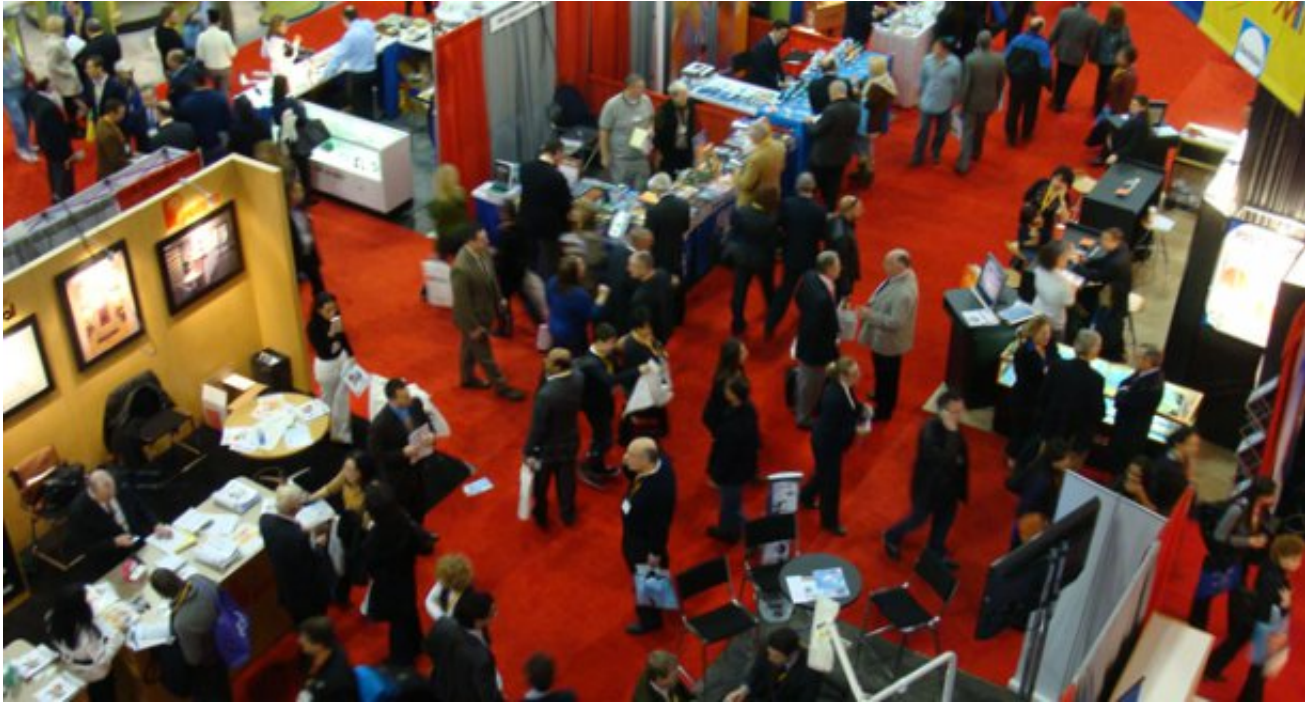


DENTAL TRIBUNE

— The World's Dental Newspaper —

News USA



The aisles at the Jacob K. Javits Convention Center were crowded with meeting attendees on Sunday, 29 November, opening day of the Greater New York Dental Meeting. (DTI/Photo Fred Michmershuizen)

Dec 1, 2009 | News USA

GNYDM attendees enjoy discounts, interactive activities and prizes on exhibit hall floor

by Sierra Rendon, DTA

NEW YORK, NY, USA: It would have been easy for attendees to get overwhelmed in the exhibit hall at the Greater New York Dental Meeting, which opened on 29 November with more than 1,500 exhibit hall booths and several thousand new products.

The GNYDM Exhibition is the largest dental meeting exhibition in the United States. Some exhibitors have been with the GNYDM for more than 70 years.

Here is just a sampling of the wide variety of special deals, exhibits and offerings that meeting attendees had to choose from as the meeting opened:

At the Patterson Dental booth, attendees were checking out the Under Armour Performance Mouthwear, which was launched in August. The mouthwear is proven to reduce cortisol (the stress hormone) and lactic acid. Besides examining the performance-enhancing mouthwear for themselves, attendees were able to run into pro sports athletes at the exhibit booth. On 29 November, NFL and CFL star Raghib 'Rocket' Ismail was on hand, and on 2 December, NFL and Olympic superstar Zach Parise was scheduled to sign autographs.

Attendees could register to win a gigantic pink stuffed puppy at the Quantum booth. While there, attendees could check out instadose for better radiation monitoring. The company was planning to draw for the winner of Penelope the Pup at the end of the show.

Dentists, hygienists and assistants are at risk for hearing loss due to workplace conditions. A ringing or buzzing in the ears is often the first sign of this noise-induced hearing loss. Those who have not had their hearing checked in a while were able to visit the Hearing Screening Mobile Van to get their hearing checked.

At Gendex, meeting attendees could get pictures taken with New York Knicks cheerleaders. Also at the booth, attendees could learn about Gendex's new digital panoramic system and other imaging systems.

Those who had spinach stuffed in their teeth after lunch could head straight to the Crest Brushing Station, where they could try out the Pro-Health toothpaste and leave with a new toothbrush and travel container.

At Cadent's booth, attendees could see the 'Fight for the Better Bite' with iTero vs. 'The Goo.' Attendees could see why iTero's powder-free system leaves the best impression. The company was offering American Express and Starbucks gift cards to lucky winners.

At Colgate's booth attendees were getting in line for the Science Bowl, where they were provided information about the new Sensitive Pro-Relief paste. They formed into teams to compete for prizes. Attendees were sure to leave with interesting information and samples.

At the Fujiiryoki booth, attendees could slip into one of the company's massage chairs for the ultimate in comfort. While lying there, attendees could consider how relaxed their patients might be if they had such a chair in their dental offices.

ACT was handing out samples of its new Total Care mouthwash, so attendees could see why it's the "Smart Choice for a Beautiful Smile."

The meeting continued through 2 December.
