

# Actor, musician, producer and philanthropist Will Smith to join Dr. DiTolla on stage for engaging interview/Q&A at Dentsply Sirona World 2017

**Ultimate Dental Meeting attendees won't want to miss the interchange between witty event host Dr. Michael DiTolla and the Fresh Prince himself during the Ultimate Dental Meeting**

**CHARLOTTE, N.C. (June 12, 2017)** – Dentsply Sirona, the Dental Solutions Company™, revealed that Will Smith, an iconic figure in the entertainment industry, will join the impressive roster of celebrity entertainment at Dentsply Sirona World in Las Vegas Sept. 14-16 at The Venetian and The Palazzo Resort.

On Thursday evening, Sept. 14, following a full day of general sessions and breakout sessions, attendees can sit back and enjoy a relaxed, undoubtedly amusing dialogue between Dentsply Sirona World host Dr. DiTolla and Smith. Following the interview, the floor will open to questions from the audience.

The two-time Academy Award nominee and Grammy Award winner holds a diverse career encompassing films, television and multi-platinum records.

Smith's vast filmography includes transformative portrayals of true-life icons in "Ali," "The Pursuit of Happyness" (for which he received an Academy Award nomination) and "Concussion." He has headlined an extraordinary list of films, including "Hitch," "I am Legend," "I, Robot," "Independence Day," "Men in Black I, II & III" and he most recently appeared in the summer blockbuster "Suicide Squad."

He began his career as a musician selling millions of records worldwide before crossing over into television with the beloved "Fresh Prince of Bel Air." In 1998, he, and partner James Lassiter, founded production and management company Overbrook Entertainment, which has produced numerous top film and television projects.

In addition to his artistic achievements, Smith is dedicated to working toward the advancement of communities and individuals through areas of education, sustainability, empowerment and health through the Will and Jada Smith Family Foundation.

"I am personally excited to welcome one of the most recognized names in entertainment to our event, and hear him share with our attendees the hustle and the drive required to efficaciously maintain a

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Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with a 130-year history of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. As The Dental Solutions Company™, Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dentistry. Dentsply Sirona's global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company's shares are listed in the United States on NASDAQ under the symbol XRAY. Visit [www.dentsplysirona.com](http://www.dentsplysirona.com) for more information about Dentsply Sirona and its products.

30-plus year career as he has,” said Senior Vice President of the U.S. Commercial Organization Michael Augins.

The second annual Ultimate Dental Meeting combines robust clinical and business education with marvelous entertainment. This year’s three-day event, hosted at The Venetian and The Palazzo in Las Vegas from Sept. 14-16, will again offer 11 educational tracks, exciting general sessions, enlightening breakout sessions, lively social activities and more spectacular celebrity entertainment.

Register now and experience an educational festival like no other! Visit [www.dentsplysironaworld.com](http://www.dentsplysironaworld.com) to register or contact our help desk by phone at 844.462.7476 or by email at [events@dentsplysironaworld.com](mailto:events@dentsplysironaworld.com).

