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## Wrapping up the 2009 Greater New York Dental Meeting

Attendance at the 2009 Greater New York Dental Meeting (GNYDM) was impressive, especially given the state of the current economy. More than 59,000 dentists, their families, staffs, and members of the dental trade attended the 85th annual Greater New York Dental Meeting. International attendance included more than 5,700 registered attendees from 124 countries, an increase of 16% compared to last year's figure.

An integral part of the dental meeting experience is for attendees to interact with GNYDM exhibitors, who enhance the meeting in countless ways. Attendees visited the newly expanded exhibition floor that contained more than 1,500 technical exhibit booths that offered information and demonstrations on the latest innovations in the dental industry. It presented a wide range of exhibitors, products, and services and was a perfect opportunity to look at, touch, and research new products in advance of possible future purchases. What's more, because everything was all under one roof, it made it easier for attendees to compare what was offered. Visitors were brought up-to-date with new treatment options, techniques, and technologies, and were able to network with colleagues.

As the largest dental congress and exposition in the United States, the organizers of the GNYDM feel they have an obligation to the event's exhibitors to excel at hosting a conference that highlights the latest products and procedures in modern dentistry.

The GNYDM executive director Dr. Robert Edwab insists that new, innovative programs are developed each year to ensure that the GNYDM delivers the best possible conference. To that effect, multiple new auxiliary programs were instituted on the exhibit floor, and existing programs were expanded and improved.

Although the exhibit floor was jam-packed with dentists, potential product buyers, distributors, and manufacturers, the new programs gave exhibitors one more reason to be excited because of the extra traffic these programs attracted.

Those who wandered the exhibit floor were able to touch, feel, and compare products, as well as receive exceptional discounts not found in print or online. Also, every attendee was awarded one hour of CE credit just for walking the exhibit floor.

For the first time ever at a U.S. meeting, international buyers were able to purchase products at the meeting, and then have them paid for offsite and delivered to their hotel before departure. The GNYDM published a brochure indicating the companies that wished to participate in this unique program, so once they hit the exhibit floor, attendees who had decided to make purchases could target these featured companies first.

Among the numerous new programs, and perhaps one of the most successful endeavors of 2009, was the addition of Botox and dermal filler hands-on live patient workshops right on the exhibit floor. During these revolutionary hands-on workshops, practitioners learned the techniques necessary to execute these procedures, as well as got up close and personal with the latest in dental materials and equipment.

The Live Dentistry Arena is a revolutionary concept in dental conventions that took place right on the show floor at no cost to attendees. Attendees had the opportunity to watch first-hand as world-renowned dentists performed procedures on actual patients.

Additionally, seven workshops held within glass-enclosed areas on the exhibit floor ran simultaneously and covered a broad spectrum of up-to-date, hands-on procedures. These unique classrooms were constructed with Plexiglas walls so that anyone walking by on the exhibit floor could easily look in and see the dental products being used in the workshops.

"We want our valued exhibitors to recognize our continued support and the financial investments made to benefit their companies," Dr. Edwab stated. With this rare opportunity for their products to be seen in action by everyone walking the exhibit floor, numerous companies jumped at the chance to have their merchandise showcased during the workshops held in these classrooms.

Many of the products showcased in the classrooms were brand new, state-of-the-art tools, which afforded participants the unique opportunity to be able to touch, feel, and experiment with these devices and gadgets, some of which had not yet been released to the public.

With the resounding success of all the new programs instituted in 2009, the Greater New York Dental Meeting has already started working to enhance its 2010 convention with the intent of bringing in even more attendees from the U.S. and around the globe. Additional seminars, workshops, and many other exciting new programs will be unveiled at the 2010 meeting. Plans are already well underway to add another Live Dentistry Arena as well as additional glass classrooms to the redesigned exhibit floor.

Be sure to check the GNYDM Web site, [www.gnydm.com](http://www.gnydm.com), for information and updates on the exciting new programs offered at the 2010 meeting. Remember, there is never a pre-registration fee.

Mark your calendar for Nov. 26 to Dec. 1 and plan to be part of the excitement of the 2010 Greater New York Dental Meeting, allowing you to experience all that New York has to offer.

For additional information, contact the Greater New York Dental Meeting at 570 Seventh Avenue, Suite 800, New York, N.Y., 10018-1806, call (212) 398-6922, fax (212) 398-6934, or e-mail [info@gnydm.com](mailto:info@gnydm.com).

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