Align Technology and Greater New York Dental Meeting create first Educational Expo at the 2008 Greater New York Dental Meeting

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visalign® is a revolutionary concept in orthodontic treatment that has taken the country by storm. As of the second quarter of 2008, more than 800,000 patients have completed or are currently in treatment. Invisalign courses have always been immensely popular at the Greater New York Dental Meeting. So when Align Technology decided to hold its first national Invisalign Educational Expo during a dental meeting, they naturally decided to do so during the Greater New York Dental Meeting.

Invisalign is a series of clear, removable teeth aligners that both orthodontists and dentists use as an alternative to traditional metal dental braces. The Invisalign treatment program consists of a series of aligners that are switched out about every two weeks. Each aligner is individually manufactured to exact calculations in order to gradually shift teeth into place. Invisalign is the best way to transform a smile without interfering with a patient’s day-to-day life.

The Greater New York Dental Meeting offers more Invisalign programs than any other dental meeting in the world. During the 2008 meeting they will feature four full days of Invisalign programming, including: Invisalign Clear Essentials I and II; Invisalign Technique and Technology; Integrating Invisalign into the Hygiene Practice; Maximizing the Dental Assistant’s Role in Invisalign; and An Afternoon with the Invisalign Experts. With such a diverse array of educational programs offered, there is something for the entire dental team. All courses will be taught by Invisalign experts, and will take place in the Invisalign Pavilion located on the exhibit floor of the Jacob K. Javits Center in New York City.

The Greater New York Dental Meeting is proud to be an integral part of Invisalign’s first national educational expo, and looks forward to many more years of successful Invisalign conferences. “We have always had a very positive reaction to these programs at the Greater New York Dental Meeting. And with the awareness of Invisalign growing so rapidly, we know this first national conference will be a huge success,” said Executive Director of the Greater New York Dental Meeting Dr. Robert Edwab.

“We feel very fortunate that Dr. Edwab and the Greater New York Dental Meeting team embraced the idea, and that they are constructing an Invisalign Educational Pavilion right on the exhibit floor,” said Dr. Lou Shuman, vice president of clinical strategic relations at Align Technology. “For years, the Greater New York Dental Meeting has consistently sold out all of our courses. This year, we look forward to providing its membership with a larger array of sessions than ever before, each presented by a leading authority on Invisalign. The Greater New York Dental Meeting is confident that the conference will be very well attended. In fact, the only real “problem” they anticipate is that these courses are going to be too popular. Seating is limited and is on a first-come, first-served basis, so it is recommended that attendees register early to avoid disappointment.

The first Invisalign Greater New York Educational Expo will run Nov. 50 to Dec. 3, 2008. Come be a part of the excitement and experience all that New York has to offer! Pre-register yourself, your staff and your family at no charge. Registration is currently available on the Greater New York Dental Meeting’s Web site, www.gnydm.com. Click on “Courses and Events 2008” and type in “Invisalign” to obtain more information on specific courses or speakers who will be featured during the 2008 Invisalign conference during the Greater New York Dental Meeting.

For additional information please contact the Greater New York Dental Meeting at 570 Seventh Ave., Suite 900, New York, N.Y., 10018-1806; Tel. (212) 598-6922; Fax (212) 598-6934; Web site www.gnydm.com; e-mail address: info@gnydm.com.