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Previewing the Greater New York Dental Meeting

As the largest dental congress and exposition in the United States, the Greater New York Dental Meeting feels it has an obligation to its exhibitors and attendees to excel in hosting a conference that showcases the latest products and procedures modern dentistry has to offer. And, particularly for exhibitors, every year the event presents new sales opportunities that go far beyond what a traditional dental meeting usually offers.

In order to achieve such goals, each year Greater New York Dental Meeting Executive Director Dr. Robert Edwab insists that the meeting presents innovative new programs. This dedicated innovation proves to its exhibitors that the Meeting is committed to helping companies make the most of a ripe marketing climate teeming with attendees specifically interested in the latest product news and information. Figures from 2007 showed some 55,687 registered attendees, which included 16,602 dentists and 4,115 international registrants from 113 countries. Thus, it is no surprise that the 2008 meeting – scheduled from November 28 to December 3 – will feature an impressive array of unique programs on its newly expanded exhibit floor.

This year attendees will be introduced to the Live Dentistry Arena, a revolutionary concept in dental conventions right on the exhibit floor with no tuition costs. Eighteen 60" displays will be strategically placed around the 300-seat arena so that attendees will be able to watch up close as world-renowned clinicians perform groundbreaking procedures on patients while using the latest innovations in dental technology. These clinical procedures will feature the newest materials and equipment available to the dental profession. The Live Dentistry Arena will offer unique three-hour sessions on anterior and posterior endodontics; anterior and posterior composites; immediate implant placement and loading; mini implants and overdentures; veneer preparation, temporization, finishing, and cementation.

In addition, the Greater New York Dental Meeting has redesigned the traditional workshop environment by placing four classrooms directly on the exhibit floor. Clear plexiglass walls will shield class attendees from the hubbub of the hall, but allow those still on the exhibit floor a clear view of the products used in each class. The plexiglass walls will encourage those not in attendance to linger and watch the activity on the other side, further piquing their interest in the products being used by attendees.

The Greater New York Dental Meeting is proud to host Invisalign®, a unique orthodontic treatment concept, which will hold its first national conference – Invisalign Expo – on the exhibit floor during the meeting. Eight different programs will be featured throughout the four days the exhibit floor is open that will enable the entire dental team to learn the logistics of tooth alignment using Invisalign. The Greater New York Dental Meeting will thus offer more Invisalign programs and educational opportunities than any other dental meeting in the world. The programs will include Certification I and II courses, plus advanced programs especially designed for the dental hygienist and assistant. All courses will be taught by Invisalign experts in specially designed classrooms on the exhibit floor.

To encourage more attendees from dental laboratories and to increase exhibit sales generated from this segment, on Sunday, November 30, Zahn Dental and the Greater New York Dental Meeting will host a Laboratory Technicians Extravaganza. Seminars conducted solely on the exhibit floor will feature the latest in dental laboratory technology. This original partnership between Zahn Dental and the Greater New York Dental Meeting will integrate dental laboratory technicians as active participants in the Greater New York Dental Meeting's annual session.

Also new to the conference this year is The Children's Dental Health Initiative Program, which will give New York City's youth the opportunity to learn proper dental hygiene in a child-friendly atmosphere. Young children from all five boroughs of New York City will travel from local schools to the Greater New York Dental Meeting for an enjoyable time of dental learning. The children's program will emphasize the importance of oral care in a fun way that children can understand. At the end of the demonstration, children will have the opportunity to practice their newly learned oral hygiene skills at sinks on the exhibit floor under the supervision of hygiene volunteers.

In expanding its exhibit floor by approximately 200,000 square feet for education rather than booth space rentals, The Greater New York Dental Meeting demonstrates its commitment to the dental industry. Many of the programs will be free on a first come, first served basis and will only be available during exhibit hours. And of course, there is no fee for those who pre-register.

Dressed up in all its holiday finery, New York is indeed a magical place to be and offers delights for everyone during the holiday season.

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