organization. You somehow managed to excel in all of these areas. I have exhibited at exhibitions all over the world, and I cannot think of one which was better organized or more enjoyable.

