



THE LEADING DENTAL EXHIBITION AND CONFERENCE IN ASIA PACIFIC

Building Resilience in Dentistry

IDEM 2022 POST SHOW REPORT

www.idem-singapore.com

Connect with us



Supported by



Held in



Organised by





IDEM 2022 Celebrates Another Great Milestone Achieved

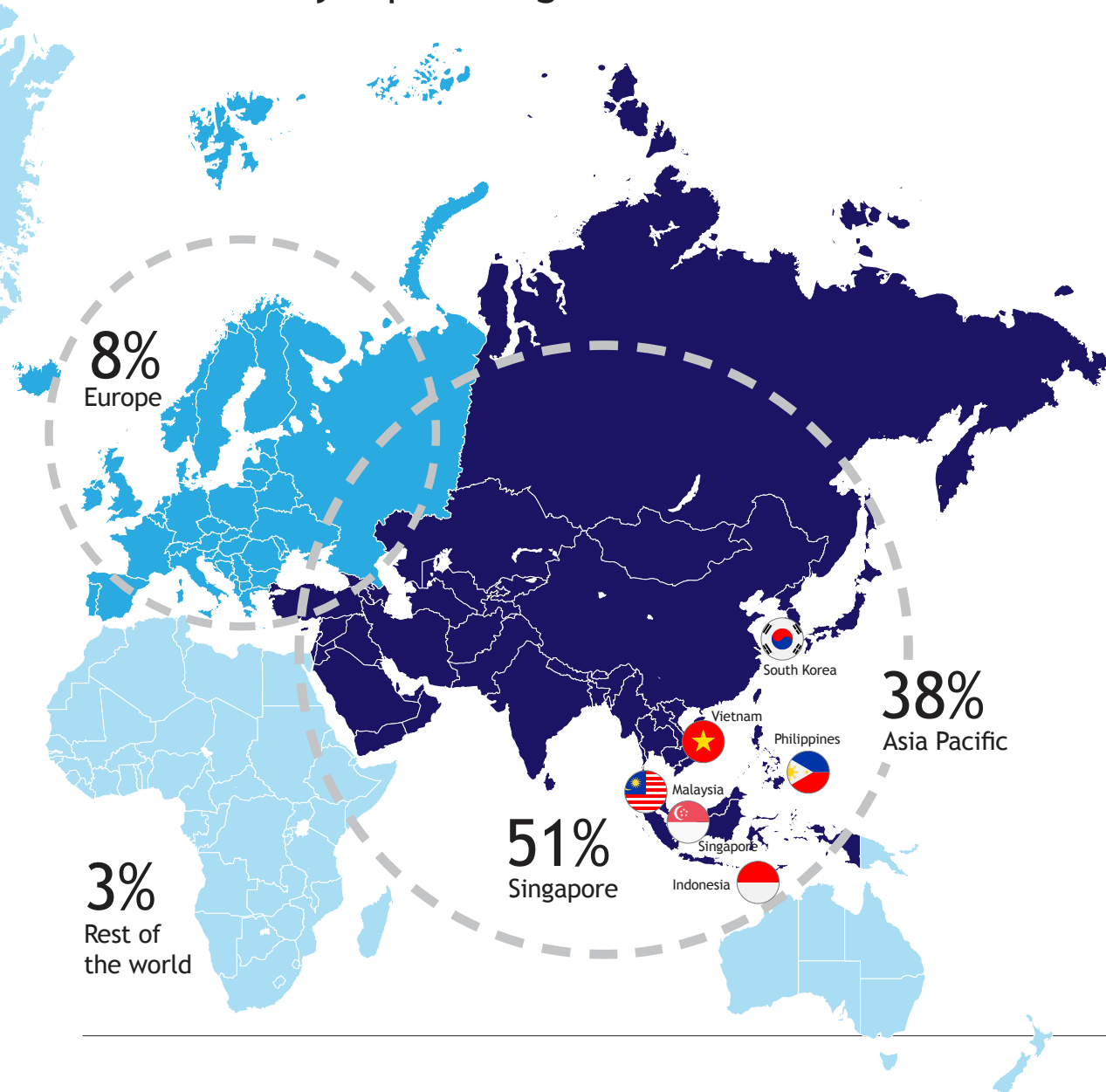
The return of the 12th IDEM has welcomed 6530 attendees and marked a post-pandemic record number of new visiting countries in 2022. The in-person event has exceeded expectations by over 30% in comparison to pre-event numbers.

This edition featured a total of 46 scientific conference sessions and workshops, covering the latest trends and innovations curated for the dental community. The exhibition floor hosted 9 national pavilions and a total of 540 exhibiting brands from 37 countries of which 90% were returning exhibitors and 10% were exhibiting for the first time.



OVERVIEW OF ATTENDEES

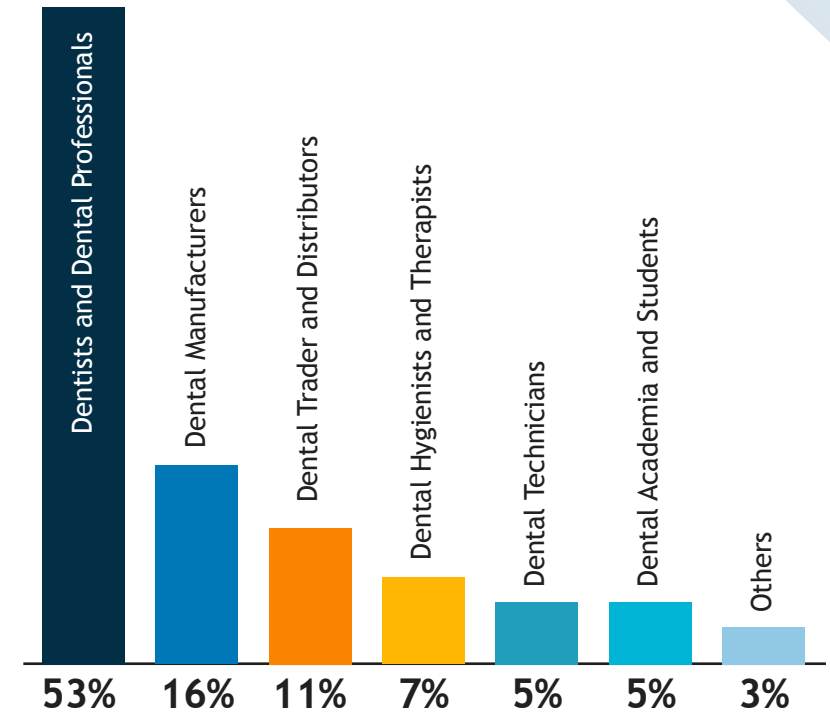
Attendees by Top Visiting Countries



Attendees By Numbers



Profession of Attendees



EXHIBITION

By Numbers



540
Represented
Brands



37
Countries

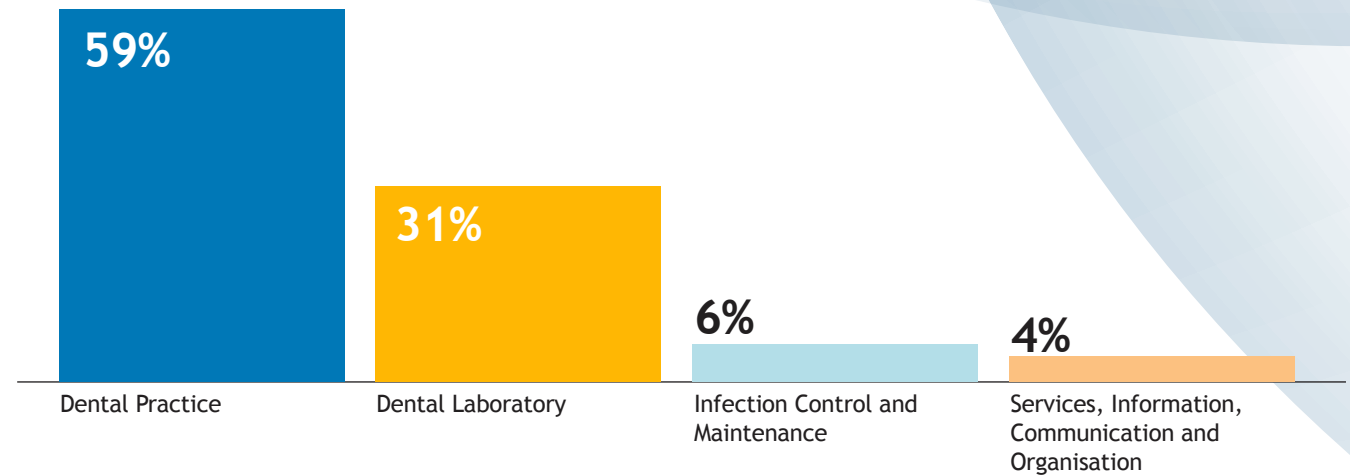


9
National
Pavilions

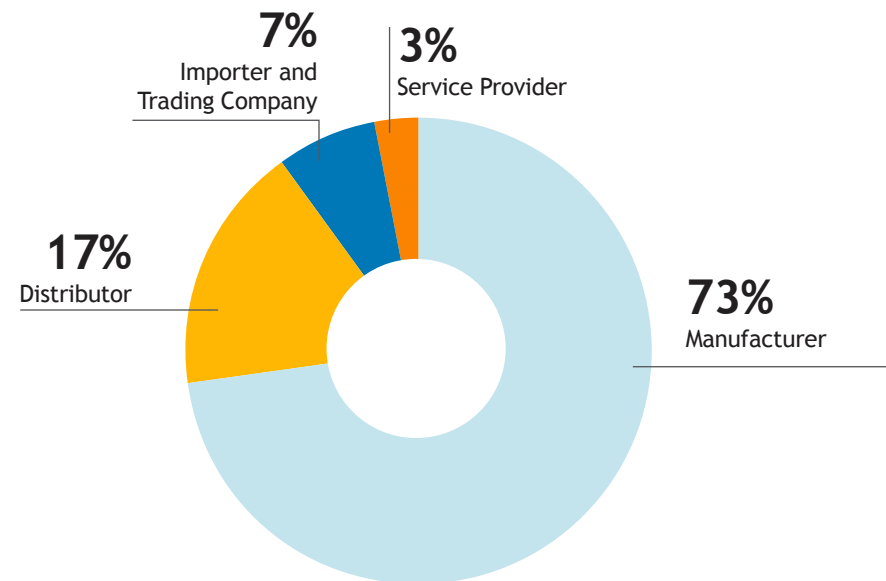


90%
Returning
Exhibitors vs
10% New

Exhibitors by Product Category

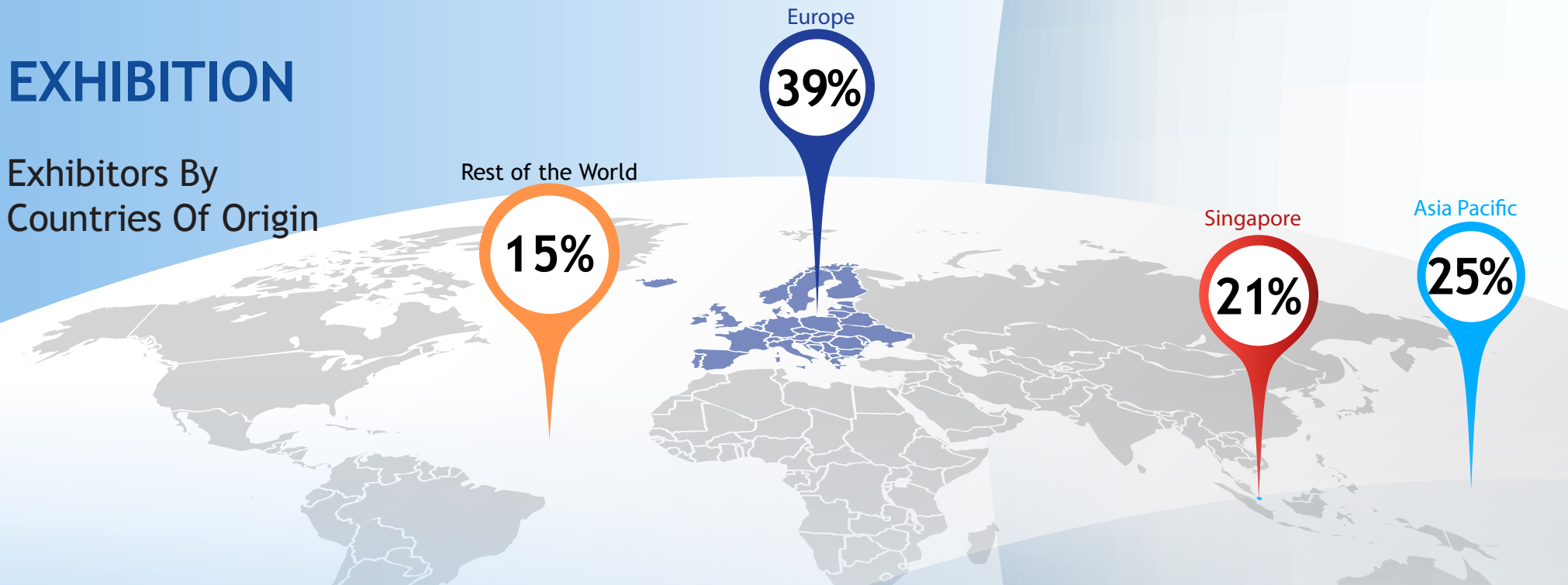


Exhibitors by Company Type



EXHIBITION

Exhibitors By Countries Of Origin



Exhibitor Statistics

- 96%** Plan on returning to exhibit at IDEM 2024
- 97%** Rated IDEM as important for their business
- 84%** Very Satisfied or Satisfied with Visitor Quality
- 72%** Very Satisfied or Satisfied with Visitor Quantity

“

This is the biggest dental event in Asia, there's no reason not to join. Joining IDEM gave me the chance to meet with countries that I never expected to see, and there are opportunities to grow in those businesses and this is an area that we did not expect before joining IDEM.”

*Keni Kubo
Country Manager of Envista Holdings*

“

IDEM being the largest dental exhibition has created a platform where we can meet local and international attendees in the field of dentistry around the globe.”

*Aileen Padilla
Business Unit Leader of Osteopore*

VISITORS

Top 5 Reasons for Attending



1

Learn or develop industry knowledge

See new products, innovations, and market trends

2



3

Network amongst the industry and seek potential business partners

Source new suppliers and specific product or service

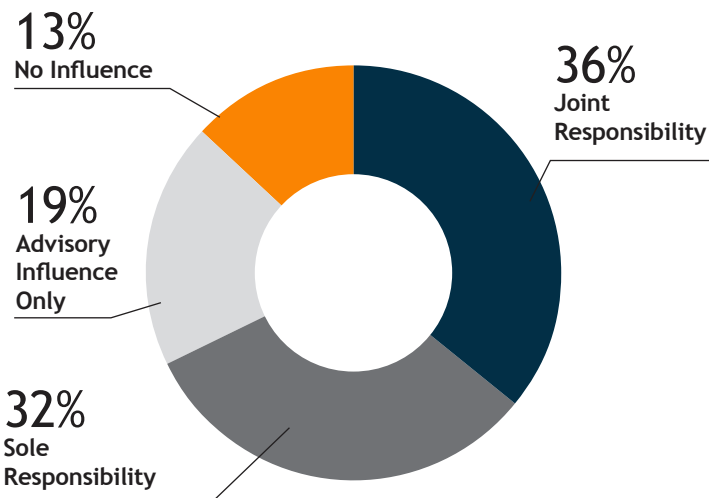
4



5

Place an order or appoint a supplier

Influence on Purchasing Decision



Visitor Statistics



2.2 Days

Average planned - Dwell Time for Attendees



90%

Rated IDEM as important or very important for them



90%

Very Satisfied or Satisfied with their visit to IDEM 2022



94%

Plan on returning for IDEM 2024



Singapore being a hub meant that we could come here to see and meet all the large major manufacturers and suppliers all in one place.”

*Adrian Tan,
Visitor from New Zealand*



We really wanted to come and see the activities in the region. Being a manufacturer, we wanted to come see what competitors are doing, and also if there are potential distributors for us here at IDEM. We have seen a good range of booths, everybody is very open, and the layout is good.”

*Tamsin Fabricius,
Visitor from Denmark*

CONFERENCE



Conference by Numbers



Conference Statistics



“

I really enjoyed Ronnie Yap's lecture which was very informative and really inspiring to see what is now possible with people, as far as dentistry goes. It is a really encouraging and uplifting place to come to and I do hope that I come back for IDEM 2024.”

Simon Parsons, Delegate

“

It was a wonderful, detailed, up-to-date, clinical and engaging lecture on the clinical and practical aspect of ceramic restorations by Dr Saiesha Mistry. I really enjoyed it.”

Dr Tan Wee Kiat, Delegate

NEW FEATURES

Increased on-site engagement, experience and enabling business connections

“

The Innovation Arena was a great initiative of IDEM. Especially for a young company in the dental sectors, having a small booth in IDEM is so helpful for us to have many opportunities to connect with traders and industry leaders. We are happy with our results from IDEM 2022 and would love to return for IDEM 2024.”

Soo Yin
DSC Industrial Pte Ltd

“

Happy hour was great! Free beer and snacks, and the chance to network with more people. Please bring it back for IDEM 2024!

Visitor at IDEM 2022



Meeting Pods

Central Meeting Point

Recharge Point

IDEM Cafe



IDEM360+ DIGITAL PLATFORM



Business Matching on IDEM360+



1704

Connections made
on IDEM360+



877

Meeting Requests
were made

IDEM360+ User Experience



80%

found IDEM360+
useful and
convenient



64%

Very Satisfied or
Satisfied with
IDEM360+ Quality



61%

Very Likely or Likely to
Recommend IDEM360+ to
other colleagues or friends

Run Your Webinar on IDEM360+!

Reach out to showcase your expertise, product demo, industry trends and position yourself as an industry leader via the IDEM360+ Digital Platform. Whether you are looking for a fully branded custom digital event or a simple one-off webinar, we have options for you to choose from.

IDEM360+ Webinar Packages Includes:

- E-newsletters
- Social Media Posts

Email to idem-singapore@koelnmesse.com.sg for more information

IDEM360+ On-Demand Views



78 Minutes

Average Time
Spent on Each
Conference Session



Most Watched Session

Latest Evidence-based Methods
to do Better, Faster and More
Profitable Clinical Dentistry Part 1



13,077 Views

Total Unique
Views on IDEM360+
Digital Platform



Exhibit at IDEM 2024

APPLY FOR EXHIBITION SPACE

The next IDEM will take place from 19 - 21 April 2024 at Marina Bay Sands, Singapore! Be part of the leading dental exhibition in the Asia Pacific by securing your IDEM 2024 exhibition space! Capitalise on the rising opportunity IDEM can bring you and continue winning your marketplaces as greater certainty and stability return. Meet your potential buyers and dealers, collect new leads, expand your connection all in one location!

Reserve your exhibition space before **31 May 2023** and enjoy Early Bird Rates on every sqm of your exhibition space!

Mandatory marketing package will be launched with early bird rates registration. Stay tuned for more information.

Booth Type	Early Bird Rates (until 31 May 2023)	Standard Rates
Standard Shell Scheme (min. 9sqm)	SGD 720/sqm	SGD 740/sqm
Premium Shell Scheme (min. 18sqm)	SGD 790/sqm	SGD 810/sqm
Space Only (min. 18sqm)	SGD 620/sqm	SGD 640/sqm

Rates do not include mandatory marketing packages.

Contact our Sales Representatives for More Information:

Ms. Stephanie Sim
T: +65 6500 6723
E: stephanie.sim@koelnmesse.com.sg

Ms. Sheena Tock
T: +65 6500 6721
E: sheena.tock@koelnmesse.com.sg

SCAN FOR
APPLICATION FORM



SEE YOU
IN 2024!



THE LEADING DENTAL EXHIBITION AND CONFERENCE IN ASIA PACIFIC

19-21
APRIL 2024
Marina Bay Sands,
Singapore



www.idem-singapore.com

Connect with us



Supported by



Held in



Organised by

