MAKKAHDENTAL
MAKKAH International Dental Conference & Exhibition

21 - 23 March 2020
Hilton Makkah Convention Hotel | Makkah, KSA

In Collaboration with

SAUDI DENTAL SOCIETY

المملكة السعودية للسعودية لطب الأسنان

Organised By

Strategic Partner
The 16th edition of Makkah International Dental Conference and Exhibition took place from 4 to 6 April 2019 and was held under the patronage of His Royal Highness Prince Khalid Al Faisal, Advisor to the Custodian of the Two Holy Mosques and Governor of Makkah Region.

The event, jointly organized by the Saudi Society of Restorative Dentistry and INDEX Conferences & Exhibitions, is an annual professional event dedicated to dental professionals (Maxillofacial surgeons, Cosmetic Dentists, General Dentists, Pediatric Dentists, Endodontists and Periodontists) dental industry stakeholders, dental associations and dedicated future professionals (universities and dental schools).

### ABOUT 2019 EVENT

- **Delegates:** 937
- **Scientific Posters:** 155
- **Exhibitors:** 57
- **Floor Space:** 1,600 sqm
- **Dental Associations:** 800
- **Trade Visitors:** 7
- **Universities:** 12
- **Lectures:** 30
- **Major Topics:** 6
  - Orthodontic, Restorative/Esthetic, Implants, Prosthodontics, Endodontics, Pediatric Dentistry
- **Speakers:** 28
  - (16 internationals)
- **Workshops:** 12
- **CME Points:** 24
- **Universities:** 12

In 2019, the conference was held under the theme of “From Dental Science to Clinical Practice” and gathered:

- **30 Lectures**
- **6 Major Topics**
- **28 Speakers**
- **155 Scientific Posters**
- **12 Workshops**
- **24 CME Points**
- **937 Delegates**
- **1,600 sqm Floor Space**
- **800 Trade Visitors**
- **12 Universities**
- **57 Exhibitors**
- **7 Dental Associations**
In 2019, the conference was held under the theme of “From Dental Science to Clinical Practice” and gathered:

- 65% Dentists
- 18% Dental auxiliaries
- 15% students
- 2% others

The trade visitors included:

- 57% Dental Clinics
- 13% Importers Distributors Dealers
- 11% Hospitals & Laboratories
- 9% MOH and Government Entities
- 7% Universities/ Research
- 3% Others

EXHIBITORS

- 24% Dental Equipment
- 16% Oral Hygiene
- 15% Dental Products
- 20% Disposable Products
- 10% Lasers
- 10% CAD/CAM Technologies
- 5% Dental Laboratory Equipment

TESTIMONIALS

Prof. Abdullah R. Al Shammery
Chairman, Riyadh Elm University

Makkah Dental succeeded in bringing together all the significant technologies, players in the field. Makkah dental gives us very good communication & networking opportunities.

Prof. Khalil Aleisa
President, Saudi Dental Society

I strongly recommend Makkah Dental as it is one of the very few dental events in KSA that is focusing on the future and new trends in technology that can help the dentists in their daily practice.
According to Forbes Middle East, Saudi Arabia has been emerging as a preferred destination for dental tourism in the world largely due to affordability of dental services when compared to other western countries. This has also helped in ameliorating the overall market size of dental market in the recent years. Also, according to US-based consultancy Aon Hewitt, the healthcare sector in KSA is expected to grow at a compound annual growth rate of 12.3% by 2020. Moreover, an increased attention towards the physical appearance has geared the demand for oral grooming treatments including tooth whitening, cleaning, reshaping, broken tooth, etc. These changing preferences of the customers have further helped push the revenues from dental services and they have only been improving over the years.

Don’t miss the opportunity to exhibit at MAKKAH DENTAL 2020! There is a limited space available within the exhibition hall and stands will be allocated on a first-come-first-served basis.

WHY YOU SHOULD JOIN?

The Makkah conference was an exceptional networking experience with the local dental community. Also the “YES” initiative started by the organizers is truly a visionary platform for dental students to be a part of. We will definitely be a part of the Makkah Conference in the year 2020 & beyond.

Visitors coming to our stand usually perfectly knew what they were interested in. Business meetings at the stand were short and efficient.

Dr. Ashhad Kazi
Professional Oral Health Regional Manager, Oral B

Mr. Khalid Bazuhair
Professional Relation Manager, Colgate

WHY YOU SHOULD JOIN?

According to Forbes Middle East, Saudi Arabia has been emerging as a preferred destination for dental tourism in the world largely due to affordability of dental services when compared to other western countries. This has also helped in ameliorating the overall market size of dental market in the recent years. Also, according to US-based consultancy Aon Hewitt, the healthcare sector in KSA is expected to grow at a compound annual growth rate of 12.3% by 2020. Moreover, an increased attention towards the physical appearance has geared the demand for oral grooming treatments including tooth whitening, cleaning, reshaping, broken tooth, etc. These changing preferences of the customers have further helped push the revenues from dental services and they have only been improving over the years.

Don’t miss the opportunity to exhibit at MAKKAH DENTAL 2020! There is a limited space available within the exhibition hall and stands will be allocated on a first-come-first-served basis.
HOW TO PATRICIATE?

RAW SPACE: SAR 2,200/sqm only (Minimum space 18 sqm).
You can rent a totally raw space to build your own stand and stand out from other exhibitors. A well-designed stand will surely attract attention and leave a lasting impression on your potential customers.

SHELL SCHEME:
We offer a ready stand, that requires nothing from you but to bring your products, posters and brochures. This package includes: shell scheme: white 2,5 m modular partitions, carpet, fascia name, furniture (2 chairs & 1 table), electrical socket & 3 spotlights and a garbage bin.

<table>
<thead>
<tr>
<th>Size</th>
<th>9 Sqm</th>
<th>18 Sqm</th>
<th>36 Sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw Space</td>
<td>N/A</td>
<td>SAR 39,600</td>
<td>SAR 79,200</td>
</tr>
<tr>
<td>Shell Scheme</td>
<td>SAR 18,000</td>
<td>SAR 32,000</td>
<td>SAR 72,000</td>
</tr>
</tbody>
</table>

Stand package includes:
- Company Name in Makkah Dental Mobile App
- Company Name in www.makkahdental.com
- Company Name on floorplans.
- Support from our Media team to dispatch information to KSA press (before, during and after the event)
- Possibility to upload your press releases on www.makkahdental.com (Arabic and English)
- Use of Makkah Dental logo in your communications.

NB: Informative and non contractual design
In order to help you stand out in this specialized event, we have created the following packages that would suit your objectives and budget ranging from classic options (i.e. Catalogue advertisement, lanyards branding) to more elaborated solutions (i.e. Digital advertising or sponsorship packages).

### 1h Practical Workshop

1 Hour company product demo promoted as part of MAKKAH DENTAL program with AV set-up but not demonstration equipment.

Accessibility to registered delegates only (30-40 Pax Capacity)

NB = Speakers expenses (Flight, Accommodation and Honorarium) at Sponsor / Exhibitor costs

**SAR 5,000**

### Conference Slot

15 Minutes Scientific Presentation in the main conference hall (200-250 Pax). Topic is subject to approval by the Scientific Committee & based on conference guidelines.

Promotion within the MAKKAH DENTAL program and AV Set-up included

NB = Speakers expenses (Flight, Accommodation and Honorarium) at Sponsor / Exhibitor costs

**SAR 10,000**

### Advert on Screens

Promotional feature on Rotating Screens: (1 Screen in the Main Hall and 1 Screen in the Parallel Hall) during breaks. Ad is visible before each session starts. Static file, W: 1024 x H: 767.99 pixels in jpg format. Screen ratio - 4:3.

**SAR 1,500**

### Brand/Company logo on floor plan

Logo marking stand location on the 2 floor plans dispatched at each exhibition & conference entrance/exit.

**SAR 1,500**

### Insert in Delegates Bags

Quantity 1,000. Insert to be goody/pen, notepad or 1 flyer (insert to be approved by organizer and items should be received in Makkah by 19 March 2020)

**SAR 2,000**

### Gala Diner Sponsorship

Max 150 Pax, reserved to Scientific Committee, Speakers, Chairpersons, International Dental Societies representative, Media, VIPS

**SAR 30,000**

---

### Advertising & Promotional Tools

**STAND OUT FROM YOUR COMPETITORS AND MAKE A GREATER IMPACT ON YOUR MAKKAH DENTAL PARTICIPATION!**

#### Lanyards

- 2,000 lanyards (to be distributed to VIPs, Media, Conference Delegates, Trade Visitors, and Exhibitors). Lanyards to be provided by exhibitors (type of lanyard to be approved by the organizer and the items shall be delivered to the site by the exhibitor).

**SAR 10,000**

#### Website Advertising

- 1 Banner W: 320 x H: 350 pixels, + 3,830 Pages views, + 1,243 visitors can be animated on 1 Heading and its sub headings (except Home page, Conference, Registration reserved to sponsorships packages)

**SAR 1,000**

#### Mobile Application

- 1 pop up advert (appears after using the app for 3 seconds)
  - Size: W: 1,242 x H: 2,208 / W: 1,536 x H: 2,048

**SAR 2,000**

- Footer Banner on all pages (max 3 rotations)
  - Size: W: 640 x H: 100 / W: 500 x H: 200

**SAR 1,000**

#### Delegates Bags

- 1,000 Bags distributed to Delegates, VIP & Media. Bags shall be provided by the sponsor (type/ size of the bags shall be approved by the organizer and the items shall be delivered to the site by the sponsor.)

**SAR 30,000**
## Sponsorship Packages

<table>
<thead>
<tr>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices</td>
<td>SAR 200,000</td>
<td>SAR 100,000</td>
</tr>
<tr>
<td>Maximum Sponsors Per Category</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Booth in the Trade Exhibition (raw space)</td>
<td>45 SQM</td>
<td>30 SQM</td>
</tr>
<tr>
<td>Logo on the wall floor plan</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Insert in Attendees &amp; Media Bag</td>
<td>1 Goodies + Literature</td>
<td>1 Goody / Literature</td>
</tr>
<tr>
<td>Mobile App push notifications</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Mobile App advertisement</td>
<td>Splash Screen</td>
<td>Banner advertisement</td>
</tr>
<tr>
<td>Max 3 in rotation</td>
<td>-</td>
<td>Up to 1 Goody/Pen + 2 Literatures</td>
</tr>
<tr>
<td>MAKKAH DENTAL Website Banner</td>
<td>Home Page 320 x 350</td>
<td>Registration Menu 320 x 350</td>
</tr>
<tr>
<td>Social media posts (from January to March)</td>
<td>Weekly</td>
<td>Twice a month</td>
</tr>
<tr>
<td>Advert on Screens</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>Conference registration pass (full details of delegates should be received two weeks before the show starts)</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>VIP passes to the opening ceremony / Gala dinner / closing ceremony</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Company logo on: Pre-event and onsite collaterals, e-collaterals, website and onsite signages</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Company logo on all badges (back of the badge)</td>
<td>Yes</td>
<td>-</td>
</tr>
</tbody>
</table>

**Note:** Prices listed above are exclusive of 5% Value Added Tax (VAT). VAT will be added to the final invoice.