Dentistry in the Windy City

More than 30,000 dental professionals are expected at McCormick Place for annual convention

More than 30,000 dentists and dental professionals will get a first look at the latest innovations in dentistry at the Chicago Dental Society’s 145th Midwinter Meeting to be held Feb. 25–27.

The meeting will feature nearly 600 exhibiting companies from around the world. This year, the Midwinter Meeting will consolidate to three days, Sunday being eliminated. The exhibits will shift to a Thursday through Saturday schedule, concurrent with the academic portion of the meeting.

This year’s meeting, referred to as “Go West CDS,” will be held at McCormick Place for the 18th year in a row — this time in the new West Building.

The Chicago Midwinter Meeting is one of the largest exhibits of dental products in North America and one of Chicago’s top conventions. The 2009 conference generated more than $50 million for the local economy, according to the Chicago Convention and Tourism Bureau.

According to organizers of the event, more than 25,000 professionals have already registered for this year’s meeting, and the space to exhibit on the trade show floor is sold out.

“Our long-standing partnership with McCormick Place remains strong as we welcome dental professionals from the United States and around the world to Chicago,” said Chicago Dental Society President Dr. Michael Stablein, DDS, PhD.

“This year’s Chicago Midwinter Meeting will provide the dental community with the information and tools it needs to better serve its patients during the current economic downturn. We also look forward to continued growth and innovation in the field of dentistry.”

Visitors to the Chicago Midwinter Meeting will not only have the first peek at an array of new dental products, but will also have the opportunity to attend more than 200 scientific programs, including approximately 50 hands-on programs covering topics like forensic odontology, cosmetic dentistry, infection control during dental care and how clinical hypnosis can help relax nervous patients.

Scientific program

Dr. George Zehak, general chair; Dr. Cheryl Watson-Lowry, program chair; and Dr. Al Kleszynski, CDS director of scientific programs, have assembled a scientific program that rivals any program of continuing education.

“We are pleased to showcase a virtual smorgasbord of 142 speakers, 175 courses and 40 participation courses — 50 percent of the courses are free to attendees,” Stablein said.

“All areas of interest are featured. All disciplines and specialties of the dental profession are covered. You will also find featured speakers of special interest to female attendees, as well as courses in Spanish for the second consecutive year,” Stablein said.

Exhibit hall

The Chicago Midwinter Meeting has been the venue for exhibitors to debut new products and services each and every year. This year will be no different.

More than 600 exhibitors will display their products in the West Building, Level 3, Hall F. Meeting organizers say the meeting is one of North America’s largest exhibitions of dental products that will bring companies from 45 countries to showcase new innovations and technologies aimed at dentists and consumers.

The hours of the exhibition are Thursday through Saturday, Feb. 25–27, from 9 a.m. to 5:30 p.m.

Free health screening

For the first time, Chicago Midwinter Meeting attendees can have a health screening featuring 10 tests. The Midwinter Meeting Wellness Center Health Screening, presented...
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by BlueApple Health, will be located at the rear of the exhibit hall. You must pre-register for exams, administered by appointment only. Appointments are available each day of the meeting, so take advantage of this opportunity.

**Opening Session with Rita Rudner**
Comedian, actor, best-selling author, playwright and screenwriter Rita Rudner will bring her Las Vegas headliner act to Chicago for the Opening Session at the 145th Midwinter Meeting. For the past five years, Rudner was selected as the “Best Comedian in Las Vegas” by the Las Vegas Review-Journal.

In addition to performing regularly in Las Vegas, Rudner has appeared in several television shows and recorded several award-winning comedy specials, including “Rita Rudner: Born to Be Mild” and “Rita Rudner: Married Without Children” for HBO and “Rita Rudner: Live From Las Vegas” for PBS in 2008. She is contracted to appear at Harrah’s in Las Vegas through 2012.

The Opening Session will be held Thursday, Feb. 25, at McCormick Place West: Skyline Ballroom E (W375E). The reception is from 4:30 to 5:30 p.m., and the program will be from 5:30 to 7 p.m. and will include opening remarks, award presentations, entertainment and closing remarks. The cost is $10 per person (ticket required for admission).

**An evening of pop hits**
Blood, Sweat & Tears — the band that fused horns, jazz and rock — will light up the stage during the Chicago Midwinter Meeting with its greatest hits, including "Spinning Wheel," "Hi-De-Ho," "When I Die," “Sometimes in Winter,” “God Bless the Child,” “Lucretia McEvil” and “You’ve Made Me So Very Happy.”

Later, Chuck Negron, formerly of Three Dog Night, will take charge of the band to finish the evening with his hits songs that defined a generation, including “One,” “Pieces of April,” “One Man Band,” “Easy to Be Hard,” “Joy to the World,” “The Show Must Go On” and “Old Fashioned Love Song.”

The show will be held Friday, Feb. 26. Doors open at 8 p.m., and the performance starts at 9 p.m. The cost is $35 per person.

**President’s Dinner-Dance**
Meeting attendees can complete their 145th Midwinter Meeting by attending the President’s Dinner-Dance honoring Dr. Michael Stablein and his wife, Dr. Caroline Scholtz. Organizers say it will be an evening of fine dining and dancing to remember. The Chicago Hilton & Towers will provide cuisine, and the Don Cagen Orchestra will provide the music.

The event will be held Saturday, Feb. 27 at the Chicago Hilton & Towers, Grand Ballroom. The reception will be from 7 to 7:30 p.m., followed by dinner seating at 7:30 p.m. The dress code is black tie optional. The cost to attend is $85 per ticket, and tables of 10 are available.

**About the CDS**
Incorporated in 1878, the Chicago Dental Society represents more than 4,000 dentists in the metropolitan Chicago area.

Its mission is to represent the interests of dentists, promote the art and science of dentistry and advocate for improving oral health for all. The society is the largest local affiliate of the Illinois State Dental Society and the American Dental Association.

Cross the corridor to the west side. This year’s Midwinter Meeting will be held in the new West Building in McCormick Place. (Photo/Fred Michmershuizen, Online Editor)