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Despite a down economy, registration at the recent Greater New York Dental Meeting increased 2 per cent, according to meeting organizers.

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New York City welcomes the world of dentistry at 2009 Greater New York Dental Meeting

by Christina Guglielmo, USA

NEW YORK, NY, USA: 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 meeting. International attendance included more than 5,700 registered attendees from 124 countries, an increase of 16 per cent compared to last year's figure.

The 2009 meeting featured an array of new programs both on and off the exhibit floor, and seminars and workshops that were well attended. Attendees were able to try out the most innovative technologies and learn from some of the world's most acclaimed health care professionals, all while enjoying New York City beautifully decorated for the Thanksgiving–Christmas holiday season.

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. During these hands-on workshops, practitioners learned the techniques necessary to execute these procedures and got up close and personal with the latest in dental materials and equipment.

“It is always a top priority of the Greater New York Dental Meeting to address the evolving needs of the dental profession and to be at the forefront of showcasing the latest products and procedures available,” said GNYDM General Chairman Dr Clifford Salm.

The Live Dentistry Arena, a revolutionary concept in dental conventions, 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. In a repeat of last year's event, the Live Dentistry Arena overflowed its borders in spite of the addition of extra seating.

As the holiday season is a time for giving and helping others, the GNYDM hosted another Greater New York Smiles program, which focused on improving children's oral health. More than 1,200 children from all five New York City boroughs traveled from their local schools to the Jacob K. Javits Convention Center and filed into the GNYDM exhibition area where they received nutrition information and oral hygiene instruction in a child-friendly atmosphere. This educational program emphasized the importance of oral care in a way the children understood and showcased step-by-step tooth care utilizing proper brushing techniques.

Once again, the GNYDM offered an unparalleled educational program, featuring some of the most highly regarded educators in the field of dentistry. There was a choice of full-day seminars, half-day seminars and essays, as well as hands-on workshops and several other educational programs. Also, in order to accommodate the large international contingent, organizers of the GNYDM expanded the number of courses taught in Spanish.

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

The GNYDM was proud to collaborate with Align Technology to hold its second Invisalign Greater New York Educational Expo, which offered eight different programs that enabled dental teams to learn the logistics of tooth alignment with Invisalign from some of the finest clinicians in the world.

Advances in dental technology are occurring at an astounding rate and now that we have now entered the 21st century in dental technology, the Pride Institute and the GNYDM partnered to show attendees what's new and current. The first Pride Institute-GNYDM Technology Fair ran for four days and took place on the exhibit floor.

No one can deny the GNYDM has always provided the best in education and exhibits, but the social programs at the GNYDM have always been top notch too, and this year was no exception. This year's President's Luncheon was highlighted by an appearance by Katie Couric, who thrilled the luncheon's attendees with the story of how she got her start in television.

With the resounding success of all the new programs instituted in 2009, the GNYDM has already begun working to enhance its 2010 convention with the intent of bringing in even more attendees from the United States and around the globe. Additional seminars, workshops and many other new programs will be unveiled at the 2010 meeting.

Plans are already well under way to add another Live Dentistry Arena as well as additional glass classrooms to the redesigned exhibit floor. In addition, Greater New York Smiles will also be back in 2010 to continue its mission of educating even more children on the importance of proper oral hygiene and nutrition.

Mark your calendar for 26 November to 1 December for the 2010 Greater New York Dental Meeting.
