

# Why you should be part of the trade fairs for the dental industry



**212** exhibitors at FACHDENTAL Leipzig 2017

**263** exhibitors at FACHDENTAL Südwest 2017

Be part of the dental industry meeting points.



# Become an exhibitor at the Fachdental trade fairs



We will grant you a **5% benefit** on the stand area prices if you book both fairs (Leipzig and Stuttgart).

## Stand area prices:

Price per m <sup>2</sup>	Early booking*	Standard
Row stand	174.00 €	194.00 €
Corner stand	189.00 €	209.00 €
End stand	201.00 €	221.00 €
Island stand	209.00 €	229.00 €

\* if you book by 28. February 2018

## Further information available at:

[www.fachdental-suedwest.de/registration](http://www.fachdental-suedwest.de/registration)  
[www.fachdental-leipzig.de/registration](http://www.fachdental-leipzig.de/registration)



[www.fachdental-messen.de/2018](http://www.fachdental-messen.de/2018)

## Further information available at:

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All data were taken from the representative survey of exhibitors and visitors conducted during FACHDENTAL Leipzig 2017 and FACHDENTAL Südwest 2017. The FKM certification confirms that the requirements of the Society for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM) were satisfied and used for the presented trade fair and exhibition statistics.



Landesmesse Stuttgart GmbH | Subject to change | No liability assumed for the information provided | December 2017

#FachdentalSüdwest #FachdentalLeipzig



## Meeting point for the dental industry



FACHDENTAL Leipzig and FACHDENTAL Südwest/id infotage dental Stuttgart are meeting points for the dental industry. Market leaders and all regional depots are represented as exhibitors at the trade fairs for the dental industry.

You, too, can meet your existing and potential customers at the trade fairs for the dental industry because your target group is present there. Make the most out of it and exhibit at FACHDENTAL in Stuttgart and Leipzig.

### Key exhibition areas:

- Equipment for dental practitioners and laboratories
- Instruments and tools
- Materials for dentists and dental technicians
- Pharmaceuticals
- Cleaning, hygiene and sterilisation agents
- Auxiliary restorative materials, prosthetic materials and auxiliary materials for dental orthopaedics

- Other materials and aids for dental practitioners and laboratories
- Prophylactics, implantology, oral surgery
- Practice management, computer hardware and software
- Work clothes, workplace protection
- Waste disposal, recycling
- Digital dental technology

## The visitors

... have many different interests:  
(multiple answers possible)



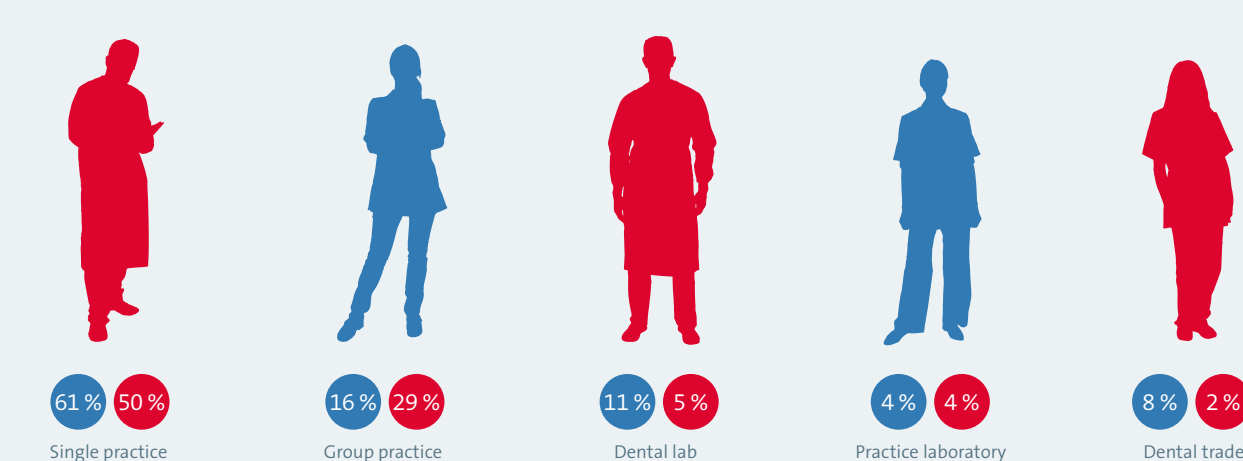
Visitor satisfaction: Note: 1,8 (FACHDENTAL Leipzig) Note: 1,9 (FACHDENTAL Südwest/id infotage dental Stuttgart) highly-satisfied customers with high decision-making competence:

Revisitation intention: 80% (FACHDENTAL Leipzig) 78% (FACHDENTAL Südwest/id infotage dental Stuttgart) 74% visitors to FDL and ...

Recommendation intention: 88% (FACHDENTAL Leipzig) 86% (FACHDENTAL Südwest/id infotage dental Stuttgart) 83% visitors to FDS are involved in purchasing and procurement decisions.

● FACHDENTAL Leipzig ● FACHDENTAL Südwest/id infotage dental Stuttgart

... and are highly qualified:  
(multiple answers possible)



Source: Representative survey of visitors and exhibitors conducted during FACHDENTAL Leipzig and FACHDENTAL Südwest 2017

## FACHDENTAL Award



Present your most innovative ideas, current prototypes and product launches to the visitors at the Marketplace of Ideas! The trade visitors of both events will vote on the products via online voting and on location – position your company on the 1st to 3rd place of the Fachdental Award!

Participation price:  
1,990.00 €\* for both trade fairs  
1,490.00 €\* for one trade fair

Stand construction  
> Illuminated information wall  
> Pedestal  
> Tablet with headphones for product film

Marketing:  
> Online listing in visitor voting  
> Name in press release  
> Inclusion in event website and in newsletter  
> Use of award (1st-3rd place) for trade fair communication

\*Limited to 10 companies



### Comprehensive service for your trade fair objectives:

These advertising media are available to you as an exhibitor free of charge:

Free day tickets: Invite your customers – with admission codes for free day passes (in print or CSV document).

Visitor brochure for your mailings: Use our visitor brochure for customer contacts and mail shots in the lead up to the trade fair.

Posters: in DIN A1 format for your advertising on location.

Adhesive letter stickers: for your mailings.

Online Banner: Draw attention to your participation and stand number online.

Social Media: Share the hashtag #FachdentalSüdwest and #FachdentalLeipzig and increase the online awareness and be part of our social wall.

