

GRAND OPENING

CHICAGO NATIONAL EDUCATION CENTER

SPEAKERS AND AGENDA



Wen Hsieh



Bindu Saran



Dr. Kelvin Chang
DDS, MS



Dr. Neil Warshawsky
DDS, MS



Dr. Bill Layman
DMD, MBA



Dr. Eric
Schoening



Dr. Anthony
Bordas



Eric Shirley



Brian Binnie



Nick Moyer



Ira Rosenau



Frank Puig
Placeres



Charlie Wen



Aaron Fangman



Dr. Anthony Bordas
DDS



Sonnie Bocala



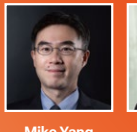
James Bonham



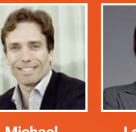
Marc Foulk



Mike Gordon



Mike Yang



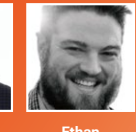
Michael
Strohecker



Louise Lu



Phil Verghis



Kevin Dillon

Ethan
Thompson

27
SEPT.

AGENDA

FRIDAY

7:30am-8:30am CT

Breakfast & Registration Social Coffee and Pastries

8:30am-9:00am CT

Welcome & Kickoff

Mike Yang Co-Founder, CEO, LuxCreo
Michael Strohecker Co-Founder, CRO, LuxCreo

9:00am-9:30am CT

First Keynote

Key Trends: Driving Success in Dental Startups

Unlocking Hypergrowth: Scaling Strategies for Dental Innovators

Wen Hsieh
Founding Managing Partner of Matter Venture Partners. Advisor and previously General Partner at Kleiner Perkins. Board Member: LuxCreo, LightForce, Desktop Metal and 18 other transformational hardtech companies.
Bindu Sanan
Executive Director, CareCapital. Board Member. Previously Global Head of Orthodontic Technology and Treatment Planning, Straumann

9:30am-10:00am CT

Second Keynote

Paradigm Shift in Clear Aligner Treatment: Why Aligners? Why In-House Aligners? Why Direct Printed Aligners?

Dr. Kelvin Chang, DDS, MS
Chairman of Education Committee, Taiwan Association of Orthodontists. Previously Associate Editor - APOS Trends in Orthodontics, Secretary General - WIOA

10:00am-11:00am CT

Panel: Single Visit Dentistry - Trends, Today, and the Future

Dr. Neil Warshawsky DDS, MS, PC
Dr. Eric M. Schoening, DDS
Dr. Anthony Bordas DDS
Moderator:
Michael Strohecker Co-Founder, CRO, LuxCreo

11:00am-11:30am CT

Coffee Break

11:30am-12:00pm CT

Direct Print 4D Aligners™: Disrupting clear aligner therapy.

Dr. Neil Warshawsky DDS, MS, PC

12:30pm-1:00pm CT

Lunch

1:00pm-1:45pm CT

Panel: Materials Partner Ecosystem

Materials Panel
Eric Shirley, President of Keystone Industries
Kevin Dillon, LuxCreo - Desktop Health
Brian Binnie, Pac-Dent
Nick Moyer, Dreve
Moderator:
Ira Rosenau, 2.0 Consulting

1:45pm-2:30pm CT

Panel: Software Partner Ecosystem

Frank Puig Placeres, Titan Dental Design
Charlie Wen, uLab Systems
Aaron Fangman, Dental Monitoring
Moderator:
Michael Strohecker, Co-Founder, LuxCreo

2:45pm-3:15pm CT

Coffee Break

3:15pm-4:00pm CT

Panel: Customer Success - What incredible Customer Success looks like and why it is critical to me.

Dr. Anthony Bordas, DDS
Sonnie Bocala, Apex Dental Sleep Lab
Moderator:
Phil Verghis, Chief Customer Experience Officer, LuxCreo

4:00pm-5:00 CT

Panel: Reseller Partners - Market perspective and trends how LuxCreo is differentiated

James Bonham, Voxel Dental
Marc Foulk, MCF Solutions
Mike Gordon, 3DNA
Great Lakes Dental Technologies
Moderator: Kevin Dillon, NA Reseller Manager, LuxCreo

5:00pm-5:30pm CT

New Product Introductions

Louise Lu Co-Founder and Chief Strategy Officer

6:00pm-6:30pm CT

Day 1 Closing

Mike Yang Co-Founder, CEO, LuxCreo
Michael Strohecker Co-Founder, CRO, LuxCreo

6:30pm-9:00pm CT

Reception Dinner Drinks at LuxCreo

26
SEPT.

PREP-EVENT AGENDA

Event Promotion

4D Clear Aligner™ System
Better, More Versatile Clear Aligner System.
Better Patient Experience.
Better for Business.

Attendees Receive
• 2x Free 4D20 Cases(\$3,500 Value)
• Event Solution Bundle Deal
[LLPD Solution, LuxDesign & Fastrack AI, LuxShield]

5:00pm-7:00pm CT

Registration at LuxCreo

6:00pm-9:00pm CT

Welcome Reception

Join us for an evening of cocktails, catering, and music. Socialize and get energized for two exciting days ahead!

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CHICAGO NATIONAL EDUCATION CENTER

SPEAKERS AND AGENDA

28 **AGENDA** SATURDAY
SEPT.

7:30am-8:30am CT
Breakfast & Social Mingling

8:30am-9:30am CT
"Revolutionary" Product Reveal **Special Guest**
Ira Rosenau
Michael Strohecker

9:30am-10:00am CT
Break

10:00am-11:00am CT
4D Direct Print Aligners: How Adoption Will Increase Your Profits and Patient Satisfaction Dr. Bill Layman, DMD, MBA

11:00am-12:00pm CT
Ensuring Business Success: Workshops for growth. Roadmap to generating additional \$200K in annual recurring revenue (ARR) with LuxCreo. Dr. Bill Layman, DMD, MBA
Dr. Eric Schoening, DDS
Dr. Anthony Bordas DDS
Moderators:
Michael Strohecker, *LuxCreo*
Ethan Thompson, *LuxCreo*

12:00pm-1:00pm CT
Lunch

1:00pm-2:00pm CT **Cohort 1: Innovation Track**

Laboratory Tour and workflow deep dive	Clinical Innovation Round Table	Customer Success Round Table
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2:00pm-3:00pm CT **Cohort 2: Automation Track**

Customer Success Round Table	LuxDesgin & FastTrack AI Deep Dive	Laboratory Tour and workflow deep dive
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3:00pm-4:00pm CT
Closing Remarks Mike Yang Co-Founder, CEO, LuxCreo
Michael Strohecker Co-Founder, CRO, LuxCreo

Raffle: [\$41,500 Value ILPD Solution + 10x Free 4D20 Cases]
1x iLux Pro Dental Solution (ILPD) and 4D Aligner™ System!

4:00pm-4:45pm
Departures



Take Control with LuxCreo

Innovation
Simplicity
Community

