



THE LEADING DENTAL EXHIBITION AND CONFERENCE IN ASIA PACIFIC



CONFERENCE



MEETING



EXHIBITION

24 - 26 April 2020
Suntec Singapore

Endorsed by



Supported by



Held in



Organised by



IDEM 2020 - THE SHOW FOR YOU



Since its premiere in 2000, IDEM - the leading dental exhibition and conference has served as a bridge between equipment manufacturers, importers, and service providers. The stellar event has since grown to become the authoritative business, education and networking platform to bond and inspire professionals in the Asia Pacific region.

The 10th edition of IDEM in 2018 featured **506 exhibitors from 41 countries** with **50%** of companies emanating from the Asia Pacific region. With new impressions and innovations, IDEM 2018 held up expectations of renewed energy and confidence in the Asia Pacific markets.

As the gateway to the burgeoning markets of Asia Pacific, IDEM 2020 is poised to keep participants at the forefront of new initiatives, technologies, and advancements happening in the world of dentistry.

NEW AT IDEM 2020



Enhance Your Brand

- Utilise our different digital, print and display channels to expand your reach
- Leverage on our media packages to gain greater visibility and publicity before, during, and after the event



Enhance Your Experience

- More interaction and conversation opportunities for exhibitors and attendees
- Enhanced layout will allow smoother traffic to every corner of the exhibition hall
- Improved content delivery for learning engagements



Enhance Your Networking

- Meeting clusters and pods will be added to the exhibition hall for a more synchronized and conducive environment for business networking
- Access to new connections, expertise and leads through the online business matching platform



Enhance Your Knowledge

- Learn about the latest ideas, initiatives and insights at the scientific conference
- Explore how new technologies will influence the application and practice of dentistry

Make a Statement with our National Pavilions

IDEM 2018 hosted the highest number of national pavilions to date with a total of 13 countries being represented. The newest country to be welcomed to the fold was Australia.

National pavilions allow exhibitors to benefit by being part of a larger and more visible group presentation and offer many networking and joint promotional opportunities aimed at helping individual participants achieve a national presence in a global business setting.



"IDEM is an important feature in the BDIA's export programme, and as the UK Pavilion organiser we enjoy working with Koelnmesse on what is always a very professional, well-run event. Exhibitors on the UK Pavilion look forward to IDEM as the perfect opportunity to make contacts and develop their business across the Asia-Pacific region."

Adam Stanley, Policy and Public Affairs Manager, British Dental Industry Association (UK Pavilion)



ATTENDEE DEMOGRAPHICS AT A GLANCE

IDEM 2020 is in an excellent position to garner more serious and qualified attendees from the fastest growing profiles within the dental profession.

Visitors by Numbers



8,571
Attendees

4% Increase from IDEM 2016
35% Increase over 10 years of IDEM



71
Countries

Profession of Visitors



- 49% Dentist and Dental Professionals
- 22% Dental Traders and Manufacturers
- 17% Others
- 5% Dental Technicians
- 4% Dental Hygienists and Therapists
- 3% Dental Academic Staff and Students

Top Visiting Countries



Singapore



Indonesia



Australia



Malaysia



Vietnam



South Korea



Taiwan



Japan



2.5 days

Average planned dwell time
for attendees



93%

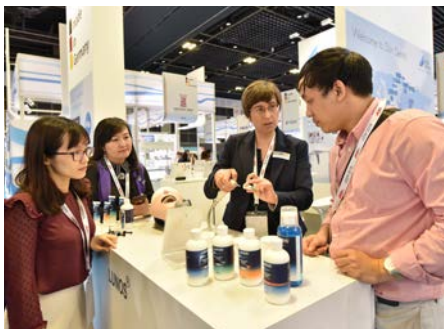
Rated IDEM as important or
very important for them



91%

Plan on returning
for IDEM 2020

KEY REASONS TO EXHIBIT AT IDEM 2020



Be Part of the Global Business of Dentistry

IDEM 2020 will be a critical meeting-point for exhibitors to present their latest technologies, products and services to a target audience of qualified dental professionals at a truly defining global trade and scientific event.



Connect with Key Industry Players

Leveraging on the size and diversity of its presentation, and the organisers long standing experience within the Asia Pacific dental industry, IDEM 2020 is well-placed to offer an unparalleled stage for exhibitors to connect, cooperate and converge with existing and new business contacts from around the world.



Stay Ahead of the Curve

Keep abreast of the latest applications, innovations and trends in the dental arena with global thought-leaders and experts at the IDEM 2020 Scientific Conference. Alongside scientific sessions, exhibitors can look forward to a one-stop industry event designed to facilitate the forging of new collaborations and partnerships, anticipation of key industry trends and stay one step ahead of the competition.

EXHIBIT AT IDEM 2020



Reserve Your Space at IDEM 2020

Secure your participation at IDEM 2020, the leading dental exhibition and conference and seize the opportunity to mingle with over 9,000 professional trade visitors and delegates. Look forward to the biggest dental showcase spanning over 20,000 sqm of prime exhibition space and a freshly reconfigured set-up that will allow for a more conducive and interactive meeting space.

Reserve your participation before **31 May 2019** and enjoy early bird rates and on-going pre-show publicity and exposure.

Booth Type / Rate Type	Raw Space (min. 18 sqm)	Standard Shell Scheme (min. 9 sqm)	Premium Shell Scheme (min 18 sqm)
Early Bird Rate (expires 31 May 2019)	SGD 580 / sqm	SGD 680 / sqm	SGD 740 / sqm
Standard Rate (from 1 June 2019)	SGD 600 / sqm	SGD 700 / sqm	SGD 770 / sqm



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 (Early-Bird)
SGD 650

- All Basic Entitlements plus
- Logo on Online Listing
- Logo on Printed Floorplan
- 3 x Additional Exhibitor Badges



PREMIUM MEDIA PACKAGE

SGD 1,800 (Early-Bird)
SGD 2,000

- All Basic Entitlements plus
- Rotating 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

Sponsorship Opportunities - Boost Your Presence and Participation

Partner with us and gain greater traction with our many sponsorship and promotional opportunities. Selecting a suitable sponsorship package for your company to supplement your participation at IDEM can help your business attain a higher return on investment, fortify your brand image, draw more visitors to your stand and improve your sales performance.

We are also able to tailor on-going, on-site, or cross-promotion solutions to help your brand achieve better visibility. Contact our IDEM team and let us know what you have in mind.



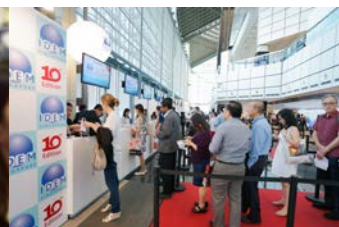
Scientific Conference



Attendee Promotions



Exhibitor Presentation Programme



Advertising & Publicity

Contact the Project Team for further discussion on your participation:

Sales (International)

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