

# THE BUSINESS OF DENTISTRY



## INTERNATIONAL DENTAL EXHIBITION AND MEETING APRIL 20 - 22, 2012

Suntec Singapore International Convention and Exhibition Centre

### INVITATION TO EXHIBIT

Endorsed By



Supported By



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Co-organiser



we energize your business



## Event OVERVIEW

### In the Business of Dentistry?

As the leading trade and continual education platform in the Asia Pacific, the International Dental Exhibition and Meeting (IDEM) Singapore offers an unrivalled opportunity to reach out to the dental fraternity in the region. Now in its seventh edition, the event has been gaining prominence with each successful staging. IDEM Singapore is organised biennially, and provides a prolific ambience and a steadfast approach to the business of dentistry.

This key event, organised jointly by Koelnmesse Pte Ltd and the Singapore Dental Association, draws a packed turnout of enthusiastic exhibitors, potential partners, keen visitors and dedicated delegates from across the globe.

Enriched with opportunities from trading and the showcase of high-quality dental equipment to learning and development in the field of dental practice, IDEM Singapore is a "must-attend" for every professional who is in the business of dentistry.

### We Bring the Asia Pacific Markets to You.

Meet thousands of quality business contacts, forge new business ties and strengthen existing networks- all in one strategic location and in just three days.

IDEM Singapore connects you with over 6,000 dental traders, distributors and practitioners from the region, who attend this biennial event to make purchasing decisions and learn about the latest products and services.

With a successful formula, IDEM Singapore 2012 is geared to up the ante in offering numerous options for networking and brand promotions. As a common platform to host key brands and companies in dentistry, no details will be spared to promote and enhance your brand presence.

“ This is our first participation at IDEM Singapore and we're pleased to learn that the *quality of visitors is excellent!* ”

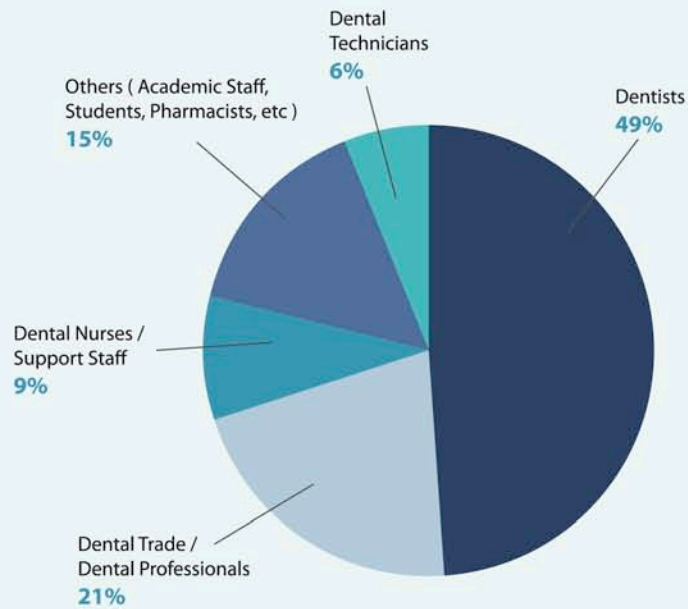
Mr. Chia Boon Huat  
Managing Director  
OPEN MIND Technologies Asia Pacific

# Visitor PROFILE

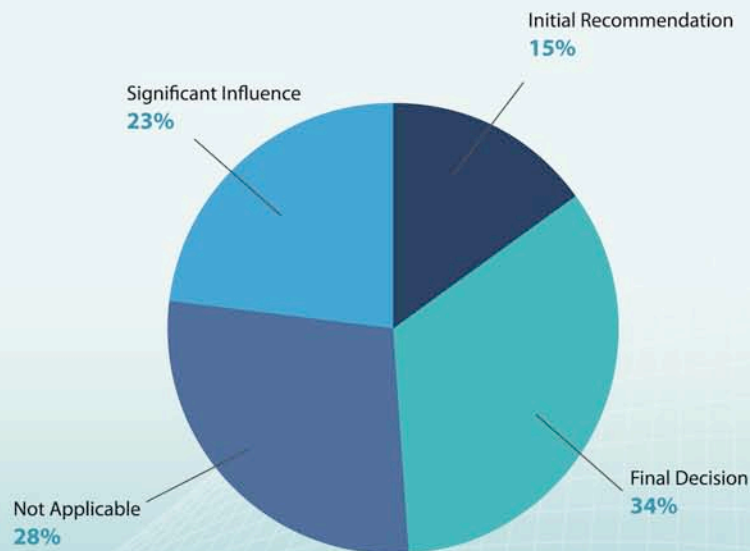
## Who You Will Meet...

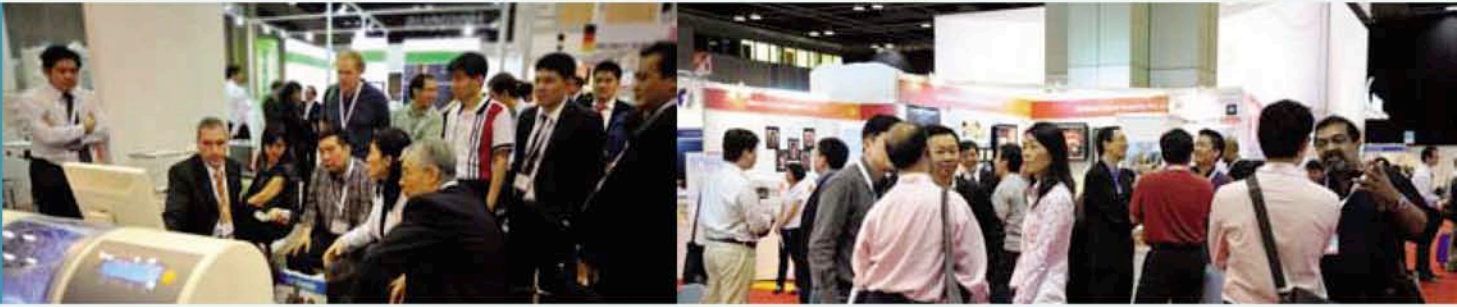
IDEM Singapore 2010 brought together 6,057 dental traders and practitioners from 55 countries, 94% of whom came from the Asia Pacific region.

Quality visitors covering the whole spectrum in the field of dentistry



Decision makers and key opinion leaders





## Exhibit @ IDEM SINGAPORE

Asia's economic recovery is outpacing Europe and America's, and the dental markets in the Asia Pacific region show a huge potential for growth. The region has a population that continues to see a steady increase in its disposable income and level of education, and this has resulted in a rising demand for basic dental care as well as for more sophisticated dental procedures and services.

IDEM Singapore provides an exceptional opportunity for your company to interact directly with an extensive, highly targeted and motivated audience from the Asia Pacific dental market.

### It's about making it personal.

Enhancing the customer experience is a critical part of making your business a success, and this is best done face-to-face. Explore business opportunities, meet new partners and strengthen existing relationships- all in person at IDEM Singapore.

### It's about quality.

Exhibiting at IDEM Singapore gives you access to a highly qualified audience- 72% of attendees are decision makers who have the authority to purchase, or influence the purchase of equipment and services.

### It's about marketing synergies.

Tap into the combined marketing power of the participating companies and partner organizations, such as dental and dental trade associations, and national trade bodies. In tandem, IDEM Singapore is also driven by strong marketing by an experienced project team- no promotional effort is spared, whether through online media or more traditional channels such as print advertisements and direct mailings to an extensive database.

“ IDEM Singapore 2010 has proven to be a *more successful* outing for us as compared to the 2008 event. We have already *secured* at least *three major projects* and we're expecting to bring these to fruition in the next three to six months! ”

Mr. Sthen Boisen  
General Manager South Asia  
KaVo Dental Asia-Pacific Pte Ltd



### It's about your returns.

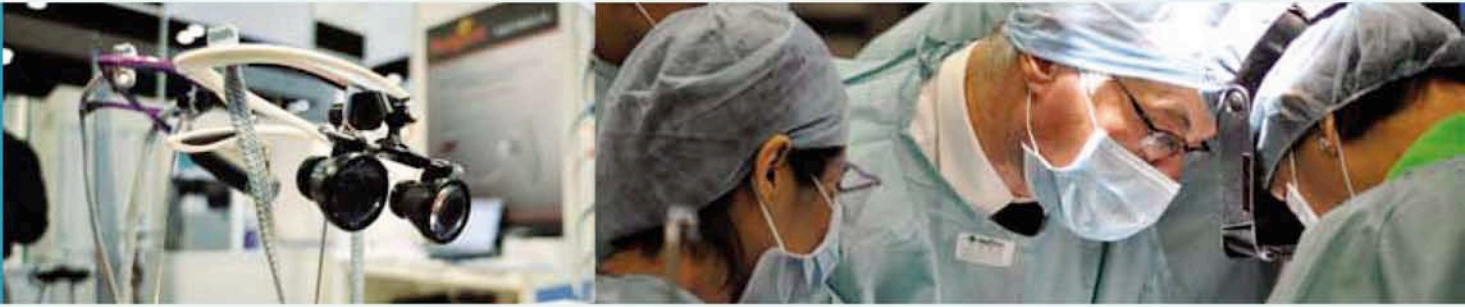
IDEM Singapore plays a pivotal role in bringing together key stakeholders in the entire dental trade value chain, allowing you to generate sales leads and make lasting relationships with clients in the Asia Pacific. The majority of visitors (66%) make a purchasing decision as a result of attending the event. If you are seeking new agents and distributors in the region, we have a Buyers Programme to bring in VIP buyer delegations as well as a business matching service. IDEM Singapore is also ideal if you would like to raise your company profile and awareness. Due to our extensive media outreach, IDEM Singapore 2010 generated a PR value of more than S\$6 million. Whatever your objectives are, IDEM Singapore is confident of meeting it.

### It's about dental expertise.

IDEM Singapore is organised by Koelnmesse, one of the largest trade fair companies in the world. Having staged numerous editions of IDS (International Dental Show) Cologne, as well as 6 editions of IDEM Singapore, you can be sure that Koelnmesse has the expertise and experience to deliver a truly outstanding event and a successful participation experience for you.

“ IDEM Singapore created a *platform* for us to introduce ourselves to the *regional dental community*. It also allowed us to *interact* and *conduct business discussions* with a large number of dentists and dental surgeons from the region. ”

Mr. Andrea Bonfiglio  
Director  
Exact Global Corporation



## Event HIGHLIGHTS

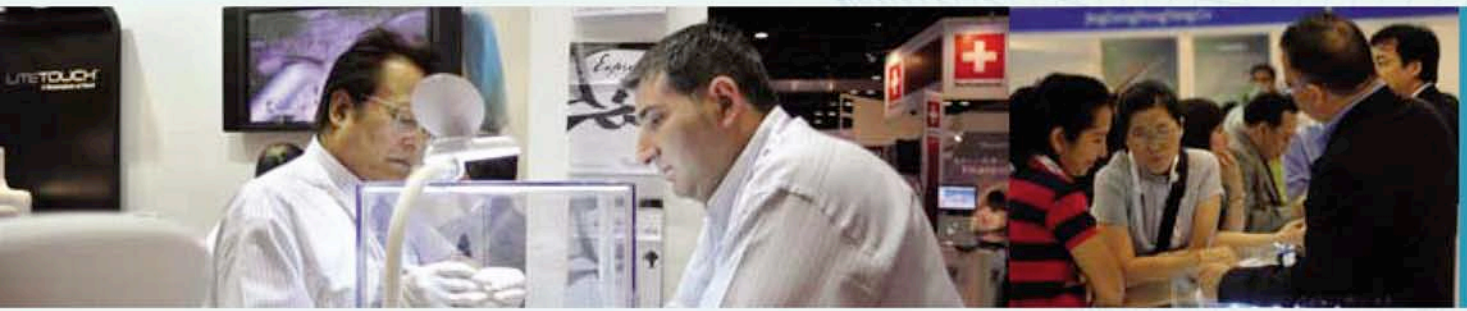
### Scientific Conference

An exceptional line-up of top speakers will headline the Scientific Programme of IDEM Singapore 2012. Advances and Controversies across several disciplines of dentistry will be put under the spotlight. Featured speakers include:

- **Dr. Dennis Tarnow**  
*Clinical Professor of Periodontology and Director of Implant Education,  
Columbia School of Dental Medicine, New York*
- **Dr. Michel Magne**  
*Associate Professor of Clinical Dentistry and Director of Dental Technology,  
University of Southern California, Los Angeles*
- **Dr. Pascal Magne**  
*Associate Professor, Chair of Aesthetic Dentistry,  
University of Southern California, Los Angeles*
- **Dr. Robert Boyd**  
*Professor and Chairman, Department of Orthodontics,  
University of the Pacific*
- **Dr. Paul L. Child**  
*CEO  
Gordon Christensen Clinicians Report Foundation*
- **Dr. Connie L. Drisko**  
*Dean, School of Dentistry,  
Georgia Health Sciences University*

### Amongst the diverse topics that will be covered, delegates will learn about:

- the management of endodontic disasters;
- the latest on Invisalign;
- current concepts on posts and cores;
- how 3D Technology impacts orthodontic treatment planning and management;
- the present status of "Lasers" as a cutting "instrument";
- the concept of air abrasion- "drill without a drill".



As the leading continual education platform, having the industry's best minds and key opinion leaders lecture on current hot topics is the foundation and hallmark of IDEM Singapore's Scientific Conference. As a result, dental practitioners from around the region eagerly anticipate attending the conference, every edition of which has seen increased attendance.

Besides lectures, the scientific programme will also feature hands-on workshops.

### **Buyers Programme**

Reflecting IDEM Singapore's proven pedigree in bringing the "Business of Dentistry" into focus, the 2012 edition will feature a Buyers Programme-bringing targeted, pre-qualified buyers from across the Asia Pacific region to meet and do business with our exhibitors. Members of the Buyers Programme will meet with exhibitors of their choice during IDEM Singapore.

We are also working with the various national Chambers of Commerce to bring in VIP buyer delegations from the region, as well as tap into the expertise of their country specialists on the local dental markets.

### **National Pavilions**

IDEM Singapore 2012 will once again feature the ever-popular national pavilions. IDEM Singapore 2010 welcomed exhibitors from 31 countries across the globe and played host to 9 national pavilions. Due to the internationality of the trade exhibition, IDEM Singapore 2010 was endorsed by the U.S government with the U.S Commercial Service's Trade Fair Certification program, and was accorded the "Approved International Fair" status by the AIF.

### **Co-Location of Affiliate Dental Societies' Events**

IDEM Singapore 2012 will be featuring the co-location of selected events by affiliate specialist dental societies. This will attract a more extensive and diverse attendance of different dental specialist groups at IDEM Singapore 2012.

### **Consumer Element**

IDEM Singapore is committed to guiding the public on dental education and educating end-users about the latest products, techniques and treatment options available. Consumer seminars are in the pipeline on upcoming treatment issues and topics.



# Marketing OPPORTUNITIES

To ensure that you achieve maximum mileage and benefit from your participation, we are offering numerous marketing and PR services for you to take advantage of:

## **Pre-event Publicity**

A series of e-newsletters and press releases have been planned to market the event to our extensive database and the media. Let us know about your activities or product launches planned and we can help you spread the word!

## **Event Listings @ IDEM Singapore 2012**

We would be pleased to list details of your press conference, contract signing ceremony, side events and product launches taking place during IDEM Singapore 2012 in the event schedule, which will be publicised via electronic media.

## **Onsite Press Centre**

Maximise your media exposure by utilising our press centre features for strategic placements of your company/product information.

## **Exhibitors' Night**

Take this chance to wind down after a busy day and enjoy an evening of leisure and networking with industry associates and friends at the well-received Exhibitors' Night.

## **Beyond the Booth**

IDEM Singapore offers several opportunities for greater impact at the show. Increase your brand visibility and enhance the value and prestige of your product/service with eye-catching onsite advertising features, or through the various sponsorship options available.

Please contact a member of the organising team at [idem-singapore@koelnmesse.com.sg](mailto:idem-singapore@koelnmesse.com.sg) for more details.

# Exhibit PROFILE

## Dental Practice

- Practice Furniture
- Practice Equipment
- Dental Units
- Instruments and Tools for the Practice
- Dental Materials
- Work Aids and Auxiliary Materials for Dental Treatment Purposes
- Prophylaxis/Oral Hygiene
- Pharmaceuticals
- Implant Dentistry
- Cosmetic Dentistry

## Infection Control and Maintenance

- Sterilisation/Disinfectant Devices
- Disinfectants (Chemical)
- Professional and Protective Clothing

## Dental Laboratory

- Laboratory Furniture
- Laboratory Equipment
- Instruments and Tools for the Laboratory
- Model and Denture Materials
- Work Aids and Materials for Dental Laboratory Purposes
- Orthodontic (Re-)Construction Auxiliaries
- Prefabricated CAD/CAM Blocks, Mouldings, Artificial Teeth

## Services, Information, Communication and Organisation

- Software & IT-Solutions
- Associations/Education
- Other Services, Media





## About SINGAPORE

Though physically small, Singapore is an economic giant. It has been Southeast Asia's most modern city for over a century, and as the gateway to South East Asia, Singapore is today the business hub of the region.

Singapore has a highly developed market-based economy which has historically revolved around entrepot trade. It has a strategic port which makes it more competitive than many of its neighbors to carry out such trade activities. The port of Singapore is the world's busiest transshipment hub, surpassing Rotterdam and Hong Kong. The country's strategic geographical location, combined with an intensely pro-business, pro-foreign investment environment and export-oriented economic policies, have given it an economic importance in South East Asia that is remarkable for its small size. Singapore is currently the 15<sup>th</sup>-largest trading partner of the United States, and is the world's fourth largest foreign exchange trading centre. It has consistently been rated the most business-friendly economy in the world and is signatory to several international trade agreements, including Free Trade Agreements with the United States, the European Free Trade Association, India and Japan.

Singapore is home to the F1's first Night Race, two large-scale Integrated Resorts (Marina Bay Sands and Resorts World Sentosa), and the Night Safari - the world's first wildlife park for nocturnal animals.

Singapore is a premier MICE (Meetings, Incentives, Conventions and Exhibitions) destination that promises you an unrivalled experience on your visit- be treated to Singapore's top-class facilities, excellent infrastructure and attentive staff. Throw into the mix a myriad of leisure options, and Singapore is indeed a fascinating destination to visit - both for work and for play.

“ The *quality of visitors* at IDEM Singapore 2010 is *good*. We are seeing an *increased number* of visitors from the ASEAN region, which helps *broaden* the reach of our brand. ”

Ms. Jo-Ann Choo  
Senior Manager, Events &  
Marketing Communications, Asia Pacific  
Straumann Singapore Pte Ltd



# Essential INFORMATION

## IDEM Singapore 2012

April 20-22, 2012

### Opening Hours

April 20 (Friday) & April 21 (Saturday): 10.00am to 6.00pm

April 22 (Sunday): 10.00am to 4.00pm

### Venue

Suntec Singapore International Convention & Exhibition Centre

Hall 401-404, Level 2 and Level 3 Meeting Rooms

### Booth Prices

Space Only:

€295.00 per sqm (minimum of 18sqm)

Space with Standard Shell Scheme:

€350.00 per sqm (minimum of 9sqm)

Space with Premium Shell Scheme:

€372.00 per sqm (minimum of 18sqm)

“IDEM Singapore 2010 has surpassed the results of 2008. It is a *good platform* for *networking*, allowing me to *connect with key contacts* from a wide range of dental segments. I will certainly be back for 2012.”

Mr. Tran Van Thuan  
President  
Denmedico Vietnam

## THE ORGANISING TEAM:

### International

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