While visiting an exhibition stand usually allows customers only to see a product, ADX16 Sydney is introducing a novel way for visitors to experience the latest dental products from Australia and overseas: the Product Showcase.

In two purpose-built theatres in the designated showcase area, visitors can sit down and learn how novel technology is changing the instruments, equipment and materials that leading dentists use. During interactive 45-minute sessions, this innovative component of ADX16 gives dental professionals the unique opportunity to talk to suppliers to obtain in-depth knowledge of their new products and insights into the field of dentistry. Topics of the Product Showcase sessions vary and include business enhancement strategies, product introductions and clinical demonstrations.

For example, dental marketing specialist Jonathan Engle from Software of Excellence will advise on how to attract new patients online, Dr Andreas Kurbad will review the success of Ivoclar Vivadent’s all-ceramic restorations system IPS e.max and Dr Phillip Palmer from Prime Practice will introduce dentists to the concept of outsourcing non-core functions in practices. Showcase sessions run from 10:30 to 16:30 on Friday and Saturday and from 10:30 to 13:30 on Sunday. The timetable can be accessed at www.adx.org.au/showcase.

Complementing this novel hands-on approach is the ADIA-OHPA Dental Laboratory Pavilion. Also new at Australia’s premier dental event, the pavilion highlights the quality products manufactured by the local laboratory industry. Designed to maximise participation by dental technicians, the pavilion offers information on the commercial framework and changes to regulations and exhibits the latest technology from Australia and overseas.

There is certainly a great deal to see and do at Australia’s largest dental exhibition; its significance is perhaps best captured by ADIA CEO Troy Williams: “Make no mistake about it, ADX16 Sydney is an event that allows dentists and allied oral health care professionals to see more, buy more and learn more.”

Interview
Troy Williams, CEO of the Australian Dental Industry Association, reports on the return of confidence to and positive sentiments across the Australian dental industry.

Avoiding marketing mistakes
Marketing specialist Carolyn S. Dean talks you through the essentials of successful dental marketing by highlighting common pitfalls and errors made by many practices.

What’s on
Whether you want to explore Sydney’s annual food and wine festival or enjoy a free concert at the park, the Harbour City has much to offer this weekend.