The new trade fair booth with a strong visual statement

A strong concept with a clear message

The new face of the BDIZ EDI at congresses and trade fairs is the new three-part illuminated booth, which not only serves as an information point to help visitors find the association, but also makes a strong visual statement: the association stands for expertise, guidance, and practical relevance.

Each banner conveys a clear message:

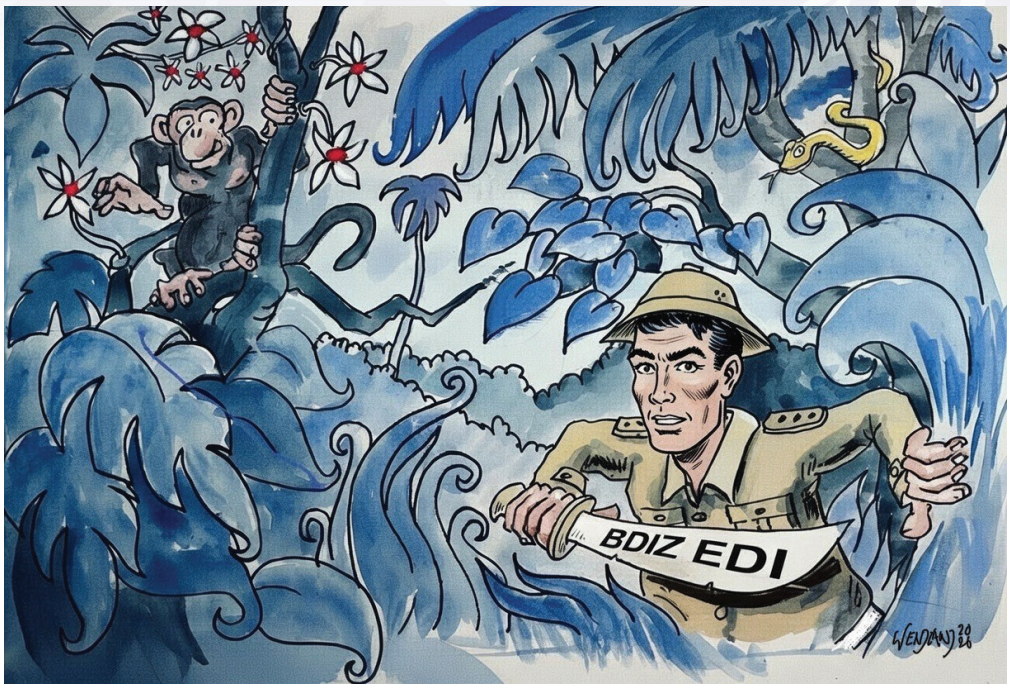
- "Benefits for our members": The association demonstrates exactly what it offers—concrete, practical, and without empty phrases.
- "Billing—we help": The center of the booth communicates the core competence of BDIZ EDI: support with complex issues relating to private dental billing.
- "Out of the GOZ jungle": A powerful image for a real problem. The association positions itself as a guide through the German dental fee schedule—an issue that continues to concern dental practices after more than 35 years without any adjustment to the GOZ point value.



Design: bold, modern, memorable

The booth design combines three completely different yet harmoniously coordinated visual worlds.

- Pop Art illustration: The left banner featuring the surprised woman in a retro comic style immediately attracts attention. It conveys energy, modernity, and a touch of self-irony—a deliberate stylistic break intended to stand out from the crowd of conventional dental exhibition booths.
- Clarity at the center: The middle banner forms the calm center of the installation. The BDIZ EDI logo takes center stage, surrounded by clean white space and professional typography. It serves as an anchor point between the two emotionally charged visual worlds.
- Jungle comic on the right: The "GOZ Jungle" is visualised humorously. The scene featuring the BDIZ EDI expedition explorer illustrates what the association stands for, following the motto: We'll get you out and clear the way.



The comic creates a sense of approachability and demonstrates that even complex topics can be communicated clearly and sympathetically.

The interplay of pop art, corporate design, and comic illustration creates a visual dynamic that is both eye-catching and memorable.

The visual language is intentionally accessible, humorous, and approachable. It shows that BDIZ EDI is an association that not only informs, but also supports its members.

Content: precise, relevant, practice-oriented

The booth communicates the key services of BDIZ EDI clearly and concisely:

- Billing consultation
- Legal advice
- Free webinars
- Curricula and certifications
- Practice guides
- Patient information materials
- Ordering options via the online shop

QR codes lead directly to the website and online shop—a modern, user-friendly approach that makes access to information easier for congress and trade fair visitors.

Conclusion

The new BDIZ EDI trade fair booth is more than just a visual update. It is a strategic communication tool: eye-catching, clearly structured, professionally relevant, and at the same time approachable and professional.

It demonstrates what the association stands for: guidance through the jungle of dental billing regulations with expertise, humor, and a strong visual identity. President Christian Berger played a key role in the design concept. The booth was realised by zwei N – Mediafaktur Neubauer & Nücken GbR.

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