

Dentsply Sirona World 2017: Dentists and opinion leaders from the entire dental world meet in Las Vegas

More than 95 leading keynote speakers have confirmed their participation in the upcoming Dentsply Sirona World 2017: The Ultimate Dental Meeting in Las Vegas from Sept. 14-16, 2017. Event organizer Dentsply Sirona, The Dental Solutions Company™, will host a mix of exciting talks, clinical training sessions, professional exchanges with colleagues and first-class entertainment featuring stars such as TED Talk luminary Simon Sinek, Grammy-Award winning band Imagine Dragons and iconic entertainer Will Smith.

Bensheim/Salzburg, June 28, 2017. Several thousand national and international dental professionals will come together at the three-day, cutting-edge dental conference hosted by Dentsply Sirona, the market and technology leader in the dental industry. This year's educational festival will again offer 11 educational tracks. Attendees, as they did for **SIROWORLD 2016**, can create their own schedule and attend breakouts all within one track or mix and match sessions from a variety of tracks for a more comprehensive experience.

Sensational speakers

Many of dentistry's elite have already confirmed their participation in the upcoming Ultimate Dental Meeting. Attendees can look forward to training and educational sessions focusing on all aspects of dentistry. The tracks include Business and Practice Management, CEREC, Imaging (including extraoral and intraoral), Implantology, Orthodontics, Endodontics, Restorative, Periodontics and Hygiene, Prosthetics and Laboratory, Office Design, and Special Markets and Topics.

Dr. Mike DiTolla, Director of Dentsply Sirona World said, "The roster of talented speakers scheduled to engage and educate our attendees is sensational, and we're just getting started! We're inviting a new generation of speakers, along with our veteran speakers, to 2017's event to further diversify the education offered and continue to provide the ultimate experience for attendees."

Dentsply Sirona World is the second annual Ultimate Dental Meeting hosted by Dentsply Sirona. At The Venetian and The Palazzo in Las Vegas, this year's event is expected to attract an even greater number of dental professionals than **SIROWORLD** or CEREC 30.

Great entertainment

For relaxation after a comprehensive and excellent education, Dentsply Sirona will offer first-class entertainment to attendees. On Thursday evening, Sept. 14, following a full day of general sessions and breakout sessions, attendees can sit back and enjoy a relaxed, undoubtedly amusing dialogue between Dentsply Sirona World host

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ABOUT DENTSPLY SIRONA:

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with a 130-year history of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. As The Dental Solutions Company™, Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dentistry. Dentsply Sirona's global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company's shares are listed in the United States on NASDAQ under the symbol XRAY. Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

Dr. DiTolla and actor, producer, musician and philanthropist Will Smith. Following the interview, the floor will open to questions from the audience.

On Friday morning, Sept. 15, the author and sought-after speaker Simon Sinek will present the keynote address at Dentsply Sirona World 2017. Recognized by many as a visionary and ardent optimist, Sinek possesses an unorthodox yet refreshing outlook on corporate culture and the significance of strong leadership to incite action among professionals. Best known for popularizing the concept of *WHY*, he is a trained ethnographer who has dedicated his life's work to discovering what motivates people, exploring different leadership styles, and breaking down the various stereotypes of different generations in an attempt to better understand why those individuals and the organizations that employ them "do the things they do." Sinek is also widely known for his TED Talk "How Great Leaders Inspire Action," which is the third most-watched TED talk, ever. He has also written three books, topping the best-sellers list for corporate America.

On Friday evening, Sept. 15, one of the most popular and talented bands of this generation, Imagine Dragons, will perform in a private concert exclusive for attendees at Dentsply Sirona World.

"Imagine Dragons is an extraordinary group of gifted musicians and this exclusive concert offers attendees a chance to let loose after absorbing hours of comprehensive education," said Vice President of Marketing Ingo Zimmer. "Our organization takes pride in offering not only top-notch education for our attendees, but also offering A-list entertainment and a memorable experience for years to come."

To register now or to learn more about the Ultimate Dental Meeting, visit www.dentsplysironaworld.com. For any questions, contact the help desk by email at events@dentsplysironaworld.com

IMAGE

are available for [> Download](#) on the website.



Fig. 1: The Dentsply Sirona World in Las Vegas will take place from Sept. 14-16, 2017.



Fig. 2: Grammy-Award winning band "Imagine Dragons" will perform in a private concert exclusive for attendees.



Fig. 3: Best-seller author Simon Sinek will speak to Ultimate Dental Meeting attendees.



Fig. 4: Ultimate Dental Meeting attendees won't want to miss the interchange between witty event host Dr. Michael DiTolla and the Fresh Prince himself during the Ultimate Dental Meeting.

