

THE MOST  
AMAZING  
EVENT  
IN DENTAL IN THE LAST  
27 & A HALF  
YEARS



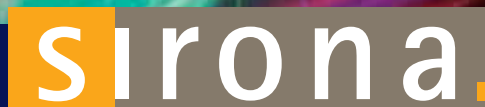
PRE-SHOW  
PROGRAM

CEREC® 27 AND A HALF ANNIVERSARY CELEBRATION  
AUGUST 16-18, 2012  
THE VENETIAN RESORT HOTEL CASINO, LAS VEGAS

[CEREC27ANDAHALF.COM](http://CEREC27ANDAHALF.COM)

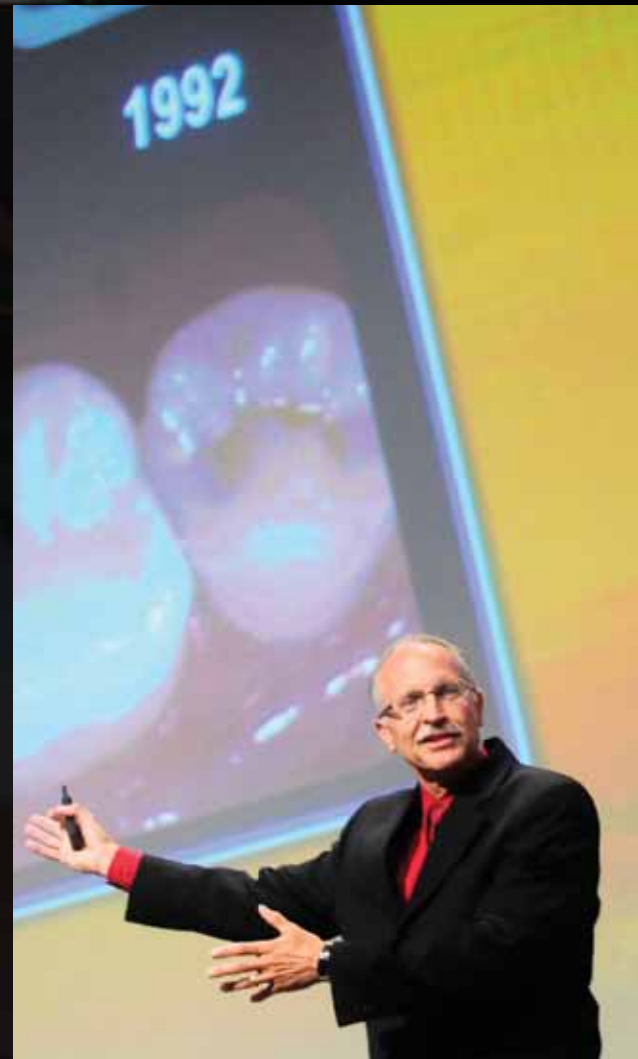


The Dental Company



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## JOIN US

We've heard you loud and clear; five years were just too long to wait to experience another celebration as amazing as CEREC 25 proved to be in 2010. You couldn't wait... and neither could we!

We invite you to join us in Las Vegas at The Venetian Resort Hotel Casino, for the CEREC 27 and a half Anniversary Celebration, August 16-18, 2012. This milestone event features three days of top-notch educational sessions, abundant networking opportunities, unsurpassed entertainment and access to leading dental industry vendors showcasing their products and services.

Making CEREC 27 and a half even better, we are also celebrating three additional Sirona milestones: GALILEOS 5, inLab 10 and Schick 20. We believe this comprehensive program will enrich you professionally by offering educational track choices that are the right fit for you. You are free to choose sessions that focus on a single aspect of digital dentistry, research, multidisciplinary symposia that explore diverse clinical solutions and everything in between.


In this pre-show program you will find the conference agenda, correct at the time of printing, and all the relevant information you need to prepare and plan your visit to the CEREC 27 and a half Anniversary Celebration.

Join us, and discover for yourself why an event this amazing only comes around every few and a half years!

**Michael Augins**  
 President  
 Sirona Dental Systems, LLC  
 Co-Chair CEREC 27 and a half

**Roddy MacLeod**  
 Vice President CAD/CAM  
 Sirona Dental Systems, LLC  
 Co-Chair CEREC 27 and a half

### CONNECT WITH CEREC 27 AND A HALF:

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 #C27aah  
 [WWW.YOUTUBE.COM/CERECTUBE](http://WWW.YOUTUBE.COM/CERECTUBE)



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 SMARTPHONE

## WHY ATTEND?

Join the world's largest gathering of dental professionals in the field of digital dentistry and dental CAD/CAM.

Not only is this your chance to be a part of the largest, most spectacular meeting in the field of digital dentistry, it's also your chance to meet and network with more than 4,000 dental professionals from around the world who are expected to attend this year's celebration. Some of the many benefits of attending CEREC 27 *and a half* include:

- Learn from the global leaders in digital dentistry focusing on the issues, challenges and technical solutions unique to our dental profession.
- Explore our 100,000 square foot exhibit hall showcasing the latest cutting-edge digital dentistry products and services.
- Hear expert opinions on the opportunities associated with the practice of dentistry in a technology-savvy consumer environment.

## CONTINUING EDUCATION

At CEREC 27 *and a half*, we turn real-world experience into Monday morning success.

There will be plenty of opportunities for learning at CEREC 27 *and a half*. Our speakers cover the whole gamut of digital dentistry: CEREC single-visit dentistry, comprehensive rehabilitations, mastering esthetic challenges and multi-unit cases, as well as the latest in 3D cone beam integration, implantology, custom abutments, 2D digital radiography and laboratory processes in CAD/CAM techniques.

- Earn up to 18 CE Credits while learning advanced chairside techniques and maximizing your experience with Sirona's complete line of digital dentistry solutions.

## ENTERTAINMENT

No company combines education and entertainment like Sirona!

Vegas wouldn't be Vegas without its reputation for legendary entertainment, fine dining, star-studded shows, Rodeo Drive-like shopping and don't forget that exhilarating Vegas nightlife.

That also rings true for CEREC 27 *and a half*. In addition to the A-list entertainers, legendary parties and an event known for exciting times, CEREC 27 *and a half* is also a place to eat, drink and be merry with old friends, network with new ones and enjoy great times with colleagues, friends and family.

Here are just a few entertainment highlights:

- **Welcome Reception:** Kick off the weekend with CEREC family and friends.
- **A-List Celebrity Entertainment:** Make the weekend a memorable one with a performance by the kings of comedy, Steve Martin & Martin Short.
- **Red Carpet Bash *and a half* Party at TAO:** You will be treated to an amazing VIP party you'll never forget!

## SCHEDULE AT A GLANCE

### Thursday, August 16

|                 |                                      |
|-----------------|--------------------------------------|
| 7 – 8:30 AM     | Registration & Continental Breakfast |
| 8:30 AM – 12 PM | General Session                      |
| 12 – 2 PM       | Exhibit Hall & Lunch                 |
| 2 – 6 PM        | General Session                      |
| 6 – 8 PM        | Welcome Reception                    |

### Friday, August 17

|                 |  |
|-----------------|--|
| 6:30 – 7:30 AM  | Fitness Activity   |
| 7:30 – 8:30 AM  | Continental Breakfast  |
| 8:30 AM – 12 PM | Breakouts  |
| 12 – 1:30 PM    | Exhibit Hall & Lunch   |
| 1:30 – 6 PM     | General Session  |
| 6 – 7:30 PM     | "A Very Stupid Conversation"<br>with Steve Martin & Martin Short |



Photo © Sandee Oliver

### Saturday, August 18

|                 |  |
|-----------------|--|
| 6:30 – 7:30 AM  | Fitness Activity                             |
| 7:30 – 8:30 AM  | Continental Breakfast                        |
| 8:30 AM – 12 PM | Breakouts                                    |
| 12 – 1 PM       | Exhibit Hall & Lunch                         |
| 1 – 5 PM        | General Session                              |
| 7 – 10 PM       | The Red Carpet Bash <i>and a half</i> at TAO |

Agenda is subject to change.



## KEYNOTE SPEAKERS - General Sessions



**Dr. Gordon Christensen**  
27 and a half Years of CAD/CAM – Where are we Now?

**Learning Objectives:**

- Identify the most used and reliable materials for CAD/CAM
- Plan innovation in your personal current use of CAD/CAM
- Make projections for future use of CAD/CAM in your practice



**Dr. Paul Homoly**  
Just Because You're an Expert... Doesn't Make You Interesting

**Learning Objectives:**

- Earn listener interest so your message breaks through
- Influence listeners to embrace your vision and take action
- Structure your message in half the time with twice the impact



**Dr. Brian LeSage**  
Everyday CEREC Usage: Preparation, Practicality & Possibilities

**Learning Objectives:**

- How technology changes the way we experience the world, while at the same time leading and challenging us to new possibilities
- Preparation design for milled all-ceramic restorations from inlays/onlays to crowns
- Learn how CAD/CAM technology, when fully integrated into your daily practice, will allow you to find other ways to use it



**Dr. Neal Patel**  
Sirona 3D Imaging – The 3D Paradigm Shift

**Learning Objectives:**

- Understanding the evolution of Sirona Imaging over the past 5 years and "The Future of Sirona Imaging"
- Comprehensive Treatment Planning for interdisciplinary care
- Integration of CBCT as a primary diagnostic tool for optimal patient care



**Dr. Rella Christensen**  
Controlled Clinical Trial Status Report – e.max CAD Conventional Fabrication vs. Fast Mill – Fast Fire & BruxZir

**Learning Objectives:**

- List advantages of monolithic vs. veneered ceramic restorations
- Describe indications & contraindications for full contour zirconia restorations
- Describe indications for the Fast Mill – Fast Fire fabrication protocol for e.max CAD



**Fred Joyal**  
Maximizing Your Marketing Power

**Learning Objectives:**

- Blast your practice into the future while keeping you from wasting your time and money on low-return marketing efforts
- Expand your thinking and your success and show you how to have fun doing it
- Integrating technology into your marketing message, the design of the ideal website, dealing with online reviews and much more



**Imtiaz Manji**  
The True Value of Dentistry

**Learning Objectives:**

- Elevating the level of care that patients choose to accept
- How to shift the balance between patients' needs and wants so they feel great about quality dental care
- How can CEREC help patients who want quality care and how can it communicate this value to them



**Dr. Sameer Puri**  
CEREC Dentistry for the Next 27 Years

**Learning Objectives:**

- Understand the history of CEREC
- Learn the fundamentals that make CEREC dentistry the standard of care
- Appreciate the behind the scenes – what it takes to bring CEREC software to fruition



**Dr. Mike DiTolla**  
Digital Restorative Dentistry and the Lab

**Learning Objectives:**

- The pros and cons of the different digital impression systems and which one may suit your practice the best
- The difference between monolithic and bi-layered restorations and which ones are suitable for digital restorative dentistry
- How digital impressions lead to a more accurate impression and hence, a more accurate and economical restoration



**Dr. James Klim**  
The CEREC 4.0 Aesthetic Groove

**Learning Objectives:**

- Identify the secret behind an attractive CEREC restoration "waist line"
- Prepare and design a CEREC margin that disappears
- How to best optimize the CEREC 4.0 biomechanical/aesthetic marriage



**Prof. Dr. Albert Mehl**  
What's On, What's New, What's Hot

**Learning Objectives:**

- Learn about actual software tools and their clinical applications
- Look into the future of new developments



**Dr. Frank Spear**  
Esthetic & Restorative Excellence and New Technologies: Allies or Enemies

**Learning Objectives:**

- Understand the criteria that must be evaluated concerning clinical excellence
- Understand what compromises affect clinical outcomes and which do not
- Compare the advantages and disadvantages of traditional methodologies to the newer methodologies used in esthetic and restorative dentistry
- Understand how modern technologies can be used to allow phasing of complex treatment plans in a predictable and efficient way

## CEREC IS TURNING 27 AND A HALF!



In 2010, we rocked the dental world with the CEREC 25th anniversary celebration in Las Vegas, which was the most exciting, most talked about and most memorable event in dentistry since the invention of dental CAD/CAM. The response was so great, we decided to do it again. But we thought, "Why put off until 30 what you can do at 27 *and a half*?" and sure enough, we answered our own question with "Let's do this!"

**It's everything you're passionate about, all in one place.**

Throughout the past 27 *and a half* years, we've learned a lot about what makes a CEREC dentist a "CEREC dentist." For starters, we've found that CEREC dentists are trailblazers. They're not content with simply going along with the status quo. They're perfectionists and explorers, and they love to get their hands on new technology and work with new materials and techniques. And if there's a single common thread that runs through the essence of being a CEREC dentist, it's this: They're an enthusiastic and passionate group of people! They love using CEREC, they love hearing about CEREC, they love talking about CEREC and they love telling others about CEREC.

**If you're a CEREC dentist, you need to be with us in Vegas this August!**



## FEATURED SPEAKERS - CEREC Breakouts



**Dr. Lee Ann Brady**  
Systems for Optimizing Your CEREC Practice

**Learning Objectives:**

- After the prep, who should design and mill
- Systems for staining and glazing
- Scheduling for maximal efficiency
- Make CEREC your largest practice referral source



**Dr. Bob Conrad**  
Understanding Biogenics and its Image Management

**Learning Objectives:**

- Know what clinical conditions indicate when a Biogenic vs. a Biogenic Reference design technique should be used
- Know what clinical conditions indicate when a Biogenic Copy design technique should be used
- Understand what images and what image catalogs are required for each design technique



**Dr. Greg Campbell**  
Sirona Connect – A Faster and Easier Way to Send Cases to your Lab

**Learning Objectives:**

- How to use it, including the new portal
- When do I use it?
- Tips and tricks for success, including Full Arch impressions made easy



**Eric Coontz**  
The Unique Challenges of Incorporating CEREC in a Government or Educational Setting

**Learning Objectives:**

- Review the process of acquisition of the CEREC technology, including justification and contracting requirements
- Developing methods for getting colleagues to "buy in" to the technology
- Overcoming barriers to implementing the Sirona Connect platform
- Sustaining the CEREC success story in the government/institutional environment



**Dr. Bobby Chagger**  
Sequencing CEREC

**Learning Objectives**

- Understand which restoration should be created first when creating multiple restorations
- Understanding how the parameters affect occlusion and your initial CEREC proposal
- Understanding the value of different design options



**Dr. Todd Ehrlich**  
Your Picasso Happens AFTER the Milling Chamber

**Learning Objectives:**

- Become more efficient with the design of CEREC restorations
- Learn simple characterization methods for the vast majority of clinical applications
- Develop procedures and techniques to become more efficient with highly esthetic restorations



**Cynthia Chillock, RDH, EF, AP**  
Timing is Everything

**Learning Objectives:**

- Identify time stealers in the daily schedule
- Develop and support individual hygiene scheduling
- Develop consensus with full team support
- Optimize hygienist and doctor time



**Dr. Larry Emmott**  
The High-Tech Paperless Office

**Learning Objectives:**

- Step-by-step help in setting up a paperless office, including the seven essentials that need to be in place before you get started
- Four ways to digitize stuff
- Front deskless workflow

## FEATURED SPEAKERS - CEREC Breakouts



**Dr. Howard Farran**  
The Bottom Line... On Managing Your Dental Practice

**Learning Objectives:**

- Learn to manage: people, time and money
- Basic business fundamentals
- Dental practice profitability with diminished stress
- Staffing formula for a highly motivated team
- Profitable practice marketing



**Dr. Rick Fox**  
It's a MACHINE... It Takes Great Dentistry for CEREC Success

**Learning Objectives:**

- Principles of CEREC preparation design
- How the milling affects the preparation
- Why retraction is so necessary



**Dr. Khoi Hangoc**  
How to Increase Your Quadrant CEREC Dentistry

**Learning Objectives:**

- Clarify the roles and positioning of each member of the team in the communication process
- Keywords and maximizing your impact in routine CEREC case presentation
- Step-by-step formula to increase case acceptance



**Dr. Bob Kelly**  
Perspectives on the Nature and Performance of CAD/CAM Ceramics

**Learning Objectives:**

- Review two classification systems useful for distinguishing among CAD/CAM ceramics
- Examine how to maximize durability and esthetics with all-ceramic restorations
- Explore emerging knowledge relative to the use of zirconia in dentistry



**Dr. Dennis Fasbinder**  
Key Elements of the Restorative Process

**Learning Objectives:**

- Learn which restorative elements are most critical for determining long-term success with CEREC restorations
- Discover key elements for designing and delivering ceramic onlays and crowns for endodontically treated teeth
- Examine the interaction between the choice of CAD/CAM restorative material and the outcome of the restoration



**Amy Francis**  
Doctors – Don't Leave Your Dental Assistants in the Dark. Assistants – Get Involved!

**Learning Objectives:**

- List the various roles that the Assistant plays in the CEREC chair-side process
- Understand why, how and where to become a CEREC-trained Dental Assistant
- Integrate communication techniques to use with your patients about the benefits of CEREC restorations



**Dr. Paul Homoly**  
Isn't It Wonderful When Patients Say "YES"?

**Learning Objectives:**

- Understanding why it's important to be flexible in the structure of your new patient process
- Discovering how to talk to patients about how their dentistry fits into their lives
- Learning why raising the patient's dental IQ is not the key influencer in complex care case acceptance



**Dr. James Klim**  
Streamlining Anterior Applications in CEREC Software 4.0

**Learning Objectives:**

- New digital impression techniques with CEREC Software 4.0
- Optimizing CEREC Software 4.0 for single to multiple anterior restorations
- Systemizing restoration finishing steps to maximize outcome



**Dr. Paul Feuerstein**  
Digital Impressions and CAD/CAM – Industry Overview

**Learning Objectives:**

- Take a look at digital impressions in the entire industry, looking at all of the current "players," some new ones and a few coming soon
- Review prosthetic design using CAD/CAM both in-office and in the lab and see what happens when you export your files



**Dr. Russell Giordano**  
Clinical Efficacy of the CEREC CAD/CAM System and Materials

**Learning Objectives:**

- Learn the evidence for clinical efficacy of CAD/CAM restorations as compared to "conventionally" fabricated restorations
- Understand the differences between block materials and their clinical applications
- Understand the materials and their clinical use available through interaction with the laboratory via digital impressions



**Dr. Sam Huang**  
CAD/CAM Curriculum Integration – A University Model in Review – University of California San Francisco

**Learning Objectives:**

- Identify the elements in a fully-integrated CAD/CAM Curriculum in the University environment
- Define the organization and timeline needed to implement a CAD/CAM Curriculum
- Describe the transition from CAD/CAM simulation to clinical care



**Dr. Josef Kunkela**  
Options of CEREC Post-Endodontic Treatment: Clinical Evaluation

**Learning Objectives:**

- Treatment options for non-vital endodontically-treated posterior teeth
- Preparation considerations, anchoring options, and material choices
- Realize the clinical quality and esthetic aspects of CAD/CAM restorations for endodontically-treated teeth



**Dr. Mark Fleming**  
Methods to Ensure Your CEREC Experience is Predictable and Easy

**Learning Objectives:**

- Material choices for restorations
- Armamentarium
- Software tips
- Maximizing Your CEREC Experience



**Dr. Darren Greenhalgh**  
Efficient Quadrants with Software 4.0

**Learning Objectives:**

- Learn how the new CEREC Software 4.0 can be used to make quadrant dentistry efficient
- Consistently get successful, repeatable outcomes with the new CEREC Software 4.0
- Tips and tricks to make quadrants efficient utilizing the new CEREC Software 4.0



**Dr. Mark Hyman**  
A Day in the Life of a Top Gun CEREC Dental Team

**Learning Objectives:**

- Learn how to capitalize on each others' skills to improve the productivity of your practice and the quality of the service your team produces
- Review clinical cases from the real world of private practice
- Learn systems you can implement today to lower stress, prevent burnout and increase your enjoyment of dentistry



**Chris Leinweber**  
Best Fit Ever

**Learning Objectives:**

- Learn what the new terms and tools are in parameters
- Understand the difference of the different parameters
- See how these parameter changes affect your restorations

## FEATURED SPEAKERS - CEREC Breakouts



**Dr. Jason Lipscomb**  
Social Media for Dentists

**Learning Objectives:**

- Using Facebook effectively for your dental practice
- Harnessing the power of Twitter by communicating with the influential
- Learn the basics of Local Search and how Social Media can help your Google placement



**Dr. Armen Mirzayan**  
Lights, Camera, Camera, Camera, and Camera and Action!

**Learning Objectives:**

- Learn about all the imaging options from Sirona
- Appreciate the imaging camera that best suits your needs
- Understand the advances made in imaging technology



**Dr. Sameer Puri**  
The State of the Art in CEREC Dentistry

**Learning Objectives:**

- Learn how to efficiently create CEREC one-visit restorations
- Understand the fundamentals of CEREC that will lead to a successful visit
- Explore the possibilities that CEREC can accomplish



**Dr. Doug Schulz**  
CEREC Pearls for the Practice

**Learning Objectives:**

- Design tips & tricks for the assistant
- Stain & glaze for the assistant
- Marketing for a successful practice



**Jennifer Martin**  
Social Media – The Front Porch of Your Practice

**Learning Objectives:**

- Create curb appeal by successfully managing your Facebook presence
- Integrate social media into your overall marketing strategy
- Walk away with a toolbox full of practical ideas and best practices



**Dr. Dzon Nguyen**  
Margins, Contact, Occlusion and Fit with e.max, Empress and Lava Ultimate

**Learning Objectives:**

- Which material yields the best fit for various restoration types
- Ideal locations for the sprue and when you can fast mill
- Parameters that match your material and restoration
- How to set up the contact and occlusion depending on your material choice and if you polish or glaze



**Carlo Raimondo** **Andrea Sartor**

**CAD/CAM Meets 3D**

**Learning Objectives:**

- How to simply and predictably plan prosthetic treatments and implant surgeries
- Learn the detailed workflow from treatment planning to surgical treatment to final restoration placement
- Learn both the scientific and practical information that can be utilized in everyday clinical practice



**Dr. Mike Skramstad**  
Plan Your Reality: Custom Millable Abutments

**Learning Objectives:**

- Understand the advantages of milling custom abutments with your CEREC
- Learn how to predictably restore an implant without impressions, retraction and models... in half the time for half the cost
- Custom abutments, stock abutments, screw-retained crowns... developing protocols on which to use when



**Dr. Rich Masek**  
(3p+3f)e = W2: A Formula for CEREC Success

**Learning Objectives:**

- View long-term clinical success & failures
- See how CEREC = esthetics
- Observe "outside the box" solutions to clinical challenges and unique CEREC applications
- Gain knowledge of CEREC anterior esthetic applications



**Matthew Petchel**  
Dr. Brand DDS – Turn Your Practice into a Memorable Brand

**Learning Objectives:**

- How the consumer landscape is changing
- What is a brand and why this is important
- How to define your brand
- Marketing basics every dentist should consider
- Simple techniques to help you differentiate
- Patients are more than appointments, they're consumers
- How you can use social media to brand yourself



**Dr. Rich Rosenblatt**  
CEREC Tips and Tricks for the Dental Assistant

**Learning Objectives:**

- Learn to evaluate images to determine if they will help to give you a good proposal
- Learn the quickest and easiest way to design proper occlusal contacts and interproximal contact and contours
- Tips to make restorations look lifelike with just a few stains and glaze



**Dr. Stephen Sterlitz**  
Integration of CEREC in Military Postgraduate Residency Programs

**Learning Objectives:**

- Discuss learning methods preferred by recent dental school graduates and understand the modification of training programs to achieve predictable clinical outcomes with CEREC
- Identify critical elements of adhesive dentistry to achieve esthetic and long-lasting restorations using CEREC
- Demonstrate radiographic and clinical factors for successful CEREC treatment planning



**Stacy McCauley**  
How Hygiene Can Fill Your Schedule: Profitable Restorative Co-Diagnosis

**Learning Objectives:**

- An outline for a comprehensive dental hygiene examination
- Systems for utilizing technology to increase co-diagnosis
- Steps to create an empowering environment that increases co-diagnosis
- Practical skills to manage hygiene time while maximizing effectiveness
- "Take Home" tips to implement tomorrow to increase hygiene co-diagnosis



**Dr. Dan Poticny**  
Minimized Dentistry – Maximized Outcomes

**Learning Objectives:**

- Historical perspective
- Diagnosis and functional considerations – "dental triage"
- Esthetics and preparation
- Material applications
- Operative techniques



## GALILEOS IS TURNING 5!

As the first comprehensive 3D digital diagnostic and treatment solution available, GALILEOS® is proud to celebrate its 5-year anniversary at CEREC 27 *and a half*.

Ever since its introduction to the dental market, GALILEOS has been heralded as the most complete and integrable 3D cone beam system that brings clinicians closer to reaching the pinnacle of diagnostic and therapeutic potential.

If you're a CEREC owner interested in expanding your practice offerings to include implants and endodontics, are already doing them, or even if you're just curious—you don't want to miss our learning opportunities on GALILEOS CEREC Integration.



## FEATURED SPEAKERS - GALILEOS Breakouts



**Dr. Tarun Agarwal**  
The Screw-Retained Implant Restoration: Practical, Time Saving and Profitable

- Learning Objectives:
- Clear understanding for indication of screw-retained implant restoration
  - In-office CEREC technique
  - Sirona Connect technique



**Dr. Nilesh Parmar**  
Dentistry in the 3rd Dimension, CBCT and CEREC Integration: The Digital Revolution

- Learning Objectives:
- Realize new opportunities in diagnosis and treatment
  - The role of CBCT in implant dentistry and other branches of dentistry
  - Integration of CBCT with other imaging modalities such as face scanner and CEREC



**Dr. Pete Gardell**  
GALILEOS: Precision and Power for the General Dentist

- Learning Objectives:
- Utilizing the accuracy and precision of the technology allowing more efficient and better care for your patients
  - Getting your patients to say yes to your recommended treatment
  - Principles of prosthetically driven implant dentistry



**Dr. Jay Reznick**  
3-D Imaging and CT-Guided Dental Implant Surgery

- Learning Objectives:
- Introduction to CT scans and Cone Beam Volumetric Imaging
  - Overview of the clinical uses of three-dimensional imaging in dentistry
  - Discussion of shortcomings of traditional implant planning and surgical guides
  - Discussion of the workflow for CBCT-guided dental implantology
  - Presentation of a variety of guided implant surgery cases



**Kindra O'Rielley**  
TMJ and Airway Analysis with the GALILEOS Cone Beam and Medical Billing

- Learning Objectives:
- Learn to identify sleep apnea signs and symptoms in your practice
  - Learn to identify TMD signs and symptoms in your practice
  - See how sleep apnea and TMD go hand in hand



**Dr. Don Tyndall**  
The Fundamentals of Cone Beam Computed Tomography Technology and its Many Applications in Dentistry

- Learning Objectives:
- What is cone beam CT technology and how does it work?
  - What are the radiation risks associated with cone beam CT?
  - What are the legal and ethical responsibilities that come with CBCT?
  - What are the various applications of CBCT in dentistry?
  - How does CBCT integrate into digital dentistry?



## INLAB IS TURNING 10!

It's great to be an inLab owner, and it's even greater to be an inLab owner who attends CEREC 27 *and a half*. Where else can you go to a single event and be surrounded by over 4,000 potential customers? That's right—over 4,000 CEREC owners will be in attendance throughout the course of the weekend, so be sure to bring a lot of business cards—you're going to need them!

In addition to all the networking opportunities, you'll have the opportunity to gain hands-on experience with the latest and greatest innovations in lab-based digital dentistry. And you don't want to miss any of the inLab presentations designed to help you expand your workbench, become more prolific in what you offer and ultimately increase your profits.

**FREE Tuition for Lab Owners!** Each lab registrant will receive a FREE supply of material blocks from Sirona, Vident, Ivoclar Vivadent and 3M ESPE to offset the registration cost for tuition!\*

\*Free goods will be distributed in person at the event in Las Vegas.



## FEATURED SPEAKERS - inLab Breakouts

Frank Acosta



Co-Founders of inLab Study Group

Mohammad Al-Zu'bi



The Transition from a Conventional Lab to a Digital Lab

Learning Objectives:

- Converting your lab from conventional to digital
- Taking standard lab work impressions to digital lab work even with impressions
- Maximizing your CEREC experience to the fullest
- Learn how to effectively utilize your inLab system
- Tips & Tricks



Tom Nieting, CDT

New Dimensions in Communication with Sirona Connect

Learning Objectives:

- Discuss the opportunities and challenges that laboratories are faced with through digital dental technologies
- Introduce the latest development in doctor/laboratory communication
- Cover the most critical areas of technology selection, integration and marketing
- Provide ideas and suggestions to increase competitiveness, get your lab ready for the digital age and let you enjoy success again



Dr. Russell Giordano

The Benefits of Digital Impressions for All-Ceramic Restorations

Learning Objectives:

- The accuracy of digital versus conventional impressions
- Milled veneer systems: mechanical properties, procedures and elimination of casts for three-unit bridges
- Effects of firing conditions, zirconia thickness and veneer porcelain type on veneer density and chipping
- Effects of finishing procedures on zirconia strength, wear and porcelain veneer chipping



Matt Roberts, CDT, AACD

inLab Software 4.0: Moving From Demo to Deployment

Learning Objectives:

- Overview of inLab SW 4.0 features such as easier, more intuitive design tools, improved workflow and the utilization of full contour zirconia material for the creation of multi-unit bridges and custom implant abutments
- Case study on the successful implementation and integration of inLab SW 4.0 and how it can increase lab productivity and profitability



Dr. Ed McLaren

Materials Selection, Clinical Guidelines and Laboratory Perspectives of the "New Age" Digital Dental Office and Dental Lab

Learning Objectives:

- The digital dental lab
- Materials selection based on clinical condition
- Preparation guidelines
- Digital shade taking and information transfer
- Esthetic enhancements to the systems
- Ceramic layering techniques to maximize esthetics



Keevin Shigenaka

The Benefits of Fully Utilizing Sirona inLab and Sirona Connect

Learning Objectives:

- What digital manufacturing in dentistry is today
- Why it is an advantage to use digitally produced restorations
- Why now is the time for you to use inLab and Sirona Connect



Dr. Mark Murphy

Practice Growth and Planning Strategies

Learning Objectives:

- Apply a customer equity success model
- Observe and measure practice growth opportunities
- How to improve case acceptance and new patient flow



Chuck Yenknor, MBA

Maximizing Your ROI with Technology

Learning Objectives:

- Learn how to improve the profitability of your laboratory with technology
- Learn how digital impressioning saves your laboratory money
- Learn how to streamline the efficiency of your laboratory through digital technology
- Increase productivity, increase profitability

## SCHICK IS TURNING 20!

Developed in 1992, with its first range of sensors launched two years later, Schick has been a pioneer in the field of digital radiography and dental imaging. Nearly two decades of continuous research and development has produced major advances in the field, including the first to market multiple sensor sizes designed to reflect the sizes of film used by clinicians, the first to use CMOS imaging and the first and only manufacturer to offer wireless sensors.

Schick's culture of creativity has expanded beyond radiography, being the first company to offer a full-motion USB intraoral camera, as well as pioneering the use of LEDs as an intraoral camera light source, both of which have been widely adopted by the dental industry.

If you're a CEREC dentist, then it's safe to say you appreciate the value of saving time. If you're a CEREC dentist who's still using film, you owe it to yourself to attend one or more of the many Schick digital radiography presentations taking place at CEREC 27 *and a half*.



## FEATURED SPEAKERS - Schick Breakouts



**Dr. Anthony Druttman**  
Periapical Radiography – New Technology, New Techniques

- Learning Objectives:
- Learn how new technology provides for high-quality periapical radiography in general dentistry and endodontics
  - Discover the limitations of periapical radiography
  - Apply new techniques to improve the quality of periapical radiography



**Dr. Josh Solomon**  
Utilization of Digital Radiography in Pediatric Dentistry

- Learning Objectives:
- Is it possible to accurately detect decay in primary teeth with digital radiography?
  - Learn how to set up your x-ray room to make it more child-friendly
  - Learn how to place digital sensors in children



**Dr. Rand Mattson**  
The Simplest Change for the Biggest Impact – Digital Radiography's Role in Growing Your Practice

- Learning Objectives:
- The cost savings of digital radiography
  - How digital radiography complements a practice management system
  - How digital radiography improves clinical dentistry
  - The hardware necessary to implement digital radiography
  - How digital radiography contributes to the concept of quality dentistry



**Dr. Richard Sousa**  
Digital Radiography – Bringing Your Practice into Focus

- Learning Objectives:
- How digital radiographs enhance clinical diagnosis and improve treatment planning
  - Using technology to enhance patient perceptions and incorporating it into practice marketing
  - How the use of digital radiography improves productivity and profitability



## HOTEL INFORMATION

The Venetian® Resort Hotel Casino, the largest property in the country to receive AAA's Five Diamond Award and Mobil Four-Star, is one of the world's most luxurious resort and convention destinations. Re-creating Venice's legendary landmarks, the resort offers unmatched service and quality for leisure and corporate guests.

Las Vegas is a wonderful host city that offers many cultural, entertainment, culinary and shopping options for CEREC 27 *and a half* attendees. Visit [www.LVCVA.com](http://www.LVCVA.com) for sightseeing, entertainment and dining ideas.

## HOTEL RESERVATIONS

Sirona has negotiated a special room rate at The Venetian Resort Hotel Casino for \$169 + taxes and fees per night.\*

After completing your online registration, you will be directed to The Venetian reservation site. A link to the hotel's reservation system is also included in the individual registration confirmation emails. Or, if you prefer, you can call The Venetian toll free at **866-659-9659**.

Be sure to mention the group reservation code RCERE when reserving your room to ensure you receive the specially negotiated CEREC 27 *and a half* group rate.

All individuals are responsible for making their own reservations and will be subject to ALL hotel reservation and cancellation policies, including deposits and penalties. Once the room block is filled, you will be subject to the hotel's current rates.

**Don't wait, reserve your room today!**

\*Rate of \$169 ends on July 31, 2012.



## INTERNATIONAL ATTENDEES

### Visa Requirements/Visa Waiver Program

Participants from outside the United States may need to apply for a visa at the American Embassy, Consulate or other visa-issuing office in their country of origin. To obtain a visa, you will need a letter of invitation, a valid passport, a photo ID and a completed Form DS-156 (non-immigrant visa application form).

To request an invitation letter, you must first register for the meeting. Once you have registered, you may request your invitation letter by emailing [events@sirona.com](mailto:events@sirona.com).

You are encouraged to start your visa application process as soon as possible. Some U.S. embassies and consulates may require a face-to-face interview for non-immigrant visa applications. Apply for your visa at least three to four months before the meeting.

International travelers seeking to travel to the United States under the Visa Waiver Program are now subject to enhanced security requirements. All eligible travelers who wish to travel under this program must apply for authorization using the Electronic System for Travel Authorization (ESTA) website, <https://esta.cbp.dhs.gov/>.

To learn more about these requirements, visit the U.S. Department of State website at [www.travel.state.gov](http://www.travel.state.gov).



## CONTACT INFORMATION

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Trade Show Coordinator  
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Celebrate CEREC 27 and a half with us at:  
**The Venetian Resort Hotel Casino**  
 3355 Las Vegas Blvd. South  
 Las Vegas, NV 89109  
 Phone: 702.414.1000  
 Fax: 702.414.1100



### REGISTRATION INFORMATION:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Name Prefix: \_\_\_\_\_ Degree(s)/Designation(s): \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Fax Number: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Practice Name: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_ Country: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Emergency Contact: \_\_\_\_\_ Emergency Phone: \_\_\_\_\_  
 Dietary Restrictions: \_\_\_\_\_  
 ADA/Special Needs: \_\_\_\_\_

### ADDITIONAL ATTENDEES:

Name: \_\_\_\_\_ Position: \_\_\_\_\_  
 Name: \_\_\_\_\_ Position: \_\_\_\_\_  
 Name: \_\_\_\_\_ Position: \_\_\_\_\_

### TUITION FEE SCHEDULE:

(Check all that apply)

|  | How many | Early Bird<br>4/30/12 | Regular<br>Tuition |
|--|----------|-----------------------|--------------------|
| <input type="checkbox"/> Doctor:   | _____    | \$1,295               | \$1,495            |
| <input type="checkbox"/> Office Staff/Student/Spouse/Guest:<br><small>Buy 2 staff passes, get 1 staff pass complimentary with doctor's full paid tuition</small> | _____    | \$895                 | \$995              |
| <input type="checkbox"/> Government/Military/University:<br><small>Tuition includes Thursday &amp; Friday night hotel room at The Venetian</small>               | _____    | \$1,395               | \$1,395            |
| <input type="checkbox"/> Entertainment Only:*  | _____    | \$495                 | \$495              |
| <input type="checkbox"/> CERECDoctors.com Mentors:   | _____    | \$995                 | \$995              |
| <input type="checkbox"/> Sirona Speakers Academy<br>Graduates/CEREC Trainers:  | _____    | \$1,095               | \$1,195            |
| <input type="checkbox"/> Lab Technician:   | _____    | \$995                 | \$1,095            |

### BILLING INFORMATION:

Is the billing address the same as the registration address above?  
 If not, please add the billing address here:

Street: \_\_\_\_\_  
 City: \_\_\_\_\_ Country: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Type of Credit Card (circle one):

Visa  MasterCard  American Express  Discover

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Security Code: \_\_\_\_\_

### CANCELLATIONS AND REFUND REQUESTS WILL BE ACCEPTED AS FOLLOWS:

- On or before May 31, 2012 – 50% refund
- On or after June 1, 2012 – No refunds honored after this date

**By submitting this form to Sirona, you acknowledge and agree to the terms and conditions of the cancellation policy outlined above.**

### DON'T WANT TO REGISTER BY FAX? NO PROBLEM:

For secure online registration, visit [www.CEREC27andahalf.com](http://www.CEREC27andahalf.com)  
 For questions, call 855.237.3248

\*Entertainment Only pass is offered to spouses or guests who are not doctors and who are not attending courses. The pass allows entry to the Welcome Reception Thursday evening, celebrity entertainment Friday evening and the Closing Celebration at TAO Nightclub on Saturday night. This pass does not include breakfast or lunches.



## PRE-SHOW PROGRAM

CEREC® 27 AND A HALF ANNIVERSARY CELEBRATION

AUGUST 16-18, 2012

THE VENETIAN RESORT HOTEL CASINO, LAS VEGAS

[CEREC27ANDAHALF.COM](http://CEREC27ANDAHALF.COM)



The Dental Company

**sirona.**