Join colleagues and friends and meet Dental Dignitaries, Deans and Presidents from Dental Organizations throughout the United States and from around the world at the prestigious Celebrity Luncheon.

The Celebrity Luncheon kicks off with Dr. Marc B. Gainor, General Chairman of the Greater New York Dental Meeting (GNYDM), who will humbly welcome you and introduces this year’s Celebrity, Ms. Randi Zuckerberg.

Randi (cont. page 3)

The Greater New York Dental Meeting is Sponsored by the Second District Dental Society and the New York County Dental Society

Great Showing on Opening Day

Long lines at registration this morning.

Crowds gathered at the entrances of the Exhibit Floor with attendees ready for opening day.

The Seoul Dental Association including Drs. Tae-Ho Kwon, President & Yong-Chan Chun, Director, Secretary General along with the Greater New York Dental Meeting including Drs. Marc B. Gainor, General Chairman, Ian M. Lerner, Past General Chairman & Lauro Medrano, General Chairman Elect for 2017, Robert R. Edwab, Executive Director look forward to many more years of a successful partnership
Low abrasion for your patients who need sensitivity care and seek low abrasive whitening

- 10x less abrasive than many leading whitening toothpastes*1
- Active lifting and prevention of extrinsic dental stain^2^-^4
- Contains 5% potassium nitrate, 5% Sodium tripolyphosphate (inactive ingredient) and 1150 ppm fluoride
- Low abrasion formulation, appropriate for patients with exposed dentin^5^-^6

Recommend Sensodyne® - The Dentin Hypersensitivity Specialists

Visit Booth #618 for more information

* Based on Relative Dentin Abrasivity testing against 15 products in the top 80% of the whitening toothpaste market.
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Randi (cont.)

Randi Zuckerberg's speech dives right into the latest, greatest and most exciting trends in technology and entrepreneurship. Bring your new found knowledge home with you and apply it today to your practice.

With every great opportunity comes a hidden challenge. Zuckerberg will help decode technology challenges so that we can all make the most of this exciting “wired” world.

Zuckerberg is an entrepreneur, investor, bestselling author, and media personality. As an early employee at Facebook, she led major marketing initiatives in the company’s formative years, and has gone on to launch Zuckerberg Media, with the mission of creating media content that puts intelligent, tech-savvy, entrepreneurial women and girls at the forefront. Randi hosts a weekly business talk radio show, Dot Complicated” on SiriusXM. She has two TV shows currently on air: DOT, on NBC’s Sprout, about a spunky little girl who uses tech to enhance her everyday adventures and American Dreams on HSN, highlighting female entrepreneurs around the country.

She recently starred in "Quit Your Day Job" on Oxygen. She is and the author of three bestselling books travels the world, speaking about technology, entrepreneurship, the importance of women and underserved communities in tech, balancing work and family, and shockingly...how to unplug!" But above all, Randi’s favorite job is mom. She has a B.A. in psychology from Harvard University and currently enjoys life in New York City with her husband and two young sons.

The annual Celebrity Luncheon will also include an award ceremony for the 2016 AEED Dubai Young Dentist Researchers Award presented to Dr. Syed Muhammad Ali Naqvi.
**General Registration**

**Jacob J. Kavitis Convention Center - Upper Level - Crystal Palace**

- **Friday, November 25**: 8:00 A.M. to 4:30 P.M.
- **Saturday, November 26**: 8:00 A.M. to 4:30 P.M.
- **Sunday, November 27 through Tuesday, November 29**: 8:00 A.M. to 5:30 P.M.
- **Wednesday, November 30**: 8:00 A.M. to 5:00 P.M.

**Exhibits Floor Hours - Technical and Scientific**

- **Sunday, November 27**: 9:30 A.M. to 6:30 P.M.
- **Monday, November 28**: 9:30 A.M. to 6:30 P.M.
- **Tuesday, November 29**: 9:30 A.M. to 6:30 P.M.
- **Wednesday, November 30**: 9:30 A.M. to 6:00 P.M.

**Exhibits Floor Hours - General**

- **Monday, November 28**: 9:00 A.M. to 6:00 P.M.
- **Tuesday, November 29**: 9:00 A.M. to 6:00 P.M.
- **Wednesday, November 30**: 9:00 A.M. to 6:00 P.M.

**Exhibits Floor Hours - Hospitality**

- **Monday, November 28**: 5:00 P.M. to 7:00 P.M.
- **Tuesday, November 29**: 4:30 P.M. to 6:00 P.M.
- **Wednesday, November 30**: 4:30 P.M. to 6:00 P.M.

**Video and Photography Disclaimer**

Please be advised that the Greater New York Dental Meeting (GNYDM) will videotape and photograph attendees during the entire 2016 event. By attending the Meeting you consent to the GNYDM’s use and/or reproduction of, and the development of derivative works from, your name, voice, and/or likeness in any and all formats, presently conceivably or not presently conceivably, singularly or in conjunction with other media, or as part of a compilation advertisement, including but not limited to audio, video, paper, digital, and/or electronic media, in any manner, anticipated or unanticipated, for advertising, commercial, publicity, or any other business purposes of the GNYDM. The GNYDM will not be liable for any claims against you arising out of or otherwise associated with said use, reproduction or derivation of your name, voice and/or likeness. Moreover, you understand and agree that you will not be entitled to any financial or other remuneration for said use, reproduction or derivation by the GNYDM.

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**Badges**

All those attending the Meeting must register and wear their badge throughout the Jacob K. Javits Convention Center at all times. Entrance to the Exhibit Floor and classrooms are strictly limited to attendees wearing a current badge.

**Coat Check**

Coat Check areas are located on the First and Second Levels.

**Disability-Related Accommodations**

If you need a disability-related accommodation or wheelchair access, please go to the concierge desk next to the Executive Headquarters Office.

**Executive Headquarters**

Registration Area - Crystal Palace - Upper Level.

**Exhibits Office**

Registration Area - Crystal Palace - Upper Level.

**First Aid**

A First Aid Station is located in the southwest corner of the Convention Center behind the Special Events Hall on the Lower First Level. Healthcare professionals are available during the Meeting: (212) 216-2489.

**Food Service**

Full service and specialty cafes, food carts and restaurants are located throughout the Jacob K. Javits Convention Center. A variety of hot and cold sandwiches, salads, snacks and beverages are available. Ample seating is provided.

**International Hospitality Center**

A Hospitality Center for International Attendees is located at the International Registration Area - on the Upper Level in the Crystal Palace.

**Press Desk**

Assistance for visiting media representatives is available in the Executive Headquarters on the Upper Level in the Crystal Palace. Current credentials and prior dental related publication samples are required for admission.

**Regulation**

Audio, video taping, the use of photography and the placing of coats on empty seats are prohibited in all Scientific Sessions. Smoking is prohibited throughout the Jacob K. Javits Convention Center. **BABY STROLLERS ARE NOT PERMITTED ON THE EXHIBIT FLOOR AT ANY TIME.** A limited number of baby carriers are available in the Executive Headquarters Office.

**Nursing Mothers**

A private area is available for nursing mothers. Please come to the Executive Headquarters Office for information.

**Ticket Sales**

Tickets required for all functions except for Live Dentistry and Affiliated-Alumni group programs. Tickets for all functions can be obtained at all general registration booths located in the Registration Area on the Upper Level in the Crystal Palace of the Javits Center.

**Standing Room Only at the “Live” Dentistry Arena**

**Don’t Miss Rockefeller Center Christmas Tree Lighting Ceremony**

**Wednesday, November 30, 2016**
## Hotel Map

### Shuttle Bus Schedule

#### Complimentary Shuttle Bus Schedule

**DATE** | **HOURS OF SERVICE** | **APPROXIMATE FREQUENCY**
--- | --- | ---
Fri., Nov. 25 | 8:30 AM - 5:00 PM | On the half hour from Hotels On the hour from Javits
Sat., Nov. 26 | 8:15 AM - 4:00 PM | Routes 1 & 2 - 20 minutes Route 3 - 30 minutes Continuous
| 4:00 PM - 5:45 PM | Continuous
Exhibitors Only | 5:30 PM - 9:00 PM | On the half hour from Hotels On the hour from Javits
Sun., Nov. 27 | 8:00 AM -10:30 AM | Continuous
| 10:30 AM - 4:00 PM | Routes 1 & 2 - 20 minutes Route 3 - 30 minutes Continuous
| 4:00 PM - 6:30 PM | Continuous
Wed., Nov. 30 | 6:30 PM - 9:00 PM | On the hour from Javits
Exhibitors Only

**PUBLIC BUSES** - The 34th Street Crosstown Bus (M34) will stop on the side of the Javits Center (34th Street and 11th Avenue). The 42nd Street Crosstown Bus (M42) will stop on 42nd Street and 11th Avenue. These buses run east to west with stops on every block and are accessible from most north-south bus routes via a free transfer. Fare is $2.75 in coins (exact change) or MetroCard.

**TRAIN** - The 7 Line Extension will now stop at the new 34th St-Hudson Yards station which will leave you across the street from the Javits Center.

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**ROUTE 1**


B - YOTEL – On 41st @ 10th Ave., Not Serviced: Ink 48 (Walk)

**ROUTE 2**

A - New York Hilton Midtown on 53rd St., off 6th Ave., (Side of Hilton) Servicing: Park Lane (Far Walk), Doubletree By Hilton Metropolitan, W New York

B - Sheraton NY 7th Avenue, between 52nd & 53rd Streets (Across from hotel) Servicing: Hudson Hotel, Le Parker Meriden, Park Central & The Manhattan at Times Square Hotel

**ROUTE 3**

A - Penn Station on 8th Ave., between 30th & 31st Street, Servicing: Afnia Manhattan Hyatt Hrald Square New York, Innside New York Nomad (Walk)

B - Wyndham New Yorker - 8th Ave., & 36th St. (Northeast Corner) Servicing: Even Times Square South, Homewood Suites New York Midtown,Hyatt Plac New York Midtown South, Tryp Times Square South, Double Tree by Hilton Times Square South

C - Candlewood Suites 339 West 39th St., btw. 8th & 9th Ave. Servicing: Element New York Times Square South, Four Points by Sheraton, Staybridge Suites Times Square
Visit Booth #5204 at the Greater New York Dental Meeting and Try It for Yourself

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The new iTero® Element™ Intraoral Scanner is engineered to deliver everything doctors look for in digital impression technology in a compact footprint with even bigger capabilities. It’s fast, portable, powerful, and intuitive, demonstrating our continued investment in clinical precision and patient satisfaction.

Now with the iTeroScanner App, in about 60 seconds you can visualize in 3D what the scanner will look like in your practice.

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Step Two:
Place this page where you’d like to see the iTero Element Scanner. This page is your Augmented Reality Marker.

Step Three:
Point your phone or tablet at this page and experience the magic.

Visit iTero.com to schedule a demo or to learn more.

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The Greater New York Dental Education Foundation (GNYDEF) Raises Money for the Misch Legacy Endowment

By Ian M. Lerner, D.D.S.

Last year, the Greater New York Dental Foundation was established by the Second District Dental Society and the New York County Dental Society.

One of the charitable goals of the this new foundation is to help support programs that provide educational information to the dental profession and general public regarding the importance of proper dental care and to provide information regarding the link between poor dental care and overall physical health. To fulfill this charitable goal this year, the GNYDEF has chosen to help raise money for the Misch Legacy Endowment (MLE) in cooperation with the International College of Dentists' Global Visionary Fund and the International College of Oral Implantologists. The proceeds raised from our "Raffle for a Cause" will go directly to the MLE.

The MLE is a $1 million campaign to advance oral health care worldwide, in recognition of the lifetime achievements of Dr. Carl E. Misch, an internationally acclaimed educator and clinician in oral implantology. The campaign was launched in February 2016 with a moving speech by Dr. Misch himself. The collaboration between the ICD and the International Congress of Oral Implantology (ICOI), managed by the ICD Global Visionary Fund, will ensure that the MLE will carry on the Misch legacy of service to the dental profession and the public worldwide.

The lives of innumerable dentists and patients have been enhanced as a result of Dr. Misch’s career as a leader, innovator and educator. Determination, together with vision and skill, allowed him to overcome professional and technical barriers to bring implant dentistry into the mainstream of contemporary dental practice. You are urged to join this effort and help carry on the Misch legacy. Your donation to the MLE will support humanitarian care programs, dental education and outreach initiatives in underserved populations for many years to come. Donations are accepted at the information booths throughout the Jacob K. Javits Convention Center.

Take your show on the road with the GNYDM 2016 Mobile APP.
GNYDM 2016 mobile APP places all the event information at your fingertips:

STAY SOCIAL WITH US...GREATER NEW YORK DENTAL MEETING!

Get breaking news, win cool prizes and learn more about the world’s most important Dental event. Want to join the conversation? Be sure to use our official hashtag #GNYDM
Join us for an Export-Education Seminar Tomorrow, Tuesday, here at Greater New York Dental Meeting 2016!

Join the U.S. Department of Commerce and the International Buyer Program on Tuesday, November 29 for an export-education seminar from 8:30am through 9:30am in the Exhibitor Lounge 4th floor, A/B terrace to learn about the opportunities and services available to help you grow your export business. Topics will include why U.S. dental equipment and materials manufacturers should export, markets in Mexico, and other international expertise from Commercial Service officers located overseas. A Continental breakfast will be generously provided by GNYDM.

To learn more about this seminar, the support the U.S. Department of Commerce is offering at the GNYDM show, and ways to connect with your local trade specialist, visit the International Business Center located adjacent to the International Registration Area of the Javits Convention Center. This business center has been established to meet the needs of manufacturers and dealers interested in exporting their products and provides international attendees with an ideal location to interact with U.S. Exporters to discuss business. In addition, it also provides support services such as meeting rooms, on-site government trade representatives, and multi-lingual interpreters.

Don’t miss out on this great opportunity to gain valuable export-education during GNYDM! A continental breakfast will be provided by GNYDM during the seminar. We look forward to seeing you from 8:30am through 9:30am in the Exhibitor Lounge 4th floor, A/B terrace.
<table>
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<tr>
<th>Booth</th>
<th>Exhibitor</th>
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**US Exhibitors Interested in Overseas Markets Listings**

**AdDent, Inc.**
Booth: 3119  
Contact: Joshua Friedman, DDS, President  
Malena Pereyra, International Customer Service  
Phone: (203)778-0200  
Fax: (2) 792-2275  
Website: www.addent.com  
E-mail: mpereyra@addent.com  
**EXPORT PRODUCTS:** Dental products for Diagnostic & Restorative procedures  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales, Foreign Agents/Distributors

**Beutlich Pharmaceuticals LLC**
Booth: 2812  
Contact: David Clinarid, International Sales Manager  
Phone: (386) 283-1311  
Website: www.beutlich.com  
E-mail: dclinarid@beutlich.com  
**EXPORT PRODUCTS:** HumCaine Topical Anesthetic gel, liquid, and spray, HumSeal Dentin Desensitizer, HumView Plaque Disclosing Solution, pH Oral monitoring strips  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales, Foreign Agent/Distributor, Joint Ventures, Licensing Agreements

**Bisco, Inc.**
Booth: 1200  
Contact: Carolyn Suh, Direct Sales  
Phone: 847-534-6000  
Website: www.bisco.com  
E-mail: intl@bisco.com  
**EXPORT PRODUCTS:** Bisco Dental Products: (adhesives, Cements, Composites, Baseliners, Primers, Posts, Etchants, Core build-up)  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/ Distributors

**Crosstex**
Booth: 3311  
Contact: Ken Plunkett, Senior VP Global Sales  
Andy Whitehead, Senior VP Business Development  
Phone: 631-582-677  
Fax: 631-582-1726  
Website: www.crosstex.com  
E-mail: andy@crosstex.com  
**EXPORT PRODUCTS:** Infection Control/ Sterility Assurance/ Dental Unit/Waterlines/PPE/Concious Sedation  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/ Distributors

**Denbur Inc.**
Booth: 3104  
Contact: Fari maissami, President  
Sean Maissami, Managing Director  
Phone: 630-896-9667  
Fax: 630-896-9688  
Website: www.denbur.com  
E-mail: denbur@denbur.com  
**EXPORT PRODUCTS:** Micro Applicators, Oral Hygiene, Light enhancing tips, Diagnostic Instrument  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributor

**Dowell**
Booth: 4515  
Contact: Kevin Kim, Sales Manager, Eugene OH, Sales Manager  
Phone: 877-737-8704  
Fax: 909-348-7816  
Website: www.dowelldentalproducts.com  
E-mail: rosana@dowelldentalproducts.com  
**EXPORT PRODUCTS:** Pico Art Ultrasonic Equipment, Dental Instruments, Hand/Surgical, Zirconia Implant Drill  
**RANGE OF DISTRIBUTION:** Foreign Agents/Distributors, Joint Ventures

**Fairfield Orthodontics, LLC**
Booth: 2710  
Contact: Nick Lulka, CEO, Cole Lulka, President  
Phone: 203-610-8283  
E-mail: fdortho@aol.com  
**EXPORT PRODUCTS:** Metal and Ceramic Orthodontic Brackets, NiTi Wire, SS Wires, Molar bands, Buccal Tubes, Orthodontic and Dental instruments, adhesives, Elastomersic, Orthodontic Education.  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributor, Joint Ventures, Licensing Agreements

**GlassSpan, inc.**
Booth: 1604  
Contact: Janet Schartl, Sales Manager  
Phone: 610-363-2300  
Fax: 610-363-8391  
Website: www.glassspan.com  
E-mail: info@glassspan.com  
**EXPORT PRODUCTS:** GlassSpan flexible ceramic ropes and Tapes for Use with composite Resins for splint, bridges, posts and Trauma Stabilization  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales, Foreign Agents/Distributors

**Golden Dental Solutions**
Booth: 4726  
Curt Lawler, International Affairs  
Phone: 586-585-1210  
Fax: 866-624-0208  
Website: www.goldendentalsolutions.com  
E-mail: info@goldendentalsolutions.com  
**EXPORT PRODUCTS:** Dental Instruments, Extraction, Crown Remover, Injection Comfort Device  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales, Foreign Agents/Distributors

**Healthy Start / Ortho-Tain**
Booth: 2412  
Leslie Stevens, CEO/President., Lauren Smith, CFO  
Phone: 847-446-7600  
Fax: 847-446-7600  
Website: www.orthotain.com  
E-mail: ortohtain@orthotain.com  
**EXPORT PRODUCTS:** Habit Correctors, Nite Guide, Occlus-O-Guide, Inter-In, Class III Correctors, Snore-Cure, Ortho-T  
**RANGE OF DISTRIBUTION:** South America, Caribbean, Central America, Africa, Canada/Mexico, Austria/New Zealand  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributors

**ilumi Sciences, Inc.**
Booth: 2108  
Contact: Kate Kromberg, International Sales Manager  
Phone: (800) 345-4009  
Fax: (631) 585-3404  
Website: www.ilumisciences.com  
E-mail: info@ilumisciences.com  
**EXPORT PRODUCTS:** Fiber Post (Dental), Fiber Optic Light Guides (Dental Hand Piece)  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributors

**Johnson-Promident**
Booth: 4108  
Contact: Randy Bailey, President  
Haye Hinrichs, International Sales Manager  
Phone: 845-589-0210  
Fax: 845-589-0211  
Website: www.johnsonpromident.com  
E-mail: info@johnsonpromident.com  
**EXPORT PRODUCTS:** Dental Handpieces and Accessories, Rotary instruments including carbide burs, diamonds and finishing/polishing  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributors

**Kooler's Dental**
Booth: 4009  
Contact: Martin P. Kooler, President  
Maurizio Trescato, Managing Director  
Phone: 516-363-9981  
Fax: 516-363-9982  
Website: www.koolersdental.com  
E-mail: info@koolersdental.com  
**EXPORT PRODUCTS:** Single Use Disposable Products; Cotton Rolls, Pellets, Sponges, Face Masks  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributors

**Millennium Dental Technologies, Inc.**
Booth: 3834  
Contact: Michelle Rodriguez, Sales Representative  
Phone: 562-860-2308  
Website: www.lanap.com  
E-mail: info@lanap.com  
**EXPORT PRODUCTS:** PerioLase MVP-7 for True Regeneration  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales

**Pastelli USA LLC**
Booth: 4518  
Contact: Maurizio Trescato, Managing Director  
Gianna Pamich, President  
Phone: 203-642-2627  
Website: www.pastelli-usa.com  
E-mail: info@pastelli-usa.com  
**EXPORT PRODUCTS:** Medical Uniforms  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales, Foreign Agents/Distributors

**POT, Inc./Paradise Dental Technologies**
Booth: 1908  
Contact: Christi Bailey, Sales Manager  
Wendy Birds, Sales Coordinato  
Phone: 800-240-9895  
Website: www.potdental.com  
E-mail: exhibitsmanager@potdental.com  
**EXPORT PRODUCTS:** Dental Instruments, Surgical Instruments, Sharpening Systems, Dental Sterilization Cassettes  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributors

**Richmond Dental**
Booth: 3807  
Contact: Fran Eikew, Account Manager  
Sara Evans, Director of Sales  
Phone: 704-376-0080  
Fax: 704-342-1892  
Website: www.richmonddental.com  
E-mail: rdcustomercare@banhardt.net  
**EXPORT PRODUCTS:** Single Use Disposable Products; Cotton Rolls, Pellets, Sponges, Face Masks  
**RANGE OF DISTRIBUTION:** Worldwide  
**INTERNATIONAL BUSINESS DESIRED:** Foreign Agents/Distributors

**Shofu Dental Corporation**
Booth: 4408  
Contact: Randy Bailey, President  
Matt Carroll, VP of Sales  
Phone: 800-827-4638  
Fax: 760-736-3276  
Website: www.shofu.com  
E-mail: customerservice@shofu.com  
**EXPORT PRODUCTS:** Restorative Materials, Abrasives, Polishers, Bonding agents, Ceramics, cements, Cameras  
**RANGE OF DISTRIBUTION:** South America, Caribbean, Central America, Canada/Mexico  
**INTERNATIONAL BUSINESS DESIRED:** Direct Sales, Foreign Agents/Distributors
The Health Fair at the Greater New York Dental Meeting went off without a hitch yesterday offering free health screenings to numerous organizations, veteran groups, actor associations and religious groups. The Health screenings included dental, caries, oral cancer, blood pressure, vision and hearing.

Equipment and materials were graciously supplied by AdDent, Colgate, and NYU College of Dentistry. “This program would not have been possible without the great support and donations by those who were so kind to help. We are incredibly thankful to the New York State Academy of General Dentistry for their collaboration and friendship in producing such a wonderful program to the residents of New York,” said Dr. Marc B. Gainor, General Chairman of the Greater New York Dental Meeting.

The GNYDM is already discussing a bigger and better Health Fair for 2017 to include a larger screening area with more local organizations, associations and social groups to be invited for free health screenings.

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First Ever Health Fair at the GNYDM in Collaboration with NYSAGD

By Jayme McNiff Spicciatie

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Órgano Oficial de la Asociación Mexicana de Ortodoncia, Colegio de Ortodoncistas, A.C.

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Primer Foro en Microimplantes

30 y 31 de Marzo 2017
Unidad de Congresos Centro Médico Nacional Siglo XXI
Ciudad de México

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16 HORA CREDITO
www.gnydm.german-pavilion.com

Special German Show
and 100th anniversary of the Association of German Dental Manufacturers (VDDI)

German Parliamentary State Secretary to visit the German presentation

National Pavilion with more than 40 exhibitors in Hall 3E

Interactive Science Lab on Innovation and Research with state-of-the-art exhibits

Germany: Partnering Country @ GNYDM

presented by

Federal Ministry for Economic Affairs and Energy

in cooperation with

AUMA Association of the German Trade Fair Industry

supported by

VDDI Dental Solutions, German Manufacturers.

organized by

koelnmesse
COMPLETE CONTROL. FINANCIAL FREEDOM.  
BECOME A PRACTICE OWNER, AND DO MORE OF WHAT YOU LOVE.

Visit us at booth #1630 Nov. 27-30 to find out how you can take control of your career by becoming a practice owner. 
While you're here, register to win an Apple iPad.

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**kraft**  
**Implant Engine**

Ki-20  
70Ncm | 20 - 2,000rpm (20:1)

**marathon**  
**Lab Air Turbine**

MAT-300W  
Water type | MAX 320,000rpm

**Endodontics**

Endo A Class  
Reciprocating  
0.3 - 3.0Ncm | 140 - 500rpm (16:1)

Endo E Class  
0.5 - 9.9Ncm | 70 - 1,100rpm (16:1)
Welcome to the Special Show “Dental Technology from Germany @ GNYDM”

This showcase will present “Innovation and Research in Dental Medicine and Dental Technology” and will be the biggest-ever presentation of the German dental industry in the USA.

The German Pavilion will offer exciting insights into the high-tech world of German dental medicine and dental technology on a total exhibition area of 900 square meters (9,700 square feet). In Hall 3E, 42 German dental companies will present state-of-the-art products and customized technologies for the growing global healthcare market.

A particular highlight of the German presentation will be the special show, which is designed as a futuristic research station that will give visitors insights into the latest lab technology and practice.

Visitors to this Science Lab will be able to interactively find out the latest information about product development and the leading role played by the German dental industry in innovation and research.

- In front of the entrance to the lab, you will receive a boarding pass at the check-in counter. As you walk through the Science Lab, you will pass through numerous stations that offer information about the individual steps of a process chain.
- Here you will see innovative solutions for tooth preparation, tooth replacement, and computer-assisted laboratory work (CAD/CAM).
- You will be able to interactively try out various exhibits, which will be explained and presented by representatives of dental equipment companies.
- You will leave the German Pavilion with new insights and a broad smile on your face.

The manufacturers will be happy to answer your detailed questions at the companies’ stands.

Under the aegis of the Association of the German Dental Industry (VDDI), German dental companies actively operate all over the world. In 2016 VDDI will celebrate its 100th anniversary, and the special show in New York will be an outstanding highlight of its anniversary year.

CBCT Pioneer NewTom Continues to Elevate Decades of Dental Innovation

Twenty years ago, NewTom emerged as a pioneering implementer of Cone Beam CT technology in the dental maxillofacial field. Now, this innovative company is proving its ability to elevate technology once again. When you come to the NewTom & Mocom booth 2000, you can see the revolutionary NewTom GO 3D wall-mounted unit for the first time in the U.S.

Those who have seen the GO 3D in action call this high-performing device an “affordable unit, that is perfect for every clinical need when looking to adopt a reliable, high-quality 2D and 3D imaging system with outstanding quality.” Even the most demanding dentists will be highly impressed with the ability of its cutting-edge image acquisition technology and advanced NNT software to guide dentists to precise, accurate diagnosis. Also ideal for implantology, endodontics, periodontics, maxillofacial surgery and X-ray specialists, the new device’s ergonomics and software efficiency ensure exceptional results for practices dedicated to advancing patient care. The image acquisition phase is entrusted to a pulsed emission high frequency X-ray generator and a single, 16-bit sensor for 2D and 3D images.

SAFE Guarding Health

A key benefit of NewTom technology is the company’s ongoing dedication to safety. NewTom developed SafeBeam™ technology to safeguard the health of both patients and clinical personnel by minimizing X-ray emissions. This exclusive system automatically adapts the emitted dose to the patient’s build and density, monitoring X-ray power and quality along the acquisition of both 3D and 2D images.

Impeccable 3D: The AdaptiveFOV (field of view) system allows users to set the field of view that best suits patient build and anatomical area of interest. The analysis software ensures accurate images and realistic rendering that improves diagnostics and allows immediate treatment planning, including implant simulation.

2D Imaging: GO’s innovative 2D functions and programs ensure sharp images for a broad range of treatment needs. It is truly focus free, adjusting the exposure according to the patient’s size, allowing for a perfect image everytime. This technology is only found with the NewTom Go, as the other units in the industry, the operator needs to select patient size and shape to capture an image. With just one scan, the MultiPan function provides a set of five panoramic images, letting users choose the one best suited to the specific diagnostic needs. ApT adds autoadaptive functionality for evenly sharp panoramic images.

aMAR: The innovative aMAR (Autopanoramic Metal Artifact Removal) function is a proprietary algorithm developed by NewTom that removes the metal-caused artifacts generated by amalgam or implants that can compromise image quality. As a result, you can generate an additional set of images that allows an artifact-free diagnosis.

AUTOAdaptive FOR cErTAIN RESULTS

Three laser guides allow precise patient alignment. The positioning of the unit can be moved easily via the on-machine keypad or the dedicated iPhone/Android app. Furthermore, the Autopanoramic Panoramic Treatment Virtual control panel makes the acquisition process simple and intuitive. Before starting a 3D scan, you can check for proper patient alignment via the PC and make needed corrections.

ERGONOMICS AND STABILITY

With the smallest footprint in the industry, this unit will fit in even the tightest of spaces. Allowing every clinician to offer the industry leading CBCT technology in their practice. NewTom GO provides all the tools you need to ensure precise, stable, comfortable positioning. It combines an angled rotary arm, height adjustable column, five pivot support points, and two solid, metal handles on the column to help patients maintain the right posture and preserve stability throughout imaging.

ONWARD AND UPWARD

The GNYDM introduction of the new NewTom GO 2D/3D in the U.S. market demonstrates without a doubt that every passing year lifts our industry to new heights. Learn more about the technology in New York and around the world from Cella Medical Equipment, North America’s leading source for Anthos, Mocom, MyRay and NewTom.
The currently in vogue phrase “evidence-based dentistry” (EBD) is not new. It was introduced as evidence-based medicine (EBM) in about 1991. We now hear about it constantly, as though we never had evidence before this phrase was coined. It has caused consternation and anxiety among most practicing dentists. When hearing this phrase, many dentists feel that the profession has actually identified a technique, material, preventive concept, or treatment that is the best for every subject. Oddly, frustrated by the phrase because specific conclusions are often related to a topic as the finite and proven answer, contrary to some practitioners’ observations.

Many health professionals have contributed to developing and defining evidence-based medicine/dentistry. Among them is the late Canadian-American physician Dr. David L. Sackett, who is considered by many to be the father of evidence-based medicine.

As a dental educator, researcher, and clinician for several decades, I have great admiration for Dr. Sackett’s life work and his significant influence in motivating health practitioners to make medical decisions based on evidence. The challenge for practitioners is defining and determining just what is evidence.

Evidence-based medicine has had many critics. In the early part of Sackett’s career, he was lauded by academics and challenged by clinicians. When criticized, Sackett responded: “Evidence-based medicine is not ‘cookbook’ medicine. Because it requires a bottom up approach that integrates the best external evidence with individual clinical expertise and patients’ choice, it cannot result in slavish, cookbook approaches to individual patient care.”

Any mature dental practitioner knows that there are numerous successful ways to accomplish any clinical procedure. Many years ago, Socrates developed and has been accredited for what is currently called “problem-based learning.” The concept is not new. During my career, I can identify several terminologies describing the same concept. Students are often confused and frustrated when they learn a specific “correct” concept or technique from one instructor only to be told by another instructor that another way is better. There are very few clinical situations for which there is a singular treatment or general clinical approach. Many factors must be considered to make the decision.

As I peruse Sackett’s writings and attempt to interpret his intent relative to EBM, I conclude that he intended practitioners to be aware of the scientific evidence that is present on any topic, but to also blend their personal clinical observations over a period of time with the scientific evidence before making clinical decisions. That point is often overlooked in the US and should be emphasized more.

Some of you will attend my presentation at the GNYDM on controversies in dentistry. I will do my best to respect the scientific evidence available on each of the controversies. However, I assure you that any conclusion can be made on any clinical controversy, the “evidence” will be blended with my own several decades of clinical experiences, the experiences of global practitioners, as well as specific patient preferences.

*CEO, CR Foundation / CEO, Practical Clinical Courses

Controversies in Dentistry—Finding the Correct Answer

Gordon J. Christensen, DDS MSD PhD
Founder & CEO, Practical Clinical Courses
CEO, CR Foundation-Clinician’s Report

The Loupe Magnification I Wanted Without Neck-Pain

After using 2.5x loupes in dental school and early in my practice (around 7 years total), I decided to look into higher magnification. After trying Orascoptic’s 4.5x loupes I was sold on the higher magnification. I recognized these loupes were heavier, but I did not take into account the effects it would have on me in the future.

I used these 4.8x loupes for the following eight years. In the last three years I developed increasing pain in my anterior neck and shoulder. I saw a physical therapist for the last two years, with an appointment every two weeks. The exercises would help me through the weekends, but once I was back at work with my loupes on, the pain would start all over again.

Around that time I took a week-long vacation in Playa del Carmen Mexico with my wife and two children. I had constant neck and shoulder pain during the entire trip. Sad to say, this is the first thing that came to my mind about that vacation. I could not quite enjoy the trip as much as my wife and kids were able to.

Looking on the Dentaltown forums I came across a dentist who posted he had a set of SurgiTel flip-up loupes that were very light and the declination angle could be adjusted to very steep angles. I looked up SurgiTel online and got my local representative’s name and number. My rep was Tim Faircloth.

I spoke with Tim about my situation with my current loupes, my pain, and what I had read on the Dentaltown forums. He told me that he could definitely help me. He took pictures of my posture with my old loupes and with the SurgiTel loupes. I could see how much better my posture was with the SurgiTel. Tim was very helpful throughout the entire process. His expertise with the different models of loupes and frames and knowledge in all the areas where I had questions was amazing.

After the first few days I finalized the adjustment of my loupes, and of my posture. I only took about a week for me to notice a decrease in the pain in my anterior neck and shoulder.

I am very happy with my new SurgiTel FLM loupes. The pain in my neck and shoulder has reduced tremendously and is continuing in increasing better. I think SurgiTel is way ahead of the game compared to their competitors in ergonomic features. At different times in the past 3 years, I have wondered if I would have to change careers due to too much pain. Thanks to SurgiTel I no longer have to worry.

Barry L. Hatchett, DDS
Denver, Colorado
A graduate of the UNC-Chapel Hill School of Dentistry. He has been in private practice doing general dentistry for 16 years. Dr. Hatchett lives and works in the Denver area along with his wife and two children.

Global Orthodontic Conference Schedule

<table>
<thead>
<tr>
<th>COURSE CODE &amp; LOCATION</th>
<th>DAY</th>
<th>TIME</th>
<th>TITLE</th>
<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>4060 - Exhibit Floor Booth #2414</td>
<td>11/28/16</td>
<td>9:45am - 12:45pm</td>
<td>Orthodontic Preparation for Restorative Dentistry: Is it Worth the Time and Effort?</td>
<td>Prasanna-Kumar Shivapuja</td>
</tr>
<tr>
<td>4070 - Exhibit Floor Booth #2414</td>
<td>11/28/16</td>
<td>2:00pm - 5:00pm</td>
<td>Implants and Orthodontics: A Symbiotic Partnership</td>
<td>Nabil J. Barakat</td>
</tr>
<tr>
<td>5090 - Exhibit Floor Booth #2414</td>
<td>11/29/16</td>
<td>9:45am - 12:45pm &amp; 2:00pm - 5:00pm</td>
<td>New York University Orthodontic Department and Alumni Program: Clinical Practice Meets Scientific and Empirical Scrutiny</td>
<td>Elliott M. Moskowitz Olivier Nicolay Lyle E. Johnston, Jr.</td>
</tr>
<tr>
<td>6050 - Exhibit Floor Booth #2414</td>
<td>11/30/16</td>
<td>9:45am - 12:45pm</td>
<td>New Technologies in Dental Medicine</td>
<td>Jeremy J. Mao</td>
</tr>
<tr>
<td>6060 - Exhibit Floor Booth #2414</td>
<td>11/30/16</td>
<td>1:30pm - 4:30pm</td>
<td>What Do Orthodontists Need to Know about Bone Remodeling and Bone Regeneration</td>
<td>Jeremy J. Mao</td>
</tr>
</tbody>
</table>

On behalf of the Organizing Committee, I hope to see you at this year’s Global Orthodontic Conference!

Gall E. Suhuyak, D.M.D. Organizing Chairman, Global Orthodontic Conference
Marc B. Galner, D.M.D. General Chairman, Greater NY Dental Meeting

Traditional Loupe Ergonomic Design

SurgiTel’s Ergonomic Design

I wanted without neck-pain.
Dental Laboratory Technician Programs

**MONDAY**

**EXHIBIT FLOOR, BOOTH #116**

9:45 – 12:45
Understanding the New Implant Workflow

2:00 – 5:00
Implant Overdentures: How do you Make the Best Design Choice? (James T. Ellison)

**TUESDAY**

9:45 – 12:45
3D Printing Updates

2:00 – 5:00
One Case, Multiple Workflows

**WEDNESDAY**

9:45 – 12:45 & 1:30 – 4:30
Platelet Rich Fibrin (PRF): Innovative Solution to Grafting and More in Everyday Dentistry:

**November 28, 2016 GNYDM DAILY**

**Technology Education Seminars & Workshop Programs**

**MONDAY**

**EXHIBIT FLOOR, BOOTH #4836**

9:45 – 12:45
Grow your Practice with Laser Perio Technology (Samuel Low)

2:00 – 5:00
Cone Beam CAT Scan (CBCT) Basics and Case Based Discussion: Diagnosis of Anatomical Variations & Pathosis of Jaws (Rumpa Ganguly & Aruna Ramesh)

**TUESDAY**

9:45 – 12:45
The Basics and Clinical Application of Cone Beam Cat Scan (CBCT) (Rumpa Ganguly & Aruna Ramesh)

2:00 – 5:00
New Innovations and Technology in Laser Education (Glenn Van As & Ken Magid)

**WEDNESDAY**

9:45 – 12:45 & 1:30 – 4:30
A Hands-on Workshop (Joseph Choukroun & Aeklavya Panjali)

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Expires November 29th, 2016
Very seldom, in all my years of dentistry, have I called anything a “game changer.”

Using my iTero Element® Intraoral Scanner, I take digital impressions of my patient’s teeth daily. The Invisalign® Outcome Simulator helps my patients visualize how their teeth after successful completion of their treatment. With this image on the screen, I can immediately show the patient how their specific treatment will improve their overall oral health once finished.

Now, this tool has become much more powerful with introduction of 3D Progress Assessment. I no longer have to subjectively determine how an Invisalign treatment is tracking. 3D Progress Assessment analyzes a scan of the current state of the treatment, and compares the position of the teeth to the specific stage in the treatment plan. Using an easy to follow color-coded report, I can proactively modify treatment chairs-side as needed. I can also follow problematic tooth movement over the span of the treatment. This positively impacts the efficiency of my practice, and overall patient outcomes by ensuring treatment is going to plan.

When my colleagues ask about my iTero Element Intraoral Scanner I always mention the speed, the comfort and the accuracy. Now I can add “game changer” to the list.
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STOP Neck Pain with Ergonomic Loupes

NEW Ergo Max Loupes

- Allow for the widest range of declination angles to provide relief to clinicians in pain
- Feature nose pads and temple arms redesigned for greatest comfort
- Built for stability - mount all magnifications (2.5x to 8.0x) (4.5x pictured)

SurgiTel®
Booth #2200

Clinicians Report* August 2016:

“... simply wearing loupes doesn’t ensure a healthy posture or eliminate leaning/hunching over the oral cavity (some models may exacerbate poor posture).”

SurgiTel loupes are designed to accommodate the widest range of declination angles to provide each clinician with their best ergonomics and STOP neck pain.

*An independent, non-profit, dental education and testing foundation, Clinicians Report®, August 2016. For the full report go to www.SurgiTel.com/CR

“I feel that SurgiTel is way ahead of the game compared to their competitors in ergonomic features. At different times in the past 3 years I have wondered if I would have to change careers due to too much pain. Thanks to SurgiTel I no longer have to worry.”

Darryl Hatchett, DDS

If the equipment doesn’t work for the clinician, the clinician will most certainly work for their equipment! Sadly, most clinicians do work for their equipment.

Lance Rucker, DDS AB BScD

STOP Neck Pain at Booth #2200