
SmileCon.org
#SmileCon2021
Imagine yourself in Las Vegas, the home of SmileCon™ 2021, after a year of Zoom meetings and virtual conferences. You’re excited about the return of in-person meetings, and you know that a screen will never replace the joy you feel when you see your colleagues face-to-face.

Before you even step into Mandalay Bay, you realize that this reimagined ADA annual meeting will be different. Registration is simple; for the price of a Smile Pass, you get access to Dental Central (exhibit hall), the Opening and Closing Sessions, learning experiences, and SmileCon Virtual. Let’s not forget community and camaraderie; this will be one of the first dental meetings that gives you the opportunity to truly reunite with the profession personally. And since you registered on June 23, at the start of registration, you can take advantage of the Early Bird discount, which makes your wallet happy.

You arrive in Vegas ready to Meet, Play, Learn, and Smile. Jazzed about the day ahead, you excitedly head to the Mandalay Bay Ballroom for the Opening Session. You are immediately immersed into a spectacle and can without a doubt say—WOW, THIS IS DIFFERENT! As you join in on the fun, you realize this program is all about you, the Smile Creator, and your professional journey.

As you step into the heart of SmileCon, you feel the Dental Central vibe. You say to yourself, this newly designed hall really is my one-stop shop for connecting, learning, and taking care of business.!!

You see a friend from dental school who you haven’t seen in a while, so you both head to one of the Smile Lounges to talk. After a catch-up, you make your way to more CE, returning later to continue exploring Dental Central—ready for more surprises!

Feeling inspired by the session, you set out for your first CE presentation. You arrive early to grab a seat, since no pre-registration was required and most CE was included in your Smile Pass. You’ve taken time to plan your CE journey on the Course Planner and it was easy-peasy, with the courses separated into daily CE themes. And although you have come for the learning, you also came for the Smiles, so you walk over to Dental Central to see what all the buzz is about.

Day One is a wrap! Feeling exhilarated, uplifted, and inspired, you are ready to play a little—after all, this is Vegas, baby.

Welcome to SmileCon 2021!
After a heck of a year, I am so looking forward to seeing your smiling faces in Las Vegas. Let’s be honest—2020 was a tsunami of uncertainty, but we rode out those waves and landed on sunnier shores. And now we’re going to an oasis in the desert.

SmileCon™ will be the incubator of dentistry’s future, with new ideas propelling our industry forward to heights we have never reached. I invite you to be a part of SmileCon, where there will be no shortage of opportunities for you to meet and learn from the best.

There will be new learning formats, including Presentations; Experiences and Conversations; and Hands-On Activities. Our courses will follow a new theme each day—Art and Design, Science and Technology, The Business of Dentistry, with the Common Good incorporated daily. The new designated destination for meeting up with colleagues, dentistry’s leaders, and friends, Dental Central, will be at the epicenter of Meet, Play, Learn, and Smile.

At its essence, dentistry is about connection—to our patients, to our communities, and to each other. SmileCon is the place where you can connect to what you are most passionate about and what fuels your purpose in the profession. Strengthen your network with programming like the Women in Dentistry Leadership Series, the New Dentist Reception, and the Acclaimed Educator Series or take time to take care of you with our wellness activities. No matter what’s important to you, SmileCon has a lot to offer. From what I hear, there are going to be a lot of surprises and unexpected happenings that the Smile Squad won’t even tell me about.

It’s time to roll the dice and have some fun. I’m game, and I hope you are, too. See you in Vegas!

The reimagined annual meeting will be loaded with opportunities to expand your superpowers, reunite with pals and colleagues you haven’t seen in a long time, and spark connections that will fuel your success.
A new day for dentistry starts now

The future is ours to create, and today we’re ready to build a new day for dentistry’s future.

One that reflects our community.
One that embraces everyone’s unique talents and contributions.
One that encourages diversity of thought and lifts all voices.
One that continues to drive dentistry forward.

A new day for dentistry starts today

Smiles are inviting, universal, and irresistible. They spark joy for all those around them. Dentists and their teams work tirelessly to create them, and you should be rewarded with time of your own to smile.

Our reimagined event will do just that. We will banish boring and share smiles through electric events, dynamic speakers, hot-off-the-press content, and a community that’s Ahhh-mazing! Every touchpoint at SmileCon will excite and delight, all while inspiring you to keep creating new smiles.

Register Today • SmileCon.org

Our newly redesigned exhibit hall will be the epicenter of your SmileCon experience—the main hub of activity where community, inspiration, and business meet.

Dental Central enables connections with innovative industry leaders and exhibitors delivering leading-edge products and services—not to mention spontaneous reunions with old friends. Who knows, you might see Elvis roaming about!

No matter where you find yourself in Dental Central, you will quickly realize how it has become the place to share stories or experiences, do more than just window-shop (though that’s fun, too), and the place to Meet, Play, Learn, and Smile.

What to watch for in Dental Central

Expect the unexpected! Each day at SmileCon will provide a different experience.

CE on the floor—You’ll have more access to CE content, industry updates, and dental trends at Smile Stages, two multi-purpose stages in Dental Central where you can learn in an informal, inviting environment.

Unopposed hours in the middle of the day give you time to browse, connect, and lounge.

Self-guided learning experiences—Visit Pharmapalooza in Dental Central to brush up on your pharmacology. Dental pharmacist Tomas Viola, RPh, CCP, will be hosting mini-lectures and Ask the Expert sessions daily. Visit each day to solve the Medical History Challenge!

ADA Member Center—The ADA will have a centralized presence in Dental Central to welcome you, help you navigate ADA membership benefits, and give you a place to connect with other ADA member dentists.

Dental Central SCHEDULE

Monday, Oct. 11: 9:30 a.m.–5 p.m.
Unopposed hours (no CE courses): Noon–2:30 p.m.

Tuesday, Oct. 12: 9 a.m.–5 p.m.
Unopposed hours (no CE courses): Noon–2 p.m.

Wednesday, Oct. 13: 9 a.m.–3:30 p.m.
Unopposed hours (no CE courses): Noon–1:30 p.m.

DENTAL CENTRAL NEW!

What’s New?

Smile Stages
Take part in an Ask the Expert session or watch exhibitors demo their latest products.

Get matched
Attendee-exhibitor matchmaking program makes it easy to find exactly what you’re shopping for.

Walk this way
New floor plan makes exploring exciting!

Smile Lounges
A place to sit, smile, or stay a while and catch up with colleagues.

Buzz, buzz, and more buzz!
The vibe in Dental Central is unlike any other exhibit hall. It’s cool, it’s new, and it’s centered around YOU!
Just like a main stage magician, we have some tricks up our sleeves for Opening and Closing Sessions. And like a Vegas show, these events will immerse you into an experience that invigorates the senses and sparks joy.

Hosted by a member dentist like you, the Opening Session will be a celebration of our Ahh-mazing dental community. In a year of unforeseen obstacles and unwavering resilience, we choose not to be afraid of the future but to embrace what lies ahead—together. Filled with pride, you’ll be pumped up for the days to come.

And not to be missed, there’s the Closing Session—the grand finale and you! The ADA is stronger when everyone has a seat at the table, as one community with different voices, different journeys, joined in purpose—forging dentistry forward. Share your story in our video testimonial booth and be a part of something inspirational during the Closing Session.

Get empowered to tap into your full potential with Michelle Poler, a creative and passionate social entrepreneur whose work has been featured on “The Today Show,” CBS, and CNN. Michelle will show you how to deal with the unknown, step outside of your comfort zone, and embrace change—opening up a world of opportunities for you.

And as we say “so long” to Vegas, we put on our ten-gallon hats and say:

“HOWDY!” to Houston for SmileCon™ 2022!

Keep watching for news on who will take the stage as the closing keynote!
Engage your mind and expand your skills with a new lineup of CE courses and learning experiences.

SmileCon™ CE will focus on the whole person, helping you keep up with a rapidly changing world and make meaningful connections along the way.

Art & Design
Monday, Oct. 11 you will have an opportunity to explore dental Art and Design, where you will discover the beauty of dentistry and its creative side.

Science & Technology
Tuesday, Oct. 12 envision the next frontier of dentistry with courses centered on Science and Technology.

The Business of Dentistry
Wednesday, Oct. 13 will emphasize The Business of Dentistry, expanding your knowledge of practice management, finance, and industry trends affecting dentistry.

Common Good
Throughout SmileCon will be the running theme of the Common Good, concentrating on oral health and wellness for all and what we can do to take care of ourselves as well as others.

Theme Highlights:
- The Single Shade Revolution: Everything has Changed in Composite Dentistry; Peter Auster, DMD
- Photography: The Shutter to Great Dentistry; Richard Young, DDS
- Immediate Full Arch Implant Rehabilitation—Clinical Instruction and Protocol; Steven J. LoCascio, DDS

Theme Highlights:
- Interactive Common Oral Pathology; Ashley Clark, DDS
- The Anatomy of Local Anesthesia: Human Cadaver Dissection; Alan W. Budenz, MS, DDS, MBA
- Occlusion for a Trouble-Free, Durable Operative and Restorative Dentistry; Jose-Luis Ruiz, DDS

Theme Highlights:
- Medical History/Informed Consent—They Better Be Complete and Valid!; Mitchell J. Gardiner, DMD, FAGD, FACD, FICD
- Seasons Change, and So Did I: Successful Practice Transitions—ADAPT; Mark E. Hyman, DDS; Suzanne M. Ebert, DMD
- Leadership Sucks: Rhonda Savage, DDS

Theme Highlights:
- Interactive Common Oral Pathology; Ashley Clark, DDS
- The Anatomy of Local Anesthesia: Human Cadaver Dissection; Alan W. Budenz, MS, DDS, MBA
- Occlusion for a Trouble-Free, Durable Operative and Restorative Dentistry; Jose-Luis Ruiz, DDS

Theme Highlights:
- Special Care Panel Discussion; Maureen Perry, DDS, MPA, MAEd; Karen A. Raposa, RDH, MBA; Brooke M.O. Fukuoka, DMD, FSCD
- Resolving Conflict in the Dental Office: Interactive Workshop; Lisa Knowles, DDS
- In the Mix—Transgender Discussion; Anne Koch, DMD

NEW THIS YEAR ONLY AT SMILECON!

DENT Talks
Discover diverse angles on topics that affect us all as healthcare professionals. Each DENT Talk will feature three speakers from the dental community, giving their perspective on the session’s theme in 20 minutes or less. With the themes of What We Think, How We Care, What We See, and What We Feel, you will be encouraged to think differently and to understand divergent approaches toward a subject.

Crowd-Sourced Mock Trial
The popular mock trial is back with a twist: now you get a say on who or what sits at the defense table! Before we all converge on Las Vegas, you and your other Smile Creators will be asked to select the subject that will then be brought to court and face charges.

Register Today - SmileCon.org
CONTINUING EDUCATION

Learn with simplified formats

When you visit the Course Planner, you will see the new terms Presentations, Experiences and Conversations, and Hands-On Activities to describe our simplified formats.

Presentations (formerly known as lectures, panels, presentations, or symposia) are group sessions led by dental thought leaders. Many of the sessions will be interactive and work will be done in small groups.

Experiences and Conversations (formerly known as small-group discussions, campfires, or poster sessions) bring you and other dental professionals together to trade perspectives and share experiences.

Hands-On Activities (formerly known as workshops, live-patient, or cadaver courses) will take your skills to the next level and give you a chance to roll up your sleeves, dig in, and enhance your knowledge.

*Based on the registration pass you purchase, these courses may incur an additional cost.

PRE-SMILECON EDUCATION

Add in-depth learning to your Las Vegas experience with our Pre-SmileCon Education. You do not need to be a registered SmileCon™ attendee to attend these programs. See page 22 for details and pricing.

SMILECON VIRTUAL

If traveling to Vegas is not in the cards for you this year, check out our SmileCon Virtual program on page 28.

HANDS-ON ACTIVITY REQUIREMENTS

Hands-On Activities are BYOG—bring your own gear. See the Course Planner for more details at SmileCon.org/Learn.

CE VERIFICATION

After you attend a complete course, it will appear in your account on the Verify CE website. (The site “knows” you attended because your SmileCon badge is scanned at the door.) At the end of the course, listen for the host to read the verification number. You will need to enter this number in the Verify CE website. To log in, you will need to know your Registration ID and the email address you registered with. For details, see SmileCon.org/Learn.

NEW!

Pre-registration is not required for Presentations

Presentations are first-come, first-served for Smile Pass and Platinum Smile Pass holders; your badge will be scanned at the classroom door. To view complete course schedules and descriptions, visit the Course Planner at SmileCon.org/Learn. To plan your schedule, log into the Course Planner and “Favorite” the courses that interest you.

AFFILIATE CE INFORMATION

A listing of courses with the corresponding AGD subject codes and Nevada-required Category I or II subject matter will be available at SmileCon.org/Learn in early fall 2021.

Continuing Education Disclaimer

The Continuing Education Program of SmileCon 2021 is planned and presented by the ADA Advisory Committee on Annual Meetings to provide attendees with a relevant and rewarding continuing education experience. However, neither the content of a course nor the use of specific products in any program should be construed as indicating endorsement or approval of the views presented or the products used by the ADA or by any of the respective subsidiaries. Speakers are required to disclose to participants any financial, commercial, or promotional interest in a product or company that may influence their presentations; however, the ADA shall not be liable for a speaker’s failure to disclose such interest. Please be advised that courses, speakers, or scheduling may change without notice.

FOR THE FULL COURSE SCHEDULE, DETAILS, AND SPEAKERS, VISIT SMILECON.ORG/LEARN

ADA CERP® Continuing Education Recognition Program

The American Dental Association is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. The American Dental Association designates one (1) credit per hour for CE activities, unless otherwise noted. It is the responsibility of each participant to verify the CE requirements of his or her licensing or regulatory agency and to contact them with any questions regarding licensing. Concerns or complaints about an CE provider may be directed to the provider or to ADA CERP at ADA.org/CERP.

Learn more about each course and speaker by visiting the Course Planner at SmileCon.org/Learn.

NEW!
Dr. Dennis D. Shinbori Acclaimed Educator Series

Dennis Shinbori, DDS, was a champion of dental education. In his honor, SmileCon™ will debut the Dr. Dennis D. Shinbori Acclaimed Educator Series, featuring the industry’s most sought-after trailblazers who are at the top of their specialties. Their lifelong commitment to education and dentistry shapes the profession today and into the future. At SmileCon, these distinguished speakers will deliver insight and knowledge you won’t hear anywhere else.

We are pleased to announce this year’s speakers:

Lee Ann Brady, DMD
Dr. Brady is a nationally recognized educator, lecturer, and writer. She is the president, executive director, and director of education at the Pankey Institute. She is also president of Lee Ann Brady LLC, a company that offers CE programs. Dr. Brady also maintains a private practice.

Gordon Christensen, DDS, MSD, PhD
Dr. Christensen is the founder and producer of Practical Clinical Courses (PCC), a continuing dental education organization for dental professionals. He has helped initiate two new dental schools, co-founded the non-profit educational research institute CLINICIANS REPORT (formerly Clinical Research Associates), produced hundreds of multimedia dental presentations, and has written hundreds of articles and several books.

Roger P. Levin, DDS
Dr. Levin is the founder and CEO of Levin Group. He is internationally recognized as a prolific writer, advisor, management consultant, and dental business visionary. His revolutionary ideas meld modern management practices from the business world with real-world experience in today’s dental profession to create a discipline now supported by dental professional organizations all over the world.

SmileCon featured speakers will open your mind to new perspectives from different facets of dentistry, healthcare, and our communities. They will present mind-expanding ideas that will transform your outlook on critical matters affecting the world around us.

Brooke M.O. Fukuoka, DMD, FSCD
Dr. Brooke’s course contains simulations that leave learners with a newly formed empathy for patients’ struggles in the dental office. Sit in the “Splash Zone” for a highly interactive experience.

Mitchell Goodis, DDS
Dr. Goodis will lead a presentation about the challenges facing dentists when treating former or current methamphetamine patients. Panel participants include a former meth addict and a Child Protective Services therapist.

Anne L. Koch, DMD
Dr. Koch will share her unique perspective as she discusses her own gender transition, the understanding that every individual’s transition is different, and what happens when a colleague transitions their gender.

Daniel Kraft, MD
With over 25 years of experience in clinical practice, biomedical research, and healthcare innovation, Dr. Kraft will discuss his predictions on The Future of Healthcare. He is often called upon to speak to the future of health, medicine, and technology and has given 5 TED and TEDMED Talks.

Jose-Luis Ruiz, DDS
Minimal invasive dentistry expert Dr. Ruiz will present a fast-paced course that covers techniques for composite rehabilitations, partial coverage porcelain restorations, occlusal and esthetic considerations with a supra-gingival minimally invasive goal.

Rico Short, DMD
In his session, The Eye of a Storm, Dr. Rico Short will share his personal experience on how to overcome unforeseen circumstances in practice and personal life.

Learn more about each course and speaker by visiting the Course Planner at SmileCon.org/Learn.
Amplifying the influence of women in dentistry

Secrets from Successful Women
Hear from three successful women and how they overcame challenges inhibiting their success. Lee Ann Brady, DMD, will share her secrets to resiliency. Jessica Metcalfe, DDS, discusses imposter syndrome and how to overcome self-doubt and perfectionism. Tiffany Dufu reveals her secret to achieving more by doing less. These presentations will culminate in a conversation moderated by ADA’s Executive Director Kathy O’Loughlin, DMD, MPH.

Drop the Ball: Achieving More by Doing Less
Tiffany Dufu, a renowned voice in the women’s leadership movement, struggled to accomplish everything she thought she needed to in order to succeed. Eventually, she discovered the solution: letting go. Tiffany urges women to embrace imperfection, to expect less of themselves and more from others—only then can they focus on what they truly care about, devote the necessary energy to achieving their goals, and create the type of rich, rewarding life we all desire.

Figure Out What You Want
Whether it’s your practice, personal life, or both, it’s easy to feel disconnected from who you really are and what you want. Join TED Talk speaker and career coach Ashley Stahl to learn how you can make a YOU turn to move away from what is holding you back and reconnect with yourself to figure out what you really want.

Dentists making an impact
The 10 Under 10 Award honors dentistry’s rising stars: dentists who are giving their all, driving change, and inspiring others—all less than 10 years after graduating from dental school. Selected by the ADA New Dentist Committee, these Ahh-mazing winners are driving dentistry forward and inspiring their colleagues through their work in science, research and education, practice excellence, philanthropy, leadership, and advocacy. To learn more about the award winners visit ADA.org/10under10.

Time for a little self-care
You tell your patients how important self-care is to their overall health—and that applies to you, too! In Dental Central, you will find resources that will help you stay centered, develop healthy habits, and be your best self emotionally and physically.

There is a place for you, the dentist who graduated from dental school less than 10 years ago, at SmileCon™!

Share your journey in dentistry with others with similar experiences and pave your own way with support from others like you. Either way, the New Dentist Committee is here to lend support. Be sure to connect with us in Vegas and stop by to say hi.

PARTY WITH YOUR PEEPS!

New Dentist Reception
Monday, Oct. 11 • 7–8:30 p.m.
Eyecandy Sound Lounge, Mandalay Bay

PRICING:
Smile Pass/Dental Central Pass—$30 in advance, $40 onsite
Platinum Smile Pass—included

Sponsored by:

Lee Ann Brady, DMD
President of Lee Ann Brady LLC

Tiffany Dufu
CEO of The Cru

Jessica Metcalfe, DDS
Founder of The Alchemist Dentist

Kathy O’Loughlin, DMD, MPH
ADA Executive Director

Ashley Stahl
Entrepreneur

All are welcome to hear and share in women’s viewpoints on the subjects that matter most to them—professionally and personally.

Exclusive! The industry’s leading voices in dental technology all together only at SmileCon.

Only at SmileCon™ will you have the opportunity to experience this elite roster of dental tech pioneers in one place, one location—Las Vegas! Learn from the experts about the top technologies that are globally impacting dentistry today and what’s best for your office. Plus, you’ll have the opportunity to explore these technologies and other cutting-edge products from the Cellerant Best of Class Technology Award winners.

This year’s winners will be announced soon! Check SmileCon.org for updates.

We would also like to congratulate the 2020 winners you may have missed last year:

- Carestream Dental–CS 9600
- Dentsply Sirona–PrimeScan
- 3Shape–Trias 4
- Shofu–EyeSpecial
- GreenMark Biomedical–LumiCare Rinse
- Bien Air–Optima
- Tokuyama Dental–OMNICHROMA
- exocad–ChairsideCAD
- Apex Dental Materials–Pinkwave
- Dental Smart Mirror–SmartMirror
- Apteryx–VXWeb
- NoBio Ltd.–infinix
- DENTULU–Teledentistry
- Sleep ArchiTx–Certified Provider System
- MMG Fusion–MMG Chairfill
- YAPI–YAPI
- MouthWatch–Teledent
- Simplifyeye–Amplify: Live Chat
- Weave–Weave
- Bravrr Inc.–BruxRelief

"Once a year and only at the ADA do the top technology leaders in dentistry come together to provide three days of the latest education in the ADA Cellerant TechX area. From the logistical design to the tech topics covered, it really is a special event by the ADA that makes me proud to be part of every year."

- Lou Shuman, DMD, CAGS, President and CEO of Cellerant Consulting Group

Cellerant Best of Class Technology Award

Discover what the cutting edge in the dental industry looks like! The Cellerant Best of Class Technology Award recognizes innovative products that set the standard of quality in their respective categories.

Some winners will be onsite in Las Vegas in the ADA Cellerant TechX area, so stop by to discover how these game-changing products can impact your practice. Visit SmileCon.org/Meet for updates.
Registration opens June 23 at SmileCon.org!


Registration passes
Choose the SmileCon™ pass that fits your needs. All Presentations are included with your Smile Pass or Platinum Smile Pass! And if you are “all in,” pick the Platinum Smile Pass. Whichever pass you choose, we can’t wait to see you smile in Vegas!

**NEW!**

Pre-registration is not required for Presentations
Planning your days at SmileCon is easy and flexible! Entry to Presentations is first-come, first-served: your badge will be scanned at the classroom door. To view complete course schedules and descriptions, visit the Course Planner at SmileCon.org/Learn. To plan your schedule, log into the Course Planner and “Favorite” the courses that interest you.

Pre-registration is required for Hands-On Activities. Additional fees apply.

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**DESCRIPTION KEY:** ✓ Included in package ✕ Not available with package

*Early Bird discounts are offered until July 7 at 5 p.m. CT to ADA member dentists, dental students, dental team members, dental team students, and guests.

SmileCon Virtual
If travel is not in the cards for you this year, there will be opportunities to Meet, Play, and Learn in a virtual environment. See page 28 for more information.

Pre-SmileCon Education
Add in-depth learning to your Las Vegas experience with our Pre-SmileCon Education. You do not need to be a registered SmileCon™ attendee to attend these programs. See page 22 for details.

Cancellations and refunds
All cancellation and refund requests must be received by Sept. 30 at 5 p.m. CT. After this date, no refunds will be granted. For detailed refund policies, visit SmileCon.org/Registration. To cancel registration and housing reservations and request a refund, email ada@maritz.com.

**SmileCon pass options**

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Register early for best rates!
ADA members* receive Early Bird discounts through July 7 at 5 p.m. CT. Advance registration rates apply July 8–Sept. 30 at 5 p.m. CT. Standard registration rates apply Oct. 1–13. See SmileCon.org/Registration for details.
Thirsting for more in-depth CE?

Check out our Pre-SmileCon™ Programs*, happening Oct. 9 and 10.

**Dental Sleep Medicine 2021—A Conference for Dentists and their Teams**
Steve Carstensen, DDS, Ken Berley, DDS, JD, and Glennine Varga, RDA
Saturday, Oct. 9–Sunday, Oct. 10, 8 a.m.–5 p.m.
CE: 14 hours for the Two-Day Conference

**Yes—Crown Lengthening WILL Enhance Your Restorative Results**
James Kohner, DDS
Sunday, Oct. 10, 8 a.m.–4:30 p.m.
CE: 7.5 hours

**Pediatric Dentistry: A Mini-Residency**
David Rothman, DDS
Sunday, Oct. 10, 8 a.m.–5 p.m.
CE: 8 hours

**ADA Dental Coding Certificate Course**
Mark MiHalo, DDS, and Steven Snyder, DDS
Sunday, Oct. 10, 8 a.m.–5 p.m.
CE Hours: 5.5
CDT Code Book is recommended for the course.

**Botox Therapy for Esthetics and Therapeutics Live Patient Certification Training**
Louis Malcmacher, DDS
Sunday, Oct. 10, 8 a.m.–Noon
CE: 8 hours

**Dermal Fillers for Esthetics and Therapeutics Live Patient Certification Training**
Louis Malcmacher, DDS,
Sunday, Oct. 10, 1–5 p.m.

*You do not have to register for SmileCon to participate in these courses.

Learn more at SmileyCon.org/Learn.

**ADA** American Dental Association®

Your health and safety are important to us:
ADA and the SmileCon™ team take health and safety very seriously. After all, ADA is a science-and evidence-based organization.

The situation with COVID-19 is still an evolving one, and it’s a bit too early to know if specific infection control measures will be needed in October. With that said, officials in Clark County (home to Las Vegas) have been gradually increasing capacity limits as more Americans are fully vaccinated and local infection rates decline. This is all very encouraging news for SmileyCon!

**Here’s what we know right now:**
The SmileyCon team is working closely with our host venues, Mandalay Bay and the MGM Grand, to monitor local infection rates and capacity limits in Las Vegas. SmileyCon plans will be in response to these and other relevant data, as well as to guidance from the ADA and Centers for Disease Control (CDC).

Mandalay Bay and the MGM Grand have many safety measures already in place that align with best practices and have received GBAC (Global Biorisk Advisory Council) Star Service Accreditation validating their cleaning, disinfection, and infection prevention program.

As more details become available and decisions are made, they will be added to the Health and Safety page at SmileyCon.org/Meet.

If travel is not in the cards for you this year, there will be opportunities to Meet, Play, and Learn in a virtual environment. See page 28 for more information.
EXPERIENCE LAS VEGAS

There’s more to Vegas than just gambling and shows. As a world-class city, you’ll find some of the best dining and leisure options anywhere!

FOR FOODIES
You don’t have to venture far to find a burger or fine dining. Las Vegas has a deep roster of gourmet restaurants and unparalleled wine and food. Vegas restaurants represent a long list of world-class chefs—Thomas Keller, Gordon Ramsay, Giada De Laurentiis, and Emeril Lagasse, to name a few. So no matter what you have an appetite for, Vegas can satisfy your palate.

FIELDS OF GREEN
Instead of hitting the slots, you can hit the links and work on your golf handicap. The forty-plus golf courses in Las Vegas, designed by the likes of Jack Nicklaus, Pete Dye, Tom Weiskopf, and Robert Trent Jones Jr., have put Vegas on the map for golf connoisseurs. Each course is within a one-hour radius of the city, offering challenging play and beautiful desert landscapes.

SHOPPER’S PARADISE
When it comes to shopping, well, you’ve hit the jackpot; even the casinos have shopping emporiums offering anything your heart desires. Drawing an influx of designers and upscale specialty boutiques, Las Vegas has become one of the premium world-class shopping destinations in the country.

RELAX AND RECHARGE
The spa experience has arrived in Las Vegas. Home to five Forbes five-star spas, more than any other city in the country, Las Vegas resorts offer the most luxurious and varied spa experiences.

OFF THE BEATEN PATH
Nevada offers many adventures beyond the Strip, as well. To learn more or to start planning your Vegas adventures, visit VisitLasVegas.com, where you will find even more ways to make memories!

OFFICIAL HOTELS

Choose from 5 official SmileCon™ hotels that will have you close to the action! By booking rooms in the SmileCon block, you enjoy discounted rates and added peace of mind.

<table>
<thead>
<tr>
<th>HOTEL NAME</th>
<th>HOTEL ADDRESS</th>
<th>PEAK NIGHT RATE</th>
<th>RESORT FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delano Las Vegas</td>
<td>3940 S. Las Vegas Blvd.</td>
<td>$278</td>
<td>Included</td>
</tr>
<tr>
<td>Four Seasons Hotel Las Vegas</td>
<td>3960 S. Las Vegas Blvd.</td>
<td>$359</td>
<td>Included</td>
</tr>
<tr>
<td>Mandalay Bay Resort &amp; Casino, Las Vegas</td>
<td>3950 S. Las Vegas Blvd.</td>
<td>$248</td>
<td>Included</td>
</tr>
<tr>
<td>MGM Grand Las Vegas Hotel &amp; Casino</td>
<td>3799 S. Las Vegas Blvd.</td>
<td>$198</td>
<td>Included</td>
</tr>
<tr>
<td>The Signature at MGM Grand</td>
<td>145 E. Harmon Ave.</td>
<td>$223</td>
<td>$39/night</td>
</tr>
</tbody>
</table>

Mandalay Bay Resort and Casino, Las Vegas is the headquarters hotel. Shuttle service will be provided from the MGM Grand and The Signature at MGM Grand. Check back later this summer for the shuttle schedule at SmileCon.org/Meet. Rates listed are for the primary nights of SmileCon only: rates may differ for nights before or after these primary dates. Make sure to review the rate breakdown when booking your hotel in the registration system.

HOUSING DEADLINE
Hotel reservations or cancellations must be received by Sept. 17. Hotels may charge one night’s room and tax after Sept. 17 to guarantee hotel reservations.

HOUSING CANCELLATION
Hotel cancellations after Sept. 17 may result in a charge of one night’s room and tax direct from the hotel.

HOUSING QUESTIONS
All housing or reservation questions can be sent to ada@maritz.com.

Housing opens with registration on June 23 at SmileCon.org.

Register Today • SmileCon.org

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3X POINTS FOR PURCHASES AT SMILECON OFFICIAL HOTELS

Use your ADA® Visa card for your eligible hotel purchases at any of the official meeting hotels during SmileCon and earn triple rewards points.¹ Visit ADAVisa.com for more information, or to apply today!

¹Bonus points will be calculated based on net purchases made at any of the SmileCon official hotels listed above between Oct. 7–24, 2021 in Las Vegas, NV. Bonus points will be applied by January 31, 2022. Accounts must be open and in good standing to earn and redeem rewards and benefits. Upon approval, please refer to your Cardmember Agreement for additional information.

The creditor and issuer of the ADA Visa Card is U.S. Bank National Association, pursuant to a license from Visa U.S.A. Inc. © 2021 U.S. Bank National Association
TRAVEL DISCOUNTS

Air Travel

The ADA is pleased to announce **airline discounts** on American, United and Southwest Airlines! We recommend that you do not purchase the slightly lower, but more restrictive, Basic Economy fares offered by American, Delta, Alaska, United, and other carriers.

**American Airlines**

**OFFER**
5% discount, valid on travel dates Oct. 4–20, 2021. Terms and restrictions apply.

**BOOK ONLINE**
Visit [aa.com](http://aa.com) and enter 77HIDK (no preceding A) in the promotion code box (on the page where you enter the traveler names, dates of birth, etc.).

**BOOK BY PHONE**
Call the American Airlines Meeting Services Desk at 800.433.1790 and use Authorization #A77HIDK.

**United Airlines**

**OFFER**
Discounts from 2% to 10% off applicable fares, valid on travel dates Oct. 5–21, 2021. Terms and restrictions apply.

**BOOK ONLINE**

**BOOK BY PHONE**
Call the United Meeting Reservation Desk for U.S. and Canadian travelers at 800.426.1122, Mon–Fri 8 a.m.–10 p.m. ET and Sat/Sun 8 a.m.–6 p.m. ET. Booking fees are waived for meeting reservations. International attendees may contact their local United Reservations Desk.

**Southwest Airlines**

**OFFER**
SmileCon™ attendees will receive a discount and bonus Rapid Reward points from Southwest Airlines through the ADA SWABIZ® account. All bookings through SWABIZ must include one traveler who is 18 years or older at the time of booking. Southwest Airlines is offering an 8% discount off Anytime & Business Select® fares and a 2% discount off select Wanna Get Away® fares for travel to and from Las Vegas. (Note the 2% discount off Southwest’s lowest fares doesn’t apply to every flight).

**BOOK ONLINE**
Visit [swabiz.com](http://swabiz.com) and enter Company ID 99256010.

**BOOK BY PHONE**
Call the American Airlines Meeting Services Desk at 800.433.1790 and use Authorization #A77HIDK.

Car Rental Discounts

Want to visit the Grand Canyon or other sites in the Las Vegas area? Take advantage of special ADA **car rental discounts** from Hertz, Dollar, and Thrifty Car Rental.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>DISCOUNT</th>
<th>DISCOUNT CODE</th>
<th>PHONE</th>
<th>ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hertz</td>
<td>Up to 25% on base rates</td>
<td>CDP#: 42371</td>
<td>800.654.2210</td>
<td><a href="http://www.hertz.com">www.hertz.com</a></td>
</tr>
<tr>
<td>Dollar</td>
<td>7% on base rates</td>
<td>CDP#: 3068521</td>
<td>800.800.4000</td>
<td><a href="http://www.dollar.com">www.dollar.com</a></td>
</tr>
<tr>
<td>Thrifty</td>
<td>7% on base rates</td>
<td>CDP#: 3068520</td>
<td>800.847.4389</td>
<td><a href="http://www.thrifty.com">www.thrifty.com</a></td>
</tr>
</tbody>
</table>

**APPLICABLE DISCOUNT DATES**
- Booking dates: June 1–Sept. 24, 2021
- Valid Travel dates: Oct. 4–28, 2021
- Discounts not applicable for bookings made within two weeks of travel date.

**SOUTHWEST AIRLINES RAPID REWARDS FREQUENT FLYER BONUS POINTS**
- Bonus Points are valid from Oct. 4–28, 2021
- 50% Rapid Rewards Frequent Flyer bonus points for all flown segments booked via SWABIZ 99256010
- Sign up for a Rapid Rewards Account at southwest.com.
Share the SmileCon buzz even if you can’t be in Vegas!

SmileCon Virtual will reveal some of the magic happening at SmileCon™ and give you opportunities to earn CE. Get access to SmileCon Virtual with a standalone virtual pass or as part of your Smile Pass or Platinum Smile Pass.

SmileCon Studio is on the air!
From our SmileCon Studio in Dental Central you’ll get exclusive, up-close-and-personal interviews with select SmileCon speakers to see what really makes them tick. SmileCon has officially added live podcasting to our programming. Richard “Dr. Sully” Sullivan will be doing a live recording of his popular podcast, The Millennial Dentist, and you can take part!

Make a match, make a date
When you register online for SmileCon Virtual, you will be asked what products you are interested in learning more about. Our new Virtual Connection Suite will then match you up with companies and vendors offering what you're looking for. Set up meetings with your matches and enjoy the same show specials that face-to-face attendees get. You can also visit the Virtual Member Center to access the many valuable resources offered to you as an ADA member.

Your wish is on-demand!
Just because you’re not in Vegas doesn’t mean you can’t get top-quality CE. Our live broadcast and on-demand CE programs, reflecting the SmileCon themes of Art and Design, Science and Technology, The Business of Dentistry, and the Common Good, have something for everyone—from dentists to their dental teams. On-demand courses will remain online through Dec. 31, 2021; pause your course at any time and pick it up later!

Lovin’ it live
Your Virtual Pass gets you behind the scenes at SmileCon, including a sneak peek backstage before the Opening and Closing Sessions. With our roving camera crew, you can listen in on a DENT Talk, witness the crowd-sourced mock trial, and talk with pharmacology expert Tom Viola, RPh.
During our live broadcast, dental tech guru Dr. Paul Feuerstein will guide you around Dental Central, getting the inside scoop from some of the hall’s cutting-edge exhibitors.
Just tune into our livestream and catch the action!

ADA members* receive a $100 Early Bird Discount through July 7!

*Early Bird discounts are extended to ADA member dentists, dental students, dental team members, dental team students, and guests.

These speakers can only be seen on SmileCon Virtual—they won’t be in Las Vegas!
- Jonathon Ng, DDS
- Penny Hatzimaniolakis, RDH
- Ronni Brown, DDS, MPH
- Pamela Alston, DDS, MPP

See page 20 for pass details.

Registration opens June 23 at SmileCon.org!

Register Today • SmileCon.org
The House of Delegates is Your Voice

As the legislative and governing body, the House of Delegates is the supreme authority in the American Dental Association. As such, it speaks for 162,000 member dentists of the association and for the dental profession in the United States. All members of the ADA have the right to attend and participate in the discussion at reference committee hearings. Reference committees receive and evaluate opinions and information on resolutions that have been placed before them so they can present well-informed recommendations to the House of Delegates. The Speaker has indicated that business casual is appropriate for meetings of the House of Delegates. Business casual wear requires slacks, jacket or sports coat for men, slacks, skirts or dresses for women.

Committee members:

- Dr. George R. Shepley
  2021 Chair

- Dr. Chad R. Leighty
  2021 Vice Chair

- Dr. H. Charles McKelvey
  2021 Meeting Chair

- Dr. Robert L. Skinner
  2021 Chair, Continuing Education & 2022 Meeting Chair

- Dr. Deborah W. Weisfuse
  2021 Workshop Oversight Lead

- Dr. Bradley A. Wilbur
  2021 Chair, Committee on Local Arrangements

- Dr. Lauren E. Vitkus
  2021 New Dentist Liaison

- Ms. Casey A. White
  2021 American Student Dental Association Liaison

- Dr. Peter C. Shatz
  2022 Chair, Continuing Education

- Dr. Michael J. Goulding
  2022 Chair, Committee on Local Arrangements

- Dr. Melanie R. Love
  2023 Meeting Chair

- Dr. Nonette C. Tertel
  2023 Meeting Chair, Continuing Education

- Dr. Robert L. Blackwell

- Dr. R. David Resch

- Dr. David A. Schimmel

*Times are approximate and may be modified. The Manual of the House of Delegates and the September issue of The Journal of the American Dental Association will include final information regarding meeting times, specific room assignments for reference committees, and additional details on the business sessions. Meeting information will also be posted on the House of Delegates page on ADA.org/HOD.

Special thanks to the New Dentist Committee for your ideas and contributions in planning this year’s first ever SmileCon™!

Register today!

We can't wait to see you SMILE!

Are smiles really bigger in Texas?

Registration opens June 23 at SmileCon.org!

#SmileCon2021

AHHH-MAZING!

Y'all have to join us at SmileCon™ 2022 in Houston to find out! Mark your calendar now to Meet, Play, and Learn in the Lone Star State, Oct. 13-17, 2022.

The TDA Meeting and the GHDS Star of the South Dental Meeting will combine their meetings with SmileCon—bringing three large dental conferences under one roof!

All organizations involved are partnering together to consolidate the number of dental trade shows and to create a more impactful event for attendees and exhibitors.

Photo: ADA-FDI 2019

Gear up for **SmileCon** Oct. 11-13 in Las Vegas!

**Registration opens June 23 at SmileCon.org!**

**Register early for the best rates**
To get the lowest rates, register before July 7 at 5 p.m. CT. See page 20 for SmileCon™ pass options.

**Plan your schedule**
Get course details and build your schedule online using the SmileCon 2021 Course Planner. Pre-registration is not required for Presentations. Visit [SmileCon.org/Learn](https://SmileCon.org/Learn) to plan your CE now.

**Enjoy travel discounts**
Take advantage of special discounts on hotels, airfare, and car rental—an exclusive for SmileCon 2021 meeting attendees. See page 24 for travel and destination information.

Information is current at the time of printing. Please check [SmileCon.org](https://SmileCon.org) for updates.