

IDEM 2020- a whole tradeshow goes virtual in Singapore

One of the most important tradeshows in the APAC region, IDEM in Singapore, was supposed to take place from April 24-26. In consideration of the circumstances brought about by the Covid-19 pandemic, the Singapore Dental Association, together with Koelnmesse, co-organisers of IDEM 2020, will present the 11th edition of the International Dental Exhibition and Meeting (IDEM 2020) as a wholly digital experience.



Fig. 1: DS staff and DS booth at IDEM Singapore in the year 2018

As a platinum sponsor, Dentsply Sirona will participate with an online presence by listing its products and information to allow for lead generation, while at the same time providing pre-recorded and live streamed conference sessions to attendees. Dental professionals can even acquire CE points by viewing these educational sessions and lectures.

The virtual tradeshow platform will be going live on June 19 and will remain online for 2 months. The information will be accessible 24/7. The platform allows for data collection, so Dentsply Sirona can find out who downloads flyers from the booth and thereby generate leads. With chat and other interactive functions built into the online platform, tradeshow participants will be able to speak to DS 'booth staff' in real time.

The team of DS Singapore will contribute with educational sessions to IDEM and is now working out the possibilities to offer international and renowned speakers as part of its online education offering. Stay tuned for more updates from our colleagues!