**Anniversary dental event opens in Birmingham**

Dentistry Show celebrates a decade of dental innovation and learning

By DTI

BIRMINGHAM, UK: Providing an ever-growing platform for learning and exchange of knowledge between the industry and professionals, the Dentistry Show and Dental Technology Showcase will be held for the tenth time this year for all members of the profession. Running on 12 and 13 May at the National Exhibition Centre in Birmingham, the anniversary edition will again present the latest innovations and clinical developments in the field.

After the International Dental Show in March, held in Cologne in Germany, plenty of innovations are expected to be presented across the whole industry. There will be over 420 suppliers, including the trade’s biggest brand names, with many new products available to experience first-hand and purchase. At booth E95, the Dental Tribune International publishing group will be present with its extensive selection of general and specialist dental media. There, information will be available about the group’s numerous educational offerings, including the Dental Tribune Study Club, Clinical Master Classes and special events, such as the ROOTS SUMMIT in 2018.

With thousands of dentists, practice managers, dental hygienists and therapists, dental nurses, dental technicians and laboratory owners, the show is the perfect event to network with industry peers.

Furthermore, visitors will have access to hundreds of hours of continuing professional development (CPD), available directly on the show floor. Presentations will include a wide range of topics, such as new clinical techniques, exciting materials, patient oral health adjunctors and even business strategies to help grow a practice. Popular features from previous shows will return again, including the PerioLounge, EndoLounge, ADI Implant Theatre, CORE CPD Theatre and Short-Term Ortho Lounge. The British Academy of Cosmetic Dentistry has announced its support of the Aesthetic Dentist Theatre, which will provide interested clinicians with a thorough understanding of key aesthetic subjects as they relate to a modern dental practice.

According to the organiser, however, the Dentistry Show is designed with the whole dental team in mind. Consequently, there will also be two-day conferences designed specifically for dental nurses, hygienists and therapists, among others. Supported by Practice Plan, the Dental Business Theatre is ideal for dentists and practice managers to learn about the fundamentals and dos and don’ts of running a dental business.

“The Dentistry Show is always a really good event,” commented Deepak Simkhada, a London-based dental therapist who will be speaking at the Hygienist and Therapist Symposium. “There is a large selection of high-quality speakers covering a range of topics, plus many exhibitors showing the latest products and services. It’s always a lot of fun too!”

In support of the BDA Benevolent Fund, the organiser announced that £1 will be donated to the charity for every hour of verifiable CPD. The last edition, held in April 2016, was attended by over 7,300 dental professionals.

Co-located with the Dentistry Show, the Dental Technology Showcase will host more than 100 companies, which will be presenting groundbreaking products and tools in the dental technology segment. Its programme boasts over 40 hours of verifiable CPD education and will update attendees on the latest techniques, treatments and studies. In addition, it offers the perfect opportunity to network with and develop professional relationships with leading technicians.

First held a decade ago, the Dentistry Show has become one of the foremost dental events in the UK. Since its inception, it has provided high-quality education for the whole dental team, delivering up to 85,000 hours of free verifiable CPD. The last edition, held in April 2016, was attended by over 7,300 dental professionals.

For the latest news, interviews with opinion leaders and product information, please visit www.dental-tribune.com. The organiser provides general information about both shows on its respective websites, www.thedentistryshow.co.uk and www.thedts.co.uk.