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Executive Director, Greater N.Y. Dental Meeting

By [EXPO Staff](#)

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The Greater New York Dental Meeting (GNYDM) is the largest healthcare and Dental event in the United States—attracting 53,789 attendees from all 50 states and 132 countries, with 18,311 of the attendees dentists.

Dr. Richard R. Edwab, an oral and facial surgeon, joined The Greater New York Dental Meeting a decade ago as executive director, with an eye on expanding the meeting each year, for the benefit of exhibitors, with a three-pronged focus:

1.) Expanding international attendees through a partnership with the U.S. Department of Commerce International Buyers Program.

2.) Focusing content on education, through seminars and a 400-seat, high-tech, sterile "Live Dentistry Arena," or amphitheater, where the latest techniques and operations are

performed on actual patients—much like a teaching hospital.

3.) Eliminating registration fees for attendees.

"Our board is really incredible, and what they try to do is maintain as much programming as they can on the exhibit hall," Edwab says. The Dentistry Arena and 12 classrooms with a total of 1,200 seats, all positioned throughout the tradeshow floor, could be viewed as a "sacrifice" to potential booth space—but Edwab, his board, and more importantly, the exhibitors who successfully land business at the GNYDM—do not see it that way.

"The sacrifice is that you are giving up booth space," Edwab says. "Our board took the aggressive opinion that they would rather accommodate exhibitors by taking away booth space and adding classrooms, and eliminating a registration fee—thereby maximizing sales opportunities for exhibitors.

"This has worked in that the exhibitors are always commenting that there is more traffic at our tradeshow than others, because the GNYDM offers more than exhibits," Edwab explains. "We schedule classes in the morning and the afternoon, with two hours in between, and keep the exhibit hall open an hour after the classes end, with time also available before the classes."

This scheduling of classes and strategic placement of the lecture halls around the perimeter and through the traffic patterns of the show floor, make it a natural for attendees to stop by exhibitors' booths—and spend quality time, Edwab says.

Further, the entire atmosphere of the GNYDM is to make it one of the ultimate face-to-face experiences. "It is face-to-face, definitely. You can try a product, see a product. How, otherwise, could you talk about a technology or a material that you have not touched? Our attendees—they want to learn, and plus, they want to buy."

For example, dentists who attend the show can see the new small CT scans that are being created for their offices. The key point, Edwab says: "Unless you touch it and see it, you cannot make that purchase."

Vital Stats: *In the past 10 years, Edwab has grown attendance at the GNYDM from 34,000 attendees to 53,000 in 2011, and boosted international attendance from 30 nations to 127.*

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