

DENTAL PRESS

MEDIA OFFER

XI. Dental World Exhibition
Budapest, Hungary

13–15th October, 2011





The International Dental Exhibition and Vocational Training Conference DENTAL WORLD Budapest will be organized by DENTAL PRESS HUNGARY Ltd. during 13–14–15th October, 2011.

Venue: SYMA-hall, Hungary 1148 Budapest, Dózsa György út 1.

Dental Press Hungary Ltd. is one of the most known, dynamically developing publishing house in the field of Dentistry, thanks to its high standard publications. The result of the 15-year-presence in the market is the full-scale knowledge of the profession, demands and expectations. Our company will organize Dental World in 2011 for the eleventh time and we already made a tradition of it by this time. The venue of the programme has changed as the SYMA-hall was enlarged in 2006. There is a building complex of international standards under construction, so we organize the exhibition in the biggest hall of it with nearly 8,000 sqm this year. Companies participating in the exhibition can gain extraordinary benefits by taking the opportunities below:

- They can get in touch with the partners under excellent conditions for discounted participation prices.

- As a result of the reports by the domestic and international press participants are expected in a very large number. On average 2100 people a day visited the exhibition in 2010 (exhibition and conference visitors)
- The participating companies can hold a presentation about their new products and technologies (workshop-hall).
- The exhibition will be built by the maximal consideration of the participants' demands.

1. APPLICATION, REGISTRATION

Registration fee is to be paid by application for the exhibition. Independently of the stands' size the fee is 250 Euro + VAT. In return for paying the registration fee you can occupy the most favourable, available stand and we will indicate the company's name and data in the journal 'today' free of charges. The registration fee will be returned only if the exhibition has been cancelled by any cause.

2. STAND RENTAL INCLUDES THE FOLLOWING SERVICES:

- Rent of the stand-area for the entire period (from 12th to 15th October, 2011).
- Firm's data of the registered exhibitors will be placed on the home page of Dental World (www.dentalworld.hu).
- Energy supply (220 V, up to 2 kW, but in the case only if SYMA Ltd. will build the stand).
- Night guarding on the 12th, 13th, 14th October.
- Parking place for exhibitors inside the building-complex.

3. RENTAL OF THE STAND-AREA, CONSTRUCTION

• Rental of the stand's basic area

Demanded basic area: 150 Euro + VAT. Minimal area to let: 6 sqm.

Corner-stand: 10% extra fee (from both sides open to the corridor).

Head-stand: 15% extra fee (from three sides open to the corridor).

Island-stand: 20% extra fee (independent stand, from four directions free to access).

Chief sponsor: 10 000 Euro+VAT including an island-stand of 30 sqm, fully executed and the firm's name and logo will be placed in the advertisements about the exhibition.

3/a Renting stand-area in the hall without construction

If the exhibitor will have the stand built by using construction elements of his own (or any of other organizer or constructor) in the empty stand-area without employing the organizer's constructor, it has only to pay the price for the basic area, that is, the fee of 150 Euro+VAT. The extra fee for corner-, head- and island-stands is to be paid in this case, too. In the case of an outsider

construction or execution the exhibitor has to pay for the electrical connecting extra: up to 2 kW 120 Euro, 5 kW 195 Euro and 10 kW 275 Euro+VAT.

3/b Construction (building) of the stand-area

SYMA Ltd., the official exhibition-constructor of the programme builds stands at the price of 45 Euro+VAT in the rented, empty stand-area which includes basic equipment as follows: bordering-walls, frieze panel, frieze caption of 1 m (firm's name in type letters), covering with carpet, one spot-lamp in each 3 sqm, socket, connecting of 2 kW electricity, 1 table and 2 pcs chairs. It is possible to build individual stands with two floors, please ask for an offer on this matter! The stand elements of SYMA are in white color, 1 m wide and 2,5 m high. The firm's logo can be placed on the frieze caption; ask for an offer of its extra fee.

Terms of payment

The construction fees of the exhibition and stands must be paid by two installments. Term of the first installment: 1st June 2011.

(Fee of the stand's basic area will be invoiced.)

Term of the second installment: 1st August 2011. (Fee of the stand's construction and extra services will be invoiced.)

Please register for the Dental exhibition of 2011 as soon as possible!

Technical organizer of the exhibition is Dental Press Hungary Ltd. which carries out the followings: invoicing, distribution and building of stands, other technical organizing and marketing tasks.

Further information: Dental Press Hungary Ltd., Hungary 1012 Budapest, Kuny Domokos u. 9. Phone: +36-1-202-2994, fax: +36-1-202-2993. E-mail: info@dental.hu. Web: www.dentalworld.hu

Appearance opportunities in the Dental World publications:

TODAY/TODAY PREVIEW



- **Size:** between 28–40 pages 297x420 mm (A3).
- **1/1 runner advertising price:** 1950 Euro
- **1/2 advertising price:** 1450 Euro
- **Ready advertising submission:** (Today preview): 6th September 2011 (Today daily editions): 7th October 2011

DENTAL WORLD PROGRAM BOOKLET



- **Size:** Between 28–40 pages 165x235 mm).
- **Technical information:** Cut size: 165x235 mm
 - screen: 60 lines/cm (150 LPI)
 - Printing method: offset, colour.
- **1/1 runner advertising price:** 500 Euro
- **1/2 advertising price:** 300 Euro
- **Ready advertising submission:** 26th Augustus 2011

COUPON BOOKLET



- **Size:** 82,5x47 mm
- **Publication price/coupon:** 40 Euro/pc, 5 pc case: 35 Euro/pc
- **Ready advertising submission:** 16th September 2011

Foreign companies pay the VAT under the reversecharge system.



During the 3 days, there will be live surgery and aesthetic surgery continuously.



The congress hall for 750 people is almost full every day.



Visitors and buyers are standing in a queue at the stands.



Dental Press Hungary Ltd.

E-mail: info@denal.hu

Tel.: +36 1 202 2994

fax: +36 1 202-2993

Skype: dentalpresshungary

www.dentalworld.hu