

Come and get your treasure

CDA exhibit hall offers myriad attractions

By Sierra Rendon
Managing Editor, Implant Tribune

The exhibit hall at the California Dental Association's Fall Scientific Session is a virtual maze of attractions with treasures around every corner.

About 400 booths are present at the CDA, and each one of them is working in different ways to draw in visitors — from a two-story exhibit at Henry Schein to a full-size van parked at the NewTom booth to the faux construction workers at GC America — and there is plenty to see for the 15,000 attendees during the four-day event.

The following is just a small sampling of the unique, interactive activities found on Friday:

- The NewTom booth (2418) showcased the only mobile CT imaging service on the West Coast and parked its van in the exhibition



About 400 booths specializing in all fields of dentistry offer displays Friday at the California Dental Association's Fall Scientific Session.

hall as a visual you couldn't miss. The mobile service allows dentists to offer high-quality cone beam CT scans without necessarily having to purchase the equipment individually. "We travel to the dentist's

office or even the patients' workplace, whatever makes it easier on the patient," said Leo Arellano, co-founder of Mobile CT Imaging, which is based in the San Francisco Bay Area.

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This weekend at CDA

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- Rosedale Therapeutics (1042), which offers a line of skincare products specifically formulated for medical professionals, handed out colorful bags with red, green and yellow tissues and a mini Rubiks cube along with a sampling of its products. The Rubiks cube played on its "The answer to the puzzle is ..." theme.

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From endodontic success to perfect health

CDA seminars have just what you're looking for

The first two days of the California Dental Association's Fall Scientific Session in San Francisco have come and gone, but the

fun and excitement are just getting started.

Aside from the hundreds of booths lining the exhibition hall at the Moscone Convention Center South and special events such as the Sunday morning brunch, there also are close to 70 seminars remaining, offering a wide array of topics on everything from reducing the use of paper in the dental office to geriatric dentistry.

If it's hands-on workshops you're looking for, there are plenty to choose from.

On Saturday, Dr. Isaac N. Comfortes will introduce participants to the SLDB method for tooth preparation while Dr. Charles J. Goodis will help attendees achieve endodontic success by demonstrating integrated shaping root canal access, superior rotary techniques, advanced irrigating and cleaning methods, and predictable obturation techniques.



Dr. Sascha A. Jovanovic, top, and Dr. Henry A. Gremillion are two of the speakers at the CDA Fall Session this weekend.

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Booth #2041

30 Seconds To A Perfect Solution

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PreXion 3D

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Treasure

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- Was construction work taking place on the CDA exhibit floor? No, but you might have thought that while passing the GC America booth (702). The booth featured Marie-Andree Paulin and Mike Tufo dressed in construction gear as they passed out informational fliers. "A good cement is the foundation of a good restoration," Paulin said.
- Discus Dental (2126) also had a vehicle parked at its booth, but this was one that dental professionals actually had a chance of taking home! The company has a smart car that will be given to one of the lucky dental professionals who register at the booth. The smart car played into its theme: "Buy smart. Buy direct."
- You couldn't miss all the people walking around the CDA with 2-foot toy rockets in their hands. Those came from the Something for Kids booth (734). The company offers dental offices the convenience of renting toy stations, which get rotated and cleaned/disinfected by Something for Kids on a regular basis, saving time for the individual dental office. "We keep your program looking first



Left: Co-founders Benson Wong, Eric Yabu and Leo Arellano, along with one of their technicians, show off the Mobile CT Imaging van at the NewTom booth.

class, not hobo-class," a representative said.

- E4D staff, located within the Henry Schein booth (2008) that drew automatic attention for being a two-story booth, were handing out passes for an E4D LIVE event, which will take place from 4:30 to 6:30 p.m. Saturday. The event will feature live demonstrations as well as "e-max-tini's" (open bar). You must have a pass so be sure to stop by the E4D booth to learn more.



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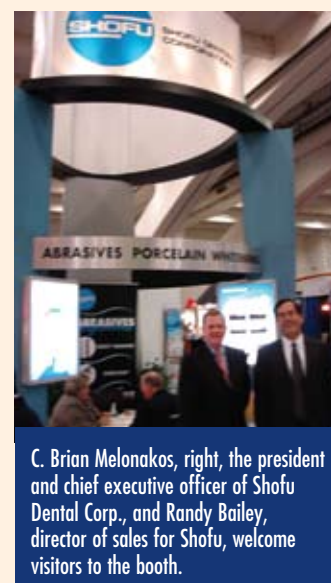
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Marie-Andree Paulin and Mike Tufo are decked out in construction gear as they pass out informational fliers at the GC America booth. "A good cement is the foundation of a good restoration," Paulin said.



C. Brian Melonakos, right, the president and chief executive officer of Shofu Dental Corp., and Randy Bailey, director of sales for Shofu, welcome visitors to the booth.



Discus Dental representatives pass out registration forms in front of the smart car on display at their booth. Dental professionals who fill out the form have an opportunity to win the car!