

Dental Tribune International

DTI@IDS

March 10–13, 2021



EDUCATION SELLS



DT STUDY CLUB
COURSES | DISCUSSIONS | BLOGS | MENTORING

dti Dental
Tribune
International

Dental Tribune Study Club

Courses | discussions | blogs | mentoring

The DT Study Club is an education-based online community that inspires new possibilities while creating higher expectations in online learning. DT Study Clubs provide a unique opportunity for dentists to meet with other dentists and their team members and learn in a friendly, non-intimidating environment. With www.dtstudyclub.com, DTI has advanced this concept thereby facilitating interaction across the globe.

Additionally, online learning allows dental professionals anywhere to benefit from continuing education courses without incurring the usual travel costs and time away from the practice. DT Study Club offers dentists an entire online

community, including live, interactive and archived webinars*, product reviews with recordings of opinion leaders' first impressions, a growing database of case studies and articles, and networking possibilities that go beyond country borders to create a global dental village.

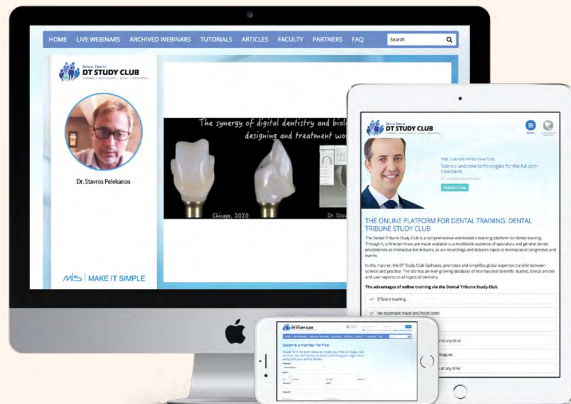
With more than 300,000 members worldwide, DT Study Club has access to the largest online dental community. Localized sites are available in Asia Pacific**, Brazil, Bulgaria, Canada, China, the Czech Republic and Slovakia, France, Germany, Greece, Hungary, India, Iran**, Israel**, Italy, Japan, Latin America, the Middle East, the Netherlands, Pakistan,

Poland, Romania, Russia, Turkey, and the UK. Member numbers are constantly growing and the latest figures are available on request.

** Simultaneous translation and subtitles for various languages are available for live and archived webinars on request.*

*** Currently under development.*

Benefits of adding educational media to your advertising strategy



Rates depend on the country, region and number of local language versions, and are available on request.

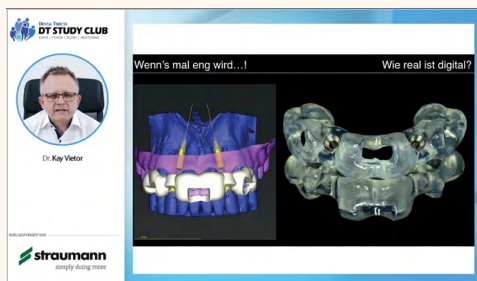
- cost-effective alternative to face-to-face workshops, exhibitions or congresses
- no travel expenses for speakers and participants
- live lectures are broadcast in real time via the internet to geographically dispersed viewers
- archived webinars are accessible 24/7 from anywhere in the world and can be used for staff training, among a myriad of uses
- excellent tool for market research (in general, the product manager attends the live webinar)
- promotes both direct sales and accurate use of products
- higher degree of interactivity in comparison with face-to-face sessions (participants can post questions during the session on a virtual white board)
- additional value-added features are limited only by your imagination

Webinar and Studio Live Streaming Package at IDS 2021

Package* features

- one webinar prior to IDS 2021
- one studio live streaming during IDS 2021
- recording, editing and archiving of both lectures in the DT Study Club online archive
- promotion of webinar and live streaming:
 - via e-newsletter
 - on the DT and DT Study Club website
 - editorial coverage, e.g. announcement or interview with the speaker

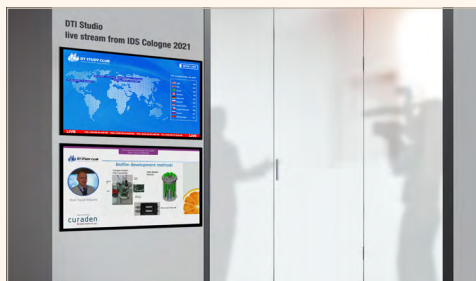
Webinar specifications



- 45- to 60-minute online lecture in a virtual classroom, followed by a 30-minute Q&A session
- live broadcast accessible from any computer worldwide (no additional software is required)
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 200 live participants**
- where applicable, one follow-up email to all registered participants will be sent by the DT Study Club team, the material must be provided by the sponsor
- the virtual classroom features the company logo and a download area for brochures, catalogues, etc.
- technical requirements: a stable broadband connection, a computer, a camera and a headset
- administration of credits from an ADA CERP-recognized provider

Webinar and studio live streaming from IDS
€6,450

Studio live streaming specifications



- up to 30-minute product presentation as live streaming
- technical support and fully equipped studio at IDS 2021
- one or two speakers
- high-resolution live streaming at
 - www.dental-tribune.com
 - www.dtstudyclub.com
 - www.international-dental-show.dental-tribune.com (DTI's microsite solely dedicated to IDS 2021)
- available dates for studio live streaming: March 10–13, 2021
- interaction with live attendees from all around the world

Studio live streaming from IDS
€3,750

* Webinar and studio live streaming do not have to cover the same topic. Webinar should be held at least four weeks prior to IDS 2021. | ** More upon request

Media Sales Contact

Please contact your media sales representative
for more information and individual rates.



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