



## What If You Decided to Attend the Greater New York Dental Meeting?

By [Michael A Locke](#)

What would happen if you decide to attend the 2011 Greater New York Dental Meeting? Many people do not take that perspective when it comes to determining why they would attend a professional conference. Nevertheless, conferences like the GNYDM offer you the chance to expand your perspective on the dental profession. You get to interact with many people. Why attend?

You would meet more people in the dental profession in one location than anywhere else would in the world. The Greater New York Dental Meeting is the biggest such conference in the world all year. In 2010, over 58,000 people attended. You get the opportunity to talk with, interact with, and just hang out with people from all over the world doing the same work you do. You can meet with new vendors and dealers to see what is going on. You can meet experts in many aspects of the dental profession by attending seminars and discussions.

You would have the chance to see the latest products and services. The exhibit hall offers hundreds of different dealers, manufacturers, companies, and other industry experts. You can take your time and visit the hall when you have a moment. You can see what each company offers in its product lineup. You can see what manufacturers are bringing out in the next year in equipment and dental supplies. You have the chance to experience new services and see how they can benefit your company or practice. This is huge reason to attend the 2011 Greater New York Dental Meeting.

You would have the opportunity to learn new techniques and theories. Throughout the six days of the Greater New York Dental Meeting, you will have the chance to attend meetings, seminars, and discussions on a wide range of topics. The topics go into the role dentistry plays in modern medicine, the latest techniques in dentistry, and the way to do things with the latest products, among dozens of others. Many find they take away so much information it can be a bit overwhelming. Nevertheless, you will get plenty of materials for follow-up when you get home.

You have the chance to see what your competitors are offering. You might think it's a bad idea to have contact with potential competitors. However, that is far from the case. You need to see what they are bringing out. That will help you focus your business and practice towards what the market expects. You will also find that most competitors are not the enemy. They are fellow professionals in a competitive world trying to keep things going. This is just a taste of what you will find while attending the 2011 Greater New York Dental Meeting.

Michael Locke is a Co-founder of Dental Marketing Labs, which is based in New York and Toronto.

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