And we’re off!

The 89th Greater New York Dental Meeting gets off to a strong start

For the 89th time, the doors to the Greater New York Dental Meeting (GNYDM) have opened, inviting in dentists, hygienists, staff, educators and students from around the world. From now until Wednesday afternoon, hundreds of lectures, hands-on workshops, seminars and product demonstrations will take place on topics ranging from lasers to implants to orthodontics to esthetics to practice management and team building.

Here is just a sample of what you can expect.

- **Botox, Dysport and dermal fillers:** These hands-on workshops introduce procedures on actual patients to teach dentists how to use Botox/Dysport and dermal fillers in their practices; courses are offered today, Monday and Wednesday.
- **Sleep medicine:** Three days of the latest research and awareness of

Get out and explore

By Fred Michmershuizen, today Staff

One of the greatest things about coming to the Greater New York Dental Meeting is that you can explore one of the greatest cities on Earth. When you are done at the Javits Center, there is always plenty to see and do in the Big Apple.

It doesn’t matter whether this is your first time in New York or if you come here every year. There is always something new to discover. Turn the pages for some ideas.

- **Ice skaters go in graceful circles beneath the gilded statue of Prometheus and the glittering Christmas tree at Rockefeller Center.** (Photos/Provided by NYC and Company)
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dental sleep medicine. Learn how to establish dental sleep medicine protocols in your practice and identify patients at risk.

- **Invisalign Expo:** Three days (today, Monday and Tuesday) of Invisalign programming is offered for the entire team. Learn how to incorporate Invisalign into your practice.
- **Lunch and Learn:** Learning and lunch discussions are being offered today and Tuesday. Attendees receive free C.E. and a free lunch at the close of the program. Space is limited.
- **ColLABoration:** This new feature brings dentists and technicians together in a designated laboratory exhibit area and features specialized education and demonstrations of digital dentistry and technology.

Learn about CAD/CAM and digital workflow

- **Zahn Dental,** a Henry Schein company, will sponsor three hands-on classroom education courses during ColLABoration GNYDM 2013. Courses are structured to promote a team-based approach to patient care where dentists and technicians can interact and learn in a classroom setting.

Topics and sessions to be featured at ColLABoration include:

- **“Digital Workflow from Operatory to Final Restoration,”** 11:30 a.m.-noon today, with Marcus F. Abboud, DDS, and Joseph M. Apap, CDT, MDT. Information about the latest digital impression systems and materials will be presented. C.E. credits: 3
- **“Go Digital for Better Dentistry,”** 12:30-2:30 p.m. Tuesday, with Doug Statham. C.E. credits: 2
- **“The CAD/CAM Ceramic Update,”** 9:45-11 a.m. Wednesday, with Markus B. Blatz, DMD, PhD, and Michael Bergler, MDT. C.E. credits: 3

ColLABoration workshops are open to all lab technicians, dentists, hygienists and practice staff. To register online, please visit www.dentalaegis.com/idt/collaboration/attendee/.

Visit Zahn’s booth, No. 425, for lectures, hands-on demos and the latest in digital technology.
The Greater New York Dental Meeting is full of prime educational opportunities, and once again, Dental Tribune is doing its part by offering a chance to learn from and connect with some of the industry’s key opinion leaders and dental professionals from around the world.

Today and Monday, educational sessions will be held in the DT Lounge, located in the Crystal Palace, near the 35th Street Entrance Hall.

Topics on the schedule include “The Total Technology Solution: Lasers, 3-D Cone Beam, Scanning and Milling” by Dr. Howard Golan, “Head to Toe” dental ergonomics with Orascoptic and a discussion of the UNIDI, the Italian Dental Association, by the association’s president, Gianfranco Berrutti.

Stop by the DTI Lounge during the show for more information. Refreshments will be provided.

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Ninety-five percent of the world’s consumers live outside the United States, and more and more U.S. companies are looking to meet these prospective buyers. To increase international sales, businesses are turning to the Commerce Department’s U.S. Commercial Service and other federal agencies for export services.

Here at the Greater New York Dental Meeting (GNYDM), the commercial service offers export programs to assist you in your export and partnering efforts.

So, whether you’re new to export or want to expand into new markets, the commercial service expertise can help add to your bottom line.

Stop in and see the commercial service representatives. They are located in the International Business Center, part of international registration, just next to the show office.

International buyer program
Once again this year, the GNYDM has been selected by the U.S. Department of Commerce to participate in the international buyer program (IBP), a service that significantly enhances the ability to make the show a truly global marketplace.

Through this program, the commercial service offers a number of services to help attendees make the most of their show experience and assists small- and medium-sized U.S. businesses in exporting their products and services.

During the show, commercial services trade specialists will manage the International Business Center. At the center, buyers can negotiate with sellers, use the meeting rooms provided — free of charge on a first-come, first-served basis — and take advantage of the facility to plan visits to the exhibit floor.

Exhibitors are encouraged to visit the International Business Center for export counseling by staff and to meet with international buyers.

The commercial service offers free, interactive export seminar
Through the Commercial Service Export Seminar, exhibitors will learn the tools of the trade and have an opportunity to learn about the different markets represented by international commercial specialists.

The export seminar will take place from 8:30–9:30 a.m. Tuesday in the exhibitor lounge on the fourth floor, A/B Terrace.

Go global with help from the U.S. Commercial Service
U.S. firms looking to increase their bottom line by making new sales abroad can benefit from the export services and programs of the U.S. Commercial Service, many of which are available at no cost. Talk to a commercial service representative to find out more. Highlights include:

- market research,
- trade events that promote products or services to qualified buyers,
- introductions to international partners,
- counseling and advocacy.