ADA exhibit hall worth up to 6 C.E. hours daily

Lots of opportunity to try out new products and visit with the experts

Dental professionals attending the American Dental Association annual meeting in Atlanta, Oct. 19-23, will be able to touch, feel and compare thousands of instruments and services from top industry vendors and take advantage of discounts on leading-edge resources and favorite, must-have supplies.

It’s all available in the three-day exhibit hall, Oct. 19-21 (Thursday–Saturday) at the Georgia World Congress Center.

And as a bonus, attendees also can earn up to six hours of C.E. each day of the exhibit hall by attending free courses in a variety of venues, including the “Technology Experience,” featuring the 2017 Cellerant Best of Class Technology Award winners; a live-patient CAD/CAM stage; a Design Studio; a Wellness Studio; and the ADA Council Theater.

Exhibit hall happy hour

On Friday, Oct. 20, from 4:30 p.m. in the exhibit hall, attendees can visit with exhibitors in a relaxed setting. “Hall Happy Hour” attendees will then get early access to hear Distinguished Speaker Series presenter Peyton Manning, the first starting quarterback to win NFL Super Bowls with two different teams.

Earn a pass to ADA 2018 in Hawaii

ADA member dentists who spend a cumulative total of $3,500 or more with exhibitors at ADA 2017 are eligible to receive free registration to next year’s meeting in Hawaii. Pick up an Incentive Buying Program envelope in the registration area.

Member dentists can submit receipts for purchases made in the ADA 2017 exhibit hall. Documented show-site purchases totaling a minimum of $3,500 must be presented collectively on-site at either of the two ADA information desks (one in the grand lobby and one in the member center in the exhibit hall).

Receipts must be submitted before 10 a.m., Sunday, Oct. 22. Registration will be applied to only the purchaser whose name is on the receipts. Only one registration is provided, regardless of total amount spent beyond $3,500.

First time in Atlanta

This is the first time that the ADA’s annual meeting has been in Atlanta, and meeting organizers will take advantage of the locale with the ADA 2017 Block.