New York City welcomed the world of dentistry at the 2008 Greater New York Dental Meeting

Plans for 2009 are even bigger

More than 57,000 dentists, their families and staffs, and members of the dental trade attended the 84th annual Greater New York Dental Meeting (GNYDM). The 2008 meeting featured an impressive array of unique new programs both on and off the exhibit floor, and seminars and workshops that were well attended. Attendees were able to try out the most innovative technologies and learn from some of the world’s most acclaimed health care professionals; all while enjoying New York City, beautifully decorated for the Thanksgiving–Christmas holiday season.

As the largest dental congress and exposition in the United States, the Greater New York 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. Dr. Robert Edwah, the GNYDM’s executive director, insists that new and innovative programs are constantly created and developed to ensure that the GNYDM delivers the best conference possible. To that effect, many new programs were instituted at the 2008 meeting.

Among the numerous new programs, and perhaps one of the most successful endeavors of 2008, was the addition of the “Live Dentistry Arena.” This revolutionary concept in dental conventions took place right on the show floor at no cost to attendees. For the first time ever, participants had the unique experience of watching first-hand as world-renowned dentists performed procedures on actual patients. TV monitors were strategically placed around the 300-seat arena so attendees could watch up-close while clinicians performed groundbreaking procedures using the latest innovations in dental technology.

The meeting offered eight three-hour sessions on seven different topics: anterior composites; endodontics; immediate implants and temporization; implant insertion; laminate insertion; laminate preparation; and mini posterior composites. Participants learned techniques to upgrade their skills and gained evidence-based knowledge of how dentistry is evolving.

Also new to the conference last year was “Greater New York Smiles.” Children from all five New York City boroughs traveled from their local schools to convene on the Greater New York Dental Meeting’s exhibit area in the Jacob K. Javits Convention Center. There they received nutrition information and oral hygiene instruction in a fun child-friendly atmosphere. This entertaining educational program emphasized the importance of oral care in a way the children understood and showcased step-by-step tooth care utilizing proper brushing techniques.

Sinks were set up so that the children had the opportunity to practice their newly learned oral hygiene skills while dental hygiene personnel supervised. Each child went home with a “goody bag” of dental treats and lots of newly acquired knowledge on how to properly care for their teeth and gums. Local television station Fox 5 News filmed their teeth and gums. Local television station Fox 5 News filmed the event on their evening news segment and made it available to affiliates throughout the country.

Once again, the Greater New York Dental Meeting offered an unparalleled educational program, featuring some of the most highly regarded educators in the field of dentistry. There was a choice of full-day seminars, half-day seminars, as well as hands-on workshops and several other exciting educational programs. Additionally, workshops held within glass-enclosed areas on the exhibit floor ran simultaneously and covered a broad spectrum of up-to-date, hands-on procedures. These four unique classrooms were constructed with walls made of plexiglass so that anyone walking by on the exhibit floor could easily look in and see the dental products being used inside the workshops.

The 2008 Greater New York Dental Meeting was proud to partner with Align Technology to hold its first Annual Educational Expo – Invisalign Greater New York Educational Expo – which offered eight different programs that enabled dental teams to learn the logistics of tooth alignment with Invisalign from some of the finest clinicians in the world. With the popularity of Invisalign growing so rapidly, the 2008 meeting featured four full days of Invisalign programming that attracted over 1,200 registrants.

Zahn Dental Expo was another new program on the 2008 exhibit floor. As a division of Schein Dental, Zahn hosted its first ever Laboratory Technicians Extravaganza, which featured the latest technology plus educational programming.

With the resounding success of all the new programs instituted in 2008, the Greater New York Dental Meeting has already begun working to enhance its 2009 convention with the intent of bringing in even more attendees from the U.S. and many other countries. More workshops, seminars, and many other educational programs are already under way to add another Live Dentistry Arena as well as two additional glass classrooms to the redesigned exhibit floor. Greater New York Smiles will also be back in 2009 to continue its mission of educating even more children on the importance of proper oral hygiene and nutrition.

Be sure to check the meeting’s Web site, www.gnydm.com, for information and updates on this year’s courses and all the other exciting new programs offered at the 2009 meeting. Remember, there is never a pre-registration fee.

Mark your calendar for Nov. 27 to Dec. 2 to be a part of the excitement of the 2009 Greater New York Dental Meeting and experience all that New York has to offer! For additional information, please contact the Greater New York Dental Meeting at 570 Seventh Ave., Suite 800, New York, N.Y., 10018-1806; Tel. (212) 598-6922; Fax (212) 598-6934; e-mail info@gnydm.com.

Chicago Preview

Chicago: what to know before you go

In just a few weeks, more than 50,000 dental professionals are expected to arrive in Chicago for the 2009 Midwinter Meeting, being held Feb. 26–March 1. Visitors to the meeting — the theme this year is “The World of Dental Networking” — will not only have the first peek at an array of dental products, but also the opportunity to attend about 200 scientific programs, including 58 hands-on programs, covering topics such as periodontics, endodontics, composites and restorations, stainless steel crowns, CAD/CAM and lasers. In addition, this year’s offerings include more courses than ever before for hygienists, assistants and staff.

What
144th Chicago Dental Society Midwinter Meeting

Where
McCormick Place Lakeside Center, Chicago

When
Thursday, Feb. 26–Sunday, March 1

Going to Chicago?

For even more on the 144th Chicago Midwinter Meeting, including daily schedules, product news and live coverage of all the seminars, exhibitors and social events, be sure to pick up Dental Tribune’s special Chicago Daily Editions, published each day of the show. See you in Chicago!