

WHAT OUR
VISITORS
THINK

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2018 SHOW
PICTURES

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British Dental Conference &

**dentistry
show**

17th & 18th May 2019 / NEC Birmingham

SEPTEMBER
2018

In collaboration with

BDA
British Dental Association

www.thedentistryshow.co.uk

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The Dentistry Show Network



The Dentistry Show

READ ALL ABOUT THE BDA AND DENTISTRY SHOW COLLABORATION

It was the first of its kind, a trailblazer in the world of dental events. The British Dental Conference and Dentistry Show 2018 demonstrated just what it takes to deliver excellent learning and networking opportunities for all members of the team.



Left to right: **Alison Osgathorpe**, DLA Vice President, **Susie Sanderson** OBE, BDA President, **Alex Harden**, Event Director

The product of a brand new collaboration between the British Dental Association (BDA) and CloserStill Media – the organisation behind The Dentistry Show – the new event offered everything a dental professional could ask for. There were hours of enhanced CPD available throughout the two-day lecture programme, which was presented by renowned speakers from across the globe. The involvement of the BDA saw the calibre of speakers reach new heights, with a truly outstanding line-up hosting exciting sessions in the BDA Theatre. With barely a free seat in the house at any time, the Theatre drew in enthusiastic crowds to learn from some of the best in the business.

The new collaboration also saw an increase in delegates, with more than 9,300 dental professionals in attendance this year. This added significantly to the electric atmosphere around the busy exhibition – friends and colleagues caught up and made the most of this chance to develop their knowledge, discover new innovations and have fun.

Susie Sanderson OBE, President of the BDA, commented:

"I thought the event had a great buzz about it and everyone I spoke to seemed to enjoy themselves enormously. The collaboration of CloserStill Media and the BDA appeared to be greater than the sum of its parts, so we were really getting the best of both worlds. I learnt a huge amount from the sessions I chaired in the BDA Theatre, which were filled with enthusiastic audiences that asked lots of questions. The speakers were very high quality and the theme was entirely appropriate for today's dentistry. The Theatre delivered high class CPD that offered some very valuable learning for delegates."

Echoing Susie's thoughts, feedback from speakers and delegates alike was equally as optimistic.

Dr Koray Feran, BDA Theatre speaker, commented: "It

looks impressive – I was lucky to have a big audience. The educational side of the BDA does really well and I think it's great that they got involved with the show."

Dr Zahrah Adam, delegate, said: "Now that the British Dental Association and Dentistry Show have combined, the event is bigger and better – I really enjoyed my two days and I would definitely recommend it to other dentists."

Solid foundations seem to have been laid for even greater events in the future. The work has already begun in designing an educational programme and exhibition that will once again impress and inspire for next year. You can expect more outstanding speakers, more enhanced CPD and more opportunities to learn about the latest innovations in UK dentistry.

If the 2018 event is anything to go by, the new format of the British Dental Conference and Dentistry Show can only be positive for the profession. One thing we do know is that the gauntlet has been thrown down for 2019 and we look forward to seeing what we can achieve together!



British Dental Conference &

**dentistry
show**

17th & 18th May 2019 / NEC Birmingham

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**SEE YOU NEXT YEAR
17TH & 18TH MAY 2019,
PUT THE DATES IN YOUR DIARY NOW!**

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BDA THEATRE - SPEAKER TESTIMONIALS

"It was really busy and really full, it's nice to be in a big auditorium like this. I really appreciate people coming to ask questions afterwards, I think it's important. It also highlights anything I might have left out – that helps me to modify the lecture later.

I go to a lot of conferences but not normally shows like this, and I've found that the collaborative nature of this is really good for the industry – particularly with the BDA."

Dr Koray Feran

"It was really good, a very good audience and very interested. The support has been really good, everything went very smoothly. People were asking questions at the end, quite a few people came up afterwards which is really nice. It's been very busy out on the show floor, it's very impressive. I think it's great for the industry, it seems to be working very well."

Dr Siobhan Barry

"It's been a really good experience, it's my first time here and I love the energy. I enjoyed giving a lecture that hopefully was entertaining as well as for learning. It's been very well organised too.

I can see a lot of interaction and engagement in the audience which I love. I think the collaboration with the BDA because I think it adds credibility to both – you have the manufacturers and distributors and the commercial side of the Dentistry Show, combined with what is effectively the biggest dentistry union in the UK, it means they both become more than the sum of their parts. It should definitely continue."

Dr Richard Porter

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2018 ATTENDANCE REVIEW

If the British Dental Conference and Dentistry Show 2018 is anything to go by, the dental industry is in very good shape with attendance up by 22% YoY. Across the two days brisk trading was reported on the show floor and with 82% of the exhibitors from 2018 already securing their exhibition space for 2019, the British Dental Conference and Dentistry Show really does deliver for all that dentistry demands.

The British Dental Conference and Dentistry Show is the only event dedicated to the entire UK dental community, offering stand-alone conferences for all disciplines of the profession, hands-on workshops, live cosmetic and advanced surgery demonstrations.

% of audience	2011	2012	2013	2014	2015	2016	2017	2018
Principle / Dentist / Surgeon	52%	53%	53%	53%	56%	56%	56%	59%
Practice / Business Manager	10%	11%	6%	13%	14%	15%	16%	18%
Hygienist / Therapist	10%	12%	15%	14%	12%	13%	13%	9%
Head Nurse / Nurse	20%	15%	13%	11%	11%	11%	12%	12%
Trade	8%	9%	13%	5%	5%	3%	2%	2%

87%

of delegates have direct influence on purchasing decisions

79%

of delegates to the British Dental Conference and Dentistry Show 2018 attended to make purchases with exhibitors

90%

of delegates made a purchase during or will since the Show

93%

of delegates met a new supplier at the British Dental Conference and Dentistry Show 2018

65%

of delegates rate the BDCDS as important or very important to the development of their dental business

95%

of delegates will be recommending BDCDS19 to colleagues and peers

25%

of delegates are from a private practice

61%

of 2018 delegates did not visit any other dental exhibition in 2017/2018

31%


of delegates were attending for the first time

86%

of delegates will definitely return in 2019

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From digital dentistry to the benefits of clear aligner therapy

Short-term orthodontics (STO) is an area of dentistry that is becoming increasingly more popular with general dental practitioners and patients alike, with more information available than ever before about appliances and training pathways available.

For dentists that specialise in STO the recent British Dental Conference and Dentistry Show 2018 provided the perfect platform to gain new skills from some of the profession's leading lights, while for those new to the concept it was the ideal opportunity to get to grips with the basics.

Lectures predominantly took place in the Short-Term Ortho Lounge, which was sponsored by Invisalign and iTero, with sessions covering a variety of topics from digital dentistry to the benefits of clear aligner therapy. First up on the podium was Dr Milad Shadrooh, who introduced delegates to the UK-based clear aligner system, Smileign.

As well as looking at the benefits of Smileign and typical treatment outcomes, Dr Shadrooh considered the importance of case selection, thorough assessment and record taking, and patient consent. He was also keen to point out that taking the time to inform patients of the limitations of an appliance and what's expected from them during the treatment pathway is crucial to achieving optimal results that they'll be happy with.

To meet demand, Dr Shadrooh returned on Saturday to give his lecture again along with the rest of Friday's first class speakers. This

included Ian Hutchinson and Sue Bessant, Ali Meredith, Kashif Khokhar and Dr Sandeep Kumar (this time joined by Cat McLennan), Dr Mali Aghelnejad, and Dr Lance Knight. Completing the line-up was Niels van der Valk, whose thought-provoking lecture on myofunctional orthodontics provided the perfect finishing touch to the 2018 programme.

"I really enjoyed Niels' lecture," said King's College London student Sai Menta, who has a particular interest in orthodontics and thinks more dentists should be aware of myofunctional issues. "It was incredibly interesting – I'm really glad I attended."

Looking at typical causes of malocclusion in pediatric patients, which included dysfunctions such as mouth breathing, reverse swallowing, tongue thrust and lowered tongue posture, Niels van der Valk argued that orthodontic treatment alone is not enough. He went on to highlight the importance of addressing the functional problem behind the malocclusion, and how myofunctional appliances can provide an effective, early, and minimally invasive orthodontic treatment for patients aged between 5 and 15 years old.

The British Dental Conference and Dentistry Show 2019 – Friday 17th and Saturday 18th May – Birmingham NEC, co-located with DTS.
For further details visit www.thedentistryshow.co.uk, call 020 7348 5755 or email dentistry@closerstillmedia.com

BDA Theatre comes highly recommended

BDA

British Dental Association

With the British Dental Association (BDA) and CloserStill Media working together for the first time presenting the British Dental Conference and Dentistry Show 2018, the event was a resounding success.

Among the outstanding speaker line-up were Drs Didier Dietschi, Koray Feran, Richard Porter, Tidu Mankoo, Mark Singh and Siobhan Barry. Their sessions covered a diverse range of topics from free-hand composite restorations to managing dental implants, patient psychology and emotional response, treatment planning

About Dr Dietschi's lecture, delegate Dr Banoo Sood said:

"It was an excellent presentation – easy to follow with simplified techniques that practitioners can use in practice."

for long-term prognoses, oral cancer and safeguarding children.

An exceptional programme enjoyed by all in attendance, the BDA Theatre was certainly one of the highlights of what was an all-round fantastic event.



Delegate Dr Zahrah Adam commented:

"Now that the BDA and Dentistry Show have combined, the event is bigger and better – I have really enjoyed the two days. I particularly liked Dr Koray Feran's lecture in the BDA Theatre as it's really relevant to me as a GDP. I would definitely recommend it to other dentists."

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VISITOR TESTIMONIALS

"I've come here with my employer, and have been looking at a lot of the lectures in the business theatre, so that's very useful for me in my role. I see that as training and CPD. I've been gathering information to take back and discuss, maybe with the intention of buying. I've noticed the involvement with the BDA, it seems to be a good thing for sure."

Sue Cousins – practice manager – Dental Care @ 62



"I came to the show to look at products and do some research. I'm here predominantly for buying purposes. I've come before and it's always good, it seems busy here. I like the BDA lounge where I am now. I've bought a few things and am doing some more research so will probably buy later. There's a lot of digital stuff here which is good. I find you can also get materials and software here which is good."

Sunil Passan – General Dental Practitioner – Northlight Dental

"I'm an expert member of the BDA and am the president of a BDA branch. The collaboration with the BDA has been fantastic, it seems much busier. It's good because it allows to me to do both at once, whereas previously I might miss one of them."

There's been great speakers here, and you can learn tips and tricks, I can then use them in my practice, and eventually improve."

Veenu Singla – practice owner - Dental Care @ 62

"I came to have a look round and look at new techniques, look at various products and also to meet people and companies. I normally look to research while I'm here and buy after the event. I get a mixture of learning and CPD here as well as looking at the exhibition."

I've been before and it's really busy now. There's a lot in the exhibition and a lot more in the conference sense as well."

John Bates – general dental practitioner and practice owner – Station House Dental Practice



"I came in the first place because it's a good networking opportunity, it's good to see what other members of the BDA are up to. I also came to see some of the BDA speakers."

I was a hospital orthodontist previously – so the CPD has always been really important. I think the collaboration between the BDA and the show has exceeded my expectations. I think it adds a good CPD element."

Footfall has been amazing here, and for the BDA I think the marketing has been really good, which I'm sure is really good for the stallholders, I'm sure the exhibitors are happy."

Roslyn McMullan – dentist (retired) – chair of Northern Ireland council of BDA

"I came to look at some of the endo stuff and CPD. I do buy some stuff here, though most of the stuff I get is what I've seen already. It's also good to see what's new, that's important. Some of the stands have hands-on stations which I find really good."

The addition of the BDA seems to have made it a bigger exhibition and more stands, and having the technical area as well is really good. It seems busier too."

Alison Warneken – general dental practitioner – Guys Dental

A FOCUS ON AESTHETICS

The BACD Aesthetic & Digital Dentist Theatre was one of many highlights at the British Dental Conference and Dentistry Show 2018. An array of hand-picked specialists presented a diverse two-day lecture programme that covered a huge spectrum of topics.

Among the highlights were Dr Sanjay Sethi's frank session on zirconia, as well as Dr Tif Qureshi's lecture exploring the ABB principle as a more conservative alternative to veneers.

On Saturday, delegates flocked to the Theatre to hear Dr Finlay Sutton discuss how to improve the aesthetics

of dentures. His outstanding expertise became very apparent as he captivated his audience with his five steps to natural looking dentures, encouraging all delegates to be brave with their characterisation.

There were too many exceptional sessions to name them all, but other well-received speakers included Drs Mark Bowes, Simon Chard, Ken Harris, David Bloom and Komal Suri.

Programmed by the British Academy of Cosmetic Dentistry (BACD), the BACD Aesthetic & Digital Dentist Theatre certainly provided the education and inspiration it promised.

Saeid Rafrei, dentist, said:

"This was a great lecture, really informative. I would like to use the ABB concept more in my practice. The entire show has been really good."

SOMETHING ON OFFER FOR THE ENTIRE TEAM

Delegates who attended the British Dental Conference and Dentistry Show 2018 were astounded by the wide scope of lectures, which catered to the various interests and specialisms of the entire dental team.

The Dental Business Theatre – programmed by Practice Plan – for instance, provided the ideal platform from which to learn about the different aspects of dental business. This included everything from marketing and managing your practice team, to preparing for GDPR and communicating effectively with patients.

Sessions were led by renowned experts such as Laura Horton, Ashley Latter, John Clarke, Andy McDougall, Colin Campbell,



Patricia Langley, Barry Oulton, Les Jones, Sarah Buxton, Chris Barrow and many more. Delegates were delighted to be able to take away hints and tips on how to build a successful and profitable dental practice.

"Overall, I have had a great time at the British Dental Conference and Dentistry Show," said dentist, Dr Dawn Brooks. "There has been a fantastic variety of different lectures."

The British Dental Conference and Dentistry Show 2019 will be held on Friday 17th and Saturday 18th May at the NEC Birmingham, co-located with DTS
For further details visit www.dentistryshow.co.uk, call 020 7348 5755 or email dentistry@closerstillmedia.com

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ADI Association of Dental Implantology

BACD British Academy of Cosmetic Dentistry

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promote, educate & advance

BOS BRITISH ORTHODONTIC SOCIETY

BSP British Society of Periodontology

BRITISH ASSOCIATION OF DENTAL HYGIENISTS

BRITISH ASSOCIATION OF DENTAL SURGEONS

BSDHT

Society of British Dental Nurses

THE DENTISTRY SHOW

360 Visualise	A32
3M UK PLC	M40
Acquisition Aesthetics - training in facial aesthetics	A50
Acteon UK	C40
A-Dec Dental UK Ltd	B40
Advanced Dental Laboratory	L70
Air Liquide Uk Ltd	C97
All Med Pro	H60
Apolline Ltd	K01
Ashley Latter	N10
Aspired Finance	E70
Attenborough Direct	C61
Aura Infection Control	P10
Avail Group UK	H66
AWB Textiles	F66
BADT	Q60
BA International	H80
Bambach Saddle Seat Company	M90
Belmont	E40
Bien-Air UK	C60
BLM	F97
Blue Sky People	D70
Botulinum Toxin Club	H67
BPP University	F70
Braemar Finance	F80
British Association of Dental Nurses (BADN)	P60
British Orthodontic Society	F75
British Society of Dental Hygiene & Therapy	Q61
Bryant Medical Ltd	L10
C&D (Microservices)	F85
Calcivis Ltd	C65
Care Quality Commission	E65
Carestream Dental Ltd	E30
Cattani ESAM UK	M50
CB12	P61
Cephtactics	H78
Cerezzen	P80
CFAST SmileTRU	G90
Christie & Co	L60
CleanCert	E96
Clinitech Medical	J62
Colgate	K40
Coltene	K52
Consult Search + Selection	F12
CTS Dental Supplies	B80
Curaprox UK	K50
Curran Dental	D42
DB Dental Equipment	Q80
Denmat UK	P68
Dental Defence Union	P50
Dental Directory	E50
Dental Elite	H70
Dental Focus®	D82
Dental HR	C90
Dentally	F42
Dental Protection	M35
Dentists' Provident	L90
DG Mutual	P88
DHB Oral Healthcare Ltd	B72
DMG Dental UK	P55
Dominate Dental	F61
Dominic Hassall Training Institute	N18
DP Medical Systems	J94
ECLIPSE LOUPES	F67
Edinburgh Dental Institute	J12

EMDA	K80
EMS	F40
Erskine Oral Care/Piksters	N88
ESM Digital Solutions	B68
Evident	G62
EVO Dental	H16
F2 Medical Supplies Ltd	J13
FGDP (UK)	J14
FooCo Video Websites	E90
Frank Taylor & Associates	H62
FTA Finance	K15
Fusion GT	F88
GAMA Healthcare	K60
GB Accountancy & Finance	E67
General Medical	D52
GlaxoSmithKline	B30
Hague Dental	Q20
happythreads.co.uk uniforms	Q48
HDF Medical	H94
Henry Schein Dental	J20
Hilliers Vision	D78
HL Dental Estate Agents	D64
HMRC	C98
HST Stomotological Scientific and Educational Co.,Ltd	C62
IAS Academy	D74
ICE Postgraduate Dental Institute & Hospital	D60
iComply	P15
IDS Spa	D50
In-Line Orthodontic	G95
insync Insurance	E68
Invisalign iTero	H30
iSmile	H65
JW Hinks	F90
King's College London	Q18
Komet Dental	H92
Kulzer	N98
Laschal Surgical	D66
Lease UK	H03
Leyton UK	F94
Lily Head Dental Practice Sales	J18
Lloyd & Whyte	Q40
Lloyds Bank	Q30
Luke Barnett	G69
MDDUS	D80
MDS Medical Ltd	L68
Mediholdings	L20
MEDiVision Systems LTD	A63
MIAB	B78
Micro Minder	L16
MOD - Civilian Dental Professionals	N89
Morris & Co	D62
Myofunctional Research Company	K90
NASDAL	F87
Nationwide Dental Construction Ltd	J10
Neodent	D65
Newey Installations Ltd	D56
Nobel Biocare UK	N20
Nuview	Q70
NUVOLA BY GEO	L80
On Hold Communications	L18
OptiLoupe	N12
Oralieve Dry Mouth Relief	D41
Orascopeic	P20
Ortho-Care UK Ltd	L66
Osstem	B52

Parnell Pharmaceuticals Limited	Q71
Pars Dental	C64
Patient Plan Direct Ltd	G65
Pennine Care, NHS Foundation Trust	K95
Performance Finance Ltd	F60
Periochip	J80
PFM Dental	E44
Philips	K30
Phoenix Instruments Ltd	P01
Planmeca	G30
Practice Plan Ltd	E60
Practice Plan Ltd	J60
Price Bailey Chartered Accountants	D73
Professional Deep Tissue Massager	G64
Professional Dental Indemnity	D88
Profitable Practices Ltd.	J65
Quality Endodontic Distributors	G68
Qudent	D98
Quicklase Quickwhite	A61
RCSED	J15
Recommendeddentist.co.uk	K86
Rodericks Dental	J45
RPA Dental Equipment	N50
S4S Dental Laboratory	J82
Saga County UK Ltd	M01
Samera Business Advisors	E66
Scan Lab	H64
SciCan Ltd	J16
Scott Richards Solicitors	B65
Septodont	G60
Shofu UK	J01
Simplyhealth Professionals	D30
Smile Imaging	N97
Smileign Clear Aligners	L72
Software of Excellence	K20
Solvay Dental 360	B42
Southern Scientific	G66
Spotcap	M93
Stoddard Manufacturing Co Ltd	H20
Straumann	F30
Support Design AB	K18
Survival-32	A40
Swedish Implant Technology (SIT)	A31
Swish Dental	Q38
TDS E&W Ltd	A70
Technical & General	F82
Teeth4Life	C63
TePe Oral Hygiene Products Ltd	B70
The Crown Fits	H95
The Dr Bob Khanna Training Institute	G94
Turn Key Dental Supplies	E42
UCL Eastman Dental Institute	H90
Unilever	M80
Vatech UK Ltd	B54
Veenak Dental Supplies	K85
VOCO - THE DENTALISTS	F45
VSDent	C66
VSS Academy	A60
Waterpik	D40
Wisdom Toothbrushes	M72
Working Feedback	M98
YCC Wales, North West & West Midlands	F100
Ziacom S.L	L30

DENTAL TECHNOLOGY SHOWCASE

3Shape	F20
Abbey Dental Supplies	F10
Aidite Technology Co. Ltd	G05
Blueprint Dental	H15
DB Lab Supplies	C28
Dental Design Products Ltd	D24
Detax	D02
Eurodonic Ltd	E05
GC UK Ltd	A18
GC UK Ltd	A30
GlaxoSmithKline	H10
HS Walsh & Sons	D12
Ivoclar Vivadent	E20
John Winter + Co	D19

Kemdent	B02
Milnes Bros	C01
Omnicent UK	F02
RDT Technology - Valplast	H01
Reitel Feinwerktechnik	D01
Renfert GmbH	D22
Schottlander	B20
Straumann	F15 + F22
Sweden & Martina	C20
Techceram Ltd	G01
Tri-Tech 3D	C12
VITA	F01
Zhermack	D28
Zirkonzahn	C10

An Electric Trade Floor

The trade floor at the British Dental Conference and Dentistry Show this year had a truly electric atmosphere as thousands of dental professionals descended to discover the latest products, materials, technologies and services in UK dentistry.

Several companies launched innovative new products, with many giving away excellent freebies that had crowds flocking to their stands. Of particular note were new launches by Philips, Waterpik, 3M Oral Care, Ivoclar Vivadent, Align Technology and Pro Diagnostics, to name but a few. There was also plenty of on-stand learning with mini lectures and additional CPD available for all members of the dental team.

Delegate Dr Susan Ramirez said: "It has been a brilliant show. I love seeing all the different companies exhibiting."

Rachel White, dental hygienist, added: "I've really enjoyed the show this year. There's a



nice mix of trade stands and lectures, and it's good to see new products and brands coming to the fore."

With more than 400 trade stands in attendance, the British Dental Conference and Dentistry Show was the perfect platform for professionals to source new products and technologies.

The British Dental Conference and Dentistry Show 2019 – Friday 17th and Saturday 18th May – Birmingham NEC, co-located with DTS.

For further details visit www.thedentistryshow.co.uk, call 020 7348 5755 or email dentistry@closerstillmedia.com

THE FUTURE IS BRIGHT FOR DENTAL NURSES

The British Dental Conference and Dentistry Show once again set the stage for some truly magnificent lectures in the Dental Nurses' Forum, supported by the British Association of Dental Nurses (BADN). The two-day lecture programme saw delegates receive invaluable guidance and information that they could implement into their careers.

Key speakers of this year's line-up included Deborah Lyle, Carole Houston, Isis Buffonge and Diane Rochford. Covering a diverse range of topics, these speakers tackled issues such as the generational gap in dentistry as well as relevant and practical information about dental photography and tips for dental nurses assisting implant surgeries.

Rebecca Ditchfield, a dental nurse commented: "This is my first time at the show and it's been brilliant! I'm definitely going to come again next year as it's a great way to keep up with the latest information."

The trade exhibition also gave dental nurses the chance to get up to date with all of the latest developments in the industry as well as discover new oral health products and training services. There was also the chance to dress to impress at the annual Dental Awards on the Friday evening – congratulations to the lucky winners this year Joanne Speight and Kate Silver for being such an inspiration to us all!

BRITISH DENTAL CONFERENCE AND DENTISTRY SHOW 2018 - EXHIBITOR TESTIMONIALS

"We always come to this show, and usually have a similar presence at the show each year. However, the combination with the BDA was a particular plus for this year, it's increased footfall. It's definitely a positive thing, amalgamating it into this has been great. Footfall has been really good, and we've been meeting high-quality leads during our demos. I really think this show is better than the BDIA."

Acteon – Scott Rogers – territory manager



"We've come here for brand awareness. This we're sampling our brand new toothbrush, so it's all about getting the toothbrush into dental professionals' hands, getting them use it, which hopefully will get them recommending it to their patients."

It's very very busy on the stand, we're giving away a £70 toothbrush, which is huge for us, so we advertised it in the lead up to the show, and we've attracted a lot of people. We're ensuring the delegates use it first.

We've got a lot of dental professionals here, and everybody who comes to the show is valuable to us, we're happy with everyone on the stand, which is useful to us. Having the collaboration with the BDA has been a major plus – it's so much busier and we like that a lot."

Philips – Victoria Godfrey – regional manager

"We come here because it's a high profile show and in previous years we've sold on the day, and it increases brand profile for us as well. It's been very busy, obviously we need to look at the sales figures, but it's definitely been busy so far."

It's been the right sort of people for sure – the sales guys have said from previous events that they do meet the right sort of people. The BDA collaboration has drawn in more people, and a different demographic as well, who will definitely come in and then look around the exhibition as well."

Dental Directory – Maria Kelly – events organiser



"We come every year, it's really to speak to the profession about our new products, to re-align our products with the UK guidelines. It's really successful for us, particularly by using our seminars. A lot of the profession is here, particularly for the guys in our team that visit dental practices."

The BDA collaboration has made the show better, it was a bit much having two shows in one month – it's preferable for us for sure."

Colgate – Shelley Bowman – Oral health liaison manager



"We come here because we get quality interactions with dental healthcare professionals, everyone from dentists, hygienists, also having the DTS is really key for us. So, for us it's about being able to have quality interactions, but also showcase products and get the science of them out there. There's been a lot of these people as well, it's been extremely busy."

Having the BDA collaboration seems to have made the show busier. It's been great, it's been busy from the moment the show opens. We go to a lot of shows, here and abroad. This is definitely the show of the year, the biggest conference for us without doubt."

GSK – Hannah Wilson – regional expert sales manager

EXHIBITOR LATEST NEWS



DENMAT

Visitors flock to DenMat UK at Dental Technology Showcase

The DenMat team thoroughly enjoyed welcoming visitors to our stand at Dental Technology Showcase to discuss our innovative range of products and solutions.

It was a pleasure to meet so many enthusiastic delegates who showed up to Stand F26 where they were able to try out all the latest DenMat products. The team enjoyed talking with delegates about our services which help practices enhance their standard of care and provide the best outcomes for patients.

One of the biggest draws was a competition to win a Rotadent® ProCare – the only power toothbrush clinically proven to be as effective as brushing and flossing combined.

The DenMat team thanks everyone who visited our stand and helped make Showcase a great success. We hope to see you again in 2019! Anyone unable to get to the DenMat stand this year can find out more about the solutions you missed by visiting WWW.DEN-MAT-UK.CO.UK

VISIT US ON STAND P68



SIMPLYHEALTH PROFESSIONALS

Simplyhealth Professionals is the UK's leading dental payment plan specialist with more than 6,500 member dentists nationwide, caring for approximately 1.7 million patients registered to a Denplan product.

Simplyhealth Professionals provide the following range of leading Denplan dental payment plans under the Denplan name:

- Denplan Care – a comprehensive plan which covers routine preventive and restorative dental care
- Denplan Essentials – a dental maintenance plan that covers patients' basic preventive dental needs including check-ups, hygiene visits and dental x-rays
- Denplan for Children – a flexible plan for children; you can set it up as either a maintenance or capitation model
- Denplan Membership – allows you to register your private fee-per-item patients to the practice, ensuring they have access to their preferred dentist

Simplyhealth Professionals also provide a wide range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme and Denplan Excel Accreditation Programme. Plus regulatory advice, business and marketing consultancy services and networking opportunities that are all part and parcel of membership.

VISIT US ON STAND D30



DENTAL SKY

With a mission to keep dentist working seamlessly, Dental Sky is one of the fastest growing dental supply companies in the UK. They supply the dental profession with practically every dental product you need to run a successful practice. Dental Sky have many exciting exclusive products such as the award-winning computer assisted anaesthesia system, The Wand STA and the innovative oral cancer prevention screening glasses, Goggles! Dental Sky offer great prices and deals on the everyday products you need to keep your practice running smoothly. They also offer a great rewards point scheme that gives you one point for every £1 you spend online. Once you have collected 300 points or more, they can be spent on a range of products from the loyalty gift catalogue, with gifts like chocolate, iPads, gift cards, Xbox's and many more! With great customer service, next day delivery and an easy to use website, Dental Sky helps to keep your practice working seamlessly!

For more information please visit www.dentalsky.com or call our sales office on 08002944700.



EVIDENT

Evident has gained a reputation for providing innovative and leading-edge products for dentists, hygienists/therapists and technicians. The company, which was founded and is managed by a dentist, is committed to only selling products of the highest clinical and technical merit, complemented by their customer care that is second to none.

Key products from their extensive range include:

- ExamVision: Loupes (2.3x - 5.7x). Now available with blue-light protection in the oculars
- That does not change colour perception! ExamVision Portable Light Systems.
- Calaject: Computer Assisted Local Anaesthesia. Even nervous patients feel relaxed!
- Danville: PrepStart Air Abrasion System, Sandblasters, & Flowables.
- Bulk EZ: A truly predictable one-layer composite. Unlimited depth-of-cure and no leakage!
- Prelude ONE: A single component universal adhesive with incredible bond strength.
- EZ DAM: The better dry field isolation system. Work uninterrupted with less stress!
- Back-Up Stool: An ergonomic stool with adjustable back support and optional armrests.

...it's all about quality

VISIT US ON STAND G62



NUVOLA CLEAR ALIGNERS

Quoted the best value aligners on the market!

Nuvola Clear Aligners offer a strong commercial package to dentists looking for an alternative source of clear aligners. Product, service and prices are all exceptional:

- Superb product quality and a high degree of transparency giving an almost invisible aligner
- Outstanding service delivering a 3D video of proposed treatment within 3 working days of receiving impressions
- Fully online case management
- Option to review treatment plan on any digital device
- Free courier collection and delivery service and highly competitive prices
- We also provide hands-on training support and ongoing technical and clinical
- Support after initial training which is provided at virtually no cost. Nuvola is backed by GEO S.r.l and has over 20 years experience in orthodontics

Getting started with Nuvola.

If you are experienced in the use of clear aligners you can register for our NuvolaWEB online case management system and submit a case. Register: www.geoorthodontic.com

VISIT US AT STAND D92



HW ANDERSON

Andersen Products suppliers of Ethylene Oxide Sterilisers and Sterilisation Services.

Items that would be destroyed or damaged in an autoclave can be sterilised for re-use.

Sterilisation Services:

- "Bespoke" cycles
- Fast efficient turnaround (min. 2 days)
- Low temperature sterilisation for sensitive items
- Courier collection and delivery

In House Sterilisation:

Unlike traditional Ethylene oxide sterilizers which involve rigid metal chambers and large external tanks of gas, the EOGas 4 (FDA approved) system uses gas impermeable sterilization bags and unit dose 100% EtO cartridges. By eliminating chamber dead space, EOGas employs only a tiny fraction of the EtO used in other systems.



MEDIVISION

MEDiVision has over 20 years of developing animations to benefit the entire dental team. Whether it be sales or education, our products allow receptionist, treatment coordinators and healthcare professionals to maximize profits and ensure patients are fully aware of their treatment options.

Website animations

Enhance your visitors experience with animations that include voiceover as plain text is not always enough. Animations are proven to keep people browsing longer.

Waiting Room TV

Maximise revenue opportunities from your captive audience. Customise our software to include material from your favourite brands alongside other dental specific messaging

Chairside Education

Ensure consistent and jargon free communication, then use the e-mail out facility to reinforce the message in your patient's own time., even via their smartphone.

Satisfaction Survey

Engage you patients with satisfaction surveys. You can't improve what you do not measure

Come and see us at the stand or contact us on **01908 265565 / info@medivision.co.uk**

VISIT US ON STAND D63



NEODENT MAKES A BIG IMPRESSION AT THE DENTISTRY SHOW 2018

A grand entrance to the Dentistry Show was provided by Neodent's custom-designed VW bus display which greeted delegates at the National Exhibition Centre (NEC).

Once inside, visitors to Neodent's stand had the opportunity to grill clinicians Dr Robert Hayes, Dr Joe Bhat and Dr Sanjay Sethi, with all their burning dentistry questions.

The expert trio helped to showcase Neodent's implant solutions including the Grand Morse™ Implant System, the culminating achievement of those 20 years of experience in implant dentistry and shared experiences with clinicians worldwide. Two lucky visitors to the stand had the chance to win two pairs of £250 Sunglass Hut vouchers.

The Neodent team is sending out a big thank you to all of the visitors who contributed to the success of the show. Anyone who missed out on the event can catch up with all the solutions that were on show by visiting www.neodent.uk.com. #SGOL

VISIT US ON STAND F30



PLANMECA AT THE DENTISTRY SHOW 2018

Planmeca were delighted to showcase our range of products at the Dentistry show in May. Visitors to our stand had the opportunity to get involved with live demonstrations of new and existing elements of the Planmeca portfolio.

With the assistance of our product specialists, delegates were able to explore the simplicity of our Planmeca FIT® system, and get hands-on with our lightweight intraoral scanner; Emerald and Planmeca PlanMill® 40S milling unit. The team were also available to demonstrate the world-class CBCT; ProMax with pioneering Ultra Low Dose protocol and new Planmeca CALM™ (Correction Algorithm for Latent Movement).

To learn more about the Planmeca portfolio and start your digital journey, go to www.planmeca.co.uk. There, you can also find out how to get a live demonstration in our mobile experience centre; PlanDemo right to your practice's door.

For more information call us on **0800 5200 330** or head to www.plandemo.co.uk. We look forward to exhibiting at the Dentistry Show 2019!

VISIT US ON STAND G30

THERE'S MORE TO THIS...



...THAN MEETS THE EYE

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The Dentistry Show Network



The Dentistry Show