

# D T S

16-17 MAY, NEC BIRMINGHAM

## DENTAL TECHNOLOGY SHOWCASE 2024

UNITING  
INNOVATION,  
NETWORKING  
AND EDUCATION!

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FROM THE DTS TEAM

ALEX HARDEN



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# THANK YOU FROM THE DENTAL TECHNOLOGY SHOWCASE TEAM

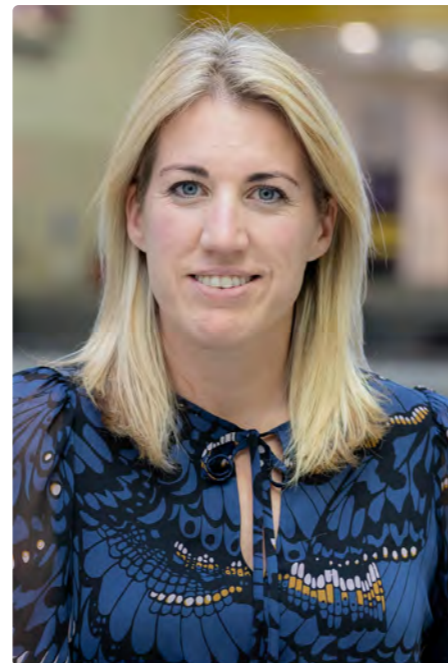
Dental laboratories are the backbone of the dental industry, playing a crucial role in craftsmanship and technological advancements. This is why DTS is so important, designed to highlight the indispensable contributions of dental labs and provide a platform for lab professionals to connect, learn, and grow.

Attendees had the unique opportunity to engage with cutting-edge technology, watch on-stand demos and discuss industry trends with leading experts. This space fostered an environment of collaboration and innovation, allowing technicians and lab owners to exchange ideas, discover new techniques, and enhance their skills.

you're interested in joining us for next year's event, mark your calendars for 16-17 May 2025. We look forward to seeing you there as we continue to push the boundaries of dental technology and professional development together.

Warm regards,  
*Alex Harden*

Portfolio Director  
Dental Technology Showcase



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**SAVE THE DATE FOR NEXT YEAR  
16-17 MAY 2025, NEC BIRMINGHAM**







“Dental Technology Showcase & Dentistry Show combines the whole team. You’ve not only got the dental technology part, we’ve got dental surgeons, we’ve got hygienists, therapists, nurses, we’ve got a mix of everyone. So as much as it’s important that technicians come together to learn and find out what suppliers and what the industry is providing, it’s also great to go and see all the aspects of dentistry and how that is evolving.

CPD is an important part of our profession and to combine that with a social occasion, but that social occasion also is a learning opportunity. Meet your colleagues that you don’t get a chance to see very often, see all of the technology and to learn from the lectures that people are offering all in one.”

**Caroline Kirkpatrick, Clinical Dental Technician, OTS Dental Laboratory**



“This is my favorite show of the year just because it has the Dental Technology Showcase. Most dental shows focus on the clinical stuff; there’s not really much for the technicians. It’s all in the same building so you can jump between each side. The collaboration between sides of the industry is just amazing here, the speakers, demos, people showcasing their skills and knowledge, everyone just wants to share what they know.”

**Beth Brown, Dental Technician, The Party Enamel and Tech Talk**

“DTS is super important for us as a distributor, as a supplier, and as a contract manufacturer. We made so many great connections. It is an important place for us to be, to cement those friendships and partnerships that we have while moving forward and developing those together.”

**Simon Rich, Managing Director, Skillbond**

“It’s really important to support the dental lab industry and our customers. It’s a chance to demonstrate our products, put names to faces and grow those existing relationships.”

**Simon Green, Sales Manager, DB Lab Supplies**

“Having a place where the entire dental team can come together is excellent, whether it’s dealers, manufacturers, dentists, nurses, hygienists & therapists, technicians, CDT’s, it’s great to have everyone in the same hall where we can all see what each team member bring to the party and how everyone can work collaborate and how we can improve together.”

**Errin Alexander, Clinical Product Consultant, Ivoclar**



“Dental Technology Showcase is vitally important. So many companies in one place, so you can visit multiple different companies and get more information on products. DTS is one of my favorites shows because it blends the whole industry together breaking that barrier between the two sides of dentistry making it a fantastic place to come.”

**Emily Pittard, CDT and Clinical Director, The Hive Dental Lab and Clinic**



# DTA

## PROFESSIONAL BODY FOR UK DENTAL TECHNOLOGISTS

We extend a heartfelt thank you to everyone who visited our stand at DTS last month. Meeting each of you over the two days was a true pleasure.

Our discussions, centred on enhancing the future of dental technology, have left us energised and we eagerly anticipate further collaboration to elevate standards in dental technology for the benefit of the oral healthcare of the nation. If you are eager to be part of our mission we would be delighted to hear from you!

We were thrilled to witness The Dental Technician's Hub packed for DTA Ambassador, Sir Nairn Wilson's presentation on 'The Future of Dental Technology'. His talk was remarkably enlightening, shedding light on various significant challenges. Whether you caught the talk or missed it, we have a follow-up feature in the August issue of The Technologist, alongside numerous high-quality CPD articles written specifically for our Dental Technologist community.

~ Delroy Reeves, DTA President



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# DENTAL TECHNOLOGY SHOWCASE 2024

## UNITING INNOVATION, NETWORKING AND EDUCATION!

The recent Dental Technology Showcase (DTS) was an extraordinary event, standing out as the UK's only platform dedicated exclusively to dental laboratories and dental technicians. This year's DTS delivered a wealth of opportunities to network, learn and discover, exceeding all expectations and providing invaluable insights for all attendees.

### NETWORKING OPPORTUNITIES

The networking opportunities at DTS were simply unparalleled. From the moment of entry, the attendees were surrounded by like-minded professionals eager to connect and share insights. DTS provided a dedicated space to meet with peers, industry leaders, and forward-thinking suppliers, facilitating interactions that will no doubt lead to fruitful partnerships and collaborations.

The Dentistry Shows event app further enhanced networking possibilities. Before even arriving at the event, connections could be made with other attendees, exhibitors, and speakers, paving the way for meaningful interactions. The networking lounges were buzzing with energy, making it easy to engage in productive conversations and form connections that promise future opportunities.

### LEARNING FROM INDUSTRY LEADERS

The comprehensive conference programme was a further standout aspect. Covering a wide range of topics relevant to dental technology, the sessions were engaging and informative. With a finger on the pulse, DTS delivered only the most relevant and applicable hot topics across three theatres with 40-plus hours of content, allowing participants to gain up to 12 Enhanced CPD hours over the two days.

The quality of the speakers was exceptional, bringing together 50 of the biggest and most accomplished names in the industry. Sir Nairn Wilson's talk on The Future of Dental Technology was particularly enlightening. As President Emeritus of the College of General Dentistry, his insights into the emerging trends and technologies poised to revolutionise the field were invaluable.

Another highlight was Justin Leigh's session on Lab Management and Leadership: How to Inspire Your Lab Team Through Coaching. As the Managing Director of Focus4growth Ltd, Justin provided strategies on transitioning from being part of a team to leading one, emphasising the importance of embracing the art of leadership while fostering the growth and development of colleagues. This session was a game-changer for anyone navigating this crucial transformation.

Lola Welch's lecture on Guided Surgery Planning 101 was equally impressive. Her introduction to the digital implant planning process covered guide design and manufacturing, software selection, and the legal and anatomical aspects of implant planning. This session equipped the audience with the knowledge needed to implement these advanced techniques in their practices and labs.

Meanwhile, the Whose Fault is it? session at the Dental Technicians' Hub, led by Rachel Derby, Clinical Director at Chapel Dental, and Julia Glancey, Prosthetic Dental Technician at Byrnes (part of Corus), emphasised the critical importance of effective communication between dentists and technicians to ensure high-quality lab work. The session provided invaluable techniques for breaking down barriers, establishing effective communication channels, and confidently addressing issues when they arise, fostering a more collaborative and efficient working relationship.

### DISCOVERING CUTTING-EDGE SOLUTIONS

With innovation at the heart of DTS, the exhibition floor showcased the latest products,



technologies and services shaping the future of dental technology. Attendees had the unique opportunity to see, touch and experience these innovations firsthand, allowing dental technicians and lab owners to make informed decisions about the tools and technologies to invest in.

Many exhibitors offered demonstrations of their latest products, showcasing new skills, theories and techniques in action. For example, as part of the on-stand education programme, delegates had the opportunity to attend a session on Natural Tooth & Gum Characterisation led by Deepa Bharakhda, a Dental Technician from Dencraft Leicester, where the audience learned the essentials of denture characterisation using the three-colour rule, gingival anatomy basics, and Black's Classification.

At another informative session, Jameel Gardee, a Digital Aesthetic Dentist and Clinical Director at Glasgow Smile Clinic, presented an insightful session on Zirconia - Prime Yourself for Aesthetic Success, exploring the significance of zirconia restorations for achieving aesthetic outcomes.

A further notable session was Posterior Guided Occlusion, led by Kevin Campbell, a member of the Clinical Dental Technicians Association UK

Council, in collaboration with Loughborough University, where participants explored advanced techniques for achieving optimal posterior occlusion.

Overall, the fast-paced environment of dental technology means there are potentially hundreds of new products and services on offer. To overcome that challenge, DTS provided the perfect opportunity to meet with over 80 different exhibitors and discuss these innovations face-to-face.

### PERSONAL AND PROFESSIONAL GROWTH

DTS proved to be an investment in both personal and professional growth. Designed to provide attendees with the knowledge and resources needed to excel in their careers, the insights gained from the conference sessions, combined with networking and on-stand discovery opportunities, created an unmatched comprehensive learning experience.

The event fostered an environment where attendees could step out of their day-to-day routines and think strategically about the future of their businesses. It encouraged participants

to consider new ideas, explore different approaches, and challenge themselves to grow, crucial for staying competitive in the rapidly evolving field of dental technology.

### A UNIQUE AND ESSENTIAL EVENT

What truly set DTS apart was its exclusive focus on dental laboratories, alongside its strong partnership with the Dental Laboratories Association (DLA). In a market well served with general dental events thanks to the likes of the BDCDS and Dentistry Show London, having a dedicated platform for lab professionals is both unique and essential. DTS understood the specific challenges and opportunities faced by dental labs and tailored its content and exhibitions to meet these needs.

DTS continues to be a platform for personal and professional development in the dental lab industry. In doing so, it ensures attendees learn how to overcome the current challenges and conflicts being faced. This year's DTS left participants inspired, informed, and equipped with a competitive edge, proving once again that it is an unmissable event for anyone in the dental laboratory sector.





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# EXHIBITOR PROFILES

## DGSHAPE

DGSHAPE is a leading provider of digital fabrication solutions, specializing in advanced technology for the dental market. DGSHAPE offers cutting-edge products designed to empower professionals to create, design, and produce with unparalleled accuracy and efficiency. Dental milling machines are designed to meet all requirements, whether they are dental laboratories looking for high-quality prostheses or medical professionals in need of customised implants. With its combination of innovative products, expertise and customer-centric approach, DGSHAPE continues to revolutionise digital fabrication, driving progress and excellence in the dental industry.



## IMAGING TECHNOLOGIES

Specialists in X-ray and CBCT, Imaging Technologies focus on your clinical and business needs. Experts in 3D Imaging and X-ray solutions – giving advice on a full range of Digital devices with a wide variety of major brands available to professional Dental clinicians. Our priority is meeting your expectations and opening the world of 3D radiography, our proven track record of support and guidance provides fully for your needs from the point of sale, to installation, and ongoing support. providing excellence and support on a full range of Dental Imaging equipment, unlocking resources to a wide variety of Digital devices.



## SKILLBOND

Skillbond wishes to thank the technicians and laboratory staff who visited our stand at DTS 2024 in Birmingham in May. It was great to share everything we offer today's dental laboratory from supplies and equipment to various options for outsourcing your digital work. We had a consistently busy stand during both days and were visited by customers old and new! We would also like to thank our presenters for putting on visually interesting "live" demos and the curious viewers for stopping by, watching and engaging with them. We'd like to hope we are not just known for selling products because offering training, CDP and education has been at the heart of Skillbond's company ethos since our first Education Centre opened in 1985.



## EURODONTIC

Eurodentic is run by product specialists with in-depth product knowledge and experience in digital technology and thermoforming techniques. All our products are tried and tested daily in our own lab. So we can vouch for their quality. UK & Ireland suppliers for Sprinray, Scheu-Dental, RMO, PSM Medical.



## PANADENT

The Y80 Group is delighted to be taking one of the largest stands at DTS 2024. A new name in the market we are representing two of the most respected and established companies in Dental Supply, Panadent and Bracon. Please visit stand D20 to see the best that dental offer, great products, a great team and some amazing show offers. The Y80 Group whilst passionate about modern Dental Technology, is totally committed to old style levels of customer and family orientated service, we are about as far removed from 'corporate' as it is possible to get, come visit the team.



## WHW

The DTS 2024 was a great success for us. Our stand received a lot of attention, and we had the opportunity to showcase some of our latest innovations like the Mayku Multiplier pressure former, and the Phrozen Mega 8K S 3D printer. The response from the attendees was overwhelmingly positive and surpassed our expectations. We were able to demonstrate the Mayku live and show how it can streamline the dental technology processes, improve efficiency, and deliver high-quality results. We are thrilled with the positive reception of the new launches, overall DTS 2024 was a fantastic success and we look forward to more of the same in 2025.





# BDCDS

16-17 MAY, NEC BIRMINGHAM

## GETTING DENTISTRY BUZZING

A LOOK BACK AT BDCDS AND DTS 2024

## THE GOLDEN TICKET

FOR ORAL CARE AND A HEALTHIER FUTURE

PROFESSOR IAIN CHAPPLE

## INSIGHTS AND INSPIRATION FOR THE DENTAL COMMUNITY

STEVEN BARTLETT



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[birmingham.dentistryshow.co.uk](http://birmingham.dentistryshow.co.uk)

FREE FOR DENTAL PROFESSIONALS  
CO-LOCATED WITH DENTAL TECHNOLOGY SHOWCASE



# THANK YOU FROM THE DENTISTRY SHOW TEAM

We are delighted to report that our most recent show in May was a resounding success, as we welcomed thousands of practice team members, exhibitors, product specialists, and world-renowned speakers to the NEC in Birmingham.

It's always wonderful to witness the profession uniting under one roof, fostering a spirit of collaboration and learning. The event provided a unique opportunity for attendees to engage with cutting-edge technology, participate in insightful discussions, and network with peers who share a common passion for excellence in their field.

In addition to the wealth of knowledge and inspiration on offer, the show also allowed participants to build lasting connections and friendships, further strengthening the community.

We hope you found the show a tremendous success and left with valuable insights and experiences. If you are interested in attending next year, we are excited to announce that the dates are set for 16-17 May 2025.

We look forward to seeing you there and continuing our journey of professional growth and innovation together!

Warm regards,

*Alex Harden*

Portfolio Director



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SCAN ME



# GETTING DENTISTRY BUZZING

## A LOOK BACK AT BDCDS AND DTS 2024

Attendees were buzzing with excitement as the British Dental Conference & Dentistry Show (BDCDS) and the Dental Technology Showcase (DTS) 2024 as the events set a new benchmark for excellence and innovation.

Reflecting on the monumental buzz and success of the British Dental Conference & Dentistry Show (BDCDS) and the Dental Technology Showcase (DTS) 2024, it is clear that this event was a landmark in the evolution of dental professionalism and innovation.

Held over the 17th and 18th of May at the NEC in Birmingham, the event was buzzing with energy and excitement. Stands were alight with activity, lectures were packed to capacity, and the atmosphere was electric with innovation. It was a vibrant mix of knowledge, expertise, and technological advancement, tailored to enrich every aspect of dentistry.

The event felt incredibly positive, with new organisations entering the market and bringing fresh ideas. The exhibition stands were extraordinarily innovative, featuring music, TV screens, and their own forums, creating an immersive experience that even enticed industry giants like Sony to participate.

This year also saw a broader age range of delegates than ever before, with younger generations exuding excitement and enthusiasm, making the event feel reminiscent of pre-COVID times. The BDCDS and DTS 2024 truly set a new standard for dental events, marking a brave new chapter in the profession's ongoing evolution.

### A BRIGHTER FUTURE WITH BARTLETT

At the heart of the conference was a live interview featuring Steven Bartlett, the trailblazing entrepreneur known for his profound insights on digital marketing and business growth in the health and wellness sector. Bartlett pulled in people who might not otherwise have attended a conference, creating an incredible sense of community throughout the event.

This talk was deftly navigated by Nilesh Parmar, a figure equally respected in the dental community for his expertise and visionary approach.

In an unprecedented move, the dialogue between Bartlett and Parmar was opened to the audience well before the event. Parmar, engaging with his peers and the broader dental community, extended an invitation for questions and discussions, fostering a collaborative environment that proved ripe for the exchange of innovative ideas.

'Interviewing Steven was not only an honour but also a unique chance to bring fresh perspectives to the dental community,' Parmar remarked, underlining the session's significance in shaping the future discourse of dental practice and business acumen.

Their discussion, enriched by audience contributions, spanned a variety of pertinent topics, including the future of dentistry, team culture, the psychological aspects of running a practice and much more. Steven's experience with overcoming challenges and diversifying interests undoubtedly offered critical insights for dentists at all career stages.

This session not only shed light on the path for dental professionals aiming to leverage technology for growth but also highlighted the collective wisdom of the community in addressing the challenges and opportunities presented by the digital age.

### A TIMELY DISCUSSION

Little had anyone known that less than a week later, a General Election would be called. However, with CloserStill and the British Dental Association's (BDA) fingers on the pulse as always, Preet Gill, Shadow Health Minister responsible for dentistry, had been added to the lineup for the BDA theatre session, 'In an election year, what's the future for dentistry?'

Held on the Friday in the BDA Theatre, the session saw Ms Gill give a speech outlining Labour's plan to rescue NHS dentistry. She remarked that the future of NHS dentistry will be a topic of significant consideration in the upcoming General Election. Without doubt, her presence underscored the significance of this event in an election year, elevating the dialogue about the future trajectory of the dental profession.

Ms Gill was directly followed by the BDA panel, chaired by BDA CEO, Martin Woodrow. It was led by BDA Chair, Dr Eddie Crouch, along with other key dental leaders: Dr Shawn Charwood, Chair of the General Dental Practice Committee (GDPC); Dr Sarah Canavan, Chair of the GDPC Associates Group; Dr Natalie Bradley, Chair of the Young Dentist Committee; and Dr Nadia Ahmed, Chair (2022-2024) of the Central Committee for Hospital Dental Services.

The session provided crucial insights into the current landscape of dentistry and the BDA's efforts to shape its future. As the UK now approaches a General Election, the dialogue was particularly pertinent, addressing how the BDA influences dental policy and practice. Attendees gained valuable knowledge about



the challenges and opportunities facing the dental profession, exploring key issues such as the importance of dentistry as an election issue, Labour's plans for the sector, and emerging trends impacting the field.

With such expert panellists sharing their insights and engaging with the audience, the event proved to be an indispensable opportunity for understanding the future trajectory of dentistry in the context of the forthcoming election.

### A FIRST-CLASS CONFERENCE PROGRAMME

Beyond this illuminating exchange, the BDCDS and DTS 2024 stood as a testament to CloserStill's commitment to providing a comprehensive programme that catered to every professional within the dental sphere.

From students taking their first steps in dentistry to experienced specialists looking to

deepen their expertise, the event offered an array of learning opportunities.

Renowned speakers, such as Ben Atkins, Chris Barrow, Prof. Iain Chapple, and Sir Nairn Wilson, shared insights on a wide range of topics. These included dental sleep medicine, AI and the future of dentistry, systemic health, and advancements in dental technology.

Victoria Sampson's exploration of the mouth-body connection and the oral microbiome offered groundbreaking perspectives on enhancing patient outcomes through holistic care approaches.

Then there was Paul Tipton's presentation on treatment options for the bruxist and wear patient, which provided invaluable insights into managing general but sometimes challenging dental conditions, further enriching the conference's educational offerings.

Additionally, in partnership with key organisations like the BDA, the BDCDS and DTS enriched its programme with both clinical and practical insights, addressing the immediate needs and future aspirations of the dental community.

**“Attending the Dentistry Show was an invaluable opportunity to stay at the forefront of dental innovation.”**

CONTINUED ▶







**PRESSURE-FREE INDUSTRY OPPORTUNITIES**

The exhibition floor was another highlight, showcasing the latest in dental equipment, technologies, and products. Over 400 exhibitors provided attendees with a hands-on look at innovations set to elevate the quality of dental care and practice efficiency.

In fact, one of the standout features of the BDCDS and DTS is the incorporation of no-pressure exhibitions, designed to foster an environment of exploration and discovery, free from the high-stakes pressure typically associated with sales environments. Attendees benefit immensely from this relaxed atmosphere, which encourages genuine engagement with the latest innovations and products on the market.

Dental professionals from across the UK and beyond had an unparalleled opportunity to interact directly with representatives from leading companies and startups alike, gaining insights into the cutting-edge technologies and services poised to transform dental practice.

Among the distinguished exhibitors, names such as A-dec, Agilio, Bridge2Aid, DD, Dental Defence Union, EMS, Kent Oral Care, Listerine, Mouth Cancer Foundation, NHS Dental Services, Straumann Group and UCL Eastman Dental Institute stand out.

Each exhibitor brought a unique contribution to the dental field, showcasing everything from advanced dental equipment and patient care products to innovative software solutions and educational resources.

**THRIVING TOGETHER**

Networking opportunities were also plentiful, reinforcing the intrinsic value of face-to-face interactions in forging and strengthening professional connections. Indeed, the invaluable opportunity for networking at events like the BDCDS and DTS transcends mere professional exchange; it offers a profound sense of camaraderie and community.

In a profession where the pressures and solitude of dental practice can sometimes lead to feelings of isolation, these two events provided a vibrant arena for both social and professional connections. They presented a unique chance for dental professionals to meet peers facing similar challenges, share experiences, and forge new relationships that can enrich both their personal lives and professional endeavours.

This dynamic setting encouraged the exchange of ideas, strategies for overcoming common obstacles, and discussions on advances in dental care, fostering a sense of belonging and mutual support.

**“It’s where passion for dentistry meets cutting-edge advancements,”**

**BE PART OF THE FUTURE OF DENTISTRY**

As we look back on the BDCDS and DTS 2024, it is evident that these events were more than just conferences and exhibitions. They represented a milestone in the journey of dental excellence, marked by learning, innovation, and community engagement.

And yet, the journey doesn’t end here. The upcoming Dentistry Show London, set for the 4th and 5th of October 2024 at ExCeL London, beckons with the promise of unveiling the latest concepts in dentistry from both national and international suppliers and speakers, as well as delivering over 100 hours of content aimed at inspiring, informing, and invigorating the dental community.

In an era of rapidly advancing dental practices, Dentistry Show London stands at the forefront as the next major UK event. The exhibitors represent all aspects of dentistry, including renowned names like Agilio Software, Dental Implant Education Ltd, the GDC, Kent Brushes, Listerine, and MDDUS, plus NHS Dental Services, among many others eager to connect with delegates.

This free-to-attend event celebrates the dynamism and creativity of modern dentistry. With a stellar lineup of speakers and an enticing exhibition, it is an unmissable opportunity to equip practices with cutting-edge dental education, business insights, materials, supplies, and equipment, paving the way for the future of dentistry.

Attendees will have the chance to earn enhanced CPD hours, discover breakthrough innovations, and build meaningful connections with like-minded professionals. So, whether you are a practice owner or a team member seeking the latest clinical techniques and equipment, or a supplier eager to showcase your innovative products, Dentistry Show London offers something for everyone.

Get ready to spark your excitement for Dentistry Show London 2024! Immerse yourself in the forefront of dental innovation by registering your interest today at <https://london.dentistryshow.co.uk/fmc-june-adverts>. Stay ahead of the curve with exclusive updates and be among the first to secure your spot when delegate registration goes live.

Don’t miss this opportunity to be at the vanguard of dental excellence - act now and make sure you are part of the future of dentistry!

**“Network with industry leaders, and gain insights that can transform the practice and patient care.”**



**SAVE THE DATE FOR NEXT YEAR  
16-17 MAY 2025, NEC BIRMINGHAM**

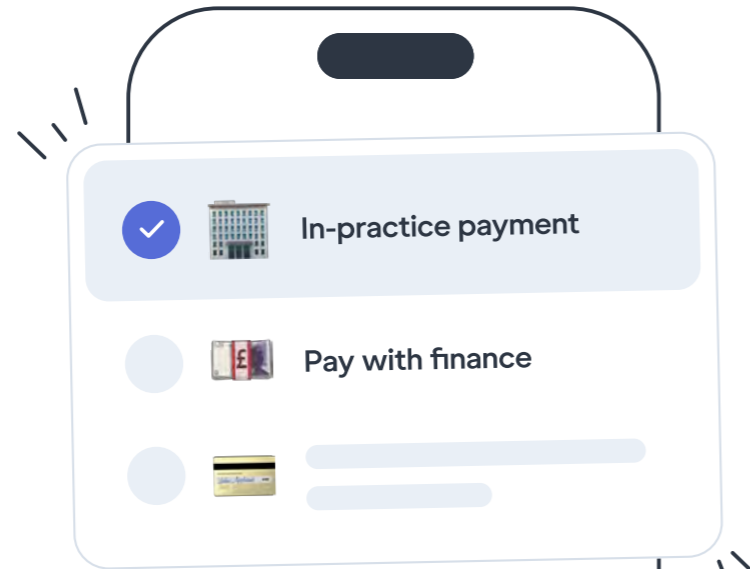


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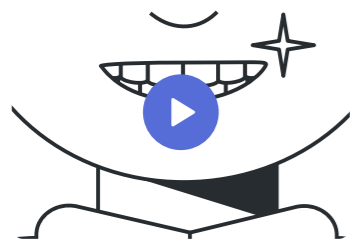
Give patients everything they need to go ahead.

01

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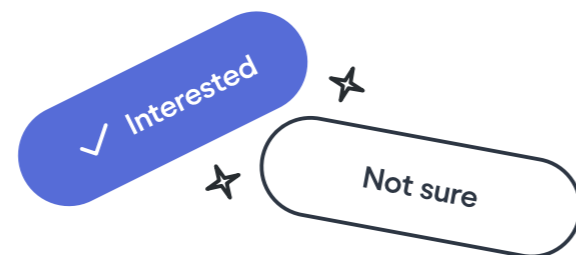


02



Help patients understand treatment with crystal clear explanations and animations.

03



Keep track of everything in one place and discover why some patients don't go ahead.



"It's fantastic to be here at the British Dental conference & Dentistry Show. What a buzz there is. So much of the industry is here displaying and showcasing innovation in the market. I was really pleased to see AI being used in 3D X-rays, fantastic innovations that we are going to start seeing not only in secondary care, but of course, on the high street. There are so many opportunities to learn, to listen, to engage, to really network here, It's been fantastic. I've learned so much and will be taking a lot away."

**Preet Gill, MP, Shadow Minister, Primary Care and Public Health**



"It's fantastic to see the first day so buzzing with lots of people here, it's what we've been lacking over a long period of time is that ability to see people face-to-face, actually get out and see the stands with all these fantastic new innovations in the dental industry. What better? Come to Birmingham, and come along to the British Dental Conference & Dentistry Show. Absolutely fantastic. The ability to come and get CPD, see some of the materials and equipment that's been used in dentistry, and socialise with our colleagues."

**Eddie Crouch, Chair, BDA**

"A very important show and a must-not-miss date in the diary every year connecting the two sides of industries and allowing us all to learn and work together as one."

It's important to come to events like this where you can showcase your products, generate leads, market your company and give yourself that visibility you wouldn't get elsewhere within the market. People may come to the show with something specific in mind but they also have that opportunity to browse and discover brands that they may have never known about otherwise."

**Michael Reichel, EU Sales Manager, Orasoptic**



"Y80 Group is making waves in the industry, and for us to have a presence of this size in the show was extremely important for us, it works wonders. We wanted to gain more customers, show our existing customers what we are all about and make our mark against our competitors."

We've already booked to come back next year. It's really important that we have our products on show. It is impossible for the team to take large pieces of equipment on the road with them, so to have the opportunity for them to see it all at a one-stop shop is perfect. We can put some great deals together for the show, which is what everyone is looking for."

**Simon Lane, CEO, Y80 Group**





# EXHIBITOR PROFILES

## A-DEC

From our simple beginnings, A-dec has emerged as one of the most respected names in the dental industry. In 1964, founders Ken and Joan Austin made the biggest choice of their lives: risk it all to start a company of their own. Little did they know that an invention and a dream would help revolutionize the world of dentistry.



60 years later, A-dec is an employer of choice and the world's leading manufacturer of reliable dental operatory equipment. We continue to work for the betterment of dentistry. That's why we embed our values into the work we do every day.

## BIRDEYE

Birdeye is the highest-rated reputation and customer experience platform for local businesses and brands. Over 150,000 businesses use Birdeye's all-in-one platform to effortlessly manage online reputation, connect with prospects through digital channels, and gain customer experience insights to grow sales and thrive.



Easily generate local leads & reviews, automate repetitive tasks, gain valuable insights, communicate with your customers, post to all your social media profiles, and manage your entire online footprint from one central place.

To learn more about how we help businesses grow, visit our website at [www.birdeye.com](http://www.birdeye.com), or contact us [support@birdeye.co.uk](mailto:support@birdeye.co.uk).

## BLUESTREAM ACADEMY

For more than a decade, Blue Stream Academy has been at the forefront of delivering outstanding eLearning and management solutions to dental professionals throughout the UK.



After undergoing a comprehensive system overhaul in 2023, our Dental eLearning and Management platform now offers a comprehensive GDC training and reporting package. With a vast array of over 30 GDC-recommended eLearning topics, coupled with an efficient reporting and policy system, Blue Stream Academy's platform caters to the needs of all dental professionals, saving valuable time and enhancing productivity.

## BTL AESTHETIC

With over 30 years of continuous innovation, BTL has over 3000 employees and it is operating directly in over 80 countries worldwide. It has grown to become one of the world's major medical and aesthetic equipment manufacturers. It has revolutionised the way to offer the most advanced non-invasive solutions for face, body shaping, skin tightening & other medical aesthetic treatments, including women's intimate health and wellness.



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## DR JAM IMPLANT TRAINING AND MENTORING

Dr Jam has a special interest in implant dentistry and has vast experience as a clinical tutor on various courses all over the UK. He provides implant mentoring services across the country and wants to support others to build their brand, value, and clinical skills.



Dr Jam is hosting his three day Introduction to Implants hands-on course in September 2024. This year, we have secured Ferrari's official test track to offer our delegates a full day experiencing driving truly beautiful Ferrari supercars, in between two hands on days, hosted back at the breathtaking Ferrari dealership.

## DÜRR DENTAL

Dürr Dental were delighted to update visitors on their product range within the comfort of the VIP area they sponsored. Much interest was shown in MyLunos Duo, the tabletop device offering everything you could want from an air polisher and Piezon scaler, for less! Their panoramic machines were also a discussion point, with some cracking offers to mark the 10th anniversary of Dürr selling digital extra-oral imaging systems in the UK.



The recently launched VistaScan MiniView 2.0 was also on display. This image plate scanner uses state-of-the-art VistaScan image plates IQ to support the latest generation of AI functions. In conjunction with the VistaScan Smart Reader, workflows are easily automated. Together with superior image quality, it makes dental practices sustainably ready for the future.

On the topic of sustainability, Dürr have recently launched their FD350 Green wipes, which offer five times more yield, with zero plastic!

**SAVE THE DATE**  
**16-17 MAY 2025**

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We were proud to support the British Dental Conference & Dentistry show at the NEC Birmingham in May and we got to speak to a lot of you about your individual indemnity and also business indemnity for malpractice claims and vicarious liability against your businesses.

With an expert in-house staff of dentists, lawyers, and risk advisers who are leaders in the dento-legal field, we offer access to our professionally trained advisers 24/7. If you would like us to be on your side visit [www.mddus.com](http://www.mddus.com) and get a quote today.

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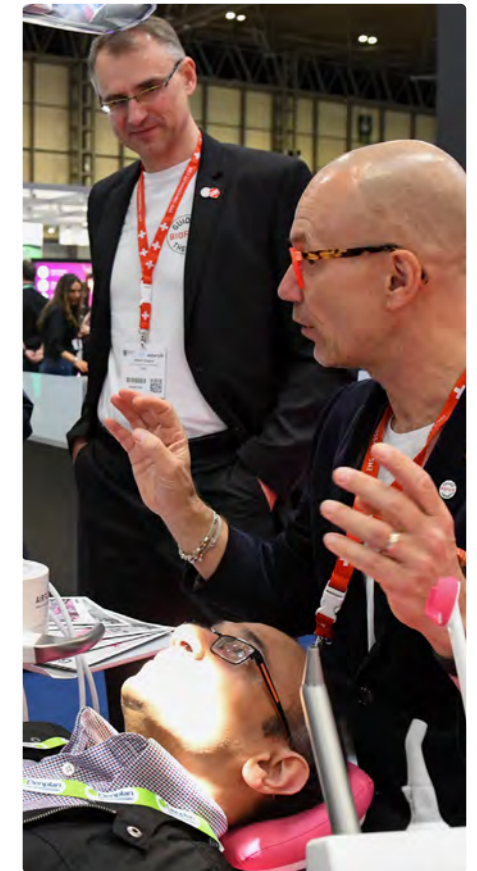
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For those of you that were unable to attend the show, or make it over to see our TRUNK-VAC device, please do visit our website at [trunk-vac.com](http://trunk-vac.com) - here you will find more details about my Hands-Free HVE product and a short U-tube video at the bottom of the page.

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I highly recommend future editions of Dentistry Show London. The event offers an enriching and enlightening experience for anyone in the dental field. The diverse topics and engaging sessions provided valuable insights into TCO, management practices, and the business side of dental practices. Looking forward to more enlightening experiences and learning opportunities in the upcoming editions of DSL!

ALESSIA CAIAZZO,  
ANTWERP HOUSE  
DENTAL GROUP

DSL gave me a platform to improve my awareness on latest dental technology, increase my knowledge on different dental clinical situations and how to manage them as well as the importance of volunteering for the dental industry to become a well-rounded dental professional!

MEHAK JAFFERY, DENTAL THERAPIST



I think this show is such a fantastic opportunity for people to get out of their surgery, out of their clinical doors, and engage with each other in peer-to-peer communication and networking, but also to make sure they're staying up-to-date with all the new technologies and products that are on the market. We've been getting great engagement from the profession, lots of people asking for information on our latest products, really getting into detail about the technology and how this can benefit their patients. It's been brilliant.

JESS HULME, PROFESSIONAL GROUP BRAND MANAGER,  
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# PROFESSOR CHAPPLE PROVIDES THE GOLDEN TICKET FOR ORAL CARE AND A HEALTHIER FUTURE

We had the incredible pleasure of attending Professor Iain Chapple's talk at BDCDS 2024, and it was nothing short of transformative. His presentation, entitled *The WONCA Files: From Roald Dahl to the Future by 'Putting the Mouth Back into the Body'*, was an enlightening journey through the often-overlooked connections between oral health and systemic diseases.

Professor Chapple began by humorously clarifying that WONCA isn't about Roald Dahl's famous characters but stands for the considerably less catchy World Organisation of National Colleges, Academies and Academic Associations of General Practitioners/Family Physicians.

He then delved into the groundbreaking workshop held in July 2022, when both leaders of family doctors across Europe and the European Federation of Periodontology gathered to address periodontitis and its systemic impacts. This workshop, held in Madrid, was pivotal in producing guidelines

for both family doctors and oral healthcare professionals on managing periodontitis and systemic diseases.

The crux of Professor Chapple's talk was the now undeniable association between periodontitis and various systemic diseases. He shared startling statistics and compelling evidence showing that periodontitis is independently associated with cardiovascular disease, diabetes, chronic obstructive pulmonary disease (COPD), obstructive sleep apnoea, and even complications from COVID-19. The message was clear: the mouth cannot be viewed in isolation from the rest of the body.

One of the most striking points was the independent association between periodontitis and cardiovascular diseases, diabetes, and respiratory conditions. For example, individuals with periodontitis have a higher risk of cardiovascular events, poorer diabetes control, and increased complications from respiratory diseases. The biological plausibility of these associations was explained with great clarity, emphasising the role of inflammation as a common factor linking these conditions.

Professor Chapple's discussion on the recommendations from the workshop was particularly impactful. He stressed the need for collaborative efforts between dentists, family doctors, and all healthcare professionals. He advocated for early detection strategies for periodontitis in medical practices and the identification of non-communicable diseases in dental practices. He said that this integrated approach is essential for managing these interconnected health issues.

One of the most revolutionary aspects of the talk was the potential for using saliva markers to detect periodontitis, a development patented by Professor Chapple's team in Birmingham. This innovation could enable family doctors to screen for periodontitis without needing to perform invasive procedures, thus facilitating early diagnosis and referral to oral health professionals.

The talk also covered the economic impact of these diseases, highlighting the significant burden they place on healthcare systems. For instance, diabetes alone has a global prevalence of over 9%, expected to rise to 11% by 2045, with enormous associated healthcare costs. Cardiovascular diseases account for 32% of global deaths, with periodontitis exacerbating these conditions.

In terms of practical applications, Professor Chapple underscored the importance of integrating oral health assessments into routine medical check-ups. He shared success stories from pilot studies where dental practices

performed risk assessments for diabetes and cardiovascular diseases, leading to early detection and significant healthcare savings. The potential for dental professionals to contribute to broader health initiatives is immense.

In conclusion, Professor Chapple's talk was a call to action for the healthcare community. It emphasised the need to "put the mouth back into the body", recognising the critical role oral health plays in overall well-being. His presentation was not just informative but also inspiring, leaving the audience with a renewed sense of purpose and urgency in addressing these interconnected health issues.



There seems no doubt that Professor Chapple's insights will help to pave the way for a more holistic and integrated approach to healthcare, one that acknowledges the profound connections between our oral health and our overall health. It was truly an eye-opening experience and one that has the potential to shape the future of healthcare practices globally.





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# AN ELECTRIFYING EVENT WITH STEVEN BARTLETT

## INSIGHTS AND INSPIRATION FOR THE DENTAL COMMUNITY

The British Dental Conference and Dentistry Show (BDCDS) achieved a remarkable coup by securing Steven Bartlett, the celebrated entrepreneur, as a headline speaker. Indeed, the demand for this event was so high that the queue extended the entire length of the exhibition hall, underscoring Bartlett's magnetic appeal and the eagerness of dental professionals to glean insights from his extraordinary journey.



**T**his electrifying interview, guided by the equally esteemed Dr Nilesh Parmar, left the dental community buzzing with new perspectives and inspiration following a discussion that clearly captivated the audience from start to finish.

As the session began, Bartlett humorously confessed to feeling "intimidated" by the room full of dentists, adding that he had made sure to brush his teeth that morning. This light-hearted opening set the stage for a deep dive into Bartlett's unique journey, one that starkly contrasts with the academic pathways typical in the dental profession.

We learned that Bartlett initially aspired to become a dentist, motivated by financial prospects, but that quickly shifted after a week's work experience in a dental practice! His ADHD and lack of interest in science subjects led him to fall asleep during his stint, ultimately steering him away from dentistry. Instead, he channelled his energies into business, a field where his entrepreneurial spirit could flourish.

Bartlett's candid reflections on his school days were both humorous and poignant. He recounted being expelled due to his poor attendance and inability to focus in classes,

only to be reinstated because of his business acumen. From organising school trips to negotiating vending machine deals, Bartlett's early ventures showcased his natural knack for business, a talent that eventually led him to unprecedented success.

When asked about his drive, Bartlett attributed it to a complex mix of ambition and the desire to overcome the shame of his impoverished and unconventional background. His mother's eccentricity and the family's financial struggles were significant influences, shaping his relentless pursuit of financial stability and success.

One of the most striking moments of the session was Bartlett's discussion on happiness and the role of money. He shared candidly how money initially alleviated his hardships but ultimately did not bring the fulfilment he sought. Bartlett emphasised the importance of meaningful work, relationships, and personal well-being over material wealth. This resonated deeply with the audience, many of whom are no strangers to the pressures of balancing professional success with personal satisfaction.

Bartlett's insights on leadership and delegation were particularly enlightening for the dental professionals in attendance. He stressed the importance of hiring exceptional people, fostering a supportive culture, and stepping back to allow others to excel. His approach to recruitment, inspired by his encounters with business magnates like Richard Branson, highlighted the significance of trusting capable individuals to drive success.



The conversation also touched upon mental health, a critical issue in dentistry. Bartlett's acknowledgment of the dental team's challenges, including high stress and burnout rates, underscored the need for supportive communities and mental health resources. His investment in UNTIL well-being health care centres, which include dental components, aims to provide such support, reflecting his commitment to improving the profession's landscape.

The interview concluded with an engaging Q&A session, where Bartlett addressed various topics from audience members. His advice on managing work-life balance, dealing with criticism, and

fostering a culture of open communication was practical and deeply appreciated.

In summary, the Steven Bartlett interview, expertly steered by Dr Nilesh Parmar, was a resounding success. Bartlett's candid storytelling, combined with his profound insights, provided invaluable takeaways for the dental community. The event not only offered inspiration but also practical advice on leadership, mental health, and the pursuit of happiness, leaving attendees with a renewed sense of purpose and motivation. It represented a moment in time that truly demonstrated the power of shared experiences and the impact of meaningful dialogue.





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