DESSERTS  `From page 1

EvoCeram Micro-Hybrid composite system.

• Craving the sensation of a York Peppermint Patty? Head to the far corner to booth No. 111 where American Express OPEN is handing them out. Better yet, open up an American Express business charge card and you’ll be entered into a drawing for a $500 American Express gift card to be given away at the ADA meeting.

• Too many sweets? Head to booth No. 4629, King Faisal Specialists Hospital & Research Centre, where you can try a date, brought fresh from date palms in Saudi Arabia, where the hospital is based. It’s at ADA for the first time, recruiting dentists, hygienists and dental assistants to come work at the oldest and largest hospital in the Middle East. Staff at the booth said they’ve been getting quite a bit of interest.

• Getting thirsty? At Sesame Communications (booth No. 4349), you can order a margarita-style smoothie. Then try on a pair of Sesame sunglasses, take a selfie, post it to www.sesamesmile.com, and you’ll be entered into a daily drawing at ADA for the hippest eyewear on the planet: Google Glass.

• But back to the sweets: It’s trick-or-treat time at Simple Pay Finance (booth No. 4723), which prominently displays a big bowl filled with all the classics: Reese’s Peanut Butter Cups, Three Musketeers, Milky Way, Twix, Hershey’s bars and more. But be sure to also ask about the money-back promotion on its patient financing service.

With 21,000 attendees expected and more than 550 exhibitors on site, the ADA World Marketplace Exhibition is expected to remain busy throughout the 2014 version of ‘America’s Dental Meeting.’ Pictured is the exhibit hall early Thursday.
Scenes from Thursday

At every dental meeting, the folks at Shofu Dental Corp. (booth No. 3917) have plenty to talk about. From left: Lenny Sulkis, Karlyn Rasmussen-Dodd, Tracy DePrimio and Glenn Pavicek.

Dr. Edward Rossomando of the Center for Research and Education in Technology (CRET), at the Henry Schein Dental booth.

Kara Stevens, RDH, left, and Michelle Gant of PureLife Dental (booth No. 635).

Scott Kelley of Designs for Vision (booth No. 2910).

Leslie Herrera, left, and Debra Ruggles of EdgeEndo (booth No. 1713).

A dentist checks out the features and benefits of dental isolation technology at Isolite (booth No. 1455).

You can’t have Texas without cowboys. And cowgirls. The folks from Fotona are ready to rope you in with their cowboy hats, jeans and belt buckles at booth No. 662. From left: Chris Cox, Sarah Pickett, Jeff Jones and Keith Batemen.

Artee Hazari, left, and Skyla Garza of DENTSPLY International (booth No. 809).

A meeting attendee visits with the folks at Aseptico (booth No. 843) to learn more about anesthesia delivery technology.

Photos by Fred Michmershuizen, today Staff.
For years, BIOLASE has been spreading the word about the benefits of using its high-tech lasers, scanners and milling machines. But in recent months, the company has shifted its messaging to focus less on product and more on the people that those products serve: dental professionals and patients.

To help reinforce that shift, at this year’s ADA meeting, the company is holding a “Beaming with BIOLASE” photo contest, centered on a photo booth at its exhibit hall booth (No. 1256). It also has two offsite booths near the River Walk open to the public.

On the street, anybody can step into the photo booth with as many friends as are willing to fit, and take a series of photos. You then receive a free printout along with a code that lets you access the images online to immediately share via social media. In the exhibit hall, ADA attendees who step into the booth also can try to win daily prizes for the best and most creative photos.

“IT’s really all about drawing attention to BIOLASE, so attendees can see that we’ve made some fundamental changes,” said BIOLASE President and CEO Jeff Nugent. “We’re a completely different company than we were six months ago. We’re the world’s largest dental laser company. And we have the scope to make this happen.” Prizes will be awarded at cocktail receptions in the booth, from 4:30–5:30 p.m. today and 2–3 p.m. Saturday.
From left: Yancey Butler, Katie Evenson and Nicole Jacobson of Orascoptic (booth No. 434).

An expert offers product education at Propel Orthodontics (booth No. 1429).

Jens Darré of Dr. Walser Dental (booth No. 1447), one of many exhibitors in the German pavilion.

From left: Barb Herzog, left, Shawn Foraker and Moné Barkley of Springstone Patient Financing (booth No. 3933).

A dentist visits Biolase (booth No. 1256) and test drives some of the company’s newest laser technology.

These dental students could not resist stopping for a photo with the dental themed van on display at Imagination Dental Solutions (booth No. 2717).

Stephanie Goss, left, and Josh Mattson of KaVo (booth No. 1253).

Patricia Rosales, left, and Laura Velishek of UniCare Dental (booth No. 4335).

He’s back! ‘Austin Powers’ flashes his signature peace sign with Dr. Dawn M. Gregg, left, and Dr. Robert H. Gregg of Millennium Dental Technologies (booth No. 644).

The new Spirit 3300 Dental Chair is on a rotating display at Pelton & Crane (booth No. 852).