

Dental Tribune International

DTI@IDS

March 16–20, 2027



VIDEO PRODUCTION @IDS 2027

dti | Dental
Tribune
International

Video Production @ IDS 2027 — Achieve greater brand awareness through videos

In today's digitalized world, brands are in the need of an effective marketing strategy and videos are a medium that can easily be shared, reaching a broad audience across multiple platforms both intuitively and emotionally.

During IDS 2027, DTI's on-site video production service will help your company get the most effective exposure at the exhibition.

Whether it's an interview, a product showcase, a presentation of an influencer, a pure branding or corporate film, professional videos expand your reach and engage with your target audience.

Video Production Features

- 60-minute shooting at your booth, lecture area etc. at the exhibition
- Professional shooting, editing and overnight production
- Video delivery within 24 hours

Video Production Rates

Video production with original sound*

Suitable for company presentation.

Option 1: Standard

Final video length approx. 2 minutes.

€2,950

Option 2: XL

Final video length approx. 3 minutes.

€3,450

Testimonial*

Suitable for interview videos, i.e. videos that put a company representative, customer or clinician, who describes the value of a product, in focus.

Interview length varies (by arrangement).

€3,450

Video production without original sound*

Suitable for product-focused videos.

Final video length approx. 2 minutes.

Without subtitles: €2,450

With subtitles in English/German: €3,450

Social media video*

The easiest way to engage with the dental community.

Video length approx. 60–90 seconds.

Without subtitles: €1,950

With subtitles in English/German: €2,450

* All videos will be published on Dental Tribune International's social media channels and on www.dental-tribune.com. Other distribution options such as newsletters are available upon request.

Embedded Video — Greater brand awareness through videos

No other marketing medium can communicate a message as quickly and effectively as a video. Therefore, Dental Tribune International offers the inclusion of videos in its email marketing campaigns, as well as in news articles and product entries at www.dental-tribune.com, in order to increase brand awareness among your existing and potential customers—our readers.

Embedding of videos is available as part of an e-newsletter booking or digital campaign.

Your video can be featured in a dedicated article either fully embedded in our web environment or inserted as a YouTube or Vimeo video.

Infos Please contact media sales for more information.

Fully embedded video

The screenshot shows the Dental Tribune website with a navigation bar at the top. The main content area features a large video player for an article about the ACTEON Group. The article title is "The New ACTEON Group is pleased to announce the official unveiling of the New ACTEON, a multiyear transformation initiative...". Below the video player, there is a section titled "About" which provides a detailed overview of the ACTEON Group's mission, vision, and the benefits of the New ACTEON transformation. The text mentions that the transformation is based on three key philosophies: being a human-centric organization, providing a seamless patient journey, and ensuring the highest quality of care. The article also highlights the group's commitment to innovation and its focus on providing a comprehensive range of dental services.

The screenshot shows the Dental Tribune website with a featured YouTube video player. The video is titled "Ceramil Matron from Amann Girrbach offers maximum precision and surface quality in a new design...". The video player is embedded within the article content. Below the video player, there is a section titled "Ceramil Matron" which provides a detailed overview of the product. The text mentions that the Ceramil Matron is a new milling machine designed for maximum precision and surface quality. It highlights the machine's advanced features, including its high-speed spindle and its ability to process a wide range of materials. The article also mentions that the Ceramil Matron is a result of Amann Girrbach's commitment to innovation and its focus on providing high-quality dental solutions.

Media Sales Contact

Contact us for more information, offers and individually designed packages.



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Legal information

Information provided according to Sec. 5,

German Telemedia Act (TMG):

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Entry in the commercial registry:

Registering court: Leipzig district court
Registration number: B 19276

VAT:

VAT ID number according to Section 27a,
German Value-Added Tax Act (Umsatzsteuergesetz):
DE227724594

Business identification number:

232/107/02156

Responsible for contents according to Sec. 55, para. 2,

German Federal Broadcasting Agreement (RstV):

Chief Content Officer: Claudia Duschek
Email: newsroom@dental-tribune.com

The most current version of this rate card is available at
www.dental-tribune.com/advertise-with-us.