Greater New York Dental Meeting — Nov. 28, 2010

DSC presents the first Osseo University Summit

On Wednesday, join Dental Tribune and the Dental Tribune Study Club to learn about implant-driven dentistry from a true collection of masters, carefully selected from across the globe.

Dr. Kenneth Serota, founder of www.OsseoUniversity.com, helped to design the Osseo University Summit for dentists who are interested in better preparing themselves to determine which treatment option is most appropriate for each individual implant patient.

The summit promises to benefit dentists seeking C.E. by offering great relevance to their daily work while letting them learn from a world-class, experienced faculty.

The program, which is moderated by Dr. Benedict Bachstein, offers you a collection of the hottest topics in implantology today.

Course No. 1: 12:45 –1:30 p.m.
“Utilizing Patient Specific Abutments to Achieve Exceptional Results” with Dr. Ethan Pansick United States

This course will describe the indications and contra-indications of the different types of implant abutments available for use today.

Course No. 2: 1:35–2:20 p.m.
“Microscopic Management of Alveolar Bone Defects in Fresh Socket Implants” with Dr. Enrique Merino, Spain

For both inexperienced and advanced clinicians, all possible treatment options in fresh socket implants under the microscope are presented in detail.

Course No. 3: 2:25–3:05 p.m.
“Implants and Bisphosphonates, Osteonecrosis, Osteoporosis, Esthetics” with Dr. David Hoester, United States

This lecture presents bone grafts, sinus lifts and implants in patients taking oral bisphosphonates, leading to restoring vertical dimension as well as the creation of a bright youthful esthetic smile.

Course No. 4: 3:10–3:55 p.m.
“Contemporary Concepts in Tooth Replacement: Paradigm Shift” with Dr. Dwaye Karateew, Canada

This multimedia presentation, which incorporates video, animations, computerized graphics and clinical images, will help broaden the understanding in the philosophy and science behind the new and exciting horizons currently being investigated.

Course No. 5: 4–4:45 p.m.
“Balancing the Art, Science and Business of Dentistry” with Dr. Jeffery Hoos, United States

The challenge for the dentist is to provide the patient with a functional, comfortable prosthesis. This lecture will explain how we can take this challenge and make it a positive and productive experience.

Help celebrate DVI clinic’s 30th anniversary at international gala

The American Friends of Dental Volunteers for Israel (DVI) will host an international gala dinner and celebration tonight at the Museum of Jewish Heritage in New York City.

The event, which begins at 6 p.m., will celebrate the 30th anniversary of the DVI Trudi Birger Dental Clinic.

Stan Bergman, CEO of Henry Schein Inc.; Dr. Amid Ismail, dean of the Maurice H. Kornberg School of Dentistry at Temple University; Sen. Joseph Lieberman (I-Conn.); Dr. Gordon Christian; and Dr. D. Walter Cohen are serving as honorary chairmen.

They will be on hand as the American Friends of DVI honors Dr. Alan Heifer, American Friends of DVI president; Steve Kess, vice president, global professional relations for Henry Schein; and Ran Tuttner, CEO of Tuttner and DVI board member; for their dedication and support to the mission of bringing free dental care to indigent children in Jerusalem of every race, religion and ethnicity.

For more information on the event or to register, visit the organization’s website at www.americanfriendsofdvi.org. Complimentary bus transportation will be provided from the Jacob K. Javitz Convention Center.

About DVI

Dental Volunteers for Israel was founded by Trudi Birger in 1980. A survivor of the Holocaust, Birger devoted her life to preventing the suffering of children. Through her efforts over the past three decades, thousands of underprivileged children have received needed dental treatment. In September 2003, the clinic was renamed the Trudi Birger Dental Clinic in her memory.

DVI operates the only free dental clinic of its kind in the Middle East. It looks after the needs of Jerusalem’s poor children, regardless of their religious and cultural backgrounds. It is staffed by dedicated volunteer doctors from around the world in addition to the general director, Dr. Roy Petel, who is a full-time pedodontist.

In 2009, President Shimon Peres awarded DVI the President’s Award for Volunteerism.

Attend this course

Additional program details can be found at www.DTStudyClub.com/gnydm. Please register for free at www.GNYDM.com with course No. 6080 and earn four C.E. credits.
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VISIT BOOTH #4025
TRIAL OFFER $99.95
Where is the Greater New York Dental Meeting?
The Jacob K. Javits Convention Center is on 11th Avenue between 34th and 39th streets. The 42nd Street Crosstown Bus (M42) and the 34th Street Crosstown Bus (M14) run east-west with stops on every block and outside the center.
Fare is $2.25 in exact coins or you can use a MetroCard. Shuttle buses departing from all congress hotels are available today–Wednesday.

When and where do I register?
Registration takes place in the Upper Level of the Javitz Convention Center. Registration hours are as follows:
• Today–Tuesday: 8 a.m.–5:30 p.m.
• Wednesday: 8 a.m.–5 p.m.

What are the dates and times for the exhibit hall?
• Today–Tuesday: 9:30 a.m.–5:30 p.m.
• Wednesday: 9:30 a.m.–5 p.m.

Can I still buy tickets to any of the paid functions?
Yes. Tickets for all still-available functions can be purchased at all general registration booths located in the registration area on the Upper Level of the convention center. You must pay by cash or credit card.

What about food during the meeting?
Full-service and specialty cafes, food carts and restaurants are located throughout the convention center. Options include a variety of hot and cold sandwiches, salads, snacks and beverages.

What if I’m an international visitor?
The GNYDM has a hospitality center just for international visitors. Find it in the registration area in the Crystal Palace. The center is open whether you want to relax or join colleagues for a cup of coffee. The hours are as follows:
• Today–Tuesday: 8 a.m.–5:30 p.m.
• Wednesday: 8 a.m.–5 p.m.

What if I want to bring my kids?
Children are allowed to attend the meeting. However, baby strollers are not permitted on the exhibit hall floor. A limited number of baby carriers are available in the Exhibits Office.

Today, an offering of children’s programs are available.

Up on the Fourth Floor Galleria, there will be a magic show from 10:30–11:30 a.m., face painting from 11:45 a.m.–1:45 p.m. and a carnival from noon–2:30 p.m.

Also in the same place, from 11:30 a.m.–2:30 p.m., will be a child identification program.

The Grand Lodge of Free and Accepted Masons of the State of New York sponsor this free, five-minute child identification program. They will offer the following:
• Digital photos, which can quickly be distributed to the media in case of an emergency
• Digital fingerprinting
• Personal information, including photos and fingerprints, burned on a CD

What are some of the highlights of today’s education sessions?
You won’t want to miss the Live Dentistry sessions, which are just that: dentistry on live patients, in a 300-seat theater with 18 high-definition, 60-inch television screens.

What’s even better than watching world-class clinicians work in real time? That tuition to these events is free, so come early to Exhibit Floor Aisle 5400/5500 if you don’t want to stand.

For a detailed schedule of the Live Dentistry sessions, see Page 9.

You also won’t want to miss the Dental Tribune Study Club Symposia. This program takes place on the exhibition floor in Aisle 6000, Room No. 3 and will feature the following agenda for today:
• 10–11 a.m.: “Beautiful: Go with the FLOW” with Dr. Howard Glazer
• 11:20 a.m.–12:20 p.m.: “Light Cured Adhesive Dentistry — Science and Substance” with Dr. John Flucke
• 12:50–1:10 p.m.: “Exciting New Tools for Superb Impressions” with Dr. Marc Gottlieb
• 1:20–2:20 p.m.: “A Simplified Approach to Multi-Layer Direct Composite Bonding” with Dr. Martin Goldstein
• 2:40–3:40 p.m.: “Digital Impressions: Are they for me?” with Dr. Richard Rosenblatt

For a detailed schedule of the Live Dentistry sessions, see Page 9.
Raising the bar again

Dermal fillers and Botox/Dysport sessions highlight this year’s meeting

By Jayme McNiff, GNYDM Education Coordinator

In an effort to stand out and leap forward and to expand dental esthetic office procedures, the Greater New York Dental Meeting (GNYDM) is again offering educational programs such as Botox/Dysport and dermal fillers at this year’s event.

The GNYDM is presenting programs by CEO Dr. Bruce Freund and President Dr. Zev Schulhof, co-founders of the American Academy of Facial Cosmetics. These unique hands-on workshops will introduce procedures on actual patients to teach attendees how to use Botox/Dysport and dermal fillers. Both clinicians are renowned educators and have extensive experience in this specialty field.

Dr. John Halikias, general chair of the GNYDM, said: “Facial dermal fillers can greatly enhance the esthetics of anterior dental restorations. These injectables can alter the appearance of the lip, especially in those with ‘smoker’s’ lines around the oral cavity.”

Attendees will learn about the different types of facial fillers, such as Restylane, Perlane, Juvederm and Radiesse, which produce immediate results.

“There is some scientific evidence that certain TMJ pain symptoms can be alleviated with Botox/Dysport injections, which are neuromuscular relaxers,” Halikias said.

“Therefore, dentists should be aware of these alternative treatment modalities.”

The GNYDM will accommodate the expected popularity of Botox/Dysport and dermal filler facial injectables by offering two Botox/Dysport programs and two dental filler programs during the course of the meeting.

Botox/Dysport and dermal fillers are on the “up and up” and gaining more publicity across the United States and worldwide, said Dr. Robert Edwab, executive director of the GNYDM.

“Participants will learn to use Botox/Dysport facial injectables for facial therapeutic and esthetic treatments, as well as to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient,” Edwab said.

“The hands-on workshops are particularly unique from other programs and courses at dental meetings because they offer a live, up-close view of procedures right on patients at the exact moment they are happening.”

This year, the GNYDM has added a second high-tech live dentistry arena to the mix. In total, two live dentistry arenas offer 16 programs.

Here at the GNYDM

“Dermal Fillers Hands-On Workshop” will be held from 9:45 a.m.–12:45 p.m. and from 2–5 p.m. Sunday and Tuesday. “Botox/Dysport Hands-On Workshop” will be held from 9:45 a.m.–12:45 p.m. and from 2–5 p.m. Monday and Wednesday. Both sessions take place in Exhibit Floor Front Aisle 5400/5500 and cost $1,500.
The emphasis on periodontics

By Jayme S. McNiff, GNYDM Education Coordinator

The Greater New York Dental Meeting’s periodontal program focuses on the most important topics concerning periodontists by incorporating more seminars and workshops each year. Periodontal disease has become one of the most prevalent conditions affecting adults today. Estimates show that 50 percent of American adults suffer from periodontal disease and are therefore twice as likely to suffer from heart attacks.

“Non-surgical Periodontal Treatment,” by Drs. Neil Gottehrer and Jack Martin, will review oral body inflammatory connection and its impact on cardiovascular and periodontal disease as well as periodontal risk assessment (PRA). The seminar is today from 9 a.m.–noon.

Dr. Lee Silverstein’s hands-on workshop is also this morning from 9:45 a.m.–12:45 p.m., and will explore the how, why, what and when of socket grafting.

Following in the evening are two workshops from 2–5 p.m. Dr. Frank Milnar incorporates minimally invasive concepts to prevent sensitivity while the usage of glass ionomer while Dr. Silverstein discusses “Suturing for the Dental Practitioner and Surgical Staff.”

“The Future of Periodontal Care” is on Monday from 2–5 p.m. with Drs. Gottehrer and Martin. This seminar will discuss the medical risks related to periodontal disease, increased risk of heart disease and the reversal of atherosclerosis following nonsurgical periodontal treatment.

Dr. Jim Grisdale’s “Concepts and Procedures for Predictable Crown Lengthening Techniques” is designed for the general practitioner and focuses on the different techniques utilized in crown extension. The seminar emphasizes soft- and hard-tissue surgical approaches and takes place on Tuesday from 2–5 p.m.

Soft- and hard-tissue complications can lead to unsatisfactory results for the patient, including unacceptable tooth morphology, poor phonetic skills and lack of confidence.

On Wednesday, Grisdale’s hands-on workshops focus on “Predictable Soft Tissue Grafting” in the morning, followed by “Predictable Bone Grafting and Guided Tissue Regeneration” in the afternoon.

Open from page 1

more than 300 full- and half-day seminars, essays and hands-on workshops.

Among the specialty programs are topics including orthodontics, endodontics, cosmetic dentistry, pediatric dentistry and implant dentistry.

Celebrity luncheon

Join the GNYDM at Monday’s celebrity luncheon with featured speaker, an American culture icon, Joan Rivers. As a comedian, TV host and CEO, Rivers is also a bestselling author, Emmy award-winning talk show host, Tony-nominated actress, Celebrity Apprentice winner, writer, director and savvy businesswoman.

Exhibit hall

This year, there will be more than 1,500 booths representing more than 500 exhibiting companies. Smart buyers are looking for a maximum return on investment when they shop for cutting-edge equipment and innovative products. There are extensive tax advantages for making your purchases in 2010.

Two live dentistry arenas

The GNYDM offers two modern and high-tech, free, live dentistry arenas daily from Sunday through Wednesday. The interactive live program features clinicians performing dental procedures on real patients from a stage before 300 attendees on either side of the exhibit floor.

Topics include orthodontics, esthetics, endodontics, pediatrics, implants, oral surgery, lasers and a hygiene program. Arrive early as seating is limited to 300 in each arena.

Greater New York Smiles

The Greater New York Smiles Children’s Program invites New York City public school students from all five boroughs to attend this oral health program from Monday to Wednesday. More than 1,500 third- and fourth-grade students will be taught how to effectively brush their teeth.

The program is sponsored in part by Colgate Palmolive Company, the United Federation of Teachers and DentalQuest.

Along with the help and dedication of the coordinators and volunteers from New York University, Hostos Community College and New York City College of Technology, the children learn about proper nutrition and eating habits that lead to a happy and healthy smile.

During this field trip, the students will have the opportunity to visit different “stations,” consisting of an educational film, an exhibit on nutrition, a “How to Brush” instructional demonstration and Colgate’s “Bright Smiles, Bright Futures Van” where those students who are granted parental permission will have their teeth screened by a dentist.

Other volunteers are from the Dental Hygienists’ Association of the City of New York and the New Jersey Dental Hygienists’ Association.

25th anniversary General Practice Residency Fair

The General Practice Residency Fair provides dental students an opportunity to gather information regarding general practice residency and advanced education in general dentistry programs in an informal atmosphere. The 25th annual fair is today from 9:30 a.m.–noon. Admission is free.

Luncheon and Learning Program

Tuesday’s Luncheon and Learning is a free program that includes a complimentary lunch ticket.

The panel will discuss how dental technology can help to maintain a patient’s physical health and possibly help reduce the risk of cardiac disease. Sponsors of the program are ChaseHealthAdvance, Electro Medical Systems, Hissens, Sirona and Captek. Pick up your free tickets at any of their booths on Sunday, Monday and Tuesday.

Partner with Invisalign

The Greater New York Dental Meeting is partnering for the third year with Align Technology to offer the Invisalign Expo. These educational courses extend for four full days, beginning today.

Taught by the most seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment and other abnormalities.

Invisalign Clear Essentials I is scheduled today and Tuesday. Attendees can also complete Clear Essentials II on Monday or Wednesday.

Implant dentistry

Educational courses in implant dentistry are offered all day through Wednesday. Speakers in workshops, seminars and essays will discuss topics including surgery, restoration and partially edentulous implants.

In addition, attendees will have a chance to visit the free live patient demonstrations in implant dentistry, offered each day from Sunday to Wednesday.

Orthodontic programs

A diverse selection of orthodontic programs is offered from today through Wednesday. At this exclusive series, attendees will learn from world-class clinicians about continuing and upcoming treatments and technologies in orthodontics.

The New York State Academy of General Dentistry Mastership workshop program in orthodontics is today. Drs. Elliott Moskovitz and Laurence Jerrold will host “Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow.” This hands-on, full-day workshop will provide the practical utilization of various removable and fixed orthodontic appliances in a general or pediatric dental practice.

Various speakers from New York University’s College of Dentistry and Orthodontic Alumni Association, on Tuesday and Wednesday, will present a selection of innovative anchorage applications and auxiliaries for various malocclusions.

Pediatrics program

Nowadays, parents demand the restorations of their children’s teeth to not only functional but esthetically advanced. Glass ionomers, resins and other materials can be utilized in crowns which are illustrated on children and adolescents at Dr. Fred Margolis’s workshop on Tuesday. Attendees will learn to integrate both function and esthetics to maximize a complete pediatric restoration.

Early childhood caries (ECC) is the most common chronic disease of early childhood. Multiple essays in pediatric dentistry will explore this issue today from 9:45 a.m.–12:45 p.m.
Dental pain can make anyone edgy

With Articadent® DENTAL, everyone can sit back and relax

Articadent® is indicated for local, infiltrative, or conductive anesthesia in both simple and complex dental procedures. Articadent® with epinephrine 1:100,000 is preferred during operative or surgical procedures when improved visualization of the surgical field is desirable. Reactions to Articadent® (pain and headache, for example, or convulsions or respiratory arrest following accidental intravascular injection) are characteristic of those associated with other amide-type local anesthetics. Articadent® contains sodium metabisulfite, a sulfite that may cause allergic-type reactions including anaphylactic symptoms and life-threatening or less severe asthmatic episodes in certain susceptible people. Accidental intravascular injection may be associated with convulsions, followed by central nervous system or cardiopulmonary depression and coma, progressing ultimately to respiratory arrest. Dental practitioners and/or clinicians who employ local anesthetic agents should be well versed in diagnosis and management of emergencies that may arise from their use. Resuscitative equipment, oxygen, and other resuscitative drugs should be available for immediate use. Articadent®, along with other local anesthetics, is capable of producing methemoglobinemia. The clinical signs of methemoglobinemia are cyanosis of the nail beds and lips, fatigue, and weakness. If methemoglobinemia does not respond to administration of oxygen, administration of methylene blue intravenously 1-2 mg/kg body weight over a 5-minute period is recommended.

Please see Brief Summary of Prescribing Information on adjacent page.

For more information, call 800.989.8826, or visit www.dentsplypharma.com
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Articadent® is a registered trademark of DENTSPLY International and/or its subsidiaries.
4% Articadent™ DENTAL with epinephrine 1:100,000 (articaine hydrochloride 4% [40 mg/ml] with epinephrine 1:100,000)

4% Articadent™ DENTAL with epinephrine 1:200,000 (articaine hydrochloride 4% [40 mg/ml] with epinephrine 1:200,000)

BRIEF SUMMARY. (See Package Insert For Full Prescribing Information)

USE
Articadent™ is indicated for local, infiltrative, or conductive anesthesia in both simple and complex dental procedures. For root canal therapy, see Articadent™ with epinephrine 1:200,000 is preferred during operative or surgical procedures when immediate hemostasis or surgical field is desired.

CONTRAINdications
Articadent™ is contraindicated in patients with a known history of hypersensitivity to local anesthetics of the type used, or to other components of Articadent™. Articadent™ with epinephrine 1:100,000 is preferred during operative or surgical procedures when immediate hemostasis or surgical field is desired.

WARNINGS
Adequate intraosseous injection may be associated with convulsions, followed by central nervous system depression and coma, progressing ultimately to respiratory arrest. The administration of Articadent™ should be under constant observation and should be stopped immediately if signs of local anesthetic systemic toxicity (LASIT) are noted. Articadent™ is supplied in a manner that allows for the simultaneous administration of epinephrine at the time of administration. Convulsions may occur as a result of the local anesthetic, epinephrine, or the combination of both causes. Convulsions may also be associated with the administration of large dosages of epinephrine. Epinephrine-containing solutions are less likely to produce LASIT, but may cause uncoordinated skeletal muscle contraction resulting in possible fractures in the neck, jaw, bones of the fingers, or other bony areas. Extensive regional anesthesia may cause reversal of normal reflexes (e.g., bowel and bladder paralysis). 

Intraosseous injections should be avoided. To avoid intraosseous injection, aspiration should be performed before Articadent™ is injected. The needle must be repositioned until no return of blood can be elicited by aspiration. Note: however, that the absence of blood in the syringe does not guarantee that an intraosseous injection has been avoided. Articadent™ contains benzylamine that can cause local tissue necrosis or systemic toxicity. Usual precautions for epinephrine administration should be observed. 

Articadent™ contains sodium metabisulfite, a sulfite that may cause allergic-type reactions including anaphylactic symptoms and life-threatening or less severe adverse reactions. The overall prevalence of sulfite sensitivity in the general population is unknown. Sulfite sensitivity is rare, but possibly exists in individuals who are allergic to certain aromatic amines, particularly those with a family history of allergy. 

Articadent™, along with other local anesthetics, is capable of producing methemoglobinemia. The clinical signs of methemoglobinemia are cyanosis of the nail beds and lips, fatigue, and weakness. If methemoglobinemia does not respond to administration of oxygen, administration of metahemoglobin blue intravenously at 1 mg/kg body weight over a 5-minute period is recommended. The patient should be observed carefully for 24 hours after receipt of metahemoglobin blue. Administration of methylene blue should be reserved for use in patients with cyanosis of uncertain etiology. Methemoglobin levels greater than 15% and cyanosis may occur. Methylene blue is not available in the United States, but has been used in Europe. 

PRECAUTIONS
General
Resuscitation equipment, oxygen, and other resuscitative drugs should be available for immediate use. Severe systemic reactions (e.g., anaphylaxis) can occur. 

Pregnancy
It is not known whether Articadent™ crosses the placenta or enters breast milk. 

Nursing Mothers
It is not known whether Articadent™ is excreted in human milk. It is not known whether Articadent™ with epinephrine 1:100,000 may affect milk production. Even though the potential for lactation is not known, the effect of Articadent™ with epinephrine 1:100,000 on the human infant must be considered. There is no information on the effects of Articadent™ with epinephrine 1:200,000 on the human infant. 

ADVERSE REACTIONS
Adverse reactions to Articadent™ are characteristic of those associated with other amide-type local anesthetics. Adverse reactions to this group of drugs may also result from excessive plasma levels (which may be due to the patient’s condition, accidental overdose, or drug interactions). Inadequate local anesthetic technique, volume, injection time, injection site, hypersensitivity, or misdiagnosis is possible. 

The reported adverse events are derived from clinical trials in the US and UK. Table 1 displays the adverse events in clinical trials in which Articadent™ was administered with or without epinephrine. It is not known if adverse events reported with Articadent™ with epinephrine 1:100,000 and Articadent™ with epinephrine 1:200,000 were due to multiple injections, dosage errors, or other factors. 

Table 2. Adverse Events in clinical trials with an incidence of 1% or greater (Articadent™ with epinephrine 1:100,000 and Articadent™ with epinephrine 1:200,000).

Table 3. Adverse Events in clinical trials with an incidence of 1% or greater (Articadent™ with epinephrine 1:100,000 and Articadent™ with epinephrine 1:200,000).

The following list includes adverse and important events that were recorded in 1 or more patients, but occurred at an overall rate of less than one percent, and were considered clinically relevant. 

Two are better live than one

By Jayme S. McNiff, GNYDM Education Coordinator

As the leading dental convention and event in the United States, the Greater New York Dental Meeting (GNYDM) continues to grow and reach for new innovative programs in hopes of attracting the most renowned clinicians and dental professionals from around the world.

In 2009, the GNYDM registered 59,166 attendees from all 50 states and 124 countries, an increase from the previous year. The GNYDM organizers feel their event must contain programs to inspire the entire dental team to excel in their profession. Thus, this year’s meeting has expanded to include two Live Dentistry arenas to incorporate more cutting-edge, oral health-care programs.

This year, the GNYDM is offering an innovative live hygiene session, where for the first time, dental hygienists and assistants will learn and see the latest materials and equipment available on the market to advance their skills and knowledge.

Dr. John Halikias, general chairman of the GNYDM, said, “The ‘Live Dentistry’ arena is a place where the most prominent and respected clinicians can share breakthrough technology and techniques, allowing dental professionals the chance to learn the most about innovative dental products, technology and procedures.”

In these two modern, high-tech arenas, attendees will watch procedures on numerous 60-inch, high-definition LED screens, which project up-close views of live procedures right on the exhibit floor.

Due to its immense popularity, the arenas fill up quickly, so be sure to arrive early to obtain a seat at one or all of the tuition-free sessions. In 2009, the GNYDM not only filled the arena’s seating for 300 attendees during the entire four days, but also had an additional 100 attendees watching from outside the arena.

Live Dentistry Arena No. 1

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<tr>
<th>Today</th>
<th>Monday</th>
<th>Tuesday</th>
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<tr>
<td>VOCO America</td>
<td>VOCO America</td>
<td>Discus Dental</td>
<td>Nobel Biocare</td>
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<td>Ultradent Products</td>
<td>Ultradent Products</td>
<td>Kodak Dental Systems</td>
<td>OrthoTAD and implants</td>
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Live Dentistry Arena No. 2

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<thead>
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<th>Today</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tr>
<td>DENTSPLY</td>
<td>Discus Dental</td>
<td>Luncheon for Learning</td>
<td>AMD LASERS</td>
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<td>3M ESPE</td>
<td>Biolase Technology, GC America and Kuraray America</td>
<td>Hygiene program</td>
<td>Implants</td>
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</tbody>
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It was standing room only at the Live Dentistry sessions during the 2009 Greater New York Dental Meeting. (Photo/Provided by GNYDM)
DTSC (from page 1)

an invaluable opportunity to learn
diverse aspects of dentistry and how
to integrate a variety of treatment
options into their practice.
The speakers have been care-
fully selected and are nationally and
internationally renowned for their
influence in enhancing dental
education through extensive clini-
cal experiences and diverse back-
grounds.
The program will take place on the
exhibition floor in Aisle 6000, Room
No. 3 and will feature the following
agenda.

Today
• 10–11 a.m.: “Beautiﬁl: Go with the
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tin Goldstein
• 2:40–3:40 p.m.: “Digital Impres-
sions: Are They For Me?” with Dr.
Richard Rosenblatt
• 4–5 p.m.: “Total Facial Esthetics
for Every Dental Practice” with Dr.
Louis Malcmacher

Monday
• 10–11 a.m.: “Eco-Friendly Infec-
tion Control – Understanding the
Balance” with Noel Brandon-
Kelsch
• 11:20 a.m.–12:20 p.m.: “Incorporat-
ing New Advancements in Dental Mate-
rials and Techniques into Your
Restorative Practice” with Dr. Gregori Kurtzman
• 12:50–1:10 p.m.: “A Game-Chang-
ing Approach to Diﬃcult Class II
Composites” with Dr. Marc Gott-
lieb
• 1:20–2:20 p.m.: “Optimizing Your
Practice with 3-D Cone-Beam
Technology” with Dr. Damien Mul-
vany
• 2:40–3:40 p.m.: “High-Resolution
Cone Beam with PreXion 3D” with
Dr. Edward Katz
• 4–5 p.m.: “Soft-Tissue Lasers and
Caries Diagnosis” with Drs. Freed-
man, Goldstep and Lynch

Tuesday
• 10–11 a.m.: “Soft-Tissue Lasers and
Caries Diagnosis” with Drs. Freed-
man, Goldstep and Lynch
• 11:20 a.m.–12:20 p.m.: “Soft-
Tissue Lasers Adjunctive to Ortho-
dontic Treatment” with Dr. Lou
Chmura
• 12:50–1:10 p.m.: “The Newest
Developments in the Art and Sci-
cence of Air Abrasion” with Dr. Marc
Gottlieb
• 1:20–2:20 p.m.: “Introduction to
Cone-Beam CT (CBCT), Especially
as it Pertains to Prevention of Fail-
ures in Oral Implantology” with Dr.
Dov Almog
• 2:40–3:40 p.m.: “Cleaning and
Shaping with New Technology”
with Dr. Bettina Basrani
• 4–5 p.m.: “Contemporary Concepts
in Tooth Replacement: Paradigm
Shift” with Dr. Dwayne Karateew

Wednesday
• 10–11 a.m.: “Best Management
Practice, Waste Management for
the Dental Office, and OSHA Com-
pliance” with Al Dube
• 11:20 a.m.–12:20 p.m.: “Hard- and
Soft-Tissue Lasers” with Dr. Glenn
van As
• 1–4:30 p.m.: “The Osseo University
Summit: A Collection from Masters
of Implantology” with Dr. Benedict
Bachstein, Dr. Ethan Pansick, Dr.
Enrique Merino, Dr. Jeffery Hoos,
Dr. David Hoexter and Dr. Dwayne
Karateew

Here at the GNYDM
The DTSC symposia are free for regis-
tered attendees, but seating is limited.
The program will take place on the
exhibition floor in Aisle 6000, Room
No. 3.

For exact program details, please
check the schedule under
www.DT
StudyClub.com/gnydm.
A simple, effective treatment for snoring

aveoTSD

$139 each
plus shipping

- A brilliantly simple, low-cost treatment for problem snoring.
- The aveoTSD works through gentle tongue protrusion, preventing it from falling back and blocking the airway.
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$269
Save $220 off the $489 list price!

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How aveoTSD works

In this MRI** image, the tongue falls into the back of the airway as a person sleeps. This blocks the airway, leading to snoring.

** Magnetic Resonance Imaging GE Signa Profile EXCITE 0.2T

This MRI image shows the aveoTSD holding the tongue gently forward, preventing it from falling back and obstructing the airway. Note how the airway is now open and clear. This stops or greatly reduces snoring.

aveoTSD volume pricing:
- (1-4) $139
- (5-9) $129
- (10-19) $119
- (20+) $115
aveoTSD is a registered trademark of Innovative Health Technologies (NZ) Limited.

*Price does not include shipping.

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For more info: www.getaveo.com

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The Standard of Care
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, the Commercial Service offers outstanding 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.

The Commercial Service staff—located at U.S. embassies and consulates throughout the world—works to recruit foreign buyer delegations and helps organize their business plans for the show.

This year, 19 official Commercial Service delegations from all over the world will attend the show, escorted by Embassy Commercial specialists. These delegations include:

- Albania
- Austria
- Brazil
- Canada
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- Mexico
- Nicaragua
- Norway
- Russia
- El Salvador (with Guatemala)
- Saudi Arabia
- Slovak Republic
- Thailand
- Ukraine
- Venezuela

Approximately 500 delegates are expected to attend. Commercial Service specialists advertise the GNYDM through various media outlets, encouraging buyers to register and come on their own.

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 staff members managing the International Business Center are Michael Grossman, Jetta DeNend, Carol Rudman, Jeanne Townsend, Dina Vulpis and Gerry Zapain. Please see the IBC staff to sign up for a meeting room.

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. For the first time, the seminar will take the form of an open forum with international commercial specialists talking back and forth between each other, the moderator and the audience.

Exhibitors may participate in showcase, one-on-one appointments made in advance of the show between the delegation leaders from the embassy network and the exhibitor. Together, they will explore export opportunities and discuss the latest market information on their respective countries.

At past GNYDM shows, these Commercial Service efforts, have led to numerous export successes.

The Export Seminar will take place from 11 a.m.–12:30 p.m. on Monday in room 1E09.

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.

With a network of 1,700 trade specialists in 107 U.S. cities, and American embassies and consulates in nearly 80 countries, the Commercial Service provides a number of services to assist small and mid-sized U.S. businesses.

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