For more than a few exhibiting companies and organizations, Thursday wasn’t just the first day of the ADA 2015 exhibit hall, it was their first day ever to have products and services on display at America’s Dental Meeting.

The Oral Cancer Foundation, which has been around since 1999, has been represented at a number of major dental conferences in recent years, but this marks the organization’s first appearance in an ADA exhibit hall. Visit booth No. 1448 to learn about the rapidly growing organization’s “I’m part of the CHANGE campaign,” which is helping to increase oral-cancer-screening awareness among dental professionals. The nationwide organization also holds more than 30 runs/walks and other events annually.

Keith Progebin, DDS, of Washington, D.C., takes a photo of Christin Carter, DMD, left, and Shannon Holcomb, DMD, both of Greenville, N.C., in the entryway of the Walter E. Washington Convention Center Thursday morning. Carter and Holcomb are graduates of the first class at the East Carolina University School of Dental Medicine. All three have participated in the Dominican Dental Mission Project, founded by 2015 ADA Humanitarian Award recipient Dr. Francis G. “Frank” Serio. (Photo/Robert Selleck, today Staff)
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ally to promote awareness among the public. Founder Brian Hill is an oral cancer survivor.

In booth No. 1051 you can find Nanova Biomaterials, still a relatively new company. But that newness hasn’t stopped its products from attracting a growing legion of fans. Show specials include 50 percent off on StarBright, a flavored sodium fluoride varnish that enables young patients to brush in as few as four hours after application. Its other show special is $20-per-syringe pricing and free shipping on the NovaPro Flow composite, which comes in packs of one, two or four. The company also is having a product raffle.

Anutra Medical is here for the first time because this is the first ADA to be held after the FDA approved its Anutra Local Anesthetic Delivery System, which is described as the first-known FDA-approved, multidose, one-handed aspiration syringe that is fully disposable. The company is offering its “starter special” at $549 instead of $799. And it’s also including a rebate offer on a subsequent purchase. You’re welcome to stop by to learn more and try a hands-on demonstration.

Speak Creative, in booth No. 3442, isn’t new to the Web development business, but after realizing a growing number of dentists were seeking out its services, the company decided it was time to more directly target such clients. The focus started after a new dental-school graduate used the company to create an online presence for his practice. He ended up being so pleased he started referring all of his dental-school contacts.

“We drive traffic to you and convert visitors and leads into clients,” said Alex Rasmussen, who will be manning the booth throughout the meeting. The company has expertise with all social-media platforms and digital media. “If somebody can find it on a digital device, we can help you with it.”

Also among the more than 70 first-time ADA exhibitors is a company wearing one of the industry’s oldest and most respected names: Henry Schein Surgical Solutions. Founded in 2013, the relatively new entity can be found in booth No. 2305. It describes its offerings as covering “everything from cotton rolls to cone beams.” Be sure to check out one of its newest offerings on display: the iSy implant system.