

today



Meet the DTSC Symposia speakers!

Dr. Malcmacher and others take the stage today. What to expect from their sessions and why you should attend.

»starting on page 10



Off to the exhibit hall

Before you face those 1,500-plus booths, read our guide to the new products and technology you won't want to miss.

»starting on page 34



Get out and sightsee!

There is more to New York City than the convention center, and we have a list of places you'll be really glad you decided to check out.

»page 62

And we're off!



• New York City offers plenty to see and do. (Photo/NYC and Company)

The Greater New York Dental Meeting opens its doors for the 87th annual meeting

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

Welcome to New York and to one of the largest and most comprehensive dental meetings in the United States. Whether it's your first time here or your 50th, you will find something to interest you – from the latest technologies to resources and education designed to keep your dental practice current, competitive and rock solid.

The exhibit floor and the diverse continuing education programs are

the centerpiece of this annual expansive meeting. Organizers coordinate 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.

Exhibit floor

Last year, the Greater New York Den-

tal Meeting's (GNYDM) exhibit floor included 600 exhibitors and more than 1,500 exhibit booths, offering a unique opportunity to meet face-to-face with companies that export. The continuous partnership with the U.S. Department of Commerce International Buyer Program allows exhibitors a free listing in the GNYDMExport

*see off, page 4

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* Source: CDC Guidelines MWR Dec. 19, 2003. Guidelines for Infection Control in Dental Healthcare Settings - 2003

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appears during the Greater New York
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There's something for everyone during the DTSC Symposium

Join us for the fourth annual Dental Tribune Study Club Symposium

■ As the official online education partner of the Greater New York Dental Meeting (GNYDM), Dental Tribune is once again teaming up with the meeting's organizers to offer four days of symposia in various areas of dentistry.

Dental Tribune welcomes you to a new experience in the world of dentistry. Each day will feature five individual one-hour lectures led by experts in the field.

The final day will feature the second Osseo University Summit, a program dedicated to implantologists, followed by the Laser Summit.

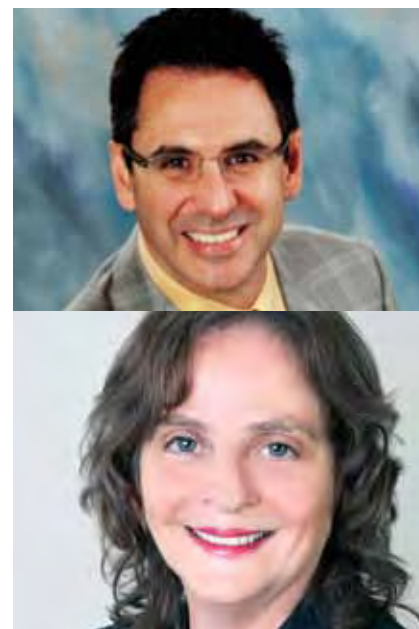
Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice. For more information and course descriptions,



check the schedule at www.dtstudyclub.com/gnydm.

Dental Tribune would like to thank our sponsors: Shofu, LVI, Cadent, VOCO, AAFE, Cariescan, Suni, Action Run, AMD LASERS, Kuraray, Pentron, SMT, Onpharma, Danville, LVI, Klockner, Technology 4 Medicine, and Champions Innovations. Their support proves their dedication to the ongoing goal of quality continuing education for dentists worldwide.

We look forward to seeing you in aisle 6000, room 3!



• Dr. Marty Jablow and Dr. Fay Goldstep

SUNDAY, NOV. 27	SPEAKER	LECTURE TITLE
10–11 a.m.	Dr. Howard Glazer	GIOMERS: New Giants of MI Dentistry
11:15 a.m.–12:15 p.m.	Dr. Shamshudin Kherani	Comprehensive Dentistry Using Digital Impression Technology
12:45–1:45 p.m.	Dr. Ron Kaminer	Minimally Invasive Dentistry: Tips and Tricks to Maximize Success
2–3 p.m.	Dr. Louis Malcmacher	The Hottest Topics in Dentistry
3:15–4:15 p.m.	Dr. Brian Novy	Technology to Improve Your Caries Management
4:30–5:30 p.m.	Dr. George Freedman	Evolving Conservative Restoration
Monday, Nov. 28	Speaker	Lecture Title
10–11 a.m.	Dr. Fay Goldstep	What Patients Want ... What Dentists Want: Easy, Healthy Dentistry!
11:15 a.m.–12:15 p.m.	Dr. Damien Mulvany	Why View Your 3-D Patients with 2-D Images? A Common Sense Approach to 3-D Imaging in the General Dental Practice
12:45–1:45 p.m.	Dr. Larry Emmott	Remember When "e" Was Just A Letter? Use e-Services to Improve Patient Care and Increase Profitability
2–3 p.m.	Dr. Fay Goldstep & Dr. George Freedman	Diode Lasers and Restorative Dentistry
3:15–4:15 p.m.	Dr. Shamshudin Kherani	The Power of Dentistry: Positively and Significantly Affecting Our Patients' Lives
4:30–5:30 p.m.	Dr. Marty Jablow	Understanding the Advances in Self-Adhesive Technology and How to Incorporate Them into Your Restorative Practice
Tuesday, Nov. 29	Speaker	Lecture Title
10–11 a.m.	Dr. Gregori Kurtzman	Core Buildups, Post & Cores and Understanding Ferrule
11:15 a.m.–12:15 p.m.	Dr. Paul Goodman	Capitalize on the Hidden Implant Production in Your Practice
12:45–1:45 p.m.	Dr. Fay Goldstep & Dr. George Freedman	The Diode Laser: The Essential Soft-Tissue Handpiece
2–3 p.m.	Dr. Pedro Lazaro Calvo	Surgical Decision Making in Aesthetic Implant Dentistry
3:15–4:15 p.m.	Dr. Stanley Malamed & Dr. Mic Falkel	Local Anesthetic Performance: Fiction, Fact and Advancements (Precision Buffering)
4:30–5:30 p.m.	Dr. Enrico DiVito	Minimally Invasive Endodontics Using Photon Induced Photoacoustic Streaming (PIPS)
Wednesday, Nov. 30	Speaker	Lecture Title
10–11 a.m.	Dr. Ira Lamster	Management of the Patient with Diabetes Mellitus: Considerations for Dental Practice
11:20 a.m.–12:20 p.m.	Dr. George Freedman & Dr. Marc Gottlieb	ABC's of Bonding Ceramic Crowns and Ceramic Repair
12:30–5 p.m.	Dr. David Hoexter, Dr. Ron Kaminer, Dr. Armin Nedjat, Dr. Robert Horowitz and Dr. Michael Egan	The 2nd Annual Osseo University Summit: Revolutionary Implant Design Unveiled followed by the Laser Summit moderated by Dr. Selma Camargo

Off *from page 1

Interest Directory, the opportunity to meet many worldwide senior-level volume buyers, a chance to receive export counseling by government specialists and additional benefits derived from extensive international marketing efforts.

International Pavilion

The GNYDM has significantly expanded its international program to accommodate 6,970 international visitors in 2010. In terms of education, the GNYDM discounts all of its programs by 50 percent for international attendees. In efforts to expand hospitality, free multi-language courses are offered in Portuguese, French, Spanish and, this year, Italian and Russian as well.

Live Dentistry Arena

This revolutionary concept offers eight free live patient demonstrations right on the exhibit floor. By placing two large screens on either side of the stage as well as smaller screens scattered throughout the audience, attendees are able to get an up-close view of the procedures occurring in real time.

Educational programs

Once again, the GNYDM offers an unparalleled educational program,



Attendees register for the Greater New York Dental Meeting. (Photos/Provided by the GNYDM)

featuring some of the most highly regarded educators in the field of dentistry. There are choices of 300 essays, full-day and half-day seminars as well as hands-on workshops including salivary diagnostics (offered in English and Spanish), Botox/Dysport and dermal fillers, lasers, orthodontics and endodontics.

SomnoMed and Invisalign

For the first time ever, SomnoMed is collaborating with the GNYDM to offer the first SomnoMed Academy Sleep and Appliance Exposition.

With an expert team of clinicians and staff from SomnoMed, attendees will have the chance to explore over a four-day period an array of popular topics, including obstructive sleep apnea fundamentals and advanced oral appliances and therapy as well as how to implement dental sleep therapies into your practice.

In addition, the GNYDM will again partner with Align Technology to present its four-day Invisalign Exposition. This diverse array of educational courses is taught by a seasoned team of Invisalign specialists. Dental professionals learn the logistics of tooth alignment, including treatment for crowding cases and other orthodontic abnormalities.

Orthodontics

This year, the GNYDM offers an array of orthodontic specialty programs throughout its full-day event.

The New York State Academy of General Dentistry Mastership Program kicks off the second orthodontic program today. Drs. Elliott Moskowitz and Laurance Jerrold will host "Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow." This hands-on full-day workshop focuses on the practical utilization of various removable and fixed orthodontic appliances within a general or pediatric dental practice.

Drs. Jay Bowman, Lysle E. Johnston, Gerry Samson and Luis Carriere from New York University's College of Dentistry and Orthodontic Alumni Association will present a full-day seminar on Tuesday. Topics include Class II, simple Quick Fix Device for mild Class IIs and IIIs and treatments.

"Applications of Evidence-Based Orthodontics and Pediatric Dentistry," presented by Moskowitz and Dr. Stanley Alexander on Wednesday, will include areas of growth and development, cephalometrics and

Here at the GNYDM

For more information on any of the educational programs, see the Greater New York Dental Meeting Program Guide.

palatal expansion as well as Class II and treatments.

Endodontics

The GNYDM has planned multiple days of endodontic programs, including workshops, seminars and essays. On Monday, Dr. Ralan Wong will present "Endodontic Diagnosis," discussing basic principles and understanding of pulpal pathosis, its relation to dental pain and the treatment of the acute emergency patient. This half-day seminar is scheduled from 2-5 p.m. Also on Monday from 2-5 p.m. is a hands-on course with Dr. Joseph Maggio covering the proper steps with irrigation to insure bonding; plastic blocks and supplied extracted teeth are obturated along with the use of a microscope.

Wong presents two workshops on Tuesday that deal with locating canals. The morning workshop discusses hybrid techniques for cleaning and shaping root canal therapy, and the afternoon session details the rationale for utilizing different instruments and pros and cons of each.

On Wednesday, Drs. Todd M. Geisler and Bruce Seidberg represent the New York State Association of Endodontists by presenting regenerative endodontic procedures and familiarizing participants with the objectives and application of clinical REPs and the basic elements of tissue engineering. Legal and ethical aspects of dentistry will be discussed during the afternoon. This program is from 9 a.m.-noon and 2-5 p.m.

Closing this year's meeting is Dr. Barry Musikant, who will present two half-day workshops on Wednesday. These hands-on tutorials introduce endodontic instrumentation and advanced endodontic techniques.

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Here at the Greater New York Dental Meeting: what to know

When and where do I register?

Registration takes place in the Upper Level of the Jacob J. Javitz Convention Center. Registration hours are:

- *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.

In the Special Events Hall Lower Level 1, 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. The organization will offer the following:

- Digital photos
- Digital fingerprinting
- Personal information burned on to 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 screens. Here is the schedule:

- *Today, 10 a.m.-12:30 p.m.*, VOCO

America presents "Anterior Composites" with Dr. Frank Milnar

- *Today, 2:30-5 p.m.*, Discus Dental presents "Cosmetics and Restorations" with Dr. Michael Miyasaki
- *Monday, 10 a.m.-12:30 p.m.*, VOCO America presents "Class IV Restorations" with Milnar
- *Monday, 2:30 p.m.-5 p.m.*, OcoBioMedical presents "Implant Placement" with Dr. Aza Nazarian
- *Tuesday, 10 a.m.-12:30 p.m.*, Discus Dental presents "Whitening Techniques" with Dr. Marilyn Ward
- *Tuesday, 2:30-5 p.m.*, Henry Schein Dental presents "Implants, Restoration and Technology" with Drs. Ruben Cohen and Gary Kaye
- *Wednesday, 10 a.m.-12:30 p.m.*, Nobel Biocare presents "Prosthetic Rehabilitation" with Drs. Hooman Zarrinkelk and Joseph Massad
- *Wednesday, 2:30-5 p.m.*, "Bar Retainer Prosthesis and Implants" with Massad

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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.

Contact

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

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.

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