

Greater New York Dental Meeting expands scope of educational programs

By Jayme McNiff Spicciatie
Greater New York Dental Meeting

On the exhibit floor: Free C.E.

The Greater New York Dental Meeting (GNYDM), Nov. 29–Dec. 4, expands to more than 1,500 exhibit booths housing more

than 600 companies. The ongoing partnership between the GNYDM and the U.S. Department of Commerce International Buyer Program provides an opportunity to meet worldwide senior level volume buyers as well as receive export counseling from government specialists to increase sales.

• *COLLABoration* brings dentists and tech-

nicians together by providing a designated laboratory exhibit area on the GNYDM exhibit floor, specialized education, demonstrations, digital dentistry and technology to engage technicians and dentists side-by-side in an integrated, hands-on experience.

• *Three tech pavilions* are being added to the exhibit floor, focusing on CAD/CAM,

cone-beam and lasers.

• *New dentists' program* focuses on start-up strategies and pathways to practice ownership for the new dentist.

• *Women's program* focuses on challenges facing the female practitioner, including personal stories and professional advice on women's lifestyles in dentistry

• *Dental assistant pavilion* will be open on the exhibit floor each day of the meeting

• *"Real World: Dentistry for the Restorative Practice"* will be presented by Dr. Robert Lowe at the Friday, Nov. 29, opening session, at the New York Marriott Marquis Hotel in the Westside Ballroom fifth floor.

• *Botox, Dysport and dermal filler seminars, demonstrations and workshops:* These hands-on workshops introduce procedures on actual patients to teach dentists how to use Botox/Dysport and dermal fillers in their practices. They're offered Sunday, Monday and Wednesday.

• *More than 100 hands-on workshops* feature the latest technological advances and the newest dental materials.

• *Sleep medicine:* With three days of the latest research and awareness of dental sleep medicine, you'll be able to learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully.

• *Learning and lunch panel discussions* are being offered Sunday and Tuesday. Attendees receive free C.E. and a free lunch at the close of the program. Space is limited.

• *Invisalign Expo:* Three days (Sunday, Monday and Tuesday) of Invisalign programming will be available for the entire dental team, enabling you to learn how to incorporate Invisalign into your practice.

To expand hospitality to attendees from across the world, the GNYDM is offering free multilanguage courses in French, Italian, Portuguese, Russian and Spanish.

The live dentistry arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts in treating patients with new materials and applications. The demonstrations take place on the exhibit show floor every morning and afternoon Sunday through Wednesday. There is no cost to attendees.

With three major international airports, Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA) — and with discounted hotel rates for those attending the meeting, it should be easy for attendees to enjoy all that New York City has to offer at the beginning of the holiday season.

The GNYDM has room blocks at 39 hotels in Manhattan, with free round-trip bus service to the convention center. Visit the hotels and transportation page online at www.gnydm.com for room rates. And, as always, registration for the GNYDM is free.



An attendee takes notes at a live-dentistry session at the 2011 GNYDM.

Photo/Dental Tribune

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(Source: Greater New York Dental Meeting)