24th UAE International Dental Conference & Arab Dental Exhibition

AEEDC DUBAI 2020

Organised by

4 - 6 February

“LEADING THE DENTAL WORLD TO NEW HORIZONS”

Post Show Report 2019

aeedc.com
An international comprehensive educational platform

Dubai World Dental Meeting
DWDM is a 3-day pre-conference hands-on and lecture courses covering topics like Restorative, Orthodontics, Smile Design, Implantology, Endodontics, Laser Dentistry and others.

AEEDC Dubai World Orthodontic Conference
This is a 2-day pre-conference dedicated exclusively to discuss various topics and innovations in the field of Orthodontics.

AEEDC Dubai Conference
The conference features a 3-day comprehensive scientific program discussing a number of distinct areas of dentistry while highlighting the latest advances & researches in the field.

AEEDC Dubai World Oral and Maxillofacial Surgery Conference
A 2-day specialty pre-conference program holding exclusive presentations carried out by eminent speakers and healthcare professionals in the field of Oral and Maxillofacial surgery.

Advanced Specialty Courses
AEEDC Dubai conference gave the opportunity for delegates to enhance their knowledge by attending many advanced specialty courses given by top specialists and experts in various fields of dentistry such as Orthodontics, Implantology and Restorative Dentistry.

Poster Display
The conference showcased 201 poster presentations, offering students and participants a unique opportunity to share their research papers and case studies.

Student Competition
19 Universities took part in the 10th edition of AEEDC Dubai Student Competition.

Global Scientific Dental Alliance Meeting
16th Global Scientific Dental Alliance Meeting (GSDA), witnessed participation of 157-member representatives coming from all corners of the globe.

155 Speakers
175 Scientific sessions
16 Workshops
201 Poster presentations
50,000 Visitors and participants from 155 countries
An exhibition where the global dental industry meets

Why AEEDC is the go-to event for Exhibitors:

- 92% Strengthened their brand awareness
- 91% Entered new markets
- 89% Generated new sales leads
- 87% Met their target customers
- 72% Launched new products

"We are here every year with all our business units. We can see a wide range of Dentists coming to AEEDC Dubai from Middle East region and beyond. We are honored to be at the event and will continue to be exhibiting every year."

Effat Selim
Head of Marketing - Kavo Kerr

"We have been attending AEEDC Dubai for more than 15 years now and every year the event is gaining more importance for us. AEEDC Dubai is one of our key events, where we meet new customers from Central and South East Asia."

Charbel Saad
Global Sales - Straumann

"AEEDC Dubai is like our annual gathering. It has always been successful for us and we are happy to launch new products here at the biggest event in the MENASA region."

Dr. Brigitte Douaihy
Professional Service Manager - GC Europe

"We are really pleased with AEEDC Dubai, it's our premier event in the Middle East. AEEDC Dubai is really important, as it is such a good show with great attendance, and fantastic organization. In AEEDC Dubai, we meet all our business partners who come to Dubai and join us over the three days of the event."

Cheryl Hayes
Marketing Manager - Carestream Dental

"AEEDC Dubai is very special and important for us. We have got a lot of attention for our products at the show. AEEDC Dubai is the best platform for us to showcase our technologies to our customers. Thank you very much for such a great show."

Aboubakr Eliwa
Area Manager - Kulzer

"AEEDC Dubai is again a success for us. The show is one of the most important events worldwide. We see a lot of customers from North Africa and the Middle East, whom we meet only at AEEDC Dubai."

Olaf Sauerbier
Managing Director - VOCO
The Marketing Power of AEEDC

A database of **70,000+** contacts of prequalified dentists and dealers from Middle East, Africa and the Indian Sub-Continent.

A digital campaign of over **210,000** e-fliers sent to the database.

A **comprehensive website** www.aeedc.com that has the latest information and useful links and received **156,399** unique visitors in one year and had **657,787** page views in one year.

**Intensive Social Media posts and adverts** on all platforms cumulating more than **23,931** followers.

A dedicated **tele-marketing team** to attract pre-qualified buyers, dental practitioners, hospitals, clinics, distributors, among others to host them at the event.

Over **80,000 SMSs** were sent to key buyers.

A communication campaign including **display and advertorial on websites and publications** including **16** of our media partners.

**5,000 VIPs and top selected contacts** received AEEDC invitation leaflets by post.

E-marketing campaigns with **bimonthly and weekly e-shots** to our entire database.

A dedicated **Media Team** collecting information and issuing regularly press releases to regional and international press on the event and exhibitors’ products. More than **103** print and online articles were published for AEEDC 2019.

AEEDC App informing and **connecting 5,228** contacts before and during the event.

**Top 15 Countries Visiting AEEDC 2019**

1. UAE
2. KSA
3. Iraq
4. Pakistan
5. Iran
6. Kuwait
7. India
8. Egypt
9. Lebanon
10. Jordan
11. Bahrain
12. Oman
13. Yemen
14. Sudan
15. Ethiopia

Organised by

INDEX® Conferences & Exhibitions Organisation Est.
INDEX Holding Headquarters | Road # D-62, Opposite Nad Al Hamar | P.O. Box: 13636, Dubai, UAE
Tel: +971 4 520 8888, Fax: +971 4 338 4193 | E-mail: info@aeedc.com | Website: index.ae

aecd.com

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