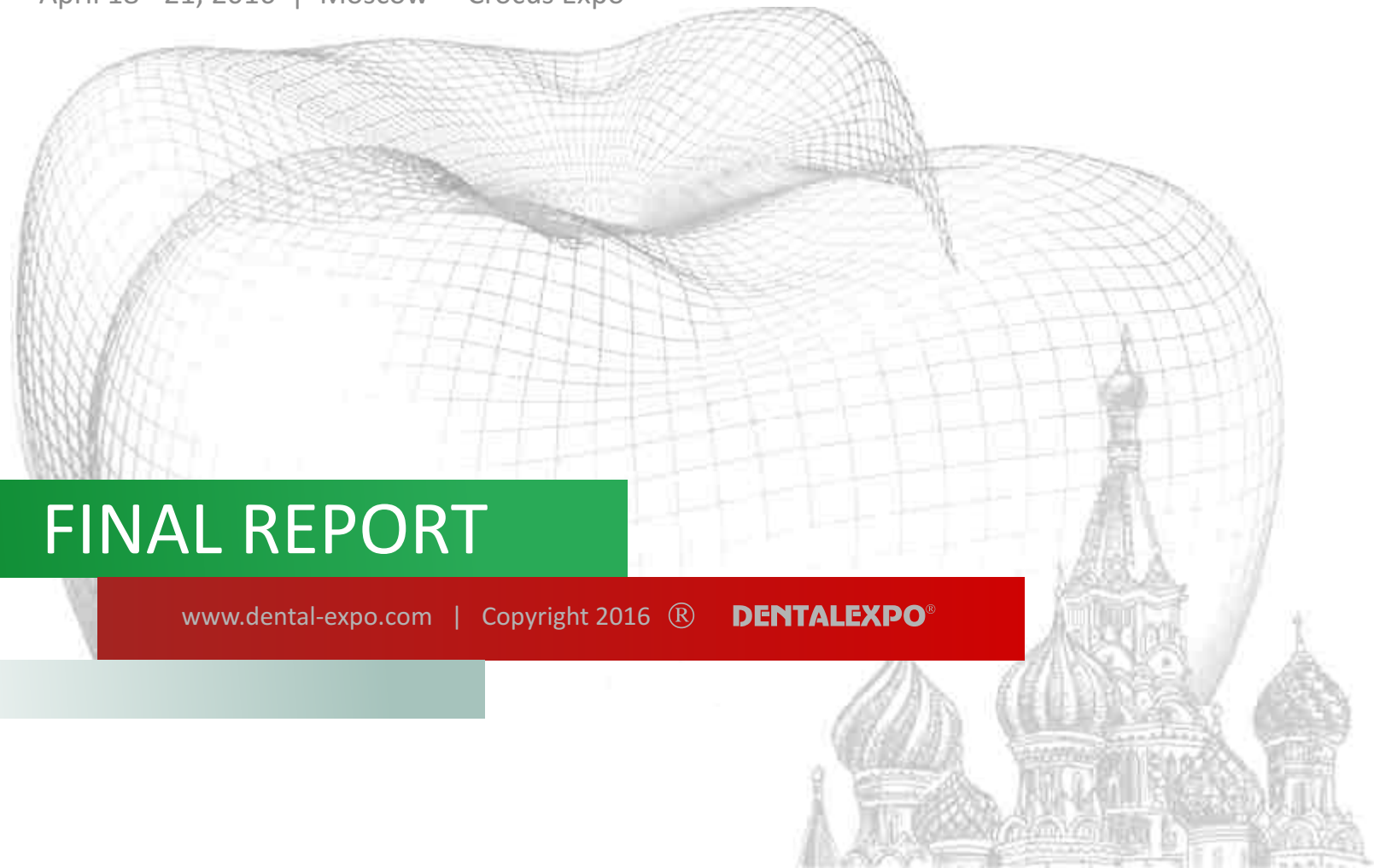




# DENTAL SALON 2016

39th Moscow International Dental forum and international exhibition  
April 18 - 21, 2016 | Moscow - Crocus Expo



**FINAL REPORT**

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**720**  
events

**405**  
exhibitors

**1050**  
brands  
Latest product novelties for dentists

Total attendance:

**30,930**



Visitors of the exhibition: 25758  
Exhibitors staff: 4890  
VIP conference: 187  
Dental Press: 95

the 39th  
Moscow International  
Dental Forum  
International Exhibition  
DENTAL SALON 2016



**21,314**  
sqm  
exhibition  
area

## NUMBERS AND FACTS

The 39th Moscow International Dental Forum & Expo DENTAL SALON 2016 went successfully in Moscow at the fairgrounds Crocus Expo. The exhibition and forum are usually indicators of trends in profession and in the dental market as a whole. This time the April Forum and Exhibition evidently added some optimism to the skeptics.

The exhibition proved once again that "Dental-Salon" and "Dental-Expo" are considered one of the most beautiful exhibitions in the exhibition centre Crocus Expo not without reason. The exhibition attracted new participants, long-expected certified novelties appeared. According to the opinions of the majority of participants, the exhibition was successful, exhibitors were satisfied with the results and with the quality and energy of the visitors. At the same time the visitors were very glad to have a wide variety of products and the opportunity to get additional experience and knowledge.



The sponsors of the exhibition were the companies "DentImen.RU" and "Rocada Med", which is present on the dental market for 25 years. In the

720 events



ЭН 40  
endodontics

ИМ 78  
implants

ЗТ 92  
dental laboratory

Оп 72  
prosthodontics

ОТ 13  
orthodontics

МН 13  
practice management

CAD CAM 49  
CAD/CAM

Эс 58  
eshtetics

Т 57  
therapy

ДТ

Лз

Пд

Хр

Ги

Рн

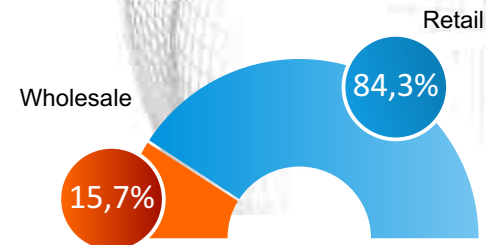


## GENERAL INFORMATION

end in the exhibition Dental-Salon 2016 participated 405 companies and more than 1000 brands were present. During the work of the exhibition about 26 000 people came to visit the event, and the total number of participants of the Forum and Exhibition exceeded 30 000. It worth saying that not only participants announced novelties at Dental-Salon 2016. The organizers of the exhibition presented a new communication service for exhibitors and visitors – Expodat. The visitors were proposed to use a “Stand visitor card” or simply an electronic visiting card. The exhibitors used a special terminal that contained all the



### Visitor Survey Segmentation of the buyers



information about the products presented on the booth. With the aid of this service guests of the booth where the terminal Expodat was located could momentarily save the information about products and services of the company in their member area, saving





their own and managers' time without collecting paper advertisement. Within a framework of the 39th Moscow international dental forum more than 700 various educational and presentation events for dentists were held. Key conference of the Forum - XXXV Russian research and practice conference of the Dental Association of Russia "Actual problems of dentistry" for the first time presented symposiums that are accredited in the system of continuous medical education in six dental specialities of the main seven. In

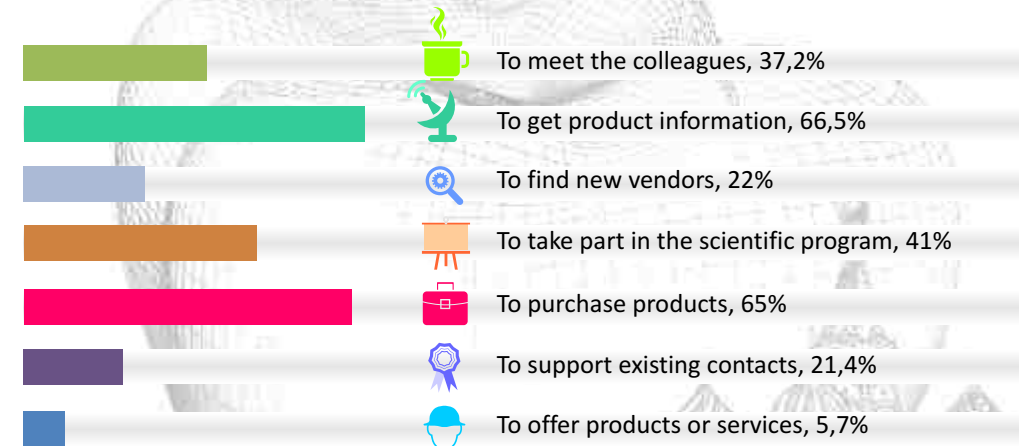


## EVENTS

total more than 400 people attended research and practical events of the Dental Association of Russia. It can't help emphasizing the evident success of the 2nd international endodontic congress "Endpoint 2016" that presented an authoritative program at the level of a serious European congress. 12 top speakers from 4 countries attracted about 400 listeners. And the geography of listeners was very varied from Russia to Australia where the global endodontic congress IFEA will be held



### Visitor Survey. Purpose of visit



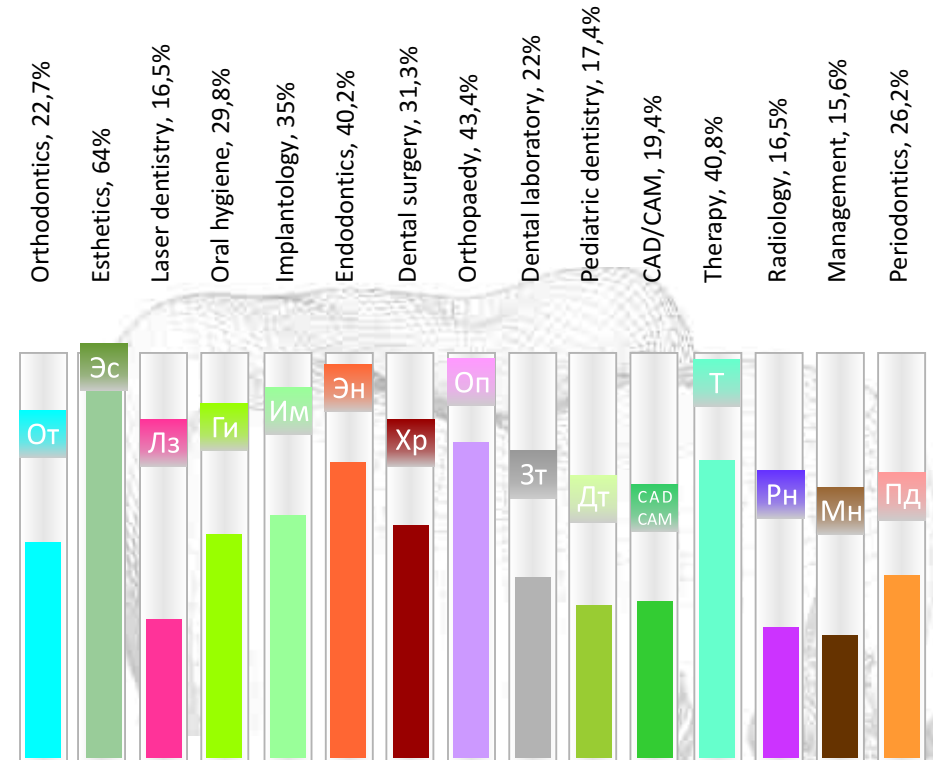


this summer. Also Dental Tribune International – an absolute leader of the world dental press gave a significant international support to the congress. President of the holding Torsten Oemus participated in the opening of the congress and evaluated it very high encouraging to hold such congresses not only in Russia, but also in other countries. According to the results of the survey, the listeners were also very satisfied with the quality of the scientific program and the organizers heard many thanking words.



Next anniversary exhibition “Dental-Expo 2016” and the 40th Moscow

### Visitor Survey Fields of Interest

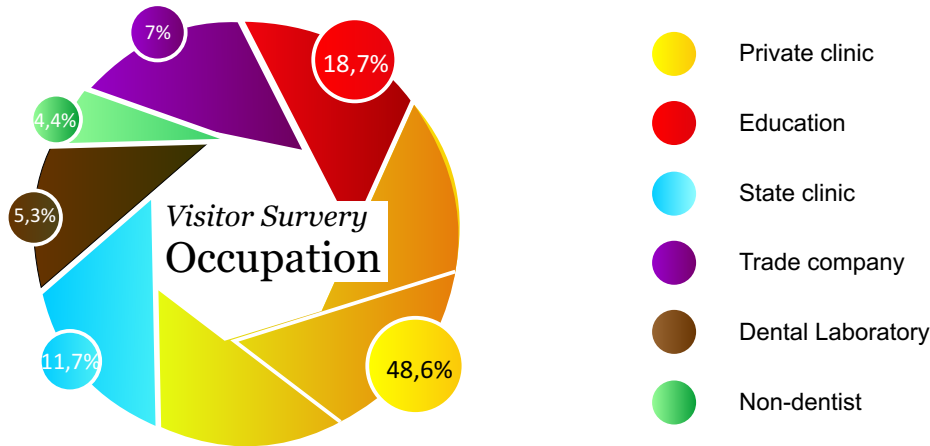
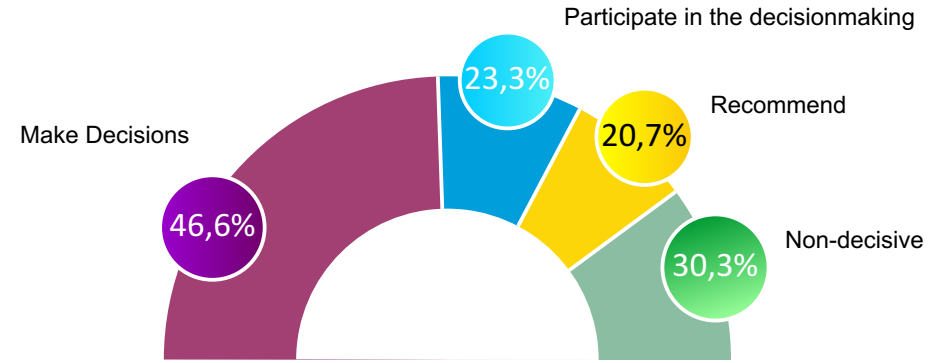




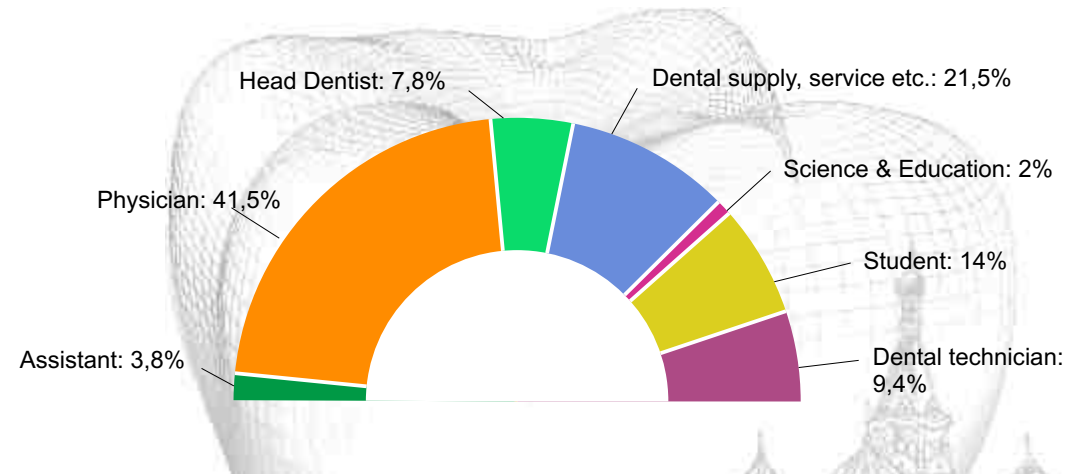


# STATISTICS

### Visitor Survey Purchase Decision Impact



### Visitor Survey Position



international dental forum will be held 26-29 September 2016 in the international exhibition center "Crocus Expo". The program is already being

prepared. The dentists can expect many interesting things. Don't miss it!



## FEEDBACK



“... Exhibition "DENTAL SALON 2016" allows people to get a full picture of a modern potential and the development prospects of the dental industry, helps to strengthen cooperation and develop business relationships. I am glad to highlight that the appearance of new companies points to stability in the dental market of the country in conditions of a crises.»

*P. Dobrovolski, President of The Russian Dental Industry Association*

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“... Leading dentists from Russia and other countries presented their reports and innovative ideas and the manufacturers exhibited their latest technical novelties at their booths. Thousands of manufacturers of dental materials and equipment were present at the exhibition "Dental Salon" in Moscow. And it gave us a unique opportunity to familiarize ourselves with new decisions in dentistry that would be applied in our dental clinics....”

*Dental clinics "NICOR", [www.nicor-n.ru](http://www.nicor-n.ru)*

«Traditionally in April DENTAL SALON attracts the best dentists, industry leaders and world leading speakers. Also the dentists from a state hospital " The 2nd City Hospital" familiarized themselves with many interesting novelties, methods and materials. After the exhibition there was a doctor conference held in the department, where the head of department familiarized all the doctors with the medical literature from Moscow and told about novelties in the dental market...»

*The 2nd City Hospital of the Ministry of Health of The Chuvash Republic of Russia,  
<http://www.cheb-gb2.med.cap.ru>*

>

«...DENTAL SALON 2016 is the most important event for dentists in spring, it must be recognized in a professional society as the event with a very bright exposition, full of technical novelties and innovative ideas...»

*StomDevice.ru*

>

«... Exhibition is a place where one can spent some time advantageously in the atmosphere of professional communication. "Dental Salon 2016" was conducted in one breath, very dynamic, in the atmosphere of a holiday and kindness, making a very positive impression. We are looking forward to the next exhibition "Dental Expo 2016.»

*Company Rocada-Med (Kazan), [www.rocadamed.ru](http://www.rocadamed.ru)*