

today

IDEM 13th International Dental Exhibition & Meeting • Singapore • 19-21 April 2026

Interview

Progress Dental Healthcare CEO: Future vision for Asia Pacific and the role of IDEM

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Business

The dental industry in Singapore is facing a number of challenges, including a shortage of dentists and a changing regulatory environment. The Singapore Dental Association (SDA) is working to address these issues.

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Products in Focus

Progress Dental Healthcare CEO: Future vision for Asia Pacific and the role of IDEM

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IDEM emerges as the pinnacle event in dental innovation for Asia Pacific

Singapore sets the stage for spectacular "13th event edition.

As the premier dental event in the Asia Pacific region, IDEM 2026 is set to be a landmark occasion. The event, which will be held at the Singapore Convention Centre, is expected to attract over 10,000 attendees from over 50 countries. The event will feature a wide range of activities, including keynote speeches, panel discussions, workshops, and a large exhibition of the latest dental products and services. The IDEM 2026 committee is proud to welcome attendees from all over the world and to provide a platform for the dental industry to showcase its latest innovations and to network with its peers.

Expanded exhibition

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"IDEM stands out from other shows with its unparalleled focus on fostering innovation, collaboration and education"

An interview with Matthias Kipper about the magic behind IDEM Singapore 2024

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Asia is booming and Europe is lagging behind

Exploring opportunities and market dynamics in Asia's dental show landscape

Dr. Simon Hopper, Singapore

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business

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Class II Correction Appliance

PROSIST: The classic non-retent correction appliance with integrated segment movements

INTERLOCK: Designed to be used in either the left or right side

EFFECTIVE: The classic non-retent correction appliance with integrated segment movements

DIAGNOSTIC: Integrated into the appliance for easy monitoring and adjustment

RESISTANT: Low cost, long lasting appliance with integrated segment movements

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www.drorthodontic.com

During the premier dental event for the Asia Pacific market, today IDEM Singapore will be delivering the most up-to-date news to attendees, providing them with a comprehensive overview of the event program and exhibition.

As an IDEM media partner, DTI will be distributing 10,000 free copies of the today newspaper on-site on all three conference days. In addition to the most current topics in dentistry, the newspaper will inform attendees about new products and technologies on display, thus providing dental companies with an exclusive opportunity to highlight their offerings. The today IDEM e-newsletters that will be sent out during and after the show will complement DTI's event coverage.

IDEM Singapore 2024	
Distribution	10,000
Release Date	April 17–19, 2026
Editorial Deadline	March 4, 2026
Ad Deadline	March 18, 2026
Language	English

	1/1 page (full page)	1/2 page	1/2 page	1/4 page	1/8 page
→ Dimensions (w × h):	280 × 400 mm	162 × 400 mm	280 × 200 mm	162 × 166 mm	122 × 92 mm
→ Prices:	€3,450	€2,950	€2,950	€2,450	€1,950

3 mm bleed required for all formats. | Special advertising formats and discounts for regional packages are available on request. The today newspaper and advertising formats may vary owing to local print specifications. For more information on personalized campaigns, formats and more, please contact mediasales@dental-tribune.com.

IDEM Singapore — the IDEM show daily newspaper

Event e-newsletter



→ Rectangle banner

(621 x 555 pixels)

→ Article

→ Product teaser


event e-newsletter	
Region	International
Distribution	65,000
Language	English
<ul style="list-style-type: none"> • non-exclusive: more than one sponsor possible • e-newsletter article and photo(s) also at www.dental-tribune.com • rectangle banner (621 x 555 pixels) with link to corporate website • product teaser with a link to the product entry at www.dental-tribune.com 	
Price	€3,450

Combined Social Media Event Campaign

Our social media event campaigns are the perfect extension to our well-known today show daily newspaper. They will allow companies to reach out to attendees of a specific dental congress or trade show through DTI-administered postings on one or more social media platforms, rendering their advertisement strategy most effective.



+

 Facebook
  X
  LinkedIn

1 full-page ad in a today issue

Infos

Please see today show daily overview for the full list of editions.

Dates subject to change. All prices apply to 4c advertisements. All prices in euros; VAT not included. Other formats, advertising forms and prices on request. The latest version of the media kit can be found at www.dental-tribune.com/advertise-with-us.

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