

Showcase preview

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WORKING IN HARMONY AT SHOWCASE

The British Dental Trade Association (BDTA) Dental Showcase will take place at ExCeL London on 14–16 October 2010. This year's theme is 'working in harmony', reflected in the inclusion of a 50 m² pavilion containing a communal lounge area and representatives from nine professional dental associations.

This year the BDTA's emphasis is also on innovation, education and integration, which summarise what can be gained from a trip to Dental Showcase. A visit to the event will help all dental professionals keep up to date with products, services and business practices to deliver customer satisfaction, gain valuable knowledge through a combination of hands-on and formal learning, and incorporate what they have learned into their practice to



develop dentistry for the future.

To register in advance for a complimentary ticket, visit www.dentalshowcase.com/visit, call the registration hotline on 01494 729959 or text your name, address, occupation and GDC registration number to 0778 6206 276. Advance registration closes on 1 October 2010 and on-the-day registration costs £10 per person.

Reader response number 50

LIFESTYLE-FRIENDLY ORTHODONTICS

Delegates visiting the Clearstep stand at this year's Dental Showcase will be able to find out more about how they can offer orthodontics to their patients using the Clearstep system.

The Clearstep System is organised into five key elements (Pre-Alignment, Space Closure, Alignment, Finishing and Detailing, Extras) and incorporates appli-

ances such as the Clearstep Orthodontic Dentofacial Aligner (CODA) and the Clearstep Closing Screw. 'Invisible' and removable Clearstep positioners provide patients with a lifestyle-friendly alternative to traditional orthodontic braces.

Find out what's new with Clearstep at stand S19.

Reader response number 51

EXECUTIVE INFECTION CONTROL

At this year's BDTA Dental Showcase schülke are inviting delegates to their five star executive lounge on stand S22 to 'get hands-on' with their range of infection control products.

Products at the bar will include the Touch Free Hand Decontamination Sys-

tem; desderman gel (a fast acting alcohol based hand gel); sensiva wash lotion (a pH neutral soap-free hand and body wash lotion for stressed and sensitive skin); and mikrozyd sensitive liquid (an alcohol-free cleaner and disinfectant for dental chairs, sensitive materials and work surfaces.

Reader response number 52

FOR ALL YOUR TRAINING NEEDS

Experienced staff from the UCL Eastman Dental Institute will be offering practical advice regarding postgraduate and continuing education opportunities for the whole dental team at this year's Dental Showcase.

Delegates will be able to learn more about the broad range of specialty training programmes available as well as the extensive portfolio of CPD opportunities and part-time programmes offered at certificate, diploma and masters level.

The Eastman's website www.corecpd.com provides core CPD courses for busy dental professionals and www.dcpbites.com offer podcasts specifically aimed at dental care professionals (DCPs).

Meet the Eastman staff on stand T13.

Reader response number 53

SUCCESSFUL PRACTICE MARKETING

Munroe Sutton can help market your practice in a number of ways: through an online provider search with over 250,000 hits every month; multi-lingual assistance to aid patients in finding the most appropriate treatment provider; daily database updates with groups and agents; and printed directories.

Munroe Sutton can help you save time and money by marketing direct to the target audience, essential to making your practice a successful business.

Munroe Sutton is the leading dental care plan provider in the US. Find out more about successful marketing on stand D05.

Reader response number 54