From 3 to 5 October, the dental manufacturer Dentsply Sirona will be hosting Dentsply Sirona World 2019 at the Mandalay Bay Resort and Casino in Las Vegas. This annual industry gathering is expected to bring together thousands of professionals from all areas of dentistry. Attendees will have the chance to learn about recent innovations and gain hands-on experience with some of them, such as the new intra-oral scanner Primescan. The renowned entertainment programme is set to feature the likes of comedy legend Jerry Seinfeld.

"Dentsply Sirona World stands out. The variety of topics is unique and there is hardly any area in the world of dentistry that we don’t address in depth," said Eric Bruno, Dentsply Sirona’s Senior Vice President of the North American regional commercial organisation. “We know that people attending Dentsply Sirona World appreciate the easygoing atmosphere. That’s why so many dentists, dental technicians and dental assistants from all over the world are coming to Las Vegas to meet, share ideas and learn from each other. And, of course, to have a good time together,” he continued.

Dentsply Sirona’s comprehensive training programmes reach more than 431,000 dentists worldwide annually through approximately 12,000 courses. The company has employed that vast experience to plan the educational programme at Dentsply Sirona World 2019, providing a programme that general practitioners, specialists, laboratory technicians, hygienists and assistance teams will all benefit from. Nearly 100 speakers will share their expertise, including Dr Karyn M. Halpern, Dr Todd Ehrlich, Dr Sameer Puri, Jasmin Haley, Dr Tarun Agarwal and Shannon Pace Brinker. There will be opportunities for attendees to ask employees and early adopters questions about the company’s range of new developments and existing products.

Of course, Dentsply Sirona World 2019 would not be complete if it consisted solely of learning opportunities. The last time the event was held in Las Vegas, runners donned their favourite intergalactic gear for an alien-themed 3-mile morning run down the Las Vegas Strip to promote health and wellness. This year’s agenda includes a 5-km “Treasure Trot” fun run and yoga as health and wellness opportunities on both Friday and Saturday morning.

“Participants can look forward to an outstanding entertainment programme, which I would like to keep mostly under wraps for the moment although I will share that world-famous comedian Jerry Seinfeld will be performing,” said Ingo Zimmer, Dentsply Sirona’s Vice President of Marketing. “I think I can safely say that our programme will meet, if not exceed, expectations!”

Dentists can find more information about the event and register at www.dentsplysironaworld.com.