Exhibition Opportunities

2016
**BDA Seminars**
Exhibiting at our events provides an excellent opportunity to meet dentists, gather data, showcase your products and increase sales all in a friendly relaxed atmosphere.

### Occlusion in a modern world
Occlusion, occlusal restoration, TMD and vertical dimension

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<td>4 March 2016</td>
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<td>29 April 2016</td>
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<td>21 October 2016</td>
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**Peter Briggs** - Consultant in Restorative Dentistry, Queen Mary University of London, and Specialist Practitioner

**Phil Taylor** - Consultant in Restorative Dentistry, Queen Mary University of London, and Clinical Director for Dentistry and Oral and Maxillofacial Surgery, Barts Health NHS Trust

This seminar is relevant for dentists at all levels of experience and working within a variety of clinical environments, this seminar provides an in depth day on the theory and clinical practice of occlusion in the 21st century. Highlights include:

- Management of TMD
- Facebow and articulators
- Vertical dimension change – for fixed, removable and implants restorations
- Diagnostic and working jaw registrations for conventional removable, fixed and implant restorations
- Tooth preparation and the choice of material for coverage of occlusal aspects of teeth
- Management of the parafunctional patient
- Creation of occlusal space and the functional need to replace lost teeth.

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<th>Exhibition stand: £450 + VAT</th>
<th>Expected delegates: 60-90</th>
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### Whiter than white
Latest trends for achieving predictable whitening to grow your business and manage complex cases. Supported by the British Academy of Cosmetic Dentistry.

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<tr>
<td>23 September 2016</td>
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**Overview**
Hear about current advances for predictable teeth whitening, internal bleaching and power bleaching and the opportunities this presents for your practice. Learn how to increase your profits from whitening and how to expand and grow your business.
Learning objectives

- Comprehend teeth whitening myths and facts and know what actually works
- Make whitening the profit centre of your practice
- Treat discoloured teeth using safe, predictable and legal internal bleaching
- Consider how resin infiltration can be used in the treatment of superficial and deep white spot lesions
- Use digital marketing to expand and grow your business
- Understand clinical issues for predictable whitening

Discuss the latest whitening protocols – is power bleaching dead?

Sponsorship opportunities also available – please make contact for further details.

| Exhibition stand: £450 + VAT | Expected delegates: 60 - 90 |
| Inserts: £100 + VAT | |

**A day with Trevor Burke**

Dental Materials: options for bonding composites and all-ceramic crowns and bridges in restorative dentistry – what works where?

**23 September 2016 | BDA, London**

**Overview**

Learn how to perform restorations using bonding and composite by exploring methods avoiding post-operative sensitivity following composite placement. Materials for the restoration of anterior teeth will be discussed, especially those used for the repair of the worn dentition. We will look at how to manage sclerotic, shiny dentine surfaces. Contemporary materials for crowns and bridges will be discussed, touching on how to avoid the problems of “chipping”.

**Learning objectives**

- Be in a position to assess the optimum methods of bonding resin-based restorative materials to teeth
- Know how to reduce post-operative stress and sensitivity following posterior composite placement
- Know how to treat worn teeth in a minimally-invasive way
- Know the material which is likely to perform best in a given clinical situation
- Be aware of the potential performance of all-ceramic crowns and bridges

| Exhibition stand: £600 + VAT | Expected delegates: 80-100 |
| Inserts: £150 + VAT | |
Overview

Through the knowledge of dental morphology, function, biomechanics and adhesive dentistry, anterior bonded restorations have the potential of mimicking the natural dentition. Additive techniques are paramount to the diagnostic, preparation and designing of beautiful, functional and minimally-invasive restorations.

The symbiotic relation of enamel, dentin and the dentinoenamel complex can be approached by the synergistic use of direct composite resins, novel semi-indirect CAD/CAM polymers and indirect ceramic materials and the careful choice and application of proven dental adhesives. Chairside CAD/CAM systems have opened new restorative approaches, including the use of high performance biomaterials manufactured under controlled and standardized industrial conditions.

Learning objectives

- Exploring a new biomimetic approach to restorative dentistry
- How to use "tooth-like" restorative materials which mimic the natural dentition
- Choosing and applying proven dental adhesives to complete your synergetic use of materials
- Understanding new restorative approaches resulting from advances in CAD/CAM systems

Sponsorship opportunities also available – please make contact for further details.

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BDA Training Essentials

Training Essentials is a portfolio of courses covering all core and recommended CPD areas, regulatory updates, business management and personal development. They present an ideal opportunity to network with all members of the dental team.

Running a safe and compliant practice

4 March 2016 | LONDON
16 September 2016 | LONDON

This one day course will explore the guidelines set out by the CQC and GDC to ensure the dental practice is compliant to nationally recognised standards. Attendees will also be taken through a step by step process of how to keep quality records in order to protect their practice and the team, as well as supporting the welfare of patients.

Learning objectives:
- Be up to date on the key issues surrounding CQC
- Understand the health and safety issues in dentistry
- Be up to date on decontamination and infection control compliance
- Be up to date with the GDC’s standards, complaints and fitness to practice procedures
- Understand the policies surrounding consent, confidentiality and data protection
- Appreciate the basic principles and requirements for writing quality records.

Exhibition stand: £300 + VAT
Inserts: £100 + VAT

Expected delegates: 90

www.bda.org/training

An IRMER course in dental radiography and radiation protection

29 April 2016 | LONDON
9 September 2016 | LONDON

Paul Nixon - Consultant in Maxillofacial Radiology, Liverpool University Dental Hospital and Royal Liverpool University Hospital

Ionising Radiation (Medical Exposure) Regulations 2000 (IRMER) impose significant requirements for patient protection. This course will bring delegates up to date with the legislation concerning dental radiography and ensure they are aware of statutory responsibilities. Covering the principles of justification, optimisation and limitation this one day course satisfies both the IRMER regulations and core CPD requirements as recommended by the GDC.

Learning objectives
- Understand the principles of radiation physics
- Be aware of the risks of ionising radiation

www.bda.org/training
- Understand the radiation doses in dental radiography and the factors affecting them
- Recognise the principles of radiation protection
- Be up to date on the statutory requirements, selection criteria and quality assurance
- Understand the various imaging modalities available including digital imaging and 3D (CBCT)
- Understand the principles of radiographic interpretation and problems which may occur.

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### Oral cancer – identify, refer and prevent

**17 June 2016 | LONDON**  
**25 November 2016 | LONDON**

**Learning objectives**
- Improve your knowledge of the prevention and detection of oral cancer, including what to look out for, and when, and how to respond
- Adopt an approach to oral cancer detection that is consistent with current medico-legal advice
- Be able to carry out a thorough examination with knowledge of the signs and symptoms
- Know the criteria for referral following NICE guidelines
- Understand the current treatments
- See how the whole dental team can successfully implement a management strategy for oral cancer
- Gain advice on the management of patients who have been previously treated for oral cancer.
- Gain tips to improve the safe management of healthcare waste in your practice.

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### NHS Regulations – to claim or not to claim

**4 November 2016 | LONDON**

The NHS claiming regulations are notoriously difficult to interpret. Misunderstanding of these regulations can have serious consequences leading to risk of major financial losses and possible referral to the GDC.

This interactive one-day course will offer formal training to practitioners who are new to the NHS system and those who require an update with the current system introduced in 2006. Understand the pitfalls and controls and explore the ‘grey’ areas of the NHS regulations with the use of case studies and discussions with the experts.

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Conferences
These are larger annual events for particular sections of the dental community. They present an ideal opportunity to network with specific groups of influential dentists from across the UK.

**BDA Community Dental Services Group**  
**Annual Presidential and Scientific Meeting 2016**

13-14 October 2016 | SHEFFIELD

An excellent opportunity to meet with clinical directors and community dentists from across the UK. This popular conference will be hosted by Simon Utting.

This year’s conference acknowledges the breadth of expertise required by those who work in the Community Dental Services (CDS) who treat the wide spectrum of patients who come under the umbrella of Special Care Dentistry and Community Based Paediatric Dentistry. Five clinical sessions will cover physical disability and dependence, community paediatric dentistry, mental health, focusing on eating disorders, medically compromised patients and a final session looking at behaviour.

**Exhibition stand:** £450 + VAT  
**Inserts:** £100 + VAT  
**Expected delegates:** 120 - 150  
[www.bda.org/cdsconference2016](http://www.bda.org/cdsconference2016)

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**Scottish Dental Conference and Exhibition**

2 September 2016 | GLASGOW

The BDA Scottish Scientific Conference has been held annually since 1964. The meeting has always proved to be a popular event for BDA members in Scotland and is open to non-members and other members of the dental team. Each year it attracts over 300 delegates. For 2016, the event will build on the success of our previous events, the event continues to attract senior dentists, the key decision makers, in addition to junior dentists, nurses and a range of dental care professionals.

Exhibiting at this event provides an excellent opportunity to meet dentists from all over Scotland and will enable you to gather data, showcase your products and increase sales all in a friendly relaxed atmosphere.

**Exhibition stand:** £550 + VAT  
**Inserts:** £100 + VAT  
**Expected delegates:** 250-300
Annual Conference of Local Dental Committees 2016
9 and 10 June 2016 | MANCHESTER

Overview
The LDC Conference is an ideal opportunity for organisations to attract and promote their services to influential decision making dentists from all over the UK.

The 2016 conference will be chaired by Nick Stolls. The conference is a unique event as the attendance of 250 to 300 influential decision making dentists from all over the UK is guaranteed. Delegates comprise LDC Representatives and Observers nominated by their LDC together with members of the General Dental Practice Committee (GDPC). The event is, therefore, a unique opportunity for sponsors and exhibitors to raise their profile in the profession.

| Exhibition stand: £795 + VAT | Expected delegates: 250 - 300 |
| Inserts: £250 + VAT | www.ldcuk.org |
| Platinum sponsor: £6750 + VAT | |
| Gold sponsor: £3750 + VAT | |

Local Dental Committees Officials Day 2016
2 December 2016 | LONDON

Overview
The LDC Officials Day is an annual event organised by the BDA with the aim of providing an update for LDC officials on key issues.
It is an ideal opportunity for organisations to attract and promote your services to around 170 influential decision making dentists from across the UK.

Sponsorship opportunities also available – please make contact for further details.

| Exhibition stand: £600 + VAT | Expected delegates: 170-190 |
| Inserts: £150 + VAT | www.ldcuk.org |

www.ldcuk.org
The British Dental Conference and Exhibition

25-27 May 2017 | Manchester Central Convention Complex

Save the date for 2017!

The British Dental Conference and Exhibition is an unmissable event in the UK dentistry calendar. It is the British Dental Association (BDA)’s annual flagship event. The BDA is the professional association and trade union for dentists in the UK.

The event has been called the "best dental event of the year" and we (the BDA) are proud to deliver it in collaboration with leading experts in the field of dentistry.

Here are just a few facts about the BDA’s flagship event:

- We continue to have over 5000 attendees. Unlike other conferences the majority of our attendees are Dentists, the key decision makers, often owning their own practices or labs.

- Feedback tells us our delegates have purchasing power, because the exhibition is filled with delegates who are dentists.

- We are the only conference and exhibition that can promote our event through the BDJ portfolio, the most read journals in UK dentistry, and sent to all 18,000 BDA members.

- By supporting this event you support the dentists in the UK, the key decision makers in dentistry today and in the future.

- In previous years, 85% of exhibitors said they achieved 100% of their objectives and 89.5% said they found the event Good, Very Good or Excellent.

Exhibition stand:
Early bird price just £250 per sqm for all three exhibition days!

(Early bird price offer ends 26 June 2016, standard price is £270 per sqm)

Expected attendees: 5,000
www.bda.org/Conference
Advertising opportunities

If you decide to exhibit at a BDA event why not combine it with advertising or PR in the BDJ portfolio?

There are varying packages available from full page adverts to inserts and wrap arounds and enhanced profiles to help you make the most of your exhibition opportunity.

Prices start from £100 + VAT for your company profile in the Product News section in BDA News, circulated to the entire BDA membership, prior to the event (subject to meeting print deadlines).

To discuss all your advertising needs with the BDJ portfolio please contact:

Stephen Brown

Advertising Sales Executive | 020 7843 4724 | stephen.brown@nature.com
**Booking form**

**PLEASE COMPLETE CLEARLY USING BLOCK CAPITALS**

**Booking and invoice address/contact**

Title: [ ] First name: ______________________ Surname: ______________________

Position: ______________________ Company: ______________________

Address: __________________________________________________________________

________________________________________ Postcode: ______________________

Email address: __________________________________________

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**Grand total** including VAT @ 20% **£**

If there is a purchase order or reference number that you would like us to quote on the invoices please enter it here:

PO No.

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**Cancellation policy**

If for any reason you wish to cancel your promotional opportunity, you should confirm your cancellation in writing either by email to events@bda.org, or by post to Events Team, BDA, 64 Wimpole Street, London W1G 8YS. Cancellations received 29 days or more prior to the event date will be entitled to a 100% credit voucher or refund. However, sponsors and exhibitors are unable to cancel their promotional opportunity once their logos have been printed on promotional literature, and in this situation would be liable for 100% of the cost. For cancellations received between 28 days and the event date, the organisation is liable for 100% of the cost.

**All events will be invoiced separately unless otherwise requested.**

Please return this form to: Natasha Breckwoldt, Exhibition Sales Manager

Natasha Breckwoldt | Natasha.Breckwoldt@bda.org | BDA, 64 Wimpole Street, London W1G 8YS