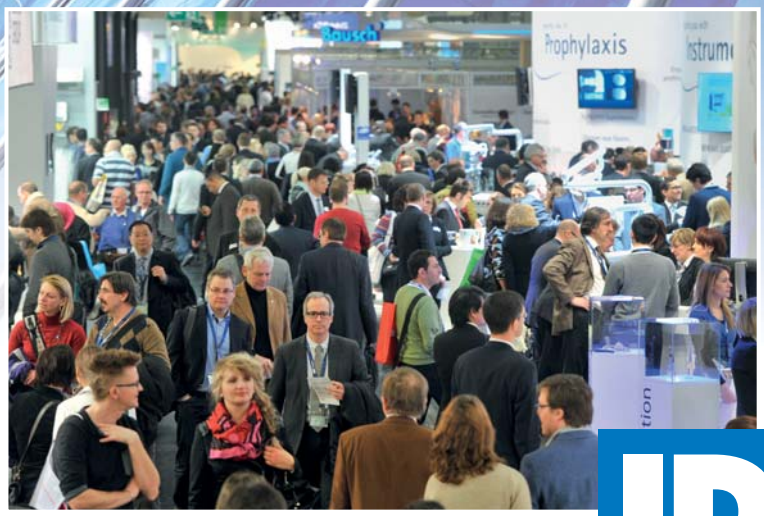
IDS 2015: new exhibitor record and increased exhibition space



_The 36th International Dental Show gives every indication that the IDS will continue its success in this year. Approximately 2,200 companies from 56 countries are expected at the world's largest trade fair for dentistry and dental technology in Cologne between 10-14 March 2015 –an absolute record for the industry's leading exhibition, which can announce a new exhibitor record. The entire dental industry is represented at the IDS, including all the international market leaders, which makes it unique in terms of depth and breadth: from dental medicine, to dental technology, infection protection and maintenance, up to customer service, information, communications and organizational materials. IDS 2015 will also set a new record in booked floor space: For the first time in its more than 90-year history, the IDS will present itself on a gross exhibition area of over 150,000 sqm.

The Society for the Promotion of the Dental Industry (GFDI), the commercial enterprise of the Association of German Dental Manufacturers (VDDI), and Koelnmesse have said in a joint statement: "The excellent number of registrations confirms that the IDS is the world's leading business and communications platform for the entire dental industry. On attendance, we are also confident that the IDS will draw on the success of last year's event









[PICTURES: ©KOELNMESSE]

when around 125,000 visitors came to Cologne. We again expect record numbers in terms of numbers of exhibitors and visitors, booked space and internationality for IDS 2015."

The International Dental Show will become the global meeting point for the international dental industry in 2015 as well. About 70 per cent of the exhibiting companies come from abroad and it is generally becoming apparent that more international companies will be represented in Cologne than in years past. The most strongly represented countries after Germany are Italy, the USA, the Republic of Korea, China, France, Switzerland, Taiwan, Turkey, Israel and Great Britain.

Moreover, numerous group participations from abroad, which are organised in collaboration with public or private sector export-promotion organisations or associations, are expected in March again. Currently, 16 group participations are registered— from Argentina, Brazil, Bulgaria, China, France, Great Britain, Israel, Italy, Japan, Pakistan, Russia, Taiwan, Turkey and the United States. The Republic of Korea is even represented this year with two groups. This diverse and worldwide range of products provides visitors with a comprehensive overview of product innovations, customer services and current trends in the global dental industry.

_Dealer's Day and specialist supporting programme

In terms of the International Dental Show concept, the GFDI and the Koelnmesse will adhere to their formula for success for this year's joint event. The IDS trade fair concept clearly places the focus on business transactions and product information at the exhibitor stands. That's why the so-called "Dealer's Day" will be included in the programme again. On the first day of the trade fair (10 March 2015), this will focus on specialised dental dealers

and importers. Within this framework, we let both visitor groups conduct undisturbed sales negotiations at the exhibitor stands.

The successful "Speakers' Corner" concept will also be continued in 2015. This moderated forum lets IDS exhibitors hold specialised lectures and present products in front of visitors. Numerous IDS exhibitors took advantage of this additional opportunity to present themselves at the last event. They presented innovations and trends from their range of products and services in about 65 presentations and thus generated great interest for about 3,000 visitors.

New at IDS 2015 is its "Career Day" on 14 March, which addresses the topic of promoting young researchers in a practical way. This initiative is intended to force communication and information exchange between the companies exhibiting at IDS and students or graduates and trainees from relevant disciplines as well as secondary school students or career changers. IDS exhibitors can look forward to the "Career Day" stage, book short slots for company presentations or conduct individual interviews in the adjoining "Recruitment Lounge" with potential candidates and anyone interested.

IDS 2015 can showcase another innovation with its "Know-how Tour": after the closure of the fair interested dentists can take exclusive tours of two of the most prestigious dental offices in Cologne in three evenings. These are the "PAN-Klinik" and "Doctores Alamouti & Melchior". On the agenda is a professional exchange of expertise on the most modern and latest dental technologies in a small selected circle and in a relaxed atmosphere.

_Optimal IDS preparation with the IDS app and online services

Numerous digital services are available to visitors to optimally plan their visit to the trade show. These contribute to better trade fair preparation and a more efficient visit. The free IDS app is available immediately as a free download on the IDS website. It not only includes a list of exhibitors. Thanks to its innovative navigation system, it also guides visitors unerringly through the IDS halls. The app also contains information on the supporting programme and the on-site services. The app also provides information on the local gastronomy, on-site services and the supporting program of the event.

Visitors can thus access important information on the IDS at any time when they are on the go or in the halls. Another available digital service is Business Matchmaking 365, a communications and business platform that enables visitors and exhibitors to come into direct contact with each other - either before the fair or afterwards. The online personal organiser also lets visitors e-mail exhibitors to request meetings, while the online route planner compiles a personalised plan through the halls.

IDS takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of German Dental Manufacturers (VDDI) and staged by Koelnmesse GmbH, Cologne.

www.ids-cologne.de

Kurz & bündig

Alles spricht dafür, dass die 36. Internationale Dental-Schau ihren Erfolg in diesem Jahr fortsetzen wird. Vom 10. bis 15. März 2015 werden circa 2.200 Unternehmen aus 56 Ländern auf der weltgrößten Messe für Zahnmedizin und Zahntechnik in Köln erwartet – ein absoluter Rekord für die führende Industrieausstellung.

Auch in puncto gebuchter Ausstellungsfläche kann die IDS einen Rekord aufweisen: Zum ersten Mal in der 90-jährigen Geschichte präsentiert sich die Dental-Schau auf einer Fläche von über 150.000 m².

Bezüglich des Konzepts der Messe bleiben die IDS-Organisatoren GFDI (Gesellschaft zur Förderung der Dental-Industrie mbH) und Koelnmesse bei ihrem bewährten Erfolgsrezept. So wird es auch in diesem Jahr wieder den „Dealer's Day" (10. März) mit Fokus auf dentale Händler und Importeure geben, bei dem beide Gruppen ungestörte Verkaufsverhandlungen an den Ausstellungsständen abhalten können. Auch der erfolgreiche „Speakers' Corner" wird 2015 weitergeführt. Bei diesem moderierten Forum halten IDS-Aussteller spezialisierte Vorträge und präsentieren den Besuchern ihre Produkte.

Neu ist dagegen der „Career Day" am 14. März, der das Thema Förderung des wissenschaftlichen Nachwuchses auf praktische Weise behandelt. Neu ist auch die „Know-how Tour": Nach Messeschluss können interessierte Zahnärzte an drei Abenden an einer exklusiven Tour zu zwei der renommiertesten Zahnarztpraxen in Köln teilnehmen.

Return address
Deutsche Gesellschaft für Laserzahnheilkunde e.V.
c/o Universitätsklinikum Aachen
Klinik für Zahnerhaltung
Pauwelsstraße 30
52074 Aachen, Germany

Tel.: +49 241 8088164
Fax: +49 241 803388164
Credit institute: Sparkasse Aachen
IBAN: DE56 3905 0000 0042 0339 44
BIC.: AACSDE 33

Membership application form

Name/title: _____

Surname: _____

Date of birth: _____

Approbation: _____

Status: ☐ self-employed ☐ employed ☐ civil servant ☐ student ☐ dental assistant

Address: Practice/office/institute (delete as applicable)

ZIP/city: _____ Street: _____

Phone/fax: _____ Email: _____

Private/place: _____ Street: _____

Due to an association agreement of DGL and DGZMK, an additional reduced annual fee for DGZMK is charged (85 EUR p.a. if you are not yet a member of DGZMK). The contribution collection is made by the DGMZK office, Liesegangstr. 17a, 40211 Düsseldorf. You will be addressed hereby.

With the application for membership I ensure that

☐ I am owing an own practice since _____ and are working with the laser type _____ (exact name)

☐ I am employed at the practice _____

☐ I am employed at the University _____

I apply for membership in the German Association of Laser Dentistry (Deutsche Gesellschaft für Laserzahnheilkunde e.V.)

_____

Place, date Signature

Annual fee: for voting members with direct debit € 150

In case of no direct debit authorisation, an administration charge of € 31 p/a. becomes due.

DIRECT DEBIT AUTHORISATION

I agree that the members fee is debited from my bank account

Name: _____ IBAN: _____

BIC: _____ Credit institute: _____

Signature of account holder This declaration is valid until written notice of its revocation