

# InDent<sub>2009</sub>

- / Dental Trade Fair and Conferences
- / 4th Annual event
- / 21. - 23. May 2009

**FINAL REPORT**

# BASIC DATA

/ Action Title	InDent 2009 – Dental Trade Fair and Conferences 4th Annual event
/ Date and time of event	21.–23. May 2009
/ Location of event	Exhibition ground Černá louka Ostrava, Czech Republic Divadlo loutek Ostrava Hotel Imperial Ostrava
/ Organizers	<b>Ostravské výstavy, a. s.</b> Výstaviště Černá louka, 728 26 Ostrava <i>Dan Tyleček, náměstek ředitele</i> Tel.: +420 596 167 123, e-mail: dan.tylecek@cerna-louka.cz <i>Andrea Bílková, manažerka veletrhu InDent 2009</i> Tel.: +420 596 167 117, e-mail: andrea.bilkova@cerna-louka.cz  <b>InDent Fair s. r. o.</b> Siroťčí 605/10, 703 00 Ostrava <i>Miriam Lehocká, ředitelka společnosti</i> Tel.: +420 596 797 967, e-mail: miriam.lehocka@indent.cz <i>Ing. Lubomír Urbánek, jednatel</i> Tel.: +420 596 611 214, e-mail: lubomir.urbanek@semodata.cz <i>Ing. Tomáš Truneček, Ph.D., prokurista</i> Tel.: +420 222 250 367, e-mail: trunecek@stomateam.cz  StomaTeam s. r. o. SE-MO Data s. r. o.
/ Expert Assistance	ČESKO-POLSKÁ OBCHODNÍ KOMORA STOMART OSTRAVA
/ General partner	Skupina Henry Schein Dental zastoupená: S–Dent spol. s r. o. Gaudent - Sanitaria s. r. o.
/ Marketing partner	Procter & Gamble značkou Oral–B
/ Partners	ADR - dental s. r. o. Camosci Czech s. r. o. LIFTEC CZ spol. s r. o. (GABA International se značkou meridol®) Optimum spol. s r. o. Schafferová, spol. s r. o.
/ Patronate	Česká akademie dentální estetiky Unie zubních techniků ČR Asociace dentálních hygienistek ČR Asociácia dentálnych hygieničiek na Slovensku Česká asociace sester

The event took place under the auspices of the Mayor of the Statutory Town of Ostrava, Ing. Petr Kajnar, and Dean of the Medical Faculty, Palacký University in Olomouc, Prof. MUDr. Zdeněk Kolář, CSc.

The First Student Conference at InDent took place under the auspices of Doc. MUDr. Arnošt Martínek, CSc. Dean of the Faculty of Medical Studies at the University of Ostrava and Association of Dental Surgery Students of the Czech Republic.

# EXHIBITION

## of Dental materials, instruments, equipment and technology

2 446 m<sup>2</sup> of exhibition space  
61 exhibitors from the Czech Republic and Slovakia  
2 237 audited visitors from the Czech Republic, Slovakia, Poland, Ireland

### // Increase of main indicators in 2009 compared with results of 2008:

/40 % increase of exhibition area (year 2008: 1 610 m<sup>2</sup>, year 2009: 2 237 m<sup>2</sup>)  
/10 % higher number of exhibitors (year 2008: 53, year 2009: 61)  
/10 % higher number of visitors (year 2008: 2 053, year 2009: 2 237)

// Opening hours	Thursday	12:00–17:00
	Friday	09:00–17:00
	Saturday	09:00–15:00

### // Classification

#### 1. Dental office

- 1.1. Instruments and other equipment
- 1.2. Tools and aids
- 1.3. Consumption material
- 1.4. Computer engineering
- 1.5. Furniture
- 1.6. Health service protection means, clothing and foot-ware

#### 2. Instruments and aids

- 2.1. Instruments and power supply units
- 2.2. Tools and aids
- 2.3. Consumption material
- 2.4. Computer engineering
- 2.5. Furniture
- 2.6. Health service protection means, clothing and foot-ware

#### 3. Hygiene and occupational safety

- 3.1. Disinfection a sterilisation
- 3.2. Sanitation of surfaces
- 3.3. Disinfection of skin
- 3.4. Other items

#### 4. Prevention

- 4.1. Dental hygiene
- 4.2. Nutrition
- 4.3. Other items

#### 5. Pharmaceutical products

#### 6. Services

- 6.1. Consulting
- 6.2. Financing and leasing
- 6.3. Insurance companies
- 6.4. Design of health facilities and equipment
- 6.5. Software for dental offices and laboratories
- 6.6. Expert literature
- 6.7. Trainings and lectures

# SPECIALISED PROGRAMME

Included in InDent as its integral part is the specialised programme designed for the entire dental team and taking place under a scheme of conferences and directly in the exhibition space.

## Professional conferences are focused on the following groups:

Dentists  
Dental technicians  
Dental hygienists  
Dental nurses  
Students' conference (Pre-gradual and post-gradual students of the stomatologist specialization)

## Participation of dental professionals during individual days of conferences was as follows:

Thursday May 21th 2009: 201  
Friday May 22th 2009: 410  
Saturday May 23th 2009: 275

## Participation of individual dental specializations:

Dentists:	26,3 %
Dental technicians :	64,4 %
Dental hygienists :	4,8 %
Dental nurses:	4,8 %

## // Dental Surgeries - LIVE DENTAL SURGERY

Dental surgeries involving the use of piezosurgery have been a unique and traditional event for InDent, taking place at a site directly in the exhibition space. The surgeon at work was viewed by those interested not only through the glassed walls of the office but also, in detail view, at the LCD monitors outside the office. All interventions were commented on by the operating lecturer, MUDr. et MUDr. Gabriela Pavlíková.

We seek to enrich the InDent exhibition with an attractive accompanying programme like that every year. In 2008 practical demonstrations were showcased at the demo surgery site and in the showcase dental laboratory. The visitors could have a practical go at some of the showcased technologies and procedures.

InDent 2007 brought dental surgery directly to the exhibit platform as the first ever in the Czech Republic.



## // A HEALTHY TOOTH

Thanks to the support from our partners (Procter & Gamble with the Oral-B brand and Optimum spol. s r.o.) InDent regularly includes the Healthy Tooth Project. The project involves a preventive programme for the smallest patients with practical exhibits of proper dental care and dental examination with the use of an intraoral camera and image transmission to an LCD display. The programme further includes instruction on the efficient technique of cleaning the teeth, both in groups and individually, at all times with an account taken of the age of the children present.



# INDENT 2009 EVALUATED

## the exhibitors and visitors to expert conferences

In order to facilitate the evaluation of InDent 2009, we prepared a questionnaire form (for the model of such questionnaires see an annex to the final report). All visitors to the conferences and representatives of all exhibitors were asked to fill the form in. The results of the questionnaire investigation involve our internal material and will be used to improve the organisation and promotion of the InDent exhibitions in the future.

In consideration of the extent of the questionnaire, the evaluation and graphical representations have only been included for questions that secure the biggest information value, in our opinion, for the purposes of the final report.

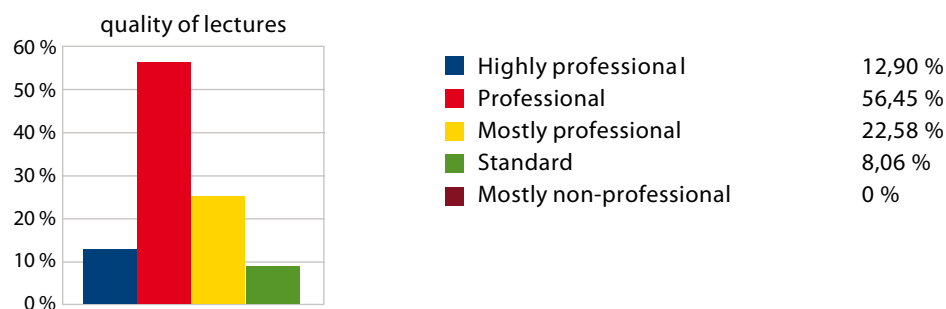
### // QUESTIONNAIRE for conference participants

#### Is this your first time at InDent?

YES	24.19 %
NO	75.81 %

That shows that 3/4 of the addressees return to InDent – therefore, they are apparently satisfied with InDent as a comprehensive event. For every fourth visitor, this year's InDent was the first time experience. For the organisers, it is therefore important that the interest of regular visitors be sustained and, at once, that new potential visitors be addressed.

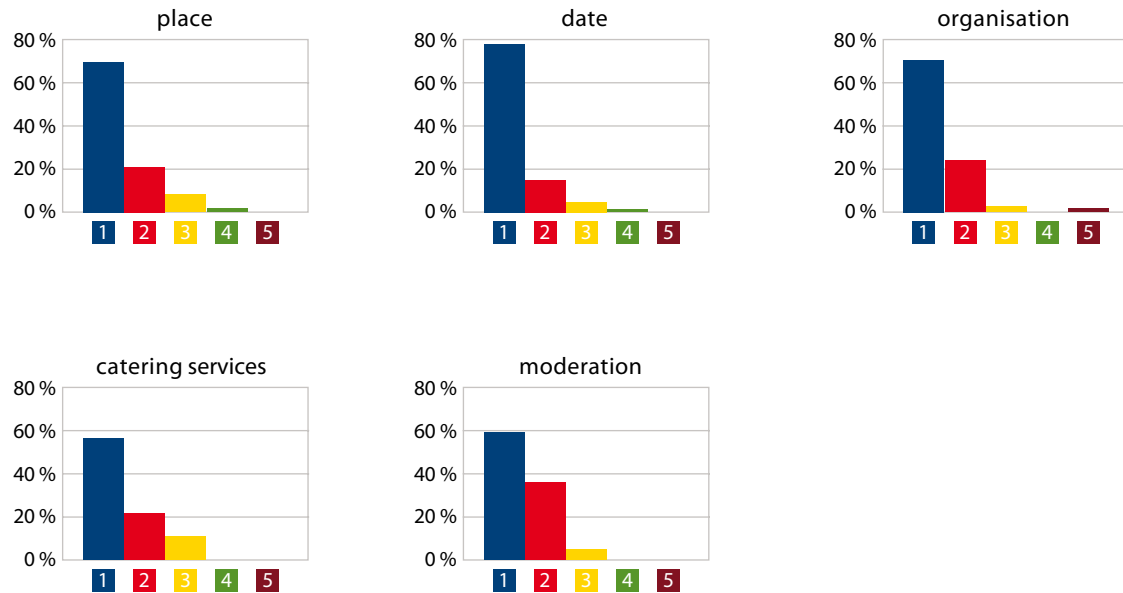
#### How would you rate the quality of lectures delivered?



The quality of the expert programme and the rating of the same by the visitors is one of the most important indicators. It is a marked success that none of the respondents rated the expert programme as mostly non-professional and that only 8 % rated it as standard. On the contrary, almost 70 % of the respondents have seen the programme's level of expertise as professional or even highly professional, which amounts to a 4% increment compared to 2008.

Rate the individual attributes of the conference.

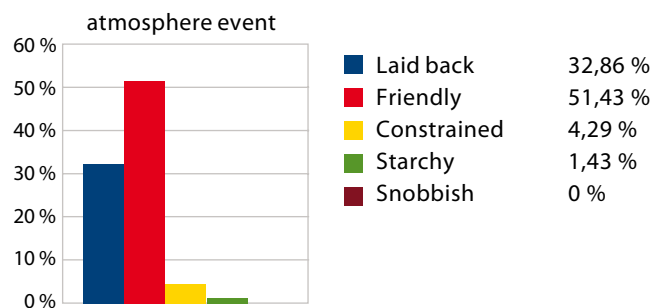
The respondents used the 1-5 scale (as used in education): place and date, organisation, moderation and catering services.



As shown, none of the attributes under assessment marked the 5 rating and the incidence of 4s and 3s was minimal. The 1s to 2s were awarded by around 90 % of all respondents in all categories addressed.

What was the predominant atmosphere at the event?

The respondents could rate the category by means of the following attributes:



The chart clearly shows that, overall, the respondents saw InDent to be a very informal event. Compared to last year, the "Constrained" and "Starchy" attributes were used newly, yet the values for both of them were rather minimal.

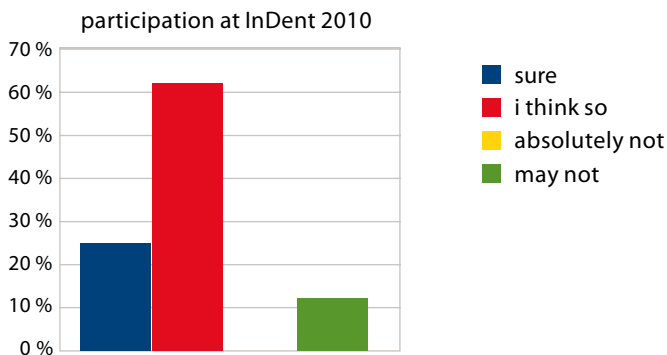
## // QUESTIONNAIRE for the exhibitors

The questions for the exhibitors focused on the rating of the value generated by the exhibition for the part taking companies and on their satisfaction with the organisation and promotion of InDent.

Is this the first time you have a display at InDent?

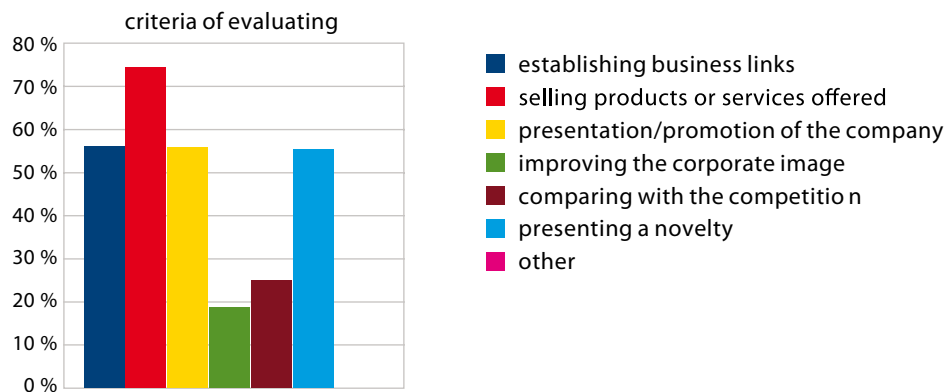
YES 37.5 %  
NO 62.5 %

Are you preliminarily considering your participation at InDent 2010?



As shown in the chart above, almost a fourth of this year's exhibiting companies have rated their participation positively enough to intend to come back with their exhibition in 2010 and over 60 % of them realistically consider their participation in next year's InDent. None of the respondents opted for the "definitely not" option.

What criteria are you going to consider in evaluating the exhibition? (option to use more responses)



Selling products and services offered has been offered as one of the most important criteria by the exhibitors (up to 75 %), followed by the option of establishing business links, presenting/promoting the company and presenting novelties.

Overall, the evaluation by the participants and exhibitors has positive connotations and positive rating is observed in all parameters. For the organisers, the very fact amounts to a challenge and a commitment, at once, for the upcoming years of the Dental Fair and Conferences.

# CONCLUSION

It may be said, therefore, and this year's event is a true testament to that, InDent is a highly professional event that has a firm position among expert and educational activities for the entire dental team.

This year's improvement observed in all important indicators (number of exhibitors, exhibition surface, number of visitors) and the positive rating (see the questionnaire investigation) confirm that the format of InDent, a modern exhibition and attractive auxiliary programme (both expert and social), are the way to go.

In preparing next year's edition, we will seek to increase the exhibition's visit rate in the first place, (practical demos, expert programme situated right in the show space), prepare a high-quality expert programme of the conferences and extend the scope of services for the exhibitors.

We hereby thank to the exhibitors, partners, professional organisations and, last but no least, to all visitors for their support.

We look forward to meeting you again in May 2010.

Miriam Lehocká  
Director of the Company

InDent 2010  
5th Annual event  
Ostrava, Výstaviště Černá louka  
20.- 22. 5. 2010

# LIST OF EXHIBITORS

ADR - dental s. r. o.  
Allimed  
Aura Medical s. r. o.  
Asociace dentálních hygienistek ČR  
Bohemia Stam - Bos, spol. s r. o.  
Cacan CZ s. r. o.  
Camosci Czech s. r. o.  
Curaden EEC  
Česká akademie dentální estetiky o. s.  
Česká stomatologická akademie  
D&CT s. r. o. - DENTAS  
Dentack  
Dentamed s. r. o.  
Dent Unit s. r. o.  
Dental Tribune CZ&SK, s. r. o.  
DK Dent s. r. o.  
Eurospol media s. r. o.  
EkonoDent spol. s r. o.  
Ekorent spol. s r. o.  
Euromedia group, s. r. o.  
Filidental Mars s. r. o.  
GABA International  
Gaudent - Sanitaria, spol. s r. o.  
GC Europe N. V. GC EEO ČR  
GlaxoSmithKline s. r. o.  
GRANE s. r. o.  
Hana Dušková - MERTEN DENTAL  
Henry Schein Dental  
HOBO SOFT - Ing. Rubáš Karel  
Chirastar KDT s. r. o.  
Chironax F- M s. r. o.  
Impass s. r. o.  
Ing. Jiří Běl - B + B servis  
INEXPO CZ s. r. o.  
Interdent s. r. o.  
Jamrichdenta s. r. o.  
Johnson & Johnson, s. r. o.  
JPS s. r. o.  
Krbec Dent s. r. o.  
LASAK, spol. s r. o.  
LIFTEC CZ spol. s r. o.  
Luděk Dluhoš - TIMPLANT  
Major CZ s. r. o.  
Medical Trade Praha s. r. o.  
Medin, a. s.  
Mediprogress Humenné s. r. o.  
Naturprodukt CZ spol. s r. o.  
NWD ČESKO s. r. o.  
Optimum, spol. s r. o.  
Petr Pokorný, North-Dent  
Procter&Gamble Czech republic s. r. o.  
značkou Oral B  
Prodenta s. r. o.  
Profimed s. r. o.  
PURO - KLIMA, a. s.  
Rellan s. r. o.  
RNDr. Blanka Láníčková - Degudent Austria  
Rodentica CS spol. s r. o.  
Sagitta Ltd., spol. s r. o.  
Schafferová, spol. s r. o.  
S-Dent spol. s r. o.  
Soral & Hanzlik s. r. o.  
Sdružení studentů stomatologie ČR  
StomaTeam s. r. o.  
Unie zubních techniků ČR