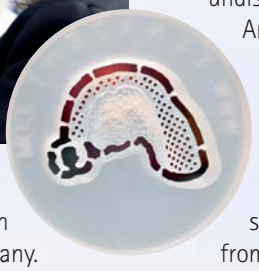
The next chapter in the IDS success story

Source_Koelnmesse







[PICTURES: ©KOELNMESSE GMBH]

_IDS 2013 will continue a positive tradition that began 90 years ago, when the first dental show took place in Germany. More than 1,900 exhibitors from over 55 countries are expected to be in Cologne from 12–16 March 2013 for the world's largest trade show for dentistry and dental technology. Thanks to the tremendous demand for space, the fair will also occupy Hall 2.2 in addition to Halls 3, 4, 10 and 11. Altogether, 150,000 m² of gross exhibition space will be covered.

The International Dental Show will once again be the global meeting point for the international dental sector in 2013. Around 68 per cent of the exhibiting companies will come to Cologne from abroad. Following Germany, the nations that will be the most strongly represented include Italy, the USA, the Republic of Korea, the People's Republic of China, Switzerland, France and Great Britain. In addition, there will again be a large number of joint participations from abroad in March 2013. These are organised in conjunction with state or private export promotion organisations and associations. At present, 13 joint participation groups have registered. These come from Argentina, Brazil, Bulgaria, The People's Republic of China, Great Britain, Israel, Italy, Japan, the Republic of Korea, Pakistan, Russia, Taiwan and the USA.

Once again in 2013, the International Dental Show will stick to its time-tested recipe for success. The concept of the event will continue to focus on business at the stands and product information provided by the exhibitors. Correspondingly and according to tradition, 12 March 2013, the first day of the show—also referred to as Dealer's Day—will concentrate on dental trade and importers. This special focus will provide participants with an appropriate atmosphere for undisturbed and intensive sales negotiations. Another well-established part of the IDS programme—the Speakers' Corner—will take place in Hall 3.1, right next to the Entrance South. Here, IDS exhibitors will present new product information, services and process techniques every day. In addition, speakers will report on the latest findings from the worlds of science and research.

A number of digital services are available to help visitors plan the optimal trade show visit. These services contribute to goal-oriented trade show preparations and help make the visit more effective. In order to ensure optimal support, the update for the trade show's own IDS app for iPhone, Blackberry and other operating systems is available since December. The app can be downloaded free of charge from the IDS website.

Travel arrangements, hotels and admission tickets for the trade fair can be booked quickly and easily online, thanks to a number of services on the IDS website. Registration and ticket sales are available now through the online ticket shop._

laser wishes you a successful IDS 2013!



Visit us at hall 04.1, booth D060–F061.