

IDS Cologne
21–25 March 2017



Communication Services

WHAT WILL YOU COMMUNICATE DURING IDS 2017?

www.dental-tribune.com

dti Dental
Tribune
International

DT Communication Services

Customized content production

During exhibitions and congresses, dental professionals and journalists actively seek information about new products, concepts and solutions. IDS, the world's largest dental exhibition, is the most important platform for product launches and the presentation of innovations and novelties. With over 2,200 expected exhibitors in 2017, standing out from the crowd has become more important than ever.

Press releases and press conferences are still the most widely used means of engaging with costumers and the media. However, live press

events, event videos and social media are becoming more relevant and help reach audiences beyond the event venue.

Before, during and after IDS and in close cooperation with the client, DTI now assists in creating and distributing custom-made editorial content, such as press releases and interviews. Services offered during IDS also include the management of a company's social media channels as well as the organization of press conferences and product presentations.



Our services during IDS 2017

→ Editorial service

Press releases are among the most widely used means of engaging with the dental media. Working closely with the client, we create and distribute editorial content, such as press releases, newsletters and interviews, during IDS 2017. We **guarantee distribution** within our *Dental Tribune* portfolio, reaching a network of more than 650,000 dentists. You can choose from any print or online *today* show newspaper in addition to our social media channels. Increase customer trust, promote your product and company, and gain more value from your participation at IDS 2017.

→ Digital and social media

Effective online communication is growing increasingly complex. The best platform and channels to reach your target group need to be carefully identified. Many dental companies already use Facebook, YouTube or Twitter to interact with their customers—but what channel suits your needs for IDS 2017? We create, monitor and optimize your company blog and social media accounts on these platforms. Our services include social media consulting and the design of complex websites for IDS 2017.

→ Event organization and communication

Look at your business calendar. Participation at IDS 2017 is the most successful marketing tool in the dental industry. The leading international dental trade fair is the perfect opportunity to build relationships with customers and journalists alike. We organize and present your press conference, open day or podium discussion, from idea to implementation, including pre-event and follow-up communication. DTI is participating at IDS and has much to offer owing to our substantial experience of the industry.

→ Video production

An increasing number of dental companies employ videos for communicating with their customers face to face. Videos are most suitable if you want to introduce your product or company directly to prospective customers quickly and professionally. Our team creates high-quality visuals for ambitious business endeavours of all shapes and sizes within one show day or throughout the trade fair. Our professional video production team has years of experience in the dental industry.

Rates – DT Communication Services

Public relations products – marketing material, press release, interview, testimonial report, product report, show preview and review

→ **Marketing material***

print advertisements and campaigns; brochures; stationary; etc.

Upon request

→ **Press release**

starting at 400 words in English or German; photos to be provided by client

Starting at 650 Euros

publication in *today* available for an additional charge; printed press kit available upon request

*Prior to IDS.

Social media services – social media (English or German)

→ **Blog communications**

one blog post (of 300 words or up to 2,500 characters; incl. one photo)

From 950 Euros per blog post
sharing of selected blog posts
via DTI social media channels guaranteed

→ **Facebook communications** (client's channel)

service includes three to five posts per day and monitoring, plus budget for Facebook adverts

500 Euros per day
sharing of selected posts
via DTI Facebook channels guaranteed

→ **Twitter communications** (client's channel)

service includes three to five tweets per day and monitoring, plus budget for Twitter adverts

500 Euros per day
sharing of selected tweets
via DTI Twitter channels guaranteed

Public relations events – press conference, live product demonstration

→ **Corporate event newsletter**

2,950 Euros (additional costs incur for distribution via DTI databases)

→ **IDS Press Conference Kit**

one press release (up to 400 words in English and German); distribution in one issue of *today*; digital (via USB stick) and printed press release; business card of company representative; 30-minute press conference or product presentation (video will be made available to client after IDS); marketing of press event via e-blast to DTI database prior to IDS

Upon request

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