



Fig. 1

**Fig. 1:** Don Casey (CEO of Dentsply Sirona) welcomed dental enthusiasts from all over the world to the Dentsply Sirona World 2019 in Las Vegas.

# Dentsply Sirona World 2019 in Las Vegas

**From 3 to 5 October 2019**, several thousand dentists, specialists, hygienists, dental technicians, industry experts, office managers and key opinion leaders from around the world gathered for the Dentsply Sirona World 2019 in Las Vegas, USA. The three-day event featured tons of clinical training sessions, a lot of extensive collegial exchange and a first-rate entertainment programme. At the Ultimate Dental Meeting, participants had access to courses in twelve unique educational tracks including digital dentistry, extra- and intra-oral imaging, implantology, orthodontics, endodontics, restoration and hygiene. Novelties from Dentsply Sirona were also unveiled and presented at the conference. Dentsply Sirona's aim is to give patients healthy smiles by means of cutting-edge therapy concepts and innovative solutions that make a difference in the daily practice. In addition, the company offers continuous clinical education that enables customers to make the most of their dental solutions.

"We appreciate the trust of our customers and are delighted to welcome so many dentists, dental technicians, distributors, industry partners and practice teams to this event," said Eric Bruno, Senior Vice President of the North America Regional Commercial Organization at Dentsply Sirona at the opening of the event. "Our inno-

vations are driven by the needs of our customers. Every day we work together with dentists or dental technicians to develop exactly the products and solutions that clinics and laboratories need to simplify the many routines of everyday life." Dentsply Sirona truly has something for everyone: from digital restorative chairside solutions with CEREC, digital diagnostics with the innovative radiographic Orthophos system and digital impression taking with Primescan to sophisticated endodontic solutions such as WaveOne Gold or the dentine-friendly TruNatomy concept, as well as the orthodontic braces of the SureSmile series—all of these products were presented in Las Vegas. As in previous years, guests had the opportunity to put together their own individual congress plan for the breakout courses in the various dental fields. The 2019 Dentsply Sirona World thus became a customised and individually-tailored advanced training event for everyone.

Dentsply Sirona World attendees experienced lectures, hands-on sessions, classes and workshops from nearly 100 of the brightest minds in dentistry, including Dr Karyn M. Halpern, Dr Todd Ehrlich, Dr Sameer Puri, Jasmin Haley, Dr Tarun Agarwal and Shannon Pace Brinker. Moreover, the Dentsply Sirona World is not only known as "The Ultimate Dental Meeting" for its educa-



Fig. 2

**Fig. 2:** Several thousand participants followed the invitation to Las Vegas at the beginning of October. **Fig. 3:** At the dental exhibition, attendees could learn more about the extensive product portfolio of Dentsply Sirona. **Fig. 4:** Eric Bruno, Senior Vice President of the North America Regional Commercial Organization at Dentsply Sirona, at his opening speech.

tional opportunities, but also for its extraordinary entertainment programme: this year the dental event in Las Vegas featured performances from famous stand-up comedian, actor, director and screenplay writer Jerry Seinfeld, as well as the Grammy Award-winning Zac Brown Band. The grand finale of the event was a pirate party under the theme “Bucca(l)neers’ Bash” at Mandalay Bay Beach. Dentsply Sirona believes that clinical training and further education are key for creating healthy patient smiles, and sustainable growth of dental practices and laboratories. The Las Vegas event at the beginning of October perfectly encapsulated this core philosophy.

Those, who were not able to attend this year’s Ultimate Dental Meeting, can already look forward to next year: from 1 to 3 October, the Dentsply Sirona World 2020 will be held, once again, in Las Vegas—at the world famous Caesars Palace hotel, to be exact. More information on the event and the registration can be found online at [www.dentsplysironaworld.com](http://www.dentsplysironaworld.com).

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Fig. 3



Fig. 4