

BDIA DENTAL SHOWCASE

Putting innovation into practice
22-24 October 2015, NEC Birmingham

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Technological innovations, clinical advances, a changing economic environment and legislative developments mean the practice and business of dentistry is facing numerous challenges and a wealth of opportunities.

Therefore, it is more important than ever for dentists and practice managers to keep abreast of what is happening and how these developments can be addressed and utilised to the benefit of your patients



and your business. There is no better way of getting to grips with the issues affecting the dental profession than attending BDIA Dental Showcase on 22-24 October at the NEC in Birmingham.

Showcase will feature over 300 exhibitors, ranging from oral healthcare brands, specialist equipment and instrument suppliers, financial and marketing advisors, through to special interest zones and professional association events. As well as bringing together the UK's widest selection of dental products and services under one roof you can also discover the latest techniques and thinking from the extensive programme of mini lectures and on-stand presentations given by industry experts and opinion leaders.

THE LATEST INNOVATIONS UNDER ONE ROOF

BDIA Dental Showcase is used by many companies to launch their new products and services. At the show you'll have the opportunity to put questions to industry experts and have hands-on access to the latest innovations and technologies. Helen Arnold, Events and Office Environment Manager at Colgate (Stands G65/G95), this year's registration sponsor, says 'Showcase is a major event for Colgate, it's a great opportunity for us to talk to dental professionals, and to show off our new technology.'

Among the many other oral health brands exhibiting their new products will be Oral B (Stands J65/J95), Beverly Hills Formula (Stand O20) and Philips Oral Healthcare (Stand K115). There are also many exciting developments in the field of restorative dentistry and you can find out about new materials and compounds from exhibitors including 3M ESPE (Stand J45) and Voco (Stand M135).

SEE THE LATEST INNOVATIONS – AND BUY THEM

Once you've tried the latest products, seen demonstrations of new technologies in action, and discussed your requirements with the experts, you can take advantage of some fantastic show-only deals. Many exhibitors will be offering special event discounts and offers that could make your visit even more worth-

while. In fact, nearly three quarters of visitors last year benefitted by making purchases during, or as a direct result of attending the show. Among those offering special deals will be CleanCert (Stand O65) on their range of contamination control products, Surgery Express (Stand M170), whose stand is going to be three times bigger than previous shows, KaVo (Stand E45) handpieces, surgery equipment and teaching products, and QuickLase QuickWhite (Stand H40), have exclusive offers on their lasers, whitening kits, lights and cameras.

ADDING TO YOUR SKILLS AND SERVICES

Additional services could also provide an avenue for the future development of your practice. Implantation is an increasingly important option for the profession, allowing for tooth replacement or denture stabilisation. The Association of Dental Implantology (ADI) is dedicated to improving the standards of implant dentistry through continuing education and encouraging scientific research. The ADI will be presenting a range of lectures and demonstrations at the Implant Zone (Stand N215), aimed at dentists wanting to know more

about the clinical and commercial opportunities offered by implantation.

ADI President, Philip Friel, said: 'Our programme at Dental Showcase is a fantastic way to share with dental professionals the advances that have been made in implantology and why it is an increasingly important consideration in modern dentistry.'

MANAGING YOUR PRACTICE

With many dental practices looking to increase their profits in the coming months, one area of particular interest will be how to streamline your operations and business practices. You can see how the easy-to-use DentalPlus practice management software from Admor DentalPlus (Stand E130) uses intuitive features to give you instant access to everything required to ensure the smooth operation of your practice. WYSdom Dental Technologies (Stand H115) will be demonstrating how wireless tablet technology can be integrated with the ICONic Practice Management System to help with confidentiality, improving the patient experience and streamlining record retrieval.

THE FUTURE STARTS NOW

BDIA Dental Showcase is a window to the future – and it is just a few weeks away. Check out all of the exhibitors and the lecture schedule at www.dentalshowcase.com. You can also download the new Dental Showcase app which lets you create your own itinerary and keeps you up to date with all of the latest exhibitor news and show information.

So if you don't want to get left behind, come along to BDIA Dental Showcase where the future is waiting.

