New, newer, newest

By Robert Selleck, today Staff

If your journey to the Chicago Dental Society Midwinter Dental Meeting included the Blue Line from O’Hare, you might have ended up in a train car with its interior-wrap advertising devoted entirely to the Quip electric toothbrush.

The first-time exhibitor here in Chicago is known for strategically advertising beyond the exhibit halls in cities hosting major dental meetings it attends.

Last year for the Greater New York Dental Meeting, the Brooklyn-based company ran ads in trains using the new subway station near the Jacob K. Javits Convention Center. Thursday morning in the Midwinter exhibit hall, the Quip booth (No. 443) was see-

Alexandria Jundt, DDS, in practice in Chicago, shows her free Quip electric toothbrush in the Quip booth, No. 443. Attendees receive the toothbrush and other gifts as part of the Quip ‘booth experience.’ Quip is a first-time exhibitor. (Photos/Robert Selleck, today Staff)

Three more live-patient demonstrations on tap

Today’s educational agenda includes two live-patient demonstrations.

From 9 a.m. to noon, Frank Milnar, DDS, of St. Paul, Minn., presents “Power of pink: Techniques for pink prosthetic restorations with bioactive composites,” and from 1:30-4:30 p.m., Robert Margeas, DDS, of Des Moines, Iowa, presents “How to close a diastema.” Held in room W375C and each worth 3 C.E. units, the sessions are free but ticketed. You can request a ticket at the door, but the sessions are popular.

A final live-patient demonstration is scheduled Saturday, with Lee Silverstein, DDS, of Marietta, Ga., presenting “Soft-tissue augmentation using Alloderm.”
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ing a steady flow of visitors listening to a quick overview about how practices can make the toothbrush easily available to patients and benefit from a dental-connect platform designed to keep practices closely connected to existing and potential patients.

Final step in the booth experience is walking away with a sleek Quip toothbrush, a tube of Quip toothpaste, a coupon for a replacement head, a brochure welcoming you to the Quip brand and some literature about Quip’s other products and services.

Reflecting the dental industry’s ever-increasing pace of innovation and expansion, the Midwinter Meeting has numerous new exhibitors this year — along with an even broader array of new products and services.

In booth No. 1048, first-time exhibitor Dentkist is here with a variety of products, ranging from impression material to handpieces. The Korean-based company, among the top-five companies in its sector in Korea, is conducting business in 65 countries, and a few months ago it received FDA clearance to operate in the U.S. The “KIST” in Dentkist stands for “Korean Institute of Science and Technology,” a science-and-technology national think tank in Seoul that has launched many science-based businesses.

In booth No. 1048, first-time exhibitor Ignite DDS (booth No. 848) is handing out a small book that gives you a feel for its free continuing education community for dental students and young dental professionals.

Not far away, the Academy of Microscope Enhanced Dentistry is also here for the first time, in booth No. 838.

The concept of “new” in the exhibit hall isn’t limited to first-time exhibitors. Stroll down any aisle and you’ll encounter plenty of new products, too. Some are so new, they’re here for demonstration only before becoming available later in the year.

KaVo was demonstrating three new products to dental-industry-media representatives Thursday morning in booth No. 848, hand out a small book that gives you a feel for its free continuing education community for dental students and young dental professionals.

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There’s plenty more “new” to discover, with the exhibit hall open again today until 5:30 p.m. and until 4 p.m. on Saturday.