Putting on a show

AAO exhibiting companies pull out all the stops during this year’s meeting

By Sierra Rendon, Ortho Tribune

If you came to the AAO 114th Annual Meeting hoping to find new products and technology to bring back to your orthodontic practice, you came to the right meeting!

The exhibit hall is filled with aisles of products — both the latest and greatest and the traditional favorites — that help an orthodontist to practice efficiently and profitably.

Here is just a sampling of the latest orthodontic technology, free goodies and samples specific to the AAO you can find in the exhibit hall:

• Stop by the DENTSPLY GAC booth, No. 721, and discover how innovation is transforming how orthodontists communicate with patients, what products are used and where the future of practice growth is going. Join the conversation and you could be one of 650 attendees to

Floor of learning

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From seminars to hands-on workshops, educational opportunities can be found all over the place at this year’s AAO Annual Meeting, including right on the exhibit hall floor.

For example, on Sunday at the 3M Unitek booth, Dr. Lisa Alverto spoke on the “Forsus Corrector: More than a Non-Compliance Device” and Dr. Adam Schuhof explained the art of “Building Your Practice With Esthetic Solutions.” Similar opportunities continue today. Here are just a few examples:

• At 10:30 a.m., Dr. David Paquette will speak on “Orthodontic Solutions for Obstructive Sleep Apnea” at the Henry Schein Orthodontics booth, No. 1719.
• At 11 a.m., Dr. Jonathan Nicozisis will explain “ClinCheck Pro with 3-D Controls, the Ultimate Features in Treatment Planning” at the Align Invisalign booth, No. 2205.
• At 11:25 a.m., Dr. Scott Frey will offer “Soft-Tissue Orthodontics — BOTOX and Beyond” at the Henry Schein Orthodontics booth, No. 1719.
• At noon, Dr. Donna Galante will speak on “Invisalign Teen: Why Not Now?” at the Align Invisalign booth, No. 2205.
walk away with a free pair of Converse sneakers!

At the ClearCorrect booth, No. 237, attendees can receive 50 percent off a first-case purchase.

Instrumentarium Dental is extending its extra-oral product line with the new, feature-rich OP300 Maxio Pan/Ceph/3D, its most advanced imaging system ever. Clinicians are invited to see it at booth No. 1653.

At the tops Software booth, No. 2819, attendees who watch a theater demonstration on the D7 Matrix can enter to win an iPad. Demonstrations take place today and Tuesday.

Yodle can help orthodontists generate new cases. Stop by the booth, No. 553, and ask for Dan or Steve. Just for stopping by, attendees can be entered to win a Google tablet.

To check out the latest in LED lighting and a custom-built dental telescope, stop by the Designs for Visions booth, No. 1354.

The AAO exhibit hall is a great place to fill your suitcase up with New Orleans souvenirs, product samples and other goodies, including: bags, pens and witty pins from tops Software; sugar candy sticks and shiny red bags from Practice Genius — Patient Rewards Hub; bottle koozie from Focus Ortho; breath-mint container from Solomon Orthodontic Systems; business-card holder and hand sanitizer from Accelodent; FlossFish sample; brightly colored beads from Cloud9 Ortho; travel bags from Televox and much more.

Photo: Sierra Rendon, Ortho Tribune