10 reasons to visit the International Dental Show

On March 22, a major event will commence: the International Dental Show (IDS) in Cologne, Germany. This world fair for dentistry will offer the dental world five days of exploration among the largest selection of dental products assembled in one location. More than 100,000 trade visitors from approximately 140 countries create a dental forum that is unparalleled by any other dental exhibition. There are several good reasons to visit the IDS, but here are just 10 for you to consider.

No. 1: Broad trade fair range
The world’s largest collection of dental innovations is held in a space equivalent to more than 10 football fields. Here dental medicine, dental technology and many other disciplines are “concentrated” in a unique way.

No. 2: 1,900 exhibitors from about 60 nations
Instead of travelling all over the world to visit the leading manufacturers, all you need is one trip to Cologne to gain access to the 1,900 exhibitors in attendance during the IDS.

No. 3: The dentistry of tomorrow
All the innovations in the international dental sector are shown during the IDS, and this includes some world premieres as well. Indeed, the very trends for the dentistry of tomorrow are established.

No. 4: First-hand information
The most current information is available in the areas of dental medicine, diagnostics, digital workflow, CAD/CAM systems and external services. There is also plenty for dental specialists and their staff, from practical applications and laboratories to industry, trade and media.

No. 5: Demonstrations
Live demonstrations of the latest technologies include instruments, equipment and systems, digital technology, CAD/CAM applications in prosthodontics and implantology and “live” operations on patients. There is such a wide range of demonstrations that every staff member will likely find something of interest to watch.

No. 6: Communication forum
Attendees include international specialists, experts, dentists and dental technicians along with specialists from the dental industry, which means you can get in personal contact with each other without having to cross additional national and international borders.

No. 7: International networking
When the international dental community convenes at IDS, it offers networking on a global scale. No other dental event allows you to cultivate contacts with clients, suppliers and business partners, as well as acquire new customers from all over the world, such as you can during the IDS.

No. 8: Business contacts
The manufacturing companies’ executives and specialist dealers are present in Cologne in order to meet with business contacts and maintain or cultivate new international sales and marketing partnerships.

No. 9: Unique setting
Cologne offers a unique setting and ambiance. The proximity of the IDS to the Rhine and the historic Old Town offers many opportunities for a successful evening after a day at the exhibition.

No. 10: Cosmopolitan atmosphere
There is no other alternative quite like the atmosphere of the world’s leading global dental fair.

The IDS brings together a genuinely cosmopolitan gathering of trade visitors. An attendee from Vancouver, Canada, had this to say about the IDS: “a dental fair second to none, the IDS is absolutely unique!” The IDS takes place in Cologne every two years and is organized by the GFH (Gesellschaft zur Förderung der Dental-Industrie GmbH), the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and staged by Koelnmesse GmbH, Cologne.

The worldwide campaign that individual practices can run through the laser printer at their offices with any messages they want to promote. It all adds up to a fully integrated campaign that will definitely get talked about, according to Rich.

“We’ve gotten really great feedback,” Rich said. “The movie theaters say the kids love the spots and talk about them at the candy counter, which is pretty impressive considering the ads are up against blockbuster movie trailers.”

All nine versions of the dental ad can be viewed at www.richandbrilliant.com.

Younger people are excited to discover “Healthy Smiles Look Good Up Close” with general oral health messages.

The NCDHM Program Planning Guide offers program coordinators, dental societies, teachers and parents resources to promote the benefits of good oral health to children. The guide includes easy-to-do activities, program planning timetable tips and much more.

Posters are available in English and Spanish. They can be used on billboards, in offices, classrooms, etc.

There are many ways for dentists to publicize oral health messages, events and activities. The ADA is offering the following ideas that can help get messages placed:

- Develop a list of the local newspapers, radio and television stations. Many libraries have media directories (such as Bacon’s), which include addresses, phone numbers, names of editors or producers, and circulation or broadcast information.
- The local phone directory is a good resource for locating news outlets. Don’t forget community news or “free” papers, which often feature community events.
- Press releases are bulletins that provide general information about a specific topic (sealants, mouth guards, early childhood caries, etc.) or an upcoming event, such as a dental health screening.
- News articles should be typed, double-spaced, on organization letterhead or sent by e-mail.

(Source: American Dental Association)