



IDSconnect

**The digital
event platform
of IDS**

COLOGNE, 14.–18.03.2023

40th International Dental Show

**SHAPING THE
DENTAL FUTURE**





Digital features create added value.



IDS 2023 continues to be hybrid

Visionary. Innovative. Successful.

IDS 2023 continues to be hybrid. The classic physical trade fair is being enhanced by the digital extension, IDScconnect, offering additional international reach in combination with a successful exhibition experience.



IDScconnect
**CONNECTING
THE GLOBAL
COMMUNITY**



INFORM

Outstanding brand awareness
Spaces, Showrooms



INSPIRE

High reach
Live and on-demand streaming



CONNECT

Tailor-made lead generation
Analyses, reports, contacts



EXCHANGE

Intensive networking
Meetings, chats, video calls

The basis of IDScconnect

Three building blocks for your success

At a trade fair or in day-to-day commercial business, your company's success is based on three essential building blocks: inspiration, interaction and business. IDScconnect makes up for any lack of these crucial elements by opening up further opportunities for you.

Extensive features enable you to reach more potential customers easily by digital means, experience trends and talks on demand and establish valuable contacts - from anywhere in the world via the IDS app and via all mobile end devices such as smartphones and tablets.



Business

- Improved lead generation
- Data-driven customer insights
- Greater reach



Networking

- Discover new contacts who share similar interests
- Safe interaction from anywhere in the world
- Opportunities for direct contact with participants



Inspiration

- Experience trends immediately
- Initiatives from a variety of disciplines
- On-demand content

The features at a glance – what IDScconnect offers you

Global networking and presence for your products and brands beyond the physical trade fair. Numerous functions offer you the full spectrum of opportunities for your business. At the same time, the industry platform is exceptionally easy and intuitive to use. Whatever your level of familiarity with digital technologies, IDScconnect takes the real on-site trade fair experience to every user, wherever in the world they may be.



The Lobby

Your homepage



Main Stage

The curated event programme



Product Stage

The perfect stage for your input



Showroom

Showcase your company and products



Networking

Establishing contacts and generating leads is as easy as child's play with the Discovery Graph



Back Office

An insight into all data incl. lead export

1



Business



Netzwerke

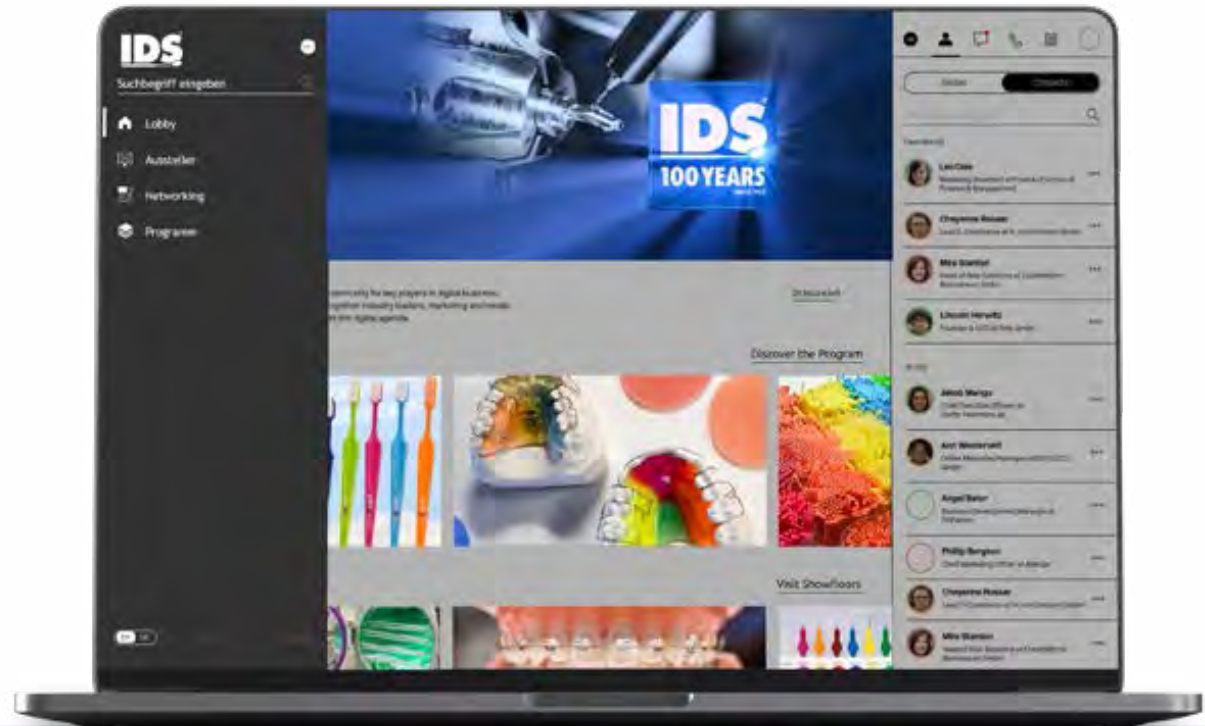


Inspiration

The Lobby

Inspiration, networking, business – this is where it all starts

Log in and get started: The Lobby is your home-page. It gives you a clear overview and access to all the different sections via the menu. The latest highlights are also displayed here and you can also check your personal messages and diary here.



Features & benefits

- The left-hand menu allows you to quickly jump between all sections
- Direct access to the Communication Centre with your own profile, personal contacts, the agenda and all communication channels like chats, voice calls, video calls, group meetings
- The Central Lobby presents the latest contents such as live talks and new products and allows you to enter the digital Showrooms
- Live talks on the Product Stage can be used here to attract attention to one's own presence
- Intuitive layout structure and handling
- Modern, content-driven user interface
- Responsive usage on mobile end devices
- Can be called up at all times regardless of the device and location

2



Business



Netzwerke

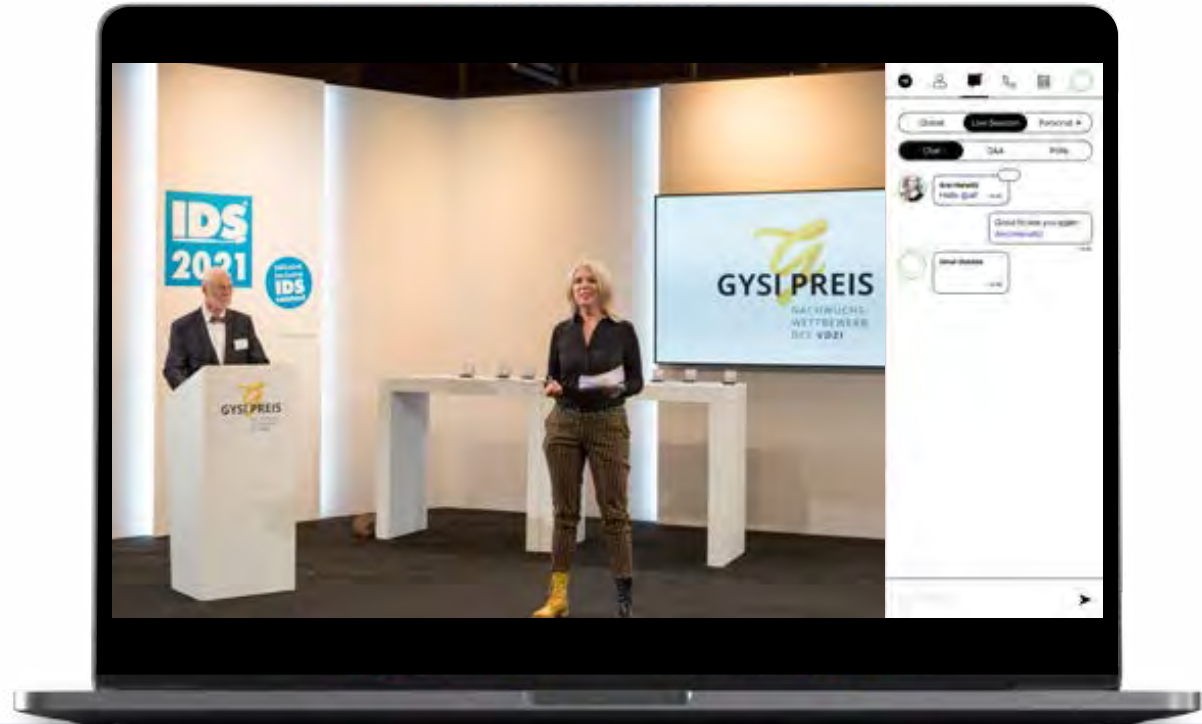


Inspiration

Main Stage

Stage free for impulses and insights

The IDS Main Stage is the central platform for the official event programme of IDS 2023. This is where general information on the trade fair, global industry themes, lectures and official side events will generate interest.



Features & benefits

- Part of the official programme
- Presentation of global trend themes
- Unlimited number of participants
- Variety of session formats and lengths
- Extensive user statistics
- Interactive Q&As
- Session-based text chats
- Integration of external streams (speakers)

3



Business



Netzwerken

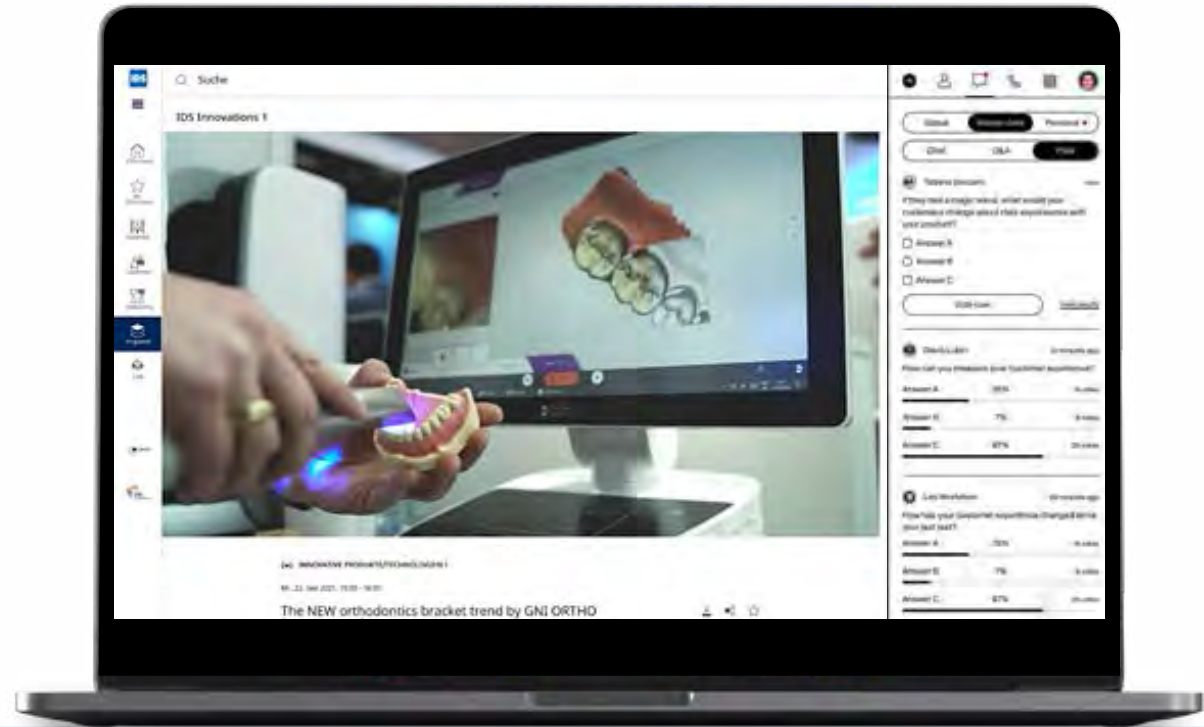


Inspiration

Product Stage

Pure inspiration

Your input brings the Product Stage to life. Choose the themes you want to inform the industry about yourself. Present your latest products, best practices or other topics that are relevant for your company. Book one or more stage slots in advance to create a buzz about your company among potential leads.



Features & benefits

- Digital stage for your company, your brands, innovations, trends and news
- Perfect preparation and exploitability through pre-produced contents
- Time slots of up to 20 minutes for the net sum of €700.00
- Available on-demand long after the physical event
- Official part of the digital event programme
- Unlimited number of participants from all over the world
- Chat function to connect with audience
- Simple lead generation through extensive participant statistics and data



Showroom

Your digital trade fair appearance

This is where you as an exhibitor can present all the relevant information on your company, products and services. In addition to information material, you can also provide further contents for downloading, links to exciting sessions and social media buttons. Regardless of where they happen to be - visitors can engage in a real-time exchange with you or arrange appointments for a later date.



Features & benefits

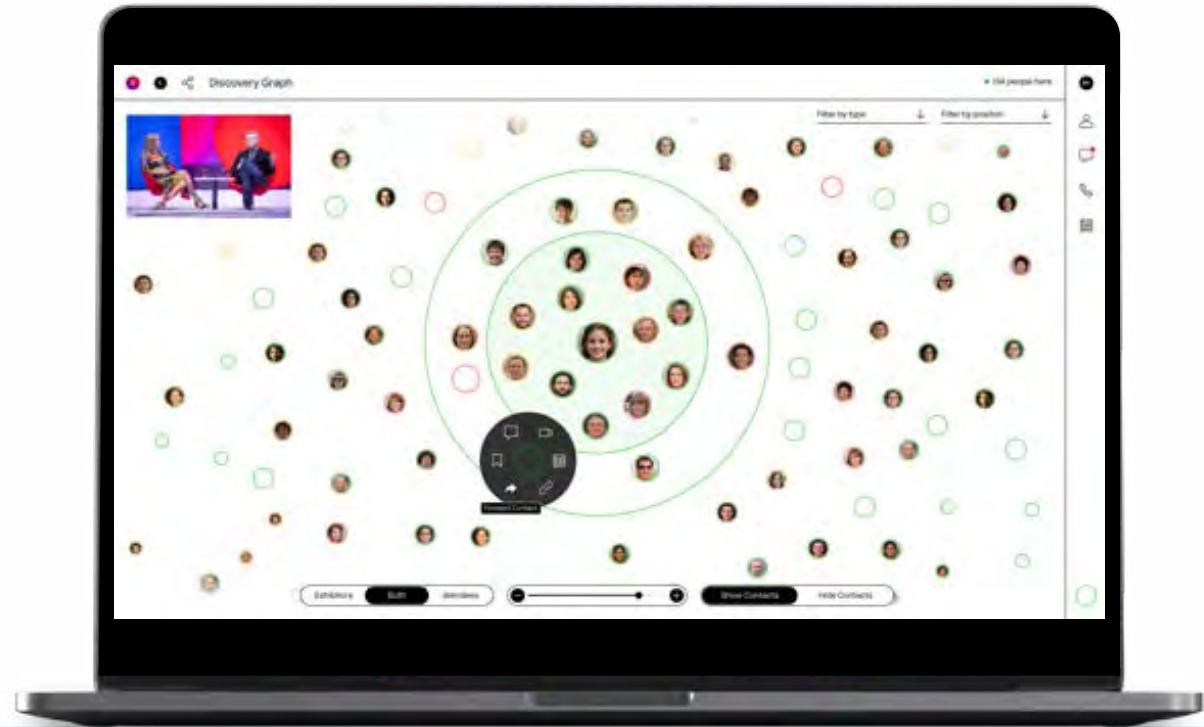
- Reach new target groups - digitally & totally regardless of where you happen to be as an enhancement to your physical trade fair presence
- Interactive exhibitor profile with all the relevant information content, products, conference links, meeting requests, etc.
- Innovative “Talk-to-me” function for a direct exchange (audio/video chat) between your team members and the visitors
- Company portrait and logo placement
- Placement of new products/highlights, videos, photos, PDFs, etc.
- Showroom listings are visible to participants and can be integrated into your communications
- Easy, GDPR-compliant lead generation through extensive user statistics
- Easy to find via the full-text search function



Networking

Simple way to make contacts using the Discovery Graph

Find the right contact from among all of the participants. The Discovery Graph visualises connections between the participants, which makes finding relevant contacts and companies easy and interactive.



Features & benefits

- All of the participating visitors and exhibitors are included on the platform
- Create a profile (contacts, interests, CV)
- Connect and communicate with your contacts and new participants
- Networking with exchanges, downloads and contact recommendations
- Extensive filter functions: The filters allow the results to be limited down to the target-group specific identification of interesting contacts
- GDPR-compliant collection of marketing consent from all participants
- Full-text search to facilitate finding new contacts
- The Discovery Graph visualises all participants and their connections
- All of the elements are interactive, including real-time networking and communication features

5



Business

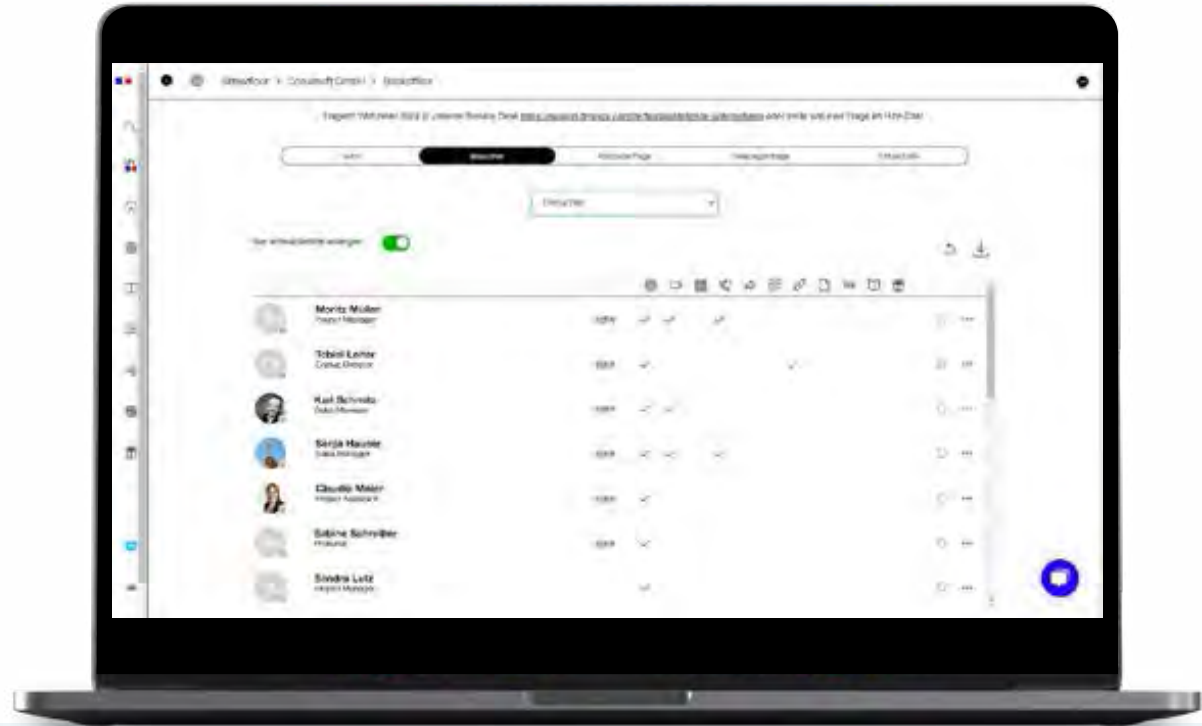


Netzwerke

Back Office

An insight into all data incl. lead export

Your exclusive exhibitor Back Office gives you insights into visitor statistics. Find out who viewed your Showroom or who has already connected up with you via video call, among a host of other information. You can easily download the leads you have generated as a CSV file. If your contacts have opted in, you can contact your future customers immediately or after the event.



Features & benefits

- Detailed analyses of all the users and contacts you have attracted as an exhibitor
- Lead tracking - all user data is available to the exhibitors in its entirety, in a GDPR-compliant manner and with a double opt-in
- All of the data can be exported
- Data can be viewed in Excel
- Clear organisation of lead management within your team thanks to visible lead status (new/processed)
- Complete visibility of your users, including how users heard about your company
- Never miss a lead again
- Opportunities for your sales team or other departments to make contact give your company 100% sales potential (as long as visitors have opted in)

IDSconnect – your digital building blocks to success

These services are already included in the media services of our marketing package for all exhibitors:

- ✓ Entry in the alphabetical list of exhibitors in the form of a showroom
- ✓ Unlimited number of product group entries
- ✓ Participation in networking
- ✓ Integrated lead tracking including usage of the back office
- ✓ Creation and maintenance of an unlimited number of employee profiles in the Showroom

- ✓ Integration of a header graphic in the Showroom
- ✓ Logo placement in the Showroom
- ✓ Up to 50 premium product entries incl. product photo and product description
- ✓ A Basic company portrait
- ✓ Positioning of social media buttons
- ✓ Positioning of a link
- ✓ A PDF upload
- ✓ A product video

! You can have these services entered in the IDS media shop via our media partner Neureuter Fair Media GmbH:

english.ids-cologne.de/mediashop

If you would like to book additional individual services for a fee, please also visit our media shop.





ids-cologne.de

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**Should you require further
information or have any questions,
we will be glad to assist you:**

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