

Dental Tribune International

DTI@IDS

September 22–25, 2021



VIDEO PRODUCTION @IDS 2021

Video Production @ IDS 2021

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 initiatively and emotionally.

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.

During IDS 2021, DTI's on-site video production service will help your company get the most effective exposure at the exhibition.

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.

€2,450

Option 2: XL

Final video length approx. 3 minutes.

€2,950

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).

€2,450

Video production without original sound

Suitable for product-focused videos.

Final video length approx. 2 minutes.

Without subtitles: €1,950

With subtitles in English/German: €2,450

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

Embedded video

No other marketing medium can communicate a message as quickly and effectively as a video. Therefore, DTI offers the inclusion of videos in our email marketing campaigns, as in news articles 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 video.

Fully embedded video

The screenshot shows the Dental Tribune website with a main article titled "Danaher announces new dental company Envista Holdings Corporation". The article includes a sub-headline "Danaher announces new dental company Envista Holdings Corporation" and a byline "By Daniel Tribune | 08/07/2021". The main text begins with "WASHINGTON, US: Danaher Corporation has announced that Envista Holdings Corporation will be the owner of the segment comprised of 18 US dental public, as an initial public offering in the second half of 2021. Envista will be comprised of three operating companies within Danaher's Dental segment: Nobel Biocare Systems, KAVO Inc. and Omnicore, all of which have significant positions in dental implants, equipment and orthodontics." Below the text is a video player showing a person's hands holding a tablet displaying dental X-rays. To the right of the article are three promotional banners: "E-Newsletter" with a "Sign up for newsletter" button, "INTERNATIONAL SYMPOSIUM" with a "Book now" button, and "ROOTS OF ORTHODONTICS IS COMING TO PRAGUE" with a "Book now" button.

Featured YouTube video

The screenshot shows the Dental Tribune website with an interview article titled "Interview: 'Innovation backed by science'". The article includes a sub-headline "Interview: 'Innovation backed by science'" and a byline "By Daniel Tribune | 08/07/2021". The main text begins with "Dental Tribune International sat down at DTD 2021 with Haim Galbraith, President of Nobel Biocare Systems, to discuss the company's latest innovations, its upcoming Global Symposium in Madrid, and what he sees as its future focus." Below the text is a video player showing Haim Galbraith speaking. To the right of the article are two promotional banners: "E-Newsletter" with a "Sign up for newsletter" button and "GL BAL Symposium MADRID" with a "Book now" button.

Media Sales Contact

Please contact your media sales representative for more information and individual rates.



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Registration number: B 19276

VAT:

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

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

German Federal Broadcasting Agreement (RstV):

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