



Mumbai, October 23 to 25, 2009

Get your teeth into India!

A good decision: IDEM India 2009

Success is built on sound decision-making. Being in the right place at the right time ensures you will meet important contacts, gain valuable information and enhance your image. **There are many good reasons for exhibiting at IDEM India:**

1. Enter into one of the most promising expanding markets of today and tomorrow
2. Obtain orders and secure deals
3. Reach out to potential buyers
4. Come face-to-face with your clients
5. Expand your customer base
6. Keep up with industry trends
7. Gain market intelligence
8. Re-establish relations with existing associates
9. Find the right channels to market your products and services
10. Be part of the IDEM community

We work for your success

With Koelnmesse's experienced and motivated team, IDEM India will be professionally organised as a top-quality international event:

Exhibitor promotion activities

- Global promotion via the Koelnmesse international sales network with 11 subsidiaries and around 80 representatives operating in 90 countries worldwide
- Networking with international associations and governmental bodies
- Presence at the key dental trade shows worldwide
- Extensive direct marketing campaign to more than 5,000 exhibitor contacts

Dental meetings and events

- Conferences, workshops and seminars held and organized by prestigious dental experts
- Product presentations
- Buyers Lounge / VIP Lounge
- Opening ceremony
- Dental industry get-together at the Exhibitors' Night
- Matchmaking service

Visitor promotion activities

- Free online pre-registration for professional visitors
- Visitor promotion campaign targeting more than 50,000 contacts in India via direct marketing and cooperations with associations and publications
- Free promotional material for exhibitors, e.g. visitor invitation cards, flyers, posters etc.

Press activities, media cooperations, advertising and communication

- Networking with around 700 editorial offices and 900 reporters in the dental media world
- Regular mail outs of press releases to more than 1,500 press contacts
- Advertisements in international trade publications and cooperations with the key media in the dental business
- Sophisticated onsite PR services, e.g. press centre, press boxes, list of new products and product highlights etc.
- Newsletter for exhibitors and visitors
- Sponsoring opportunities

Benefit from our trade fair marketing expertise to reach your targets with IDEM India!



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- I should like some advice. Please call me.
- Please send me visitor information.
- Please do not send me any further information. I am not interested.

Our address

Company

Contact person

Mr. Ms.

Address or P.O. Box

Town or city, postal code

Country

Phone

Fax

E-mail

Internet

Date, Signature