

Special offer for laboratories

The introduction of the new NHS contract is going to have a profound effect on laboratories. All the evidence points to a reduction in the amount of work being commissioned, so the competition for the work that is available will be a lot fiercer.

The BDTA has recognised the challenge facing laboratories and has responded with a unique package designed to give newcomers a low-cost option to exhibit at Showcase in 2006. This year's exhibition is being held at the rapidly expanding ExCeL site in London's Docklands and will attract more than 7,000 members of the dental team, making it by far the biggest event in the UK's dental calendar.

With the help of the Dental Laboratories Association, the BDTA is delighted to offer an exceptional package to laboratories who are making their first appearance at the show. In a nutshell, the offer consists of a fully equipped stand for less than half the usual price. For further information visit www.dentalshowcase.com. There will be a limited number of these special stands available so you need to contact the BDTA by 31st May 2006 if you wish to take advantage of this offer.

Tony Reed, Executive Director at the BDTA says, 'At this uncertain time, we are pleased to be offering laboratories a chance to exhibit at Showcase cost effectively. Attracting a number of new exhibitors to the event will enhance the exhibition experience for all visitors'.

If you have any questions or you would like any further information, please contact Helen Smith on 01494 781188 or by e-mail to helensmith@bdta.org.uk.