Prestigious annual events have the power to unite communities in a shared enthusiasm and sense of anticipation with the added spice of exciting opportunity. Think Wimbledon, The Grand National, the Proms or Glastonbury... fixed in the calendars of the nation.

For the dental community, BDIA Dental Showcase is THE annual trade show.

BDIA Dental Showcase is the premier show for the whole dental team. Whether you are an established market leader, or a new brand trying to gain a foothold in the market, there is no better place to get your products in front of a high quality dental audience.

UNLEASH THE POTENTIAL OF YOUR BRAND...

It’s a milestone in the dental calendar, both for the profession and the industry. Showcase is where the sector unites with a shared sense of anticipation of exploring the latest products and technology. For exhibitors, there is the thrill of presenting your products to an engaged and high quality audience.

What stands Showcase above all others? The clue is in the name.

It is a ‘showcase’ of dentistry. Under the umbrella of the BDIA, the event has, since the 1920s, put the needs of the profession first.

No other UK event provides the dental team with such a vast array of products, services and technology that can advance the way they practice and allow them to open new revenue streams. The 2018 survey showed that ‘to explore new products’ is still the number one reason visitors attend the show.

Exhibit over three days, be a part of the original dental trade show, and promote to over 10,000 high-quality attendees ready to purchase.

We look forward to seeing you at the NEC Birmingham from 17-19 October 2019.

Ed Wyre, Event Director, MA Exhibitions

Stuart Thompson, Managing Director, George Warman Publications

GEORGE WARMAN PUBLICATIONS LTD

George Warman Publications (UK) Limited, has since its launch in 1991, been the UK’s most trusted source of clinical content, professional articles, practical guidance and news for the dental industry.

MA Exhibitions (MAX) is an award-winning business organising market-leading, large scale events serving a broad and ever expanding range of industries and sectors across four continents.
BDIA Dental Showcase is the largest show of its kind in the UK. The 2018 event attracted 9,504 audited attendees comprising of:

### ORGANISATION TYPE

- **44%** Split NHS/private
- **26%** Solely private
- **10%** Solely NHS
- **8%** Education/training provider
- **7%** Manufacturer/supplier
- **5%** Corporate dental practice

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“The BDIA Dental Showcase is the most up to date and progressive show in dentistry. I found it to be brilliant in terms of getting in touch with suppliers directly and discovering the latest clinical innovations. The bonus was the discounts and promotions available from suppliers. I recommend that everybody in the dental profession visit yearly.”

Dr Sanaa Kader, Dentist, Greengate Dental Surgery

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### VISITOR BREAKDOWN

**2018**

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentist</td>
<td>43%</td>
</tr>
<tr>
<td>Dental nurse</td>
<td>15.8%</td>
</tr>
<tr>
<td>Practice manager/owner</td>
<td>10%</td>
</tr>
<tr>
<td>Dental manufacturer/supplier</td>
<td>6.1%</td>
</tr>
<tr>
<td>Foundation dentist</td>
<td>2.5%</td>
</tr>
<tr>
<td>Hygienist/therapist</td>
<td>2.1%</td>
</tr>
<tr>
<td>Dental technician</td>
<td>5.2%</td>
</tr>
<tr>
<td>Student dentist</td>
<td>6.5%</td>
</tr>
<tr>
<td>Dental receptionist</td>
<td>5.2%</td>
</tr>
<tr>
<td>Orthodontist</td>
<td>0.8%</td>
</tr>
<tr>
<td>Student DCP</td>
<td>2.5%</td>
</tr>
<tr>
<td>Visitor</td>
<td>4.9%</td>
</tr>
<tr>
<td>Other</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

TOTAL ATTENDEES: 9504

BPA independently audited figure

**2017**

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentist</td>
<td>41.2%</td>
</tr>
<tr>
<td>Dental nurse</td>
<td>13.4%</td>
</tr>
<tr>
<td>Practice manager/owner</td>
<td>11.4%</td>
</tr>
<tr>
<td>Dental manufacturer/supplier</td>
<td>5.2%</td>
</tr>
<tr>
<td>Foundation dentist</td>
<td>1.9%</td>
</tr>
<tr>
<td>Hygienist/therapist</td>
<td>1.7%</td>
</tr>
<tr>
<td>Dental technician</td>
<td>5.2%</td>
</tr>
<tr>
<td>Student dentist</td>
<td>5.2%</td>
</tr>
<tr>
<td>Dental receptionist</td>
<td>1.4%</td>
</tr>
<tr>
<td>Orthodontist</td>
<td>0.7%</td>
</tr>
<tr>
<td>Student DCP</td>
<td>2.3%</td>
</tr>
<tr>
<td>Visitor</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

TOTAL ATTENDEES: 9080

**2016**

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentist</td>
<td>33.5%</td>
</tr>
<tr>
<td>Dental nurse</td>
<td>13.2%</td>
</tr>
<tr>
<td>Practice manager/owner</td>
<td>10.8%</td>
</tr>
<tr>
<td>Dental manufacturer/supplier</td>
<td>6.6%</td>
</tr>
<tr>
<td>Foundation dentist</td>
<td>6.6%</td>
</tr>
<tr>
<td>Hygienist/therapist</td>
<td>3.5%</td>
</tr>
<tr>
<td>Dental technician</td>
<td>4.9%</td>
</tr>
<tr>
<td>Student dentist</td>
<td>17.8%</td>
</tr>
<tr>
<td>Dental receptionist</td>
<td>2.2%</td>
</tr>
<tr>
<td>Orthodontist</td>
<td>0.8%</td>
</tr>
<tr>
<td>Student DCP</td>
<td>1.9%</td>
</tr>
<tr>
<td>Visitor</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

TOTAL ATTENDEES: 8159
86% of exhibitors made a sale at or because of BDIA Dental Showcase

92% of exhibitors met their objectives set out for the show

93% of exhibitors would recommend the show to a colleague or friend

97% of exhibitors said the show was important to their business

77% of visitors have responsibility/influence over the purchase of goods/services

99% of visitors would recommend the show to a friend or colleague

58% of visitors only attended BDIA Dental Showcase in 2018

34% Midlands

30% London & South East

13% North East & Yorkshire

10% Wales & South West

7% North West

3% Rest of the World

2% Scotland

1% Northern Ireland

17 - 19 October 2019 | Birmingham NEC
WHY BDIA DENTAL SHOWCASE?

- High quality attendees – 43% of last year’s attendees were dentists, 13% were practice managers – an increase on the previous show
- A growing audience - in 2018, the show welcomed 9,504 audited attendees, 10% higher than 2017. In 2019, over 10,000 dental professionals are expected
- The industry’s show – organised by the BDIA since the 1920s, BDIA Dental Showcase is well-established as the premier trade show in dentistry
- For the whole dental team - from principal dentist to receptionist, hygienist to lab technician, Showcase is relevant for every dental professional
- Exclusive partnerships – dental professionals are drawn by exclusive content, such as the Dental Update Theatre and partnership with the Chief Dental Officer
- Innovative – BDIA Dental Showcase pushes the boundaries to maximise exhibitor exposure and visitor experience with features such as the award-winning Dental Practice of the Future
- A true trade show - the number one driver for attendees coming to the show is to discover new products and purchase

“It not only looked great but we spoke to hundreds of very interested dental professionals each day and shared a lot of knowledge. I noticed a far more pleasant environment for our visitors, which I hope will encourage their return next time the show comes to town. They weren’t just there to look either, business was brisk at Septodont! Many thanks to MA Exhibitions for a super successful show.”

Michael Cann, Managing Director, Septodont Ltd

RATES

PRICES ARE PER SQUARE METRE

<table>
<thead>
<tr>
<th>TYPE</th>
<th>BDIA MEMBER</th>
<th>NON-MEMBER</th>
<th>MINIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell scheme</td>
<td>£314</td>
<td>£436</td>
<td>8sqm (+vat)</td>
</tr>
<tr>
<td>Space only</td>
<td>£261</td>
<td>£363</td>
<td>20sqm (+vat)</td>
</tr>
<tr>
<td>Storage</td>
<td>£116</td>
<td>£152</td>
<td>2sqm (+vat)</td>
</tr>
</tbody>
</table>

17 - 19 October 2019 | Birmingham NEC
SPONSORSHIP OPPORTUNITIES

BEFORE EVENT
- 1 dedicated announcement e-shot to full database
- Personalised invites to be sent on company’s behalf to key clients (supplied by sponsor) to invite them to the show
- Inclusion in the editorial announcement of the show and your involvement as Platinum Sponsor
- Specific campaign to promote your conference content
- 1 dedicated show related e-shot to full database
- MPU placed on website for 3 months (Platinum) / 1 month (Gold)
- Logo branding on all printed marketing material
- Logo branding across all digital marketing materials
- News announcement on our website, announcing your place at the show
- Press release about announcement of organisation’s sponsorship.
- 100 word sponsor profile on the show website with a link to your website

DURING EVENT
- 4 branded floor tiles
- Conference speaking spot in programme
- 2 branded floor tiles
- Promotional literature in show bag
- Logo branding on all external and internal event signage
- Logo branding and company listing in the Show Guide.

AFTER EVENT
- Take part in a post-show Q&A that will be on the website
- Logo and profile will be kept on the event website for the following month after the show
- Inclusion in the full write-up of the show
- Highlights video and interview posted and circulated via all marketing channels

NETWORKING BAR £15,000
- Branded as Networking Bar sponsor on all print and digital promotional material, including website
- Branded as Networking Bar sponsor from a hanging banner and on various points throughout the venue
- Networking Bar area will correlate with company branding
- Table branding in the Networking Bar area
- 1 dedicated e-shot to full database

INNOVATION THEATRE £15,000
- Branded as Innovation Theatre sponsor on all print and digital promotional material, including website
- Branded as Innovation Theatre sponsor from a hanging banner and on various points throughout the venue
- Innovation Theatre Showcase area will correlate with company branding
- 1 dedicated e-shot to full database
- Access to database of Innovation Theatre attendees

PRACTICE OWNERS’ LOUNGE £15,000
- Branded as Practice Owners’ Lounge sponsor on all print and digital promotional material, including website
- Branded as Practice Owners’ Lounge sponsor from a hanging banner and on various points throughout the venue
- Practice Owners’ Lounge area will correlate with company branding
- Branded carpet in the Practice Owners’ Lounge area
- 1 dedicated e-shot to full database
- Access to database of lounge attendees

DIGITAL WORKFLOW SHOWCASE £15,000
- Branded as Digital Workflow Showcase sponsor on all print and digital promotional material, including website
- Branded as Digital Workflow Showcase sponsor from a hanging banner and on various points throughout the venue
- Digital Workflow Showcase area will correlate with company branding
- Branded carpet in the Digital Workflow Showcase area
- 1 dedicated e-shot to full database
- Access to database of Digital Workflow Showcase attendees

Platinum £60,000 (limited numbers)
Gold £40,000 (limited numbers)
Silver £20,000 (limited numbers)
ADDITIONAL OPPORTUNITIES

FLOOR TILES £500 PER TILE
100CM X 100CM

NEWSLETTER £2,500
TO COMPLETE SHOW OPT-IN DATABASE

INSERT £1,500
PROMO LITERATURE IN DELEGATE BAG

MPU £500 PER MONTH
ON SHOW WEBSITE

These are just an example of some additional opportunities available. We can tailor packages to suit any budget or objectives, so please get in touch to discuss your options.

“I thought BDIA Dental Showcase had a very different feel to previous years in that we were visited by a much higher percentage of dentists and practice managers. Well done to the organisers as this was our busiest show to date resulting in excellent sales and lead generation.”

John Woods, Managing Director, Nuview
MARKETING SUPPORT

BOOSTING YOUR PRESENCE AT BDIA DENTAL SHOWCASE

PRE-SHOW EXHIBITOR PROMOTION

As an exhibitor, you become a partner of the show. Our talented marketing team will be in touch when you book to arrange:

- Your branding placed prominently on BDIA Dental Showcase website
- Your presence at the show announced through our social media channels
- Your news and offers highlighted in our BDIA Dental Showcase emails
- A suite of tailored media assets to promote your presence at the show
- Opportunity to be featured in sector specific promotion
- Dedicated and customised HTML email template created for your distribution
- VIP invitations created to carry your branding for you to send to senior contacts
- Opportunity to be featured in media partner magazine’s Show Preview

AT-SHOW EXHIBITOR PROMOTION

At the show, the team will be on-hand to drive a targeted audience of senior decision makers directly to your stand.

- Regular mentions of your show offers through social media, pointing visitors to your stand
- Opportunity to be interviewed for the BDIA Dental Showcase highlights reel
- Listing including contact information in the Show Guide given to thousands of visitors
  (Additional marketing opportunities available)

POST-SHOW EXHIBITOR PROMOTION

After the show, you will continue to receive the benefits of being an exhibitor at BDIA Dental Showcase.

- Continued brand presence on dentalshowcase.com for two months
- Your show experience shared through our extensive networks
- Your news and offers featured on dentalshowcase.com for two months
- Opportunity to be featured in media partners magazine’s Show Preview
“This year’s Showcase was a great success for Belmont. We were especially impressed by the quality of the attendees/delegates compared to recent years and the team were kept very busy throughout the three days. I would like to congratulate George Warman and MA Exhibitions for the success of the BDIA Dental Showcase under their stewardship, and I look forward to the exhibition going from strength to strength in the coming years.”

Stephen Price, Director, Takara Belmont UK
GET IN TOUCH

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