

A Recipe for Success

This year 'A Recipe for Success' has been chosen as the theme for marketing BDTA Dental Showcase 2008 to the dental trade and profession.

As well as allowing the use of colourful, appetising pictures, the theme offers lots of food related promotional opportunities as well. The concept of eating, which centres on the mouth, links both food and dentistry perfectly and the increasing demand for aesthetically pleasing food connects with the increased demand for an aesthetically pleasing smile.

Tony Reed, Executive Director at the BDTA says 'We always put a great deal of thought into the theme to adopt to market Showcase. The marketing campaign runs for almost nine months and results in the UK's largest dental exhibition, so it is important we get it right. This year's theme provides a clever interpretation of the Dental Showcase 'dining' experience, starting with the anticipation of attending the exhibition, then the inspiration from looking at the products and services on display and ultimately the satisfaction of finding the desired product. We hope as many exhibitors as possible will adopt the theme within their marketing efforts.'

Keep your eyes open for Dental Showcase food related initiatives over the coming months!

BDTA Dental Showcase takes place 2-4 October 2008, ExCeL London. You can reserve your complimentary ticket by visiting www.dentalshowcase.com, telephoning the registration hotline on 01494 789959 or texting your name, address, occupation and GDC no. to: 07786 206 276. Advance registration closes 26 September 2008. On the day registration: £10 per person.