DTSC Symposia kicks off today!

Join Dr. Louis Malcmacher at 2 p.m. in aisle 5000, room 3 as he discusses ‘The Top 8 Game Changers in Dentistry’ as part of the DTSC Symposia. To see who else is speaking and what they are speaking about, turn to pages 8–18.

Get outside and see New York City

You’ll ‘Scream’ when you see this guide we’ve put together for you of the best things to do while you’re in town.

»page 54

Take it all in

Exhibit hall opens its doors for the 88th annual Greater New York Dental Meeting

By Jayme S. McNiff, Program Manager, Greater New York Dental Meeting

The exhibit hall doors have been opened. Courses have begun. All around you are opportunities for workshops, hands-on courses, live dentistry and more.

The 88th annual Greater New York Dental Meeting (GNYDM) is officially under way, and there is a lot to take in.

A world of opportunity awaits visitors to New York City. (Photo/www.sxc.hu)

See take it all, page 6

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Greater New York Dental Meeting — Nov. 25, 2012

show news
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3

There’s something for everyone during the DTSC Symposium

Join us for the fifth annual Dental Tribune Study Club Symposium

As the official online education partner of the Greater New York Dental Meeting, Dental Tribune has once again teamed up with the meeting’s organizers to offer four days of symposia in various areas of dentistry. World-renowned speakers such as Dr. Howard Glazer, Dr. Mark Duncan, Dr. Mark McOmie, Dr. Louis Malcmacher, Dr. Franklin Shull, Dr. George Freedman, Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Robert Horowitz, Dr. Chris Glass, Dr. Ron Jackson, Dr. David Evans, Dr. David Hoexter and Dr. David Peck will speak on a variety of topics from flowable resins to minimally invasive dentistry to bone grafting to endodontics and digital dentistry.

Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.

For a sneak peek into today’s sessions, including interviews and articles from all the speakers, turn to page 8.

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Looking to export?

U.S. Commercial Service helps meeting participants go global as on-site export expertise brings together buyers and sellers.

- 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 8:30–9:30 a.m. on 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.

Contact

For more information about the U.S. Commercial Service worldwide network, call (800) USA-TRADE or visit www.trade.gov/cs.

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Course 3050 $75.00
Sunday, 11.25.2012
10:00 - 5:30
Dr. Howard Glazer, Dr. Mark Duncan, Dr. Louis Malcmacher, Dr. Frank Shull, Dr. George Freedman, Dr. Mark McOmie - Various Dental Topics

Course 4090 $75.00
10:00 - 5:30
Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Mark Duncan, Dr. Robert Horowitz - Various Dental Topics

Course 5070 $75.00
Tuesday, 11.27.2012
10:00 - 5:30
Dr. Chris Glass, Dr. David Evans, Dr. Ron Jackson, Dr. David Hoexter - Various Dental Topics

Course 6070 $75.00
Wednesday, 11.28.2012
10:00 - 5:00
Dr. David Peck, Dr. Ron Kaminer - Various Dental Topics

Register on www.GNYDM.com

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Exhibit floor
When you walk through the doors of the exhibit hall, expect to find 1,500 exhibit booths, including more than 600 companies. Many of them, in a commitment to help support colleagues who are rebuilding and rehabilitating their practices after Hurricane Sandy, are offering special sales and expedited deliveries as well as extended credit terms on merchandise and small equipment purchases.

Educational highlights
- Build your own website for your dental practice in a three and a half hour hands-on workshop offered today through Wednesday. The GNYDM will supply the computers while all you have to bring is a USB flash drive with pictures and office information. You will leave this workshop with a fully functioning website.
- Don’t miss the first ever “Smoking Cessation Seminar,” offering an effective way for dentists to deliver tobacco dependence treatment. This will be presented on Monday.
- Learn about Botox, Dysport and dermal fillers in unique hands-on workshops that will introduce procedures on actual patients to teach you how to use Botox/Dysport and dermal fillers in your practice. Courses are offered through Tuesday.
- Check out more than 100 hands-on workshops featuring the latest technological advances and the newest dental materials.
- Learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully during the Sleep & Appliance Expo. Programs are offered every day.
- Learn how to incorporate Invisalign into your practice during the Invisalign Expo, recommended for the entire dental team.

‘Live’ demonstration arena
The “Live” dentistry arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications. It takes place right on the exhibit show floor every morning and afternoon, today through Wednesday. There is no cost to attend.

Greater New York Smiles
The GNYDM gives back to the communities of New York City each year, by bringing together 1,300 grade-school children for the most unique children’s dental health-care program in the country. For the past four years, with leading sponsorship from Colgate Palmolive Company, DentaQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program has supported oral hygiene education and dental screening for New York City’s third- and fourth-grade public school children.

This year’s Greater New York Smiles is set to take place from Monday to Wednesday. The program will include 1,500 children brought by school buses from various New York City public schools throughout the five boroughs here to the convention center.