The world of digital dentistry is coming to Berlin

The ongoing digitalisation of our world has a profound impact on every aspect of our daily lives, including the field of dentistry. This revolution has led to significant changes, with digital workflows reshaping clinical processes and procedures. Advanced technologies now offer dental practices the opportunity to deliver more personalised treatments that are both cost-effective and time-efficient. However, staying at the forefront of these advancements presents numerous challenges for dental professionals. In addition to making substantial financial investments, the entire dental team must undergo education and training to effectively utilise this newly acquired technology.

Taking this into consideration, we have worked closely with the Digital Dentistry Society to launch a pioneering platform—the Digital Dentistry Show in the German capital, one of the bustling hubs for start-ups and technology in Europe. This innovative event aims to provide a compelling and immersive experience for exhibitors and visitors alike, with a specific focus on digital products and the digital workflow within dentistry. Recognising the increasing demand for information and education in this field, the show aims to meet these needs effectively.

In contrast to conventional booth-based presentations, the Digital Dentistry Show takes a different approach by guiding visitors through the digital workflow and showcasing digital innovations. This is accomplished through a combination of sponsored live product presentations, workshops, discussion sessions and an exhibition. The show aims to provide visitors with first-hand knowledge and assistance to make well-informed purchasing decisions. Attendees will have the opportunity to test and compare products and services on-site and engage in face-to-face interactions with experts for personalised opinions and advice. Leveraging the influential professional network of the Digital Dentistry Society, the show will feature renowned opinion leaders, provide robust scientific evidence and offer continuing education credits.

The first Digital Dentistry Show is scheduled to take place on 28 and 29 June 2024. It will be held at the Arena Berlin, an industrial monument in the capital of Germany. Its adjoining and unique party spaces Escobar and Badeschiff have been chosen as the event venues to underline the relaxed and fun atmosphere as well as the event character of the show.

Leading organisations, manufacturers, opinion leaders and publishers have already confirmed their participation, and we are now inviting you to join us in Berlin. Use the opportunity to position your company as a leader in digital technology and connect with the investment-minded group of professionals expected at the Digital Dentistry Show. Communicate the benefits of your products and services and generate new leads, all while spending a few summer days in vibrant Berlin.
START-UP €4,950

- 9 m² booth space, including carpet, 1 table, 2 chairs, facia with company name, lighting and electrical installation
- 20-minute table clinic at the booth (with 4 or 5 participants)
- guide entry
- additional booking options:
  - 120-minute workshop: €3,950

HIGH ROLLER €9,950

- 18 m² booth space, including carpet, 2 tables, 4 chairs, facia with company name, lighting and electrical installation
- 30-minute lecture (including set-up and Q&A)
- 120-minute workshop
- guide entry
- half-page advertisement in guide
- additional booking options:
  - pre-event webinar: €4,950

UNICORN £29,950

- 48 m² booth space (open booth concept and individual booth design)
- guide entry
- full-page advertisement in guide
- logo on all promotional media
- inclusion of 1 item in meeting bag
- one 30-minute live lecture per day (including set-up and Q&A)
- one pre-event webinar
- one pre-event e-blast to preregistered attendees
- one 120-minute workshop per day

EXTRAS

Bag sponsor €4,950
- exclusive: only 1 bag sponsorship available
- bags to be provided by sponsor

Lanyard sponsor €4,950
- exclusive: only 1 lanyard sponsorship available
- lanyards to be provided by sponsor

Evening event sponsor €15,950
- photo booth/wall
- wristbands bearing sponsor logo (wristbands to be provided by sponsor)

VAT not included. Terms and conditions apply. Payment terms: 50% upon order confirmation and 50% six weeks prior to event.
FACTS

Arena Berlin, Eichenstraße 4, 12435 Berlin, Germany
www.arena.berlin

ORGANIZER
DDS.Berlin UG i.G.
Douglasstr. 32
14193 Berlin
Germany

GROSS EXHIBITION SPACE
6,500 m²

ADMISSION FOR VISITORS
Admission is free of charge after online registration at www.dds.berlin.

FREQUENCY
Every two years

EXPECTED VISITORS / TARGET AUDIENCE
Connect with more than 2,000 forward-thinking international dental professionals who are eager to network and explore investment opportunities in digital dental technology. Additionally, seize the chance to engage with over 300 dental students, a promising group seeking to discover the latest technological advancements—capture their interest at an early stage!

PRODUCT SEGMENTS
Intra- and extra-oral scanners, laboratory scanners, CAD/CAM and practice software, milling, digital orthodontics, CBCT scanners, 3D printing, digital imaging, digital radiography and much more.

FLOOR PLAN