

## **AEEDC Dubai** — the AEEDC Dubai show daily newspaper

Jan. 19–21, 2027

today

industry

■ EKI Dentaire, a pioneer in endodontics, has recently launched the new EKI Wedge, a fully anatomical and ergonomically designed instrument. The Wedge is a single piece of stainless steel with integrated ergonomics that provides a better grip and a better grip angle. The system is designed to reduce fatigue and increase precision. The system is designed to reduce fatigue and increase precision.

"From our side, it's hard to imagine a better way to quickly and effectively prepare the root canal system. The EKI Wedge is a great addition to the EKI family of instruments, and we are excited to bring it to the dental market," says Dr. Michael D. Eki, founder and CEO of EKI Dentaire.

The EKI Wedge is built around the principle of ergonomics and precision, making it a valuable tool for any dental professional.

■ **3D Sensors** 3D Sensors has announced the launch of its new 3D Sensors 40 Workflow for Streamlined Endodontics.

3D Sensors are 3D Sensors 40 Workflow for Streamlined Endodontics

3D Sensors

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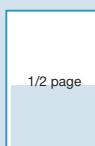
As the official trade show newspaper of the UAE International Dental Conference and Arab Dental Exhibition (AEDC Dubai), *today* is the ultimate reference guide for more than 80,000 attendees, providing useful information about over 4,300 exhibitors and educational sessions at one of the largest annual scientific dental conference and exhibitions in the world.

Distributed daily and free of charge within the main exhibition halls by hostesses, today AEEDC Dubai keeps attendees up to date about the latest dental news from the Middle East region and worldwide. In addition, it includes valuable information about the latest technologies on display and thus provides dental companies participating in AEEDC Dubai with a perfect opportunity to educate dental professionals and potential business partners on their brands and products by strategically placing advertisements and press releases in the *today* show dailies.

<b>today</b>	
<b>Distribution</b>	12,000
<b>Release Date</b>	Jan. 19-21, 2027
<b>Editorial Deadline</b>	Dec. 3, 2026
<b>Ad Deadline</b>	Dec. 17, 2026
<b>Language</b>	English



1/2 page



1/4 page



→ Dimensions (w x h):	280 x 400 mm	162 x 400 mm	280 x 200 mm	162 x 166 mm	122 x 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](mailto:mediasales@ dental-tribune.com).

## Event e-newsletter



AEEDC Dubai 2023 celebrates 30 years of global dental exchange.

This morning, the UAE International Dental Conference and Arab Dental Exhibition (AEEDC Dubai) opened its doors to the international dental community. Three decades after its launch, AEEDC Dubai continues to serve as a central meeting point for the international dental community. Since its inception in 1993, the annual show has evolved from a regional scientific meeting into one of the...

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"The Middle East is a region of impressive growth and diversity".

Indeed, the changing economic situation, digitalisation and changing economic realities, global market changes are redefining how clinicians work and how patient experience...

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AEEDC Dubai: Where education and innovation meet.

Over the years, AEEDC Dubai has grown into a regional meeting point one of the...

world's largest annual dental conferences, uniting professionals, researchers and industry...

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Straumann – IEXCEL.

Straumann's IEXCEL ecosystem brings together all aspects of digital dentistry with a single, connected workflow from guided...

scanning and treatment planning to guided...

[Read more >](#)

### → Article

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

### → Rectangle banner

(621 x 555 pixels)

### → Product teaser

## 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.



1 full-page ad in a *today* issue



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](http://www.dental-tribune.com/advertise-with-us).

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