Event Review

Align Technology, Greater New York Dental Meeting create the first Invisalign Educational Expo

Invisalign® courses have always been very well attended at the Greater New York Dental Meeting, which offers more Invisalign programs than any other dental meeting in the world.

When Align Technology decided to hold its first national Invisalign Educational Expo during a dental meeting, it naturally decided to do so during the Greater New York Dental Meeting. The first Invisalign Greater New York Educational Expo, held Nov. 30 to Dec. 3, 2008, was popular with attendees and clinicians alike.

Kathy Farley, Align’s vice president of education, says, “The Greater New York Dental Meeting is always one of the most exciting dental meetings of the year, and we were very pleased with the overwhelming response to this year’s decision to host the Invisalign Expo. We presented nine courses during the expo, which yielded more than 1,300 attendees. This certainly speaks to a greater-than-ever demand for Invisalign content.”

Invisalign is a series of clear, removable teeth aligners that both orthodontists and dentists use as an alternative to traditional metal dental braces. The Invisalign treatment program consists of a series of aligners that are switched out about every two weeks. Each aligner is individually manufactured to exact calculations in order to gradually shift teeth into place. Invisalign is a great way to transform a smile without interfering with a patient’s day-to-day life.

With the popularity of Invisalign growing, the 2008 meeting featured four full days of Invisalign programming, including: Invisalign Clear Essentials I and II; Invisalign Technique and Technology; Integrating Invisalign into the Hygiene Practice; Maximizing the Dental Assistant’s Role in Invisalign; and An Afternoon with the Invisalign Experts.

Many attendees commented that either becoming an Invisalign provider or augmenting their current Invisalign knowledge was important to them, so they found it extremely convenient to have all the programming in one place. The diverse array of educational programs offered educational opportunities for the entire dental team.

Farley adds: “In addition to the expo, we also offered at the Invisalign booth on the tradeshow floor numerous live presentations, which were also hugely successful. Although the meeting is over for now, the learning continues, and interested individuals can view presentations from the show at www.AligntechInstitute.com/gny2008.”

The Greater New York Dental Meeting was proud to be an integral part of Invisalign’s first national educational expo and expects to host many more years of successful Invisalign conferences. “We have always had a very positive response to Invisalign courses at the Greater New York Dental Meeting, so we knew this would be very well-received. We are delighted with the results of this first national conference,” says Executive Director of the Greater New York Dental Meeting Dr. Robert Edwab.

With the enormous success of the Invisalign Expo at the 2008 meeting, plans are already well under way to make next year’s Invisalign Expo bigger and better. Be sure to watch the Web site, www.gnydm.com, for information and updates on this year’s Invisalign courses and all the other new programs offered at the 2009 meeting.

Remember, there is never a pre-registration fee. Mark your calendar for Nov. 27 to Dec. 2 and come 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) 398-6934; or e-mail to info@gnydm.com.