13 - 15 APRIL 2018
SUNTEC SINGAPORE
THE LEADING DENTAL EXHIBITION
AND CONFERENCE IN ASIA PACIFIC

FINAL REPORT
IDEM 2018 Takes Clinical Excellence to the Next Level

Celebrating its 10th edition from 13 - 15 April 2018 in Singapore, the International Dental Exhibition and Meeting (IDEM) once again proved it was the leading dental exhibition and conference in the Asia Pacific.

8,571 attendees from 71 countries and 506 exhibitors from 41 countries converged at the Suntec International Convention and Exhibition Centre to meet, do business and learn about the latest in dentistry.

Featuring 13 national pavilions and more networking areas within the exhibition hall, exhibitors of IDEM 2018 were met with a more conducive meeting environment to develop business partnerships and connections with the Asia Pacific dental community. In addition, attendees were surprised on Day One with a special IDEM Happy Hour, where organisers invited everyone to a round of drinks within the exhibition hall to commemorate 10 editions of IDEM.

The conference placed the spotlight on 40 international thought leaders speaking over 6 days at 50 sessions. This edition’s scientific conference featured main conference sessions, hands-on workshops, a specialized Dental Hygienist and Therapist Forum and – for the first time – a post-congress mini-residency focusing on advanced direct composites and the bonded posterior aesthetic restoration.

Looking forward to another 10 editions, the next IDEM returns from 24 - 26 April 2020 with fresh conference formats and innovative networking opportunities to cement its position as the must-attend dental event in the Asia Pacific for every dental professional.
### Exhibitors by Numbers
- **506** Exhibitors
- **41** Countries
- **13** National Pavilions

### Exhibitors by Product Category

#### Dental Practice
- 10% Digital Dentistry (D)
- 9% Cosmetic Dentistry
- 17% Dental Materials
- 6% Dental Units
- 14% Implant Dentistry
- 15% Instruments, Handpieces and Tools for the Practice
- 2% Pharmaceuticals
- 8% Practice Equipment
- 2% Practice Furniture
- 6% Special Devices
- 7% Prophylaxis/Dental and Oral Hygiene
- 4% Work Aids and Auxiliary Materials for Dental Treatment

#### Dental Laboratory
- 13% Digital Dentistry (L)
- 17% Instruments, Handpieces and Tools for the Laboratory
- 17% Laboratory Equipment and Systems
- 4% Laboratory Furniture
- 18% Materials for Denture, Models, Inlays, Crowns and Bridges
- 8% Orthodontic (Re-) Construction Auxiliaries
- 15% CAD/CAM blocks, Mouldings, Artificial Teeth
- 8% Work Aids and Materials for Dental Laboratory

#### Infection Control and Maintenance
- 34% Disinfectants (Chemical)
- 24% Professional and Protective Clothing
- 42% Sterilization/Disinfectant Devices and Auxiliaries

#### Services, Information, Communication and Organisation
- 44% Associations/Training and Education
- 33% Software & IT-Solutions
- 6% Media/Publications
- 7% Other Services

### Exhibitors by Company Type

- **72%** Manufacturers
- **10%** Distributors
- **13%** Importers and Trading Company
- **5%** Service Providers
“For the 6th time, the French Chamber of Commerce in Singapore put together the French Pavilion at IDEM, which brought together French exhibitors to discover new contacts, establish connections, obtain information and identify business opportunities, IDEM is a great platform to showcase their products and services at this regional trade show.”

Sylvain Aparicio, Business Development Manager, The French Chamber of Commerce in Singapore

88% Overall Satisfaction

95% of Exhibitors are Likely to Return

94% Rated IDEM as Important for their business

88% Satisfied with Visitor Quality

68% Satisfied with Visitor Quantity

Exhibitors by Country of Origin

Europe 37%
Rest of the World 13%
Singapore 14%
Asia Pacific 36%
IDEM 2018 introduced several programmes and activities during the event to create a more conducive meeting environment:

**Meeting Opportunities**
- Online Business Matching
- VIP Buyer Programme
- IDEM Café
- IDEM Happy Hour

**Visitors by Numbers**
- 8,571 Attendees
- 71 Countries
- 1,894 Delegates

**Profession of Visitors**
- 3% Dental Academic Staff and Student
- 4% Dental Hygienist and Therapist
- 5% Dental Technician
- 17% Others
- 22% Dental Traders and Manufacturers
- 49% Dentist and Dental Professionals

**Influence on Purchasing Decision**
- Initial Recommendation 16%
- Significant Influence 22%
- Final Decision 29%
- Not Applicable 33%
- Not Applicable 33%

**Influence on Purchasing Decision**

“A visitor to the exhibition

“The IDEM exhibition is very interesting, inspiring, and good for the Dentist especially from Indonesia.”

A visitor to the exhibition

“IDEM is a very good event to find suppliers and dental materials and products.”

A visitor to the exhibition
Top Visiting Countries

Singapore    Indonesia    Australia    Malaysia
Vietnam    South Korea    Taiwan    Japan

Visitor Survey Results

2.5 days
Average planned Dwell Time for Attendees

93%
Rated IDEM as important or very important for them

96%
Were very satisfied or satisfied with their visit

91%
Plan on returning for IDEM 2020

Top Visitor Product Interest

- Dental Materials: 53%
- Digital Dentistry (D): 51%
- Cosmetic Dentistry: 42%
- Instruments, Handpieces and Tools for the Practice: 41%
- Sterilization / Disinfectant Devices and Auxiliaries: 36%
- Digital Dentistry (L): 36%
- Disinfectants (Chemical): 34%
- Implant Dentistry: 34%
- Associations / Training and Education: 28%
- Professional and Protective Clothing: 28%
- Practice Equipment: 25%
- Instruments, Handpieces and Tools for the Laboratory: 25%
Conference by Numbers

- 40 International Speakers
- 50 Sessions
- 11 Hands-on Workshops
- 18 Free Communications Presentations

Conference Survey Results

- 3 Days
  Average Planned Dwell Time for Attendees
- 90%
  Responded that their Learning Needs were met
- 98%
  Responded that Visiting Objectives were Met
- 95%
  Plan on Returning for IDEM 2020

Quotes:

- “Really nice to attend his lectures because it is applicable in clinic.”
  A delegate on session “Minimal Intervention: The Clinical Management of Caries and Hypomineralisation in Children” by Monty Duggal

- “Simple facts and good explanations. Perfect. And the subject wasn’t an easy one.”
  A delegate on session “Teeth and Implants for Life” by Angelo Mariotti
A targeted media outreach campaign to the dental trade media was executed for IDEM 2018. These are some of the stories generated as a result:

**DENTAL ACCESS**

*IDEM 2018 Celebrates 10th Edition of Clinical Excellence in Dentistry in Singapore*
Dental Access, Published in April 2017

**Dental Tribune International**

*Continually Growing: IDEM Singapore Larger than Ever in 2018*
Dental Tribune, October 2017

**INFODENT**

*The Business of Dentistry Takes Centre Stage at IDEM 2018*
Infodent, April 2018

**BioSpectrum Asia Edition**

*IDEM 2018 Celebrates 20 years of Clinical Excellence in Singapore*
BioSpectrum Asia, April 2018

**DENTAL ASIA**

*Dental Innovation Takes Centre Stage at the Singapore Pavilion at IDEM 2018*
Dental Asia, April 2018
EXHIBIT AT IDEM 2020

Apply for Exhibition Space

In anticipation of another 10 editions, the next IDEM will take place from 24 - 26 April 2020! Expect fresh conference formats, an even more conducive meeting atmosphere with more interaction points within the exhibition.

Reserve your exhibition space before 31 May 2019 and enjoy Early Bird Rates on every sqm of your exhibition space!

<table>
<thead>
<tr>
<th>Booth Type / Rate Type</th>
<th>Raw Space (min. 18 sqm)</th>
<th>Standard Shell Scheme (min. 9 sqm)</th>
<th>Premium Shell Scheme (min 18 sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Rate (expires 31 May 2019)</td>
<td>SGD 580 / sqm</td>
<td>SGD 680 / sqm</td>
<td>SGD 740 / sqm</td>
</tr>
<tr>
<td>Standard Rate (from 1 June 2019)</td>
<td>SGD 600 / sqm</td>
<td>SGD 700 / sqm</td>
<td>SGD 770 / sqm</td>
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</tbody>
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Basic Entitlements
• Exhibitor Listing in Print
• Exhibitor Listing Online
• Exhibitor badges will be accorded based on booth size with a minimum of 3 badges

ADDITIONAL MEDIA PACKAGES

ENHANCED MEDIA PACKAGE
SGD 550 (EB)
 SGD 650
• All Basic Entitlements plus
• Logo on Online Listing
• Logo on Printed Floorplan
• 3 x Additional Exhibitor Badge

PREMIUM MEDIA PACKAGE
SGD 1,800 (EB)
SGD 2,000
• All Basic Entitlements plus
• Web banner on Website
• Printed Advert in Visitor Guide
• Logo on Online Listing
• Logo on Printed Floorplan
• 5 x Additional Exhibitor Badges
• 1 x Complimentary Lead Retriever

Terms and Conditions Apply. For details, please check with your respective sales agent.