



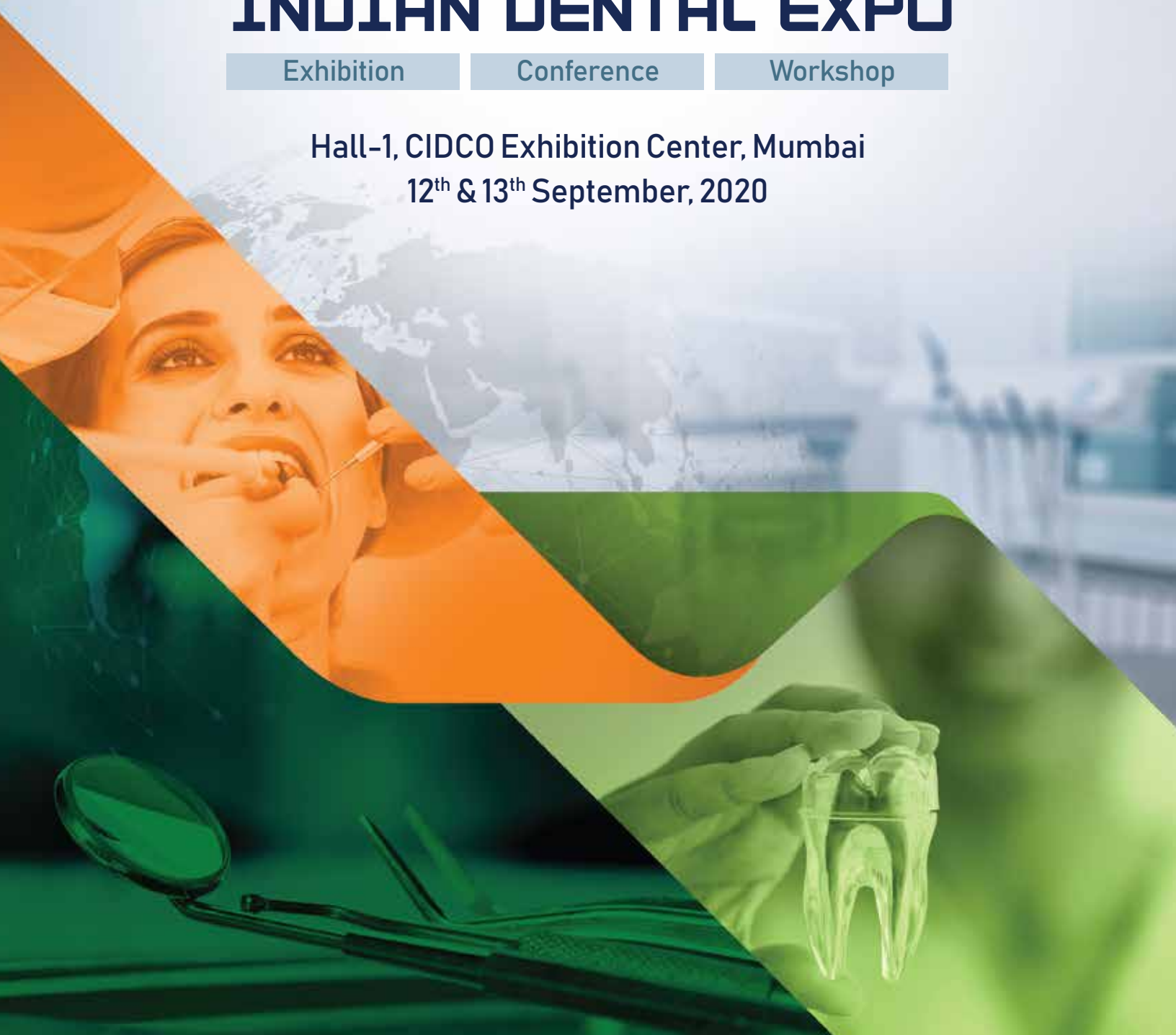
# INDIAN DENTAL EXPO

Exhibition

Conference

Workshop

Hall-1, CIDCO Exhibition Center, Mumbai  
12<sup>th</sup> & 13<sup>th</sup> September, 2020



# ORGANIZER'S MESSAGE



## Dr. Monica Sood Bhatia

Managing Director Indian Subcontinent & MENA  
Regional Director MIMS (SMS Co. Ltd Japan)

Dentistry has had astounding achievements over the past several decades. The profession has been praised for its preventive orientation and the obvious success achieved by using preventive concepts. Newly developed dental techniques, materials and devices have made dental treatment and follow-up much easier than in the past. Digitalization of many concepts and the introduction of numerous new technologies are present in every area of dentistry, making diagnosis and treatment easier, faster and often better than in the past.

Dental Expo 2020, an initiative of CIMS Medica Pvt. Ltd., is the ultimate destination catered to the needs of dental professionals, students and enthusiasts. The expo will deliver new ideas, convictions, strategies and tactics to excel in the field of dentistry and oral health. The event will offer an impressive roster of keynote speakers, quality attendees, compelling content and concise reviews of the latest clinical advancements and guidance relating to the diagnosis and treatment of dental and oral health conditions, including the use of new techniques. This would be an excellent platform for networking for all the industry experts across India. Dental practitioners and students can take advantage of the hands-on training and live demonstrations that offer practical knowledge to take your dental practice to the next level. The show also displays wide range of products and services that can be used by dental professionals, students and for everyone connected to the dentistry profession.

We are happy to announce that Dental Expo 2020 by CIMS Medica Pvt. Ltd. will be held on 12<sup>th</sup> and 13<sup>th</sup> September, 2020 at CIDCO Exhibition Center, Mumbai. The goal of Dental Expo 2020 is to deliver an outstanding program for exchange of ideas and authoritative views by leading speakers which covers the entire spectrum of research in Dental and Oral Health and share the cross-cultural experiences of various production procedures. The event owes its success to the support from the leading dental associations, companies, industry professionals and academicians, who understand the significance of this platform to announce their new initiatives and launch their latest technologies.

## ABOUT US

CIMS Medica is a leading global provider of drug information, educational content and marketing services to healthcare professionals, pharmaceutical marketers and consumers. CIMS Medica publishes leading drug directory - CIMS, IDR and various scientific journals - Journal of Pediatrics, Obstetrics & Gynaecology (JPOG), Cardiology Today, Ophthalmology Today & Health Today among others. It creates and distributes a broad range of healthcare information including medical & drug information systems, medical journals, customized communications and patient education in Print, Electronic, Web, Broadcast and Live Event formats. Its online brand [www.cimsasia.com](http://www.cimsasia.com) is the most powerful drug search engine media. Leveraging on our strong brands, extensive network of the key opinion leaders, experienced content development teams as well as global resources and audience reach, CIMS Medica is exceptionally well placed to design and organize engaging congresses, conferences and CME events that advance the exchange of ideas and best practices.



INDIAN PHARMA EXPO & BUSINESS EXCELLENCE AWARDS



CIMS



CIMS Mobile App



CIMS integrated



# INDIA DENTAL SERVICES MARKET OUTLOOK 2017-2025

India is the second most populous country in the world, with a population of more than 1.2 billion. Of this, geriatric population is 7.7%, that is, about 92 million. Approximately, 72% of people reside in rural areas under unfavourable socioeconomic conditions. According to the World Health Organization, 80% of the global population suffering from oral diseases live in developing countries, indicating that oral diseases are strongly correlated with low income.

Poor oral health adversely affects dietary intake and nutrition and influences general health of a person. In India, there are several challenges in delivering oral healthcare services to the rural population, including poor accessibility, lack of manpower, poverty, and illiteracy. For instance, the dentist-to-population ratio in urban areas is 1:10,000, whereas it is 1:150,000 in rural areas. Moreover, there is lack of substantial data related to the oral health status of rural population of India, which is fundamental for planning oral health services.

The Asian market has witnessed the highest growth rate of 10%, followed by the US at 5.5%. India offers enormous investment opportunities, on account of being a manufacturing hub of dental products, in foreign direct investments, outsourcing to healthcare BPO's and sectoral growth in the field of telemedicine, diagnosis, etc. Germany, US, China, Italy and Japan are the major importers of dental products from India. Indian dental service market is expected to grow at a CAGR of 7.34% during the forecast period and accounted for USD 1.55 billion. Upcoming laser dentistry and painless treatment and collaboration with leading insurance providers are driving the dental service market with the higher rate. Growing healthcare awareness, increasing healthcare expenditure, rising trend of National Rural and Urban Health Missions, increasing number of private dental offices, increasing market for outsourced services to healthcare providers and patient empowerment have led to the demand for better dental care facilities at affordable prices. However, incomplete dental treatment program, inadequate services for treatment in rural areas and high cost of treatment are expected to impact the target market negatively.

## What is the objective of this dental expo?

- Improving total health for all Indians through the development and support of effective programmes of oral health promotion and disease prevention.
- Building the knowledge, tools, and networks that promote healthy behaviours and effective dental practices and programmes.
- Supporting new scientific innovations to meet the changing needs of society and promoting the well-being of the nation.
- Coordinating and assisting scientific and research-related activities among all sectors of the dental community.
- Promoting the timely transfer of knowledge gained from research to improve public health by educating oral health professionals and policy-makers.

### Other key questions to be answered by the Expo are:

- What are the key market trends?
- What are the factors which are driving this market?
- What are the major barriers to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities for the existing and entry-level players?
- What are the recent developments and business strategies of the key players?

## The Strategy: The Way Forward

- Change the perceptions of public, policymakers and dentists
- Undertake effective programmes by: implementing science-based interventions for individuals and communities; improving access to oral healthcare; encourage partnerships among researchers, providers, and educational communities in activities, such as organizing workshops and conferences
- Accelerate the effective transfer of science into public health and private practice
- Strengthen the networking capacity of individuals and communities to address their oral health needs
- Build and nurture broad-based coalitions that incorporate views and expertise of all stakeholders and that are tailored to specific populations, conditions or programmes
- Strengthen collaborations among dental, medical, and public health communities for research, education, delivery, and policy development
- Develop partnerships that are community-based, cross-disciplinary, and culturally sensitive
- Work with the Partnership Network and other coalitions to address the four actions previously described: change perceptions, overcome barriers, build a balanced science base, and increase oral health workforce diversity, capacity, and flexibility

# WHY TO APPLY?

The Dental Expo acknowledges and celebrates the role of extraordinary dental professionals who are committed to extensive research expertise and services. It recognizes and rewards dentists/marketing professionals who perform 'over and above' the standard expected in the advancement of healthcare, patient safety and quality of care.

## Exhibitors Profile

### Dental practice

- Hand instruments
- Diagnostic and visual systems
- Implantation products
- Driving devices and handpieces
- Lighting systems
- Prophylaxis/Dental and oral hygiene
- Work aids and auxiliary materials for dental treatment purposes
- Rotary instruments
- Suction, separator and compressed air systems
- Special devices
- Dental materials
- Dental units
- Chairs
- Oscillating instruments
- Pharmaceuticals
- Retention anchors and pins
- Laser technology in dentistry

### Dental laboratory

- Hand instruments
- Artificial teeth
- CAD/CAM modelling
- Materials for inlays, crowns and bridges
- Denture materials
- Furniture for dental laboratories
- Modelling materials
- Motors and handpieces
- Functional systems for dental labs
- Orthodontic construction elements
- Functional lab equipment
- Reconstruction auxiliaries
- Rotary tools
- Prefabricated mouldings

### Infection control and maintenance

- Disinfectants
- Servicing systems
- Professional and protective clothing
- Sterilization/Disinfectant devices

### Services

- Information and organization work aids
- Media
- Software
- Maintenance and repair service
- Financial services, management



# WHY EXHIBIT?

With a powerful combination of an extensive trade exhibition and scientific sessions, the event attracts dental professionals from every facet of the dental industry. This could be the essential meeting point for all dental professionals to connect, network and learn about the latest trends and developments in dentistry. This could be a good platform to engage with decision-makers and key influencers in high calibre discussions during the exhibition. With increased networking areas such as experience zones, meeting pods and expanded F&B areas, exhibitors can look forward to more opportunities to interact with attendees.

## Snapshots

- Efficient networking
- Meet and connect with potential clients
- Build brand proximity
- Know about competitors' strengths and weaknesses
- Sales/lead generation
- Showcasing latest and most innovative products
- Create database of healthcare professionals
- Direct contact with decision makers
- Personal contact and receptivity
- Gain knowledge and exposure to new trends, products and resources
- Stimulate new ideas and creative ways to support your business
- Meet other retailers and vendors to gain business
- An opportunity to expose yourself to the press

## VISITOR PROFILES

- Orthodontists/dentists/orofacial surgeons/endodontics/prosthodontics
- Dental and oral health associations, societies and universities
- Dental and oral health researchers, faculty and students
- Oral pathologists
- Dental paramedics
- Dental care marketing professionals
- Digital dentistry professional
- Prosthetic and implant manufacturing and marketing professionals
- Dental book publishers
- Oral healthcare industry professionals (FMCG industry)
- Aesthetic dentistry professionals
- Oral cancer specialists
- Nutritionists
- Dietitians
- Health ministry (health-related policy makers)
- Dental wholesalers, dealers and distributors
- Manufacturing companies - medical devices

## WHY VISIT?

- Business matching; widen and deepen business connections
- Discover the wide range of novelties, from product and services in dentistry
- Meet directly with manufacturers and principals at the exhibition
- Meet and partner up with leading distributors
- Meet the experts in dentistry to discuss and share the latest in research and practice
- Content for every dental professional

# CATEGORIES OF DENTAL AWARDS

## Emerging dental products and oral care company

- » Gold tooth category award
- » Silver tooth category award
- » Ceramic tooth category award

## Corporate dental awards category

- » Distinguished dental service award
- » Corporate dental clinic of the year
- » Dental brand of the year
- » Most trusted brand
- » Most popular dental healthcare company
- » Individual excellence in dentistry
- » Emerging company in dental products
- » Emerging brand in dentistry
- » Best dental patient care (for hospital and institutes)
- » Outstanding CSR activity award
- » Best marketing campaign of the year
- » Best product launch of the year
- » Best dental innovation of the year
- » Fastest-growing company of the year
- » Excellence in dental machinery and instruments
- » Largest dental products distribution network company
- » Salesforce excellence awards

## Dentist awards category

- » Best specialist dentist of the year
- » Best dental nurse
- » Best young dentist
- » Outstanding dentist
- » Advanced technology dental care

## Dental student's recognition awards category

- » Predoctoral dental student merit award
- » Outstanding meritorious dental graduate



# INTERACTIVE FORUMS

- Problem Based Interactive Pediatric Dentistry Forum
- The 3 Interesting A's of Endol
- Research, Where to Start?
- Managing Children: From Nightmare to Fairy Tale!
- Special Smiles: What's So Special?

# WORKSHOPS

- Advanced treatment planning workshop
- Ultimate occlusion level 1: Mastering functional dentistry
- Ultimate occlusion level 2: Mastering full mouth reconstruction
- Effective Interpersonal Skills During Patient Interactions
- Significance of aesthetic dentistry
- Clinical quagmires in orthodontics
- Emergency in medical practice
- Techniques in dentistry (Dental bleaching, Invisible aligners, Lumineers, Wisdom tooth removal, Implants)
- Radiographs' reading in dentistry
- Exposure to periodontal and implant placement surgeries
- Photodontics
- Practical tips for practice management
- Crown & Bridge
- Comprehensive periodontal therapy
- A key to successful endodontics practice
- Tooth preparation from margin to occlusion
- Emergencies in dental practices & medicolegal aspects
- Mastering exodontia
- Aesthetics in digital dentistry



# OUR ESTEEMED SPEAKERS



**Dr. Maria Csillag**

Hungary Aesthetic and Restorative Dentist, Budapest.



**Dr. Ajit Shetty**

India Implantologist, Mumbai.



**Dr. Ajay Kakar**

India Periodontist and Implantologist, Mumbai.



**Dr. Mona Kakar**

India Aesthetic and Restorative, Mumbai.



**Dr. Sonal Joshi**

India Conservative and Restorative, Belgaum.



**Dr. Nikhil Bahuguna**

India Aesthetics and Restorative, Delhi



**Dr. Deepak Mehta**

India Restorative Dentist, Bangalore.



**Dr. Sanghmitra Dasgupta**

India Oral Surgeon, Bangalore.



**Dr. Shikha Sharma**

India Endodontist, Amritsar



**Dr. Rakhee Kapoor**

India General Dentist, Practice Management, Mumbai



**Dr. Sanjay Jain**

Periodontist, Pune.





# INDIAN DENTAL EXPO 2020

## CONFERENCE & WORKSHOP

DAY 1: 12<sup>th</sup> SEPTEMBER, 2020

Topic	Speaker	Time
Inauguration		9.30 10.00 AM
Aesthetic Full Mouth Rehabs	Dr. Maria Csillag	10.00 - 11.30 AM
Tea Break		11.30 - 11.45 AM
Implantology in 2020	Dr. Ajit Shetty	11.45 - 12.45 PM
Modern Day Endodontics	Dr. Shikha Sharma	12.45 - 1.30 PM
Lunch Break		1.30 to 2.30 PM
Direct Bonding -The Paradigm Shift	Dr. Mona Kakar	2.30 to 3.30 PM
Tea Break		3.30 to 3.45 PM
The micro approach to perfection	Dr. Nikhil Bahuguna	3.45 to 4.45 PM
Fluorosis and Bleaching	Dr. Sonal Joshi	4.45 to 5.30 PM

CONFERENCE & WORKSHOP

# CONFERENCE & WORKSHOP

DAY 2: 13<sup>th</sup> SEPTEMBER, 2020

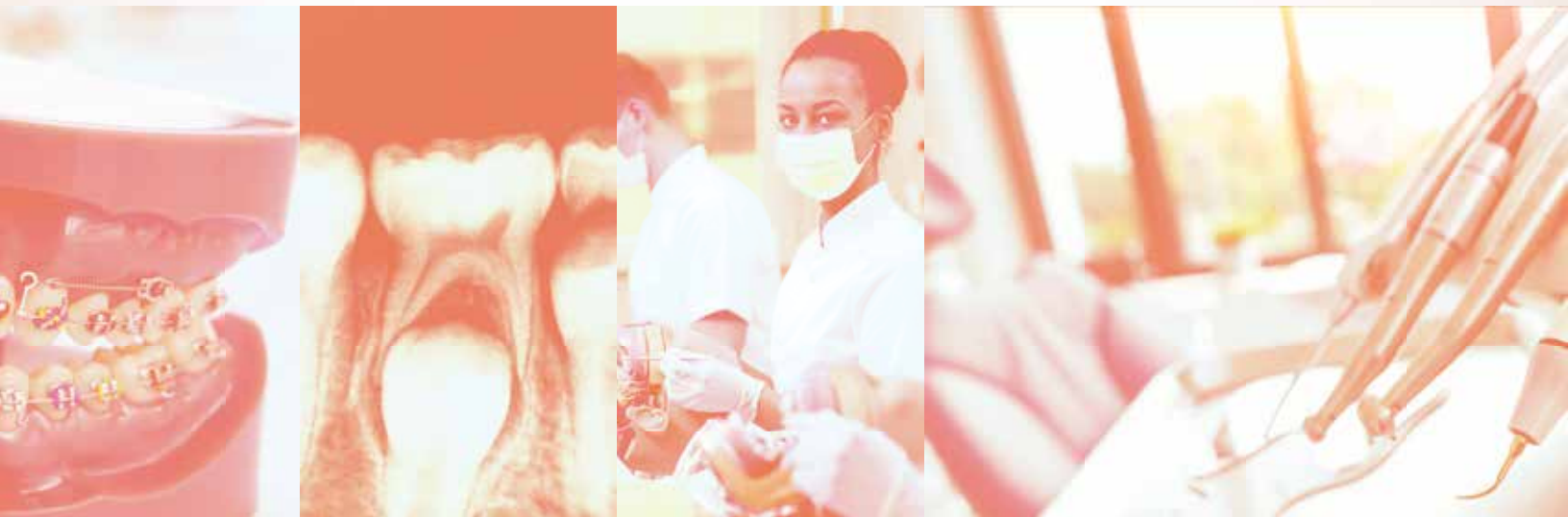
Topic	Speaker	Time
Perio therapy for all	Dr. Ajay Kakar	9.30 to 10.30 AM
Beyond the teeth	Dr. Maria Csillag	10.30 to 11.30 AM
Tea Break		11.30 to 11.45 AM
Harnessing Bonding Technology	Dr. Deepak Mehta	11.45 to 12.45 PM
	Dr. Sanghmitra Dasgupta	12.45 to 1.30 PM
Lunch Break		1.30 to 2.30 PM
Touch the Sky	Dr. Rakhee Kapoor	2.30 to 3.00 PM
	Open lecture	3.00 to 3.30 PM
Tea Break		3.30 to 3.45 PM
Optimizing Lasers	Dr. Sanjay Jain	3.45 to 4.30 PM
	Open Lecture	4.30 to 5.00 PM
	Open Lecture	5.00 to 5.30 PM
	Open Lecture	5.30 to 6.00 PM

# CONFERENCE & WORKSHOP



# WHO CAN ATTEND?

- ◆ Orthodontists
- ◆ Endodontists
- ◆ Implantologists
- ◆ Dental students
- ◆ Principal Dentist's
- ◆ Dental Partners or Owners
- ◆ Dentists
- ◆ Dental House Officers
- ◆ Oral/Dental Surgeons
- ◆ Periodontists
- ◆ Dental or Oral Hygienists & Therapists
- ◆ Dental Treatment Coordinators
- ◆ Dental Nurses
- ◆ Dental Business/Practice Managers
- ◆ Dental and Oral Health Associations, Societies and Universities
- ◆ Dental and Oral Health Researchers, Faculty and Students
- ◆ Procurement and Management teams from Corporate Dental Organizations
- ◆ Dental Wholesalers, Dealers and Distributors
- ◆ Manufacturing Companies - Medical Devices



# MARKETING PLAN 2020

## ATL

TV	Regional		National	
Newspapers				
Hoardings	50 Numbers	Maharashtra Gujarat Karnataka	Delhi Chandigarh Rajasthan West Bengal	MP AP UP
Bus Backs	150 Numbers	Maharashtra Gujarat Karnataka	Delhi Chandigarh Rajasthan West Bengal	MP AP UP
Rickshaw Backs	500 Numbers	Mumbai /Thane /Navi Mumbai		
Radio Spots	300 Spots	For India		
Pole Kiosks	100 Numbers	Mumbai /Thane /Navi Mumbai		
In-Shuttle Ads		Mumbai /Thane /Navi Mumbai		
SEO/SEM		All India		

## BTL

Brochure Distribution	24,000 Copies	All India		
Internal Marketing Mediums		CIMS Mobile	WhatsApp SMS	WEB Telecalling
Social Media		Facebook Instagram	Twitter Linkedin	
Newspaper Inserts	50,000 Inserts	Entire West India		
Promo at other Expos	18 Expo	All India		
Promo in Association Meetings		All India		
Shuttle Services from Other Cities		Mumbai /Thane /Navi Mumbai		
Promo at Association		All India		
RSVP	12000+Personal Invites	All India		
Exclusive Exhibitor Invites				

# SPONSORSHIP

## TITLE PARTNER

₹ 12,00,000 / USD 16763 (+ applicable taxes.)

- Space for product display (30 Sqm – Bare space).
- One Standee on display in foyer area.
- One full page color advertisement in the inside cover page of exhibitor catalogue.
- Branding in all event promotions as Platinum Partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## GOLD PARTNER

₹ 10,00,000 / USD 13969 (+ applicable taxes.)

- Space for product display (21 Sqm – Bare space).
- Color advertisement in the inside back of exhibitor catalogue.
- Branding in all event promotions as gold partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## SILVER PARTNER

₹ 8,00,000 / USD 11175 (+ applicable taxes.)

- Space for product display (18 Sqm).
- One full page color advertisement in the exhibitor catalogue.
- Branding in all event promotions as silver partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## REGISTRATION DESK PARTNER

₹ 500,000 / USD 6984 (+ applicable taxes.)

- Space for product display (12 Sqm).
- One standee on display near the registration area.
- One full page colour advertisement in the exhibitor catalogue.
- Branding in all event promotions as registration desk partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## VISITOR BAG PARTNER

₹ 300,000 / USD 4190 (+ applicable taxes.)

- Exclusive Logo or Product image of the company on one side of the carry bag.
- Logo with hyperlink on IDE 2020 website.
- One full page colour advertisement in the exhibitor catalogue.  
Quantity - 7,000 nos.

## BADGES & LANYARDS PARTNER

₹ 400,000 / USD 5587 (+ applicable taxes.)

- Name & Logo of the company will be printed on the badges & only logo on the lanyards.
- Branding in all event promotions as Badges & Lanyards Partner.
- One Full Page Colour Advertisement in the Exhibitor's Catalogue.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## GALA DINNER PARTNER

₹ 10,00,000 / USD 13969 (+ applicable taxes.)

- Table space to display products in Gala Dinner venue.
- One full page colour advertisement in the exhibitor catalogue.
- Branding in all event promotions as Gala Dinner Partner.
- Inclusion of document insert in the visitor bag.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## VIP LOUNGE PARTNER

₹ 6,00,000 / USD 8381 (+ applicable taxes.)

- Table Space for product display in VIP lounge.
- 1 no Plasma / LCD T.V playing the company advertisement in VIP Lounge.
- One full page colour advertisement in the exhibitor catalogue.
- Branding in all event promotions as VIP Lounge Partner.
- Inclusion of company logo in e-shots / promotional brochures / promotional banners in event venue / IDE 2020 website etc.
- Inclusion of company logo in the "Thank you" email to attendees.

## VENUE HOARDING & SIGNAGE PARTNER

₹ 3,50,000 / USD 4889 (+ applicable taxes.)

- Logo & name on hoarding in the venue.
- Branding on on-site banner as Venue Hoarding & Signage Partner.
- One full page colour advertisement in the exhibitor catalogue.

## SHUTTLE SERVICE PARTNER

₹ 4,00,000 / USD 5587 (+ applicable taxes.)

- One exclusive poster of A3 size on each shuttle.
- Branding on on-site banner as Shuttle Service Partner.
- One full page colour advertisement in the exhibitor catalogue.

## EVENT NOTEPADS SPONSOR

₹ 2,00,000 / USD 2793 (+ applicable taxes.)

- Logo of the sponsor will be printed on the notepad and will be distributed to visitors & exhibitors. The notepads will be printed by us. Quantity - 5000 nos.

## EVENT PENS SPONSOR

₹ 2,00,000 / USD 2793 (+ applicable taxes.)

- Logo of the sponsor will be printed on the pen and will be distributed to visitors & exhibitors. The pens will be provided by us. Quantity - 5000 nos.

## CATALOGUE INSERTS IN VISITORS & EXHIBITORS BAG

₹ 50,000 / USD 698 (+ applicable taxes.)

- One catalogue provided by the company will be inserted in the Visitor / Exhibitor bags. Quantity - 5000 nos.

# IDE 2020: SHOW CATALOGUE

## BENEFITS OF ADVERTISING IN SHOW CATALOGUE

- The show catalogue is retained by the visitors after the event as a regular source of reference.
- Company profile and product listing.
- Exhibitors listing along with their contact details.
- Exhibition layout.
- Interview of dignitaries of the industry.
- Advertising in the show catalogue of IDE 2020 will position your brand throughout the event and also post-event.

## ADVERTISING & TARIFF DETAILS FOR SHOW CATALOGUE

(Standard size: 5.5 x 8.5")

Position	Amount (₹)	USD	Position	Amount (₹)	USD
Front Cover	1,25,000	1746	Bottle Sticker	75,000	1047
Back	1,00,000	1396	Chairs	75,000	1047
Inside Front Cover	75,000	1047	LCD	85,000	1187
Inside Back Cover	75,000	1047	Reg. Desk	2,00,000	2793
Inside Front/Page no.3	75,000	1047			
Book Mark (2 x 5.5")	50,000	698			
Full Page	20,000	279			

\*Sponsorship rate card is affected by changes in the currency rates. exhibitors are requested to verify the same with the organizing team before making any transactions.

## ALL INDIA PROMOTIONS

The image displays a grid of logos for various Indian media and dental industry publications. The logos include:

- NDTV इंडिया
- politicalbusinessdaily
- The Indian EXPRESS JOURNALISM OF COURAGE
- dailyhunt
- LIVE TODAY
- THE TIMES OF INDIA
- NBT नवभारत टाइम्स
- दैनिक जागरण
- Dentist
- INFODENT
- Medgate today Magazine
- THE TIMES OF INDIA
- INDIAN DENTAL EXPO
- Dental NEWS
- The Indian Practitioner
- मेडीकेयर न्यूज

# Glimpse of CIMS EVENT & EXPO



PHILIPPINES



BAHRAIN



THAILAND



INDIA



BRUNEI



VIETNAM



HONG KONG



MYANMAR



KUWAIT



SOUTH KOREA



TAIWAN



MALAYSIA



OMAN



AUSTRALIA



NEW ZEALAND



QATAR



UNITED ARAB  
EMIRATES



SAUDI ARABIA



CHINA



SINGAPORE



INDONESIA



JAPAN

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