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idex
istanbul 2023

**POST
SHOW**

Report



Leading brands of the dental industry met at IDEX Istanbul!

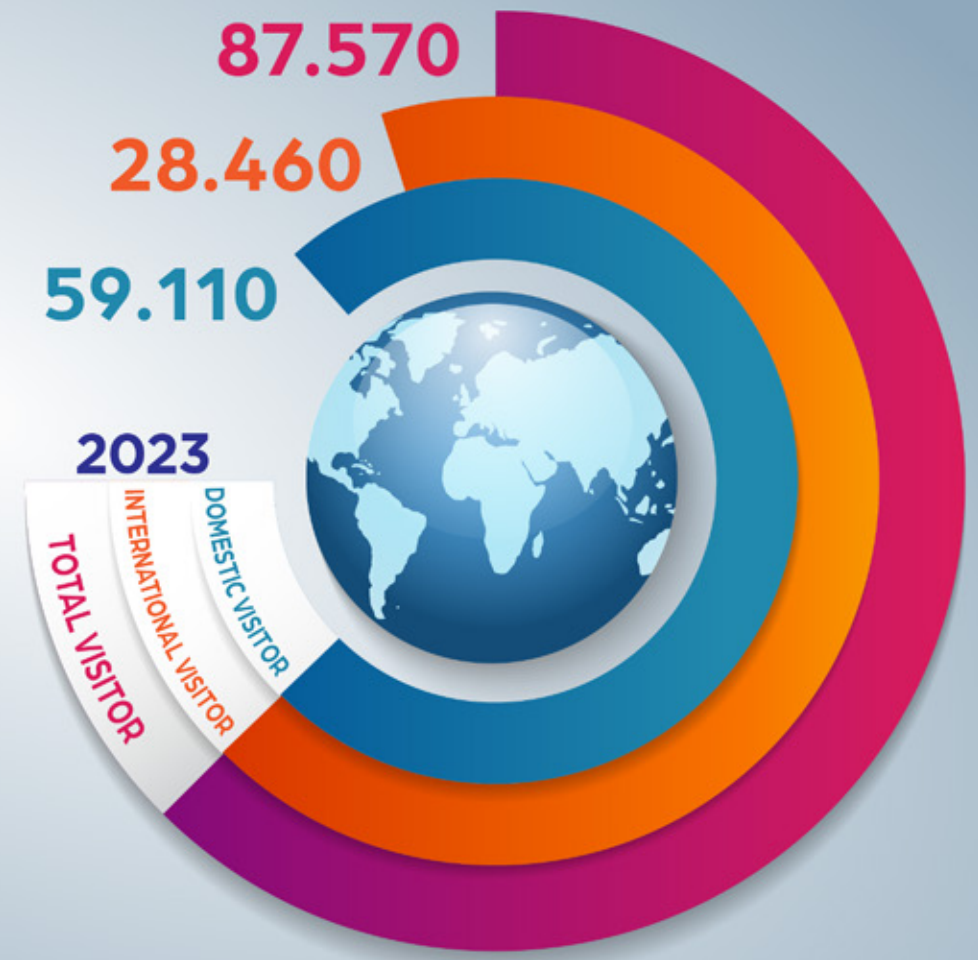
IDEX –Istanbul Dental Equipment and Materials Exhibition, the largest dental meeting of Europe, Asia, the Middle East and Africa, hosting the world's largest dental companies in the Oral and Dental Health sector, was held at Istanbul Expo Center on **May 25–28, 2023**.

IDEX Istanbul, one of the world's most prestigious fairs in the Dental Health industry, brought together the national and international leaders of the industry in Istanbul.





Numbers of Visitor





500+
COMPANIES

4000+
BRAND

5 HALLS
50.000 sqm

6
PAVILLION

350+
HOSTED
BUYERS



We asked international visitors to describe IDEX 23 in one word





102 foreign exhibitors from 20 different countries



BRAZIL



BULGARIA



CHINA



FRANCE



GERMANY



HUNGARY



INDIA



IRAN



ITALY



SOUTH KOREA



PAKISTAN



POLAND



RUSSIA



SLOVAKIA



SPAIN



SWITZERLAND



TAIWAN



UNITED ARAB
EMIRATES



USA



UZBEKISTAN



Exhibitor *Profile*

- Dental Units
- Dental X-ray Machines
- Dental Laser
- Dental Tomography Instruments
- Autoclaves
- Panoramic and Cephalometric Imaging Systems
- Dental Compressors
- Surgical Aspiration Systems
- Ultrasonic Scaler
- Aerator Heads and Micro Motors
- Amalgamators
- Oral Camera and Digital Radiography Instruments
- Dental Curing Light
- Endodontic Products
- Implant Systems
- Periodontal and Surgical Products
- Clinical Consumables
- Laboratory Equipment
- Dental Diagnosis Systems
- Laboratory Consumables
- Sterilization and Disinfection Products
- Aesthetic Dentistry Products
- Disposable Products
- Dental Furniture
- Dental Office Software

99% of the exhibitors stated that they will attend IDEX 2024

**IDEX
2024**

%98

98% of the exhibitors mentioned that they achieved their targeted trade volume at IDEX 2023 and considered the fair successful

96% of the exhibitors described the visitor profile as A+

A+



28.460 visitors from 150 different countries

- Germany
- Azerbaijan
- Bulgaria
- China
- India
- United Kingdom
- Iraq
- Spain
- Kosovo
- Macedonia
- Pakistan
- Sirbia
- USA
- UAE
- Algeria
- Georgia
- Iran
- Italy
- Lebanon
- Egypt
- Russia

- Dentists
- Academicians
- Technician
- State- Faculty- Private Chief Physician
- Dental Laboratories
- Dental Students
- Press

97% of the visitors expressed their satisfaction with the product categories of IDEX Istanbul

83% of the visitors reported benefiting from the courses and conferences of IDEX Istanbul and stated that they were highly successful

99% of the visitors conveyed their desire to visit IDEX Istanbul in 2024



4 days



350+ capacity
symposium hall



5 course hall



80+ hands-on
courses & symposiums



60+ different subject



30+ local,
10+ international speaker



Digital *Media*

500 bin +
domestic and
international
visitor data

SMS to over
200,000
data entries

over
8,5 million
social media impressions



mailing to over
1.25 million
data entries

1850+
sector-specific
news publications

over
1 million
website clicks



Conventional *Media*



TV:

8 days, with over **155 advertisements** across **18 national channels**, all during **prime time**

Radio:

7 days, with over **900 spot advertisements** across **18 radio channels**, totaling **19,866 seconds** of advertisement drivetime

Newspaper:

7 days, with a total of over **10 million views**, including websites and mobile applications, and **50+ classified ads**

Magazine:

Advertisements and news bulletin publications in **25+ domestic and international industry-specific magazines**.



Newspaper

	haber7.com	HABER TÜRK	Hürriyet	Milliyet	NTV	SABAH	İÇ SÖZCÜ	Yeni Şafak
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Television

		beIN SPORTS	BEYAZ	Bloomberg TELEVISION	CNN TÜRK	EKOTÜRK	FOX	HABER TÜRK
		NTV				TELE1	TRT1	

Radio

Bloomberg		HABER TÜRK		joyturk	KRAL FM	KRALPOP	METRO FM	
		POWER TÜRK		RADYO FENOMEN MAKSİMUM HİT MÜZİK	SHOW RADYO	SLOW TÜRK		voyage <small>rel.4</small> Dünyanın Müziğine Yolculuk





**Book
your**

place now!

**See you in
2024**



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Istanbul Dental Equipment
and Materials Exhibition

08-11 May 2024

ISTANBUL EXPO CENTER

DiSSiAD



Resmî Havayolu / Official Airline Sponsor



TURKISH AIRLINES

A STAR ALLIANCE MEMBER

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