

## Dentsply Sirona World 2019 – a unique experience for dental professionals

**Dentsply Sirona World returns to Las Vegas, Nevada for the industry's Ultimate Dental Meeting. The annual event will take place from October 3-5, 2019 at the Mandalay Bay Resort and Casino. The three-day educational event features nearly 100 of the best and brightest speakers in dentistry presenting in hands-on sessions, classes and workshops across 12 unique tracks. At its core, Dentsply Sirona World is a celebration of dentistry combining incredible professional development courses, ample opportunities to connect and network with thousands of dental professionals and world class entertainment in an exciting, inspiring atmosphere.**

**Charlotte/Bensheim, August 6 2019.** In October, one of this year's most important events for the dental industry will take place. Dentsply Sirona World 2019 in Las Vegas will bring together thousands of professionals from nearly every area of dentistry for three days of learning, motivation and fun. Participants have described it as the "can't miss event" of the year. "Dentsply Sirona World stands out. The variety of topics is unique and there is hardly any area in the world of dentistry that we don't address in depth," said Eric Bruno, Senior Vice President North America RCO at Dentsply Sirona. "We know that people attending Dentsply Sirona World appreciate the easy-going atmosphere. That's why so many dentists, dental technicians and dental assistants from all over the world are coming to Las Vegas to meet, share ideas and learn from each other. And, of course, to have a good time together."

### Cutting-edge courses tailored to individual needs

Dentsply Sirona's comprehensive training programs reach more than 431,000 dentists worldwide annually through approximately 12,000 courses. Using that vast experience to plan the educational program at Dentsply Sirona World 2019, general practitioners, specialists, lab technicians, hygienists and assistance teams will all benefit. Nearly 100 speakers representing the top-tier of dentistry will share their expertise including Dr. Karyn M. Halpern, Dr. Todd Ehrlich, Dr. Sameer Puri, Jasmin Haley, Dr. Tarun Agarwal and Shannon Pace Brinker, among many other well-known names. There are 12 tracks with introductory to expert level courses available to participants ranging from specialties such as implantology, to laboratory courses, to the all-important hygiene topics. For example, the 34th anniversary of CEREC will be celebrated with a dedicated CEREC track, where attendees will find out all the latest information regarding the CEREC solution spectrum. Follow one specific track or mix-and-match to make Dentsply Sirona World a completely personal and customizable educational experience. The hosts aim to also inspire participants and help dental professionals to achieve their dreams

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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. Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better and safer dentistry. Dentsply Sirona's global headquarters is located in Charlotte, North Carolina. The company's shares are listed in the United States on NASDAQ under the symbol XRAY. Visit [www.dentsplysirona.com](http://www.dentsplysirona.com) for more information about Dentsply Sirona and its products.

with tracks focused on office design and business & practice management.

### **The latest innovations in dentistry**

Attendees have the chance to learn about and get hands-on experience with Dentsply Sirona's recent innovations, such as the new intraoral scanner Primescan, which represents a significant step forward in digital impression-taking. Guests will have the opportunity to ask questions directly to employees and early adopters about these and other new developments.

### **Plenty of surprises in store for guests**

Dentsply Sirona World isn't known as the Ultimate Dental Meeting solely for its learning opportunities. The last time the event was held in Las Vegas, runners donned their favorite intergalactic gear for an alien-themed, untimed three-mile morning run down the Vegas Strip to promote health and wellness. This year's agenda includes a 5K Treasure Trot Fun Run and yoga as health and wellness opportunities on the Friday and Saturday mornings.

Returning attendees of Dentsply Sirona World know to expect some big surprises for entertainment helping to make Dentsply Sirona World 2019 an unforgettable event. According to Ingo Zimmer, Vice President of Marketing US CCO at Dentsply Sirona, "Participants can look forward to an outstanding entertainment program, which I would like to keep mostly under wraps for the moment although I will share that world famous comedian Jerry Seinfeld will be performing. I think I can safely say that our program will meet, if not exceed, expectations!"

For more information about Dentsply Sirona World and our celebrity guests visit [www.dentsplysironaworld.com](http://www.dentsplysironaworld.com)



## IMAGES

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



*Fig. 1: Dentsply Sirona World returns to Las Vegas for the industry's Ultimate Dental Meeting.*

*Fig. 2: The annual event will take place from October 3-5, 2019 at the Mandalay Bay Resort and Casino.*

