



Join us in Chengdu to be part of the dental health business event in West China region

**30,000**

Sqm of exhibition area

**480**

Exhibitors

**25,000**

Visitors

**160**

Academic conferences

\*2017 forecast

The 16th West China International Exhibition  
& Symposium on Dental Equipment, Technology & Products



# EXHIBITOR INVITATION

2017 / 4 / 25-28 | Chengdu · China

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To revolutionize  
the future  
with digital  
dentistry



# DENTAL SHOW WEST CHINA

## MARKET OVERVIEW

**Dental Show West China presents the best of the dentistry business in West region, that is dedicated to be a professional platform of learning, sourcing and purchasing**

Dental Show West China has excelled once again for its 15th edition since its debut in 2001. After introducing over thousands of manufacturers and suppliers of dental health R&D, equipment and machinery and professional oral health service in the past fifteen years, we aim to create a leading showcase of whole supply chain in dental sector for the west region market. The event will feature latest innovations, technical advances, applications and market trends related to dentistry in which attendees will be beneficial a lot at this best networking platform.

**West China: The land of opportunities**

**Fast-growing dental health sector provides ample opportunity for dental product manufacturers and suppliers**

- Expenditure for dental service in China reached over US\$ 10 billion in 2015 in China.
- Demand for dental care was strong throughout West China with increasing awareness of oral health. Patients look for dental health service truly affordable and truly accessible.
- Individual dental expenditure is growing with no doubt. And this growth has been extended from better-developed east region to the fast-developing west region.
- Chengdu ranked top city with the best economic performance (stats: US-based think tank). It is centrally located within west region providing easy and convenient access for visitors and exhibitors.
- The demand of dental care is expected to be scaled at US\$ 20.3 billion in 2020. The market is forecast to be sized up almost triple bigger than current one. West Region market offers big potentials for dental care product/service providers.
- There are over 10,000 private-owned dental hospitals and clinics in Sichuan province. New clinics in West China to increase at 8-10% annually.
- Dental clinics franchising has become increasingly popular and widely adopted in West China that will accelerate the future development of dental health industry.



# WHO ATTENDS?

## BUYERS ARE SERIOUS ABOUT FINDING NEW SUPPLIERS AND MAKING PURCHASING DECISION

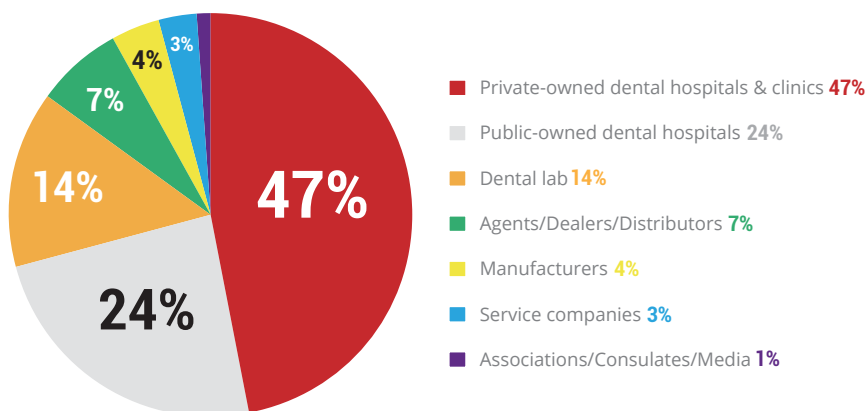
Meet over  
**25,000**  
volume-buyers  
looking for your  
products

**65%**  
of visitors were  
decision markers  
with purchasing  
power

**47%**  
people re-visiting  
the show on two  
or more days

### VISITOR PROFILE

• By nature of business



### WE OFFER YOU FACE-TO-FACE OPPORTUNITY TO

- Meet with decision makers, understand their sales requirements and increase sales.
- Find quality volume-buyers, develop new business relationships and get quality sales leads
- Showcase your latest innovation, build your brand and enhance the market awareness

### VISITORS SPEAK

“

The show continues to grow in strength from year to year. There was a great variety of new products available to purchase and very practical. I'm more interested to learn more innovations from orthodontics and will be very happy to visit again next year.

”

Mr. Zhao,

Dentist from Wuhou Dexin Dental Clinics (Sichuan)

“

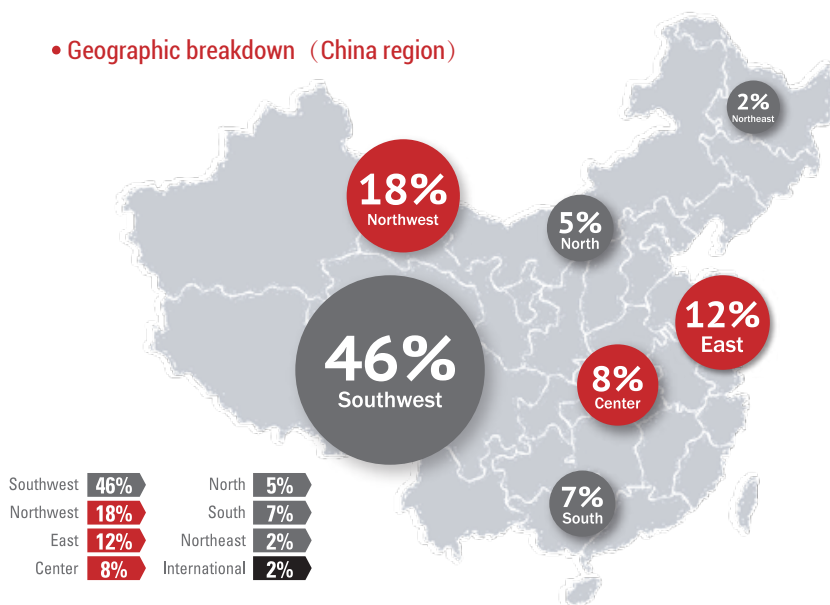
We have attended the event for many years, which is an excellent networking platform in West region to learn, to get inspired and to share. We no longer travel to Beijing or Shanghai anymore. We had very good experience of visiting shows and saw many new products and technologies that just happened in front of the door.

”

Mr. Cao,

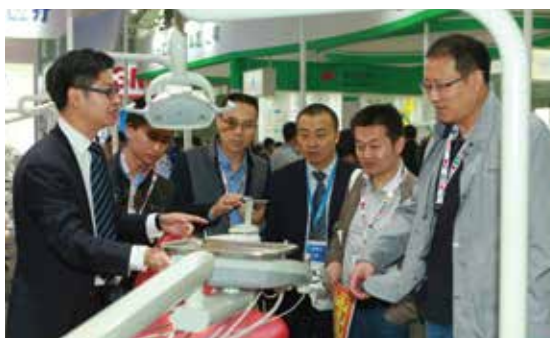
Dentist from Ainuwei Dental (Shaanxi)

• Geographic breakdown (China region)



# WHAT'S ON

**WITH 15 YEARS OF SUCCESS,  
IT LEADS THE DENTISTRY BUSINESS IN WEST CHINA  
AND OFFERS PERFECT PLATFORM FOR YOU TO GROW YOUR BUSINESS**



\* Exhibitor is introducing new product on the floor



\* Lab technician from Easy Dent (Exhibitor from Denmark) demonstrates how to make a tooth crown



Perfect platform to showcase your technological advancements and achievements with full range of dental products and services for west region market. **76%** of our exhibitors are manufacturers and suppliers.



Among **25,000+** dental professionals expected in 2017 in which over **65%** visitors with purchasing authority.



'New International Pavilion' at Dental Show West China provides international companies with marketing opportunity to introduce cutting-edge technology and innovation to the region and beyond.



Digital dentistry application covers whole supply chain, and it's a best opportunity to introduce technological breakthrough for local market.



The show is scaled up to three exhibition halls next year. Academic conference is located next to the exhibition area to provide closer room for all attendees and exhibitors to connect.



A comprehensive communication strategy is tailor-made for our exhibitor to raise industry awareness. An intensive and targeted marketing campaign will be undertaken to attract high-quality buyers.

## EXHIBITOR SPEAK

“

We appreciate the organiser for providing such an ideal environment to communicate directly with customers from West region. We'll continue to leverage the show for our marketing direction and strategies to enhance our business in this region.

”

Mr. Shen from Dentium (Korea)

“

The exhibition continues to be one of the best platforms to showcase the latest innovations and capabilities from 3M in fast-growing West region and we are very pleased to participate for the past consecutive years. It is a successful show in that the number of inquiries we have received beyond expectations and where we appreciate the chance to communicate with target clients face-to-face in an effective.

”

Mr. Ni from 3M China (USA)

► we are happy to offer

## COMPREHENSIVE MARKETING SOLUTIONS to our exhibitors

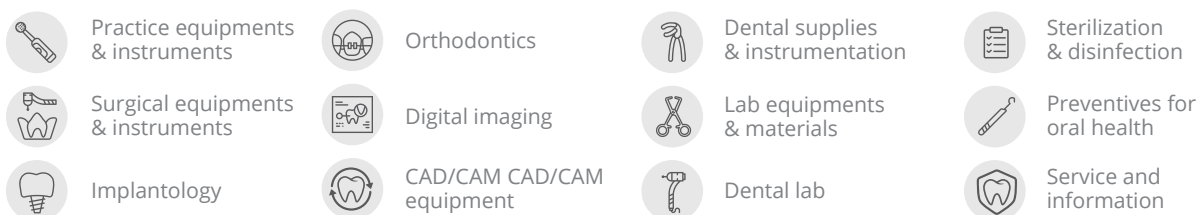


# WHY EXHIBIT?

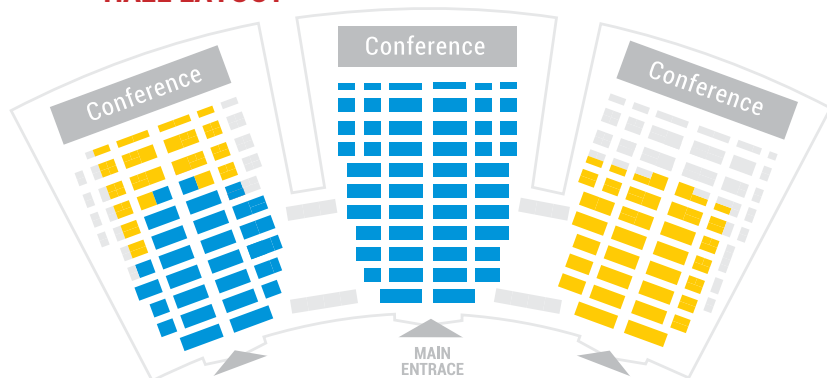
## IN THIS FAST-DEVELOPING MARKET OF DENTISTRY IN WEST CHINA, WE OFFER YOU OPPORTUNITY TO

- Network with the industry and keep up-to-date with latest trends
- Launch new technology and products
- Promote your brand, service or product to a high qualified and targeted audience
- Be seen as an industry thought leader
- Face-2-face: meet with key decision makers in tailor-made match making program
- Generate new business connections and leads with local agents and distributors
- Benefit from full range of marketing opportunities to promote your presence at the show

### EXHIBITOR PROFILE



### HALL LAYOUT



### SPONSORSHIP OPPORTUNITIES

Exhibitors can enjoy more advertising opportunities and tailor-made sponsorship ideas. Let us help you capture buyers and media's attention!

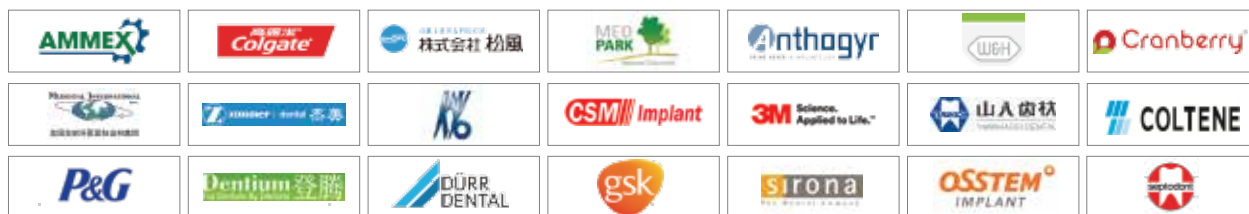
- Chief strategic partner
- Platinum level
- Gold level
- New product launch (for exhibitor)
- Educational program
- Badges
- Lanyards
- Onsite advertising

### BOOTH RATE

● Raw Space (Area I)	USD 1,450/ 9sqm
● Ready Stand (Area II)	USD 1,300/ 9sqm
● Ready Stand (Area III)	USD 1,000/ 9sqm

\*Open sides surcharge: Additional 10% (2 open sides) in all area.

### PART OF LEADING COMPANIES EXHIBITED IN 2016



Please visit our website for more information  
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## + CONTACT US

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## + ABOUT DENTAL SHOW WEST CHINA

15 years on from its debut in Chengdu, Dental Show West China has firmly established itself as the leading event for the fast-growing dentistry industry in West China region. The event is organized by West China College of Stomatology which is known as the birthplace of China's modern dental science education and Hope Tarsus Exhibition, which is a joint venture B2B trade exhibition event company between Hubei Hope Exhibition and UK-based media company – Tarsus Group. Hope Tarsus Exhibition is a professional service and solution provider through trade exhibitions, business events that serves in mainland China.



## + ORGANISERS



Please visit our website for more information  
**[www.wcise.com](http://www.wcise.com)**

