

EuroPerio9
JUNE 20-23 | 2018
RAI AMSTERDAM

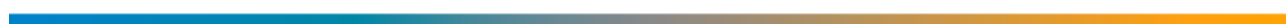


Dentsply Sirona Implants at EuroPerio9 in Amsterdam

June 20–23, 2018

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Introduction

Dear colleagues,

EuroPerio9 is the world's leading congress in periodontology and implant dentistry, taking place only every three years. 10,000 participants from more than 100 countries are expected for EuroPerio9 in Amsterdam, making it the biggest dental congress event in 2018.

The congress addresses the whole dental practice team, focusing on the fields of periodontology and implant dentistry. Over 100 leading international speakers will present a program with parallel sessions running throughout the meeting, featuring the latest news, scientific advances and clinical applications. The program will include lectures for highly specialized experts as well as for general dentists and dental hygienists.

Dentsply Sirona Implants will contribute to EuroPerio9 as a Diamond Sponsor. We will have one lunchtime symposium on Friday, presenting "Inspiration TALKS with Dentsply Sirona Implants" moderated by Michael Norton – with a panel of younger yet renowned speakers and inspiring lectures and discussions. At the Dentsply Sirona exhibition booth of 160 sqm we will present highlights from our unique portfolio of dental implant solutions. The Preventive SBU joins us at the booth with their products.

EuroPerio9 will be our first congress presence with the new Dentsply Sirona Implants visuals and the communication platform "Making a difference together." All activities are planned to support this message by engaging and inspiring delegates to make the difference with us and our solutions. The communication message will be further strengthened and explained with the campaign message "Implant dentistry from A to X." Although maintaining contact with existing customers and KOLs is an important part of our presence at congresses, it is our main objective at EuroPerio9 to reach out to a greater audience and potential new customers. We want to generate qualified leads and thus interesting new business opportunities for our company.

Please flip through the following pages to learn more – and don't hesitate to contact Linda Fuxwall or me in case of any questions.

On behalf of the entire project team,

Claudia Schillinger
Senior Marketing Manager

Schedule overview

Wednesday, June 20	
12.00-16.00	Booth move-in at RAI Amsterdam
09.00-20.00	Registration desks open
15.00-16.30	Staff meeting (mandatory for all staff), RAI Amsterdam
17.00-18.30	<i>EuroPerio9 – Opening ceremony</i>
17.30-20.00	EuroPerio9 – Welcome reception & Exhibition opening
20.00-00.00	<i>EuroPerio9 – Speakers Dinner</i>
Thursday, June 21	
07.30-08.00	Morning staff briefing at the booth
08.00-18.00	Exhibition opening hours
from 19.00	<i>EuroPerio9 – Congress Party (at own expense, venue: Strandzuid)</i> <i>EuroPerio9 – Evening for National Societies (venue: organized by the respective National Society)</i>
20.00-	Faculty dinner Dentsply Sirona Implants, Restaurant De Kas
Friday, June 22	
07.30-08.00	Morning staff briefing at the booth
08.00-18.00	Exhibition opening hours
12.30-14.00	Inspiration TALKS with Dentsply Sirona Implants
Saturday, June 23	
08.00-08.30	Morning staff briefing at the booth
08.30-11.45	Exhibition opening hours
11.45-	Closing staff meeting followed by wrap up together
19.00-	<i>EuroPerio9 Official Congress Evening (at own expense, venue: Beurs van Berlage)</i>

Congress catering

The registration fees include coffee during the morning breaks on Thursday, Friday and Saturday and during the afternoon breaks on Thursday and Friday. Lunch is not included, but there are different outlets at the venue where delegates can purchase lunch. It is also possible to purchase coffee and refreshments outside of the official coffee breaks.

Congress information and venue

Link to the EuroPerio9 website: <http://www.efp.org/EuroPerio9>

The official congress language is English. [Link to congress program](#)

Venue

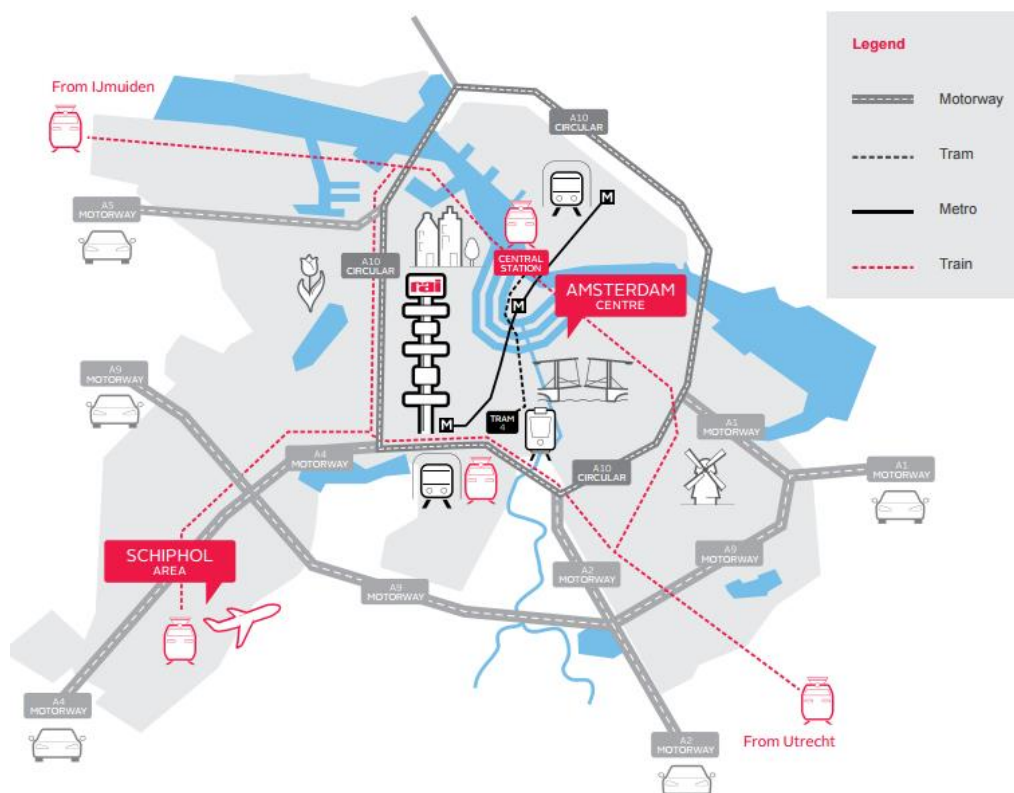


RAI Amsterdam – [Website](#)

Europaplein, 1078 GZ Amsterdam, The Netherlands

Distance from Schiphol Airport: Approx. 15 min via train or car.

RAI Amsterdam is located in the south of Amsterdam's business quarter, easy accessible from Schiphol airport (own train station) and Amsterdam city centre (via tram and metro).



Pre-marketing and invitations for customers

We use various online channels in order to promote the Dentsply Sirona Implants at EuroPerio9:

- Dentsply Sirona Implants website and our new editorial site Word of Mouth
- Dentsply Sirona Implants social media presence
- Google adwords

An invitation letter for customers is provided with this Congress Activity Guide.

Please note that due to the new European data privacy regulations, the EuroPerio organization does not provide any lists with names of registered delegates.

Registration and fees

Registration fees include 21% VAT and are payable in EURO only.

	EARLY until March 14, 2018	REGULAR until June 8, 2018	LATE & ONSITE from June 9, 2018
EFP Members	530,- EUR	680,- EUR	810,- EUR
Non Members	680,- EUR	810,- EUR	930,- EUR
Dental Hygienists	390,- EUR	490,- EUR	610,- EUR
Students*/Dental Assistants**/ Nurses**	260,- EUR	315,- EUR	375,- EUR

Please note that the day of payment is decisive for the registration fee, not the day of registration.

Full congress registrations

Congress registrations give access to the full scientific program including exhibition. To register an individual delegate, please visit the registration website: [EuroPerio9 registration](#)

For group registration (more than 10 people), please contact:

Mondial Congress & Events

Marie-Theres Tschürtz

Email: tschuertz@mondial-congress.com

Phone: +43 1 58804-228

Exhibitor badges (“staff badges”)

Exhibitor badges give access to the exhibition only (EUR 70).

Please note all exhibitor and staff badges will be coordinated centrally. More information will follow.

Staff information

We can make a difference together with pro-active, engaging and passionate colleagues on site. To step out of the comfort zone and approach a yet unknown delegate with a cheerful smile can be the first step to a new contact and a qualified lead.

We kindly ask our local business units to support the central congress team in the best possible way to select our on-site team. We will send out requests for on-site assignments (booth activities, hands-on etc.) within the next days.

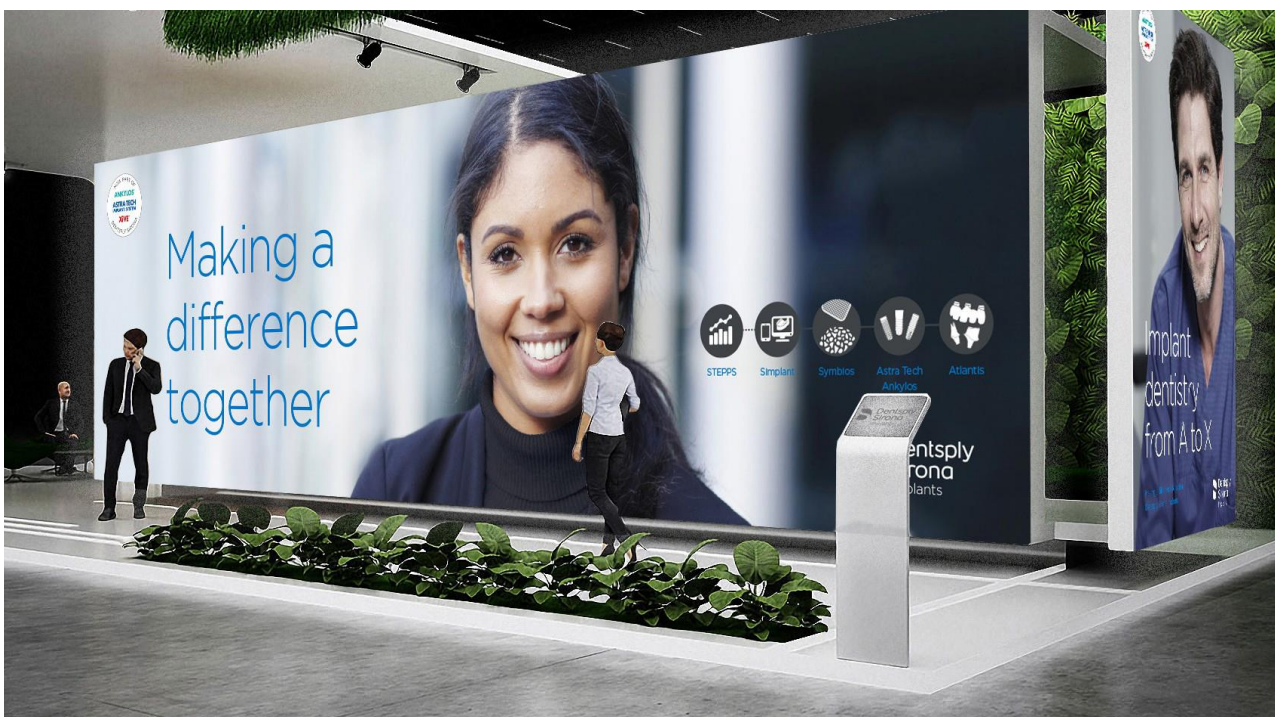
The general guideline for staff from each local business unit is one representative per 15 customers, including management. If you would like to increase the number of staff members travelling to EuroPerio9, please send a request to Claudia Schillinger. A staff approval process is in place for selection of employees with on-site assignments.

Communication, products and solutions

Top level communication

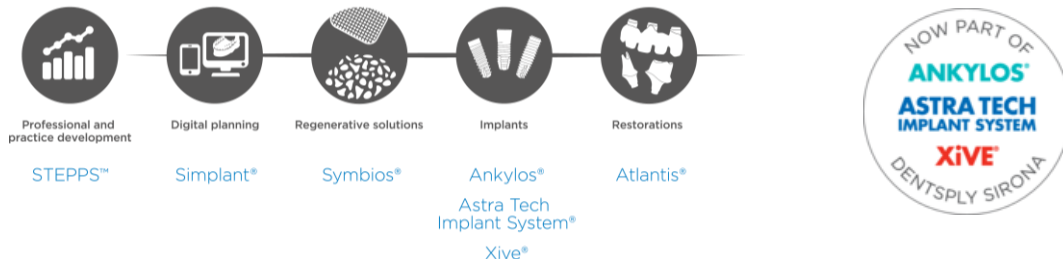
At EuroPerio9, we present Dentsply Sirona Implants with our new communication platform and visuals. With all our activities on site, we want to deliver on our promise **Making a difference together**.

To support this, we also use the new campaign message **Implant dentistry from A to X**.



Products and solutions

Solutions from our comprehensive solutions portfolio will be on display.



Our three implant systems will be equally represented with enhanced visibility by the new product brand badge. Based on the target audience at EuroPerio9 (more surgical than prosthetic, periodontists, interest in scientific topics) we picked out the following topics as examples for making the difference together:

- Ankylos, Astra Tech Implant System and Xive, with new brand communication for all three systems and backed with long-term study results
- SmartFix concept on the three implant brands but focus on the unique solution on OsseoSpeed Profile EV
- 30th anniversary of Aligpore with recently published 10-years study by Professor Khoury
- Digital implant solutions and workflows with focus on planning with mySimplant Planning Service and Simplant 18
- Implant maintenance with updated maintenance guidelines
- First teaser for Unicorn (tbc)

Exhibition

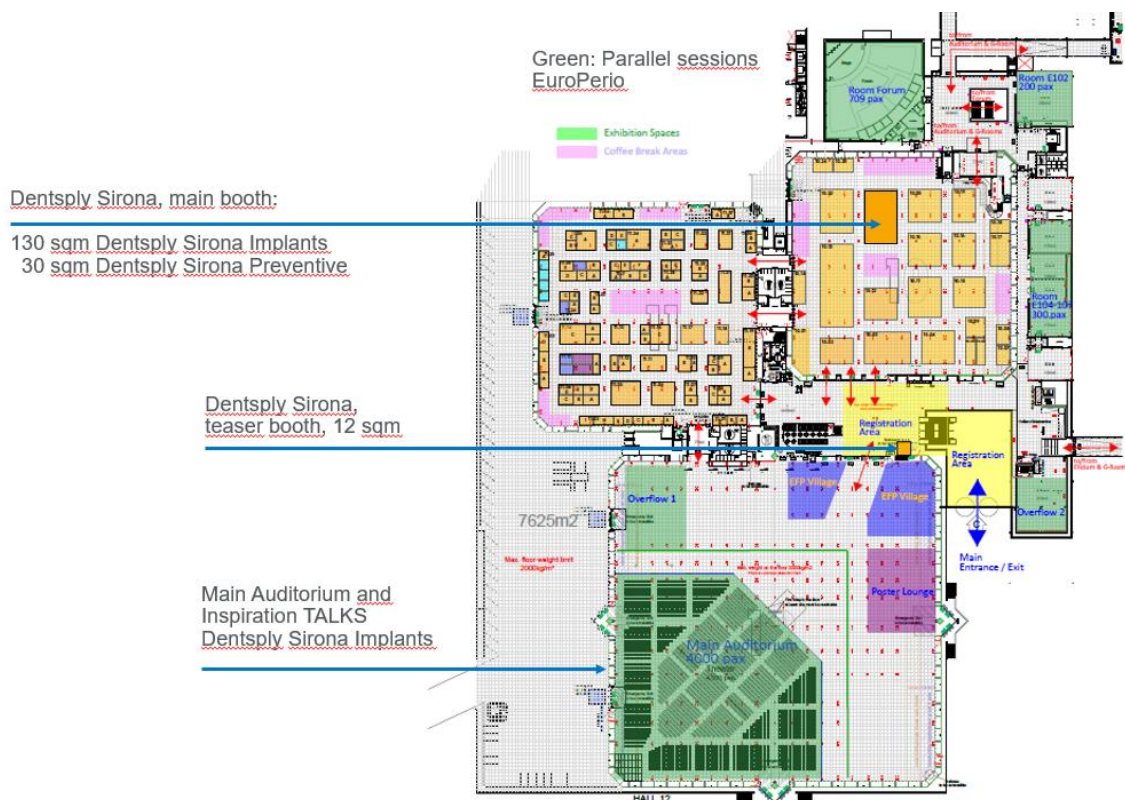
As a Diamond Sponsor of EuroPerio9, Dentsply Sirona has a large exhibition booth of 160 sqm, located in direct neighborhood to the areas where coffee will be served during the morning and afternoon coffee breaks. There is no catering at the congress at lunchtime.

We will share the exhibition booth with Dentsply Sirona Preventive, having about 130 sqm for Implants and 30 sqm for Preventive.

Straumann, Nobel Biocare and MIS are also Diamond Sponsors of EuroPerio9, being located in the same exhibition hall.

In addition to our main booth, we are the only company having a 12 sqm teaser booth in the lobby area between main auditorium and exhibition hall.





Knowing that we do not sell directly at congresses, the main focus at the booth will be on generating qualified leads and thus interesting business opportunities for our company. Hence, we decided to reduce the number of classic sales stations at the booth in favor of more on activities to engage delegates to “make the difference” with us, which finally lead to qualified lead generation.

Planned activities at the booth

Hands-on workshops

At EuroPerio8 in London and at some other congresses, our hands-on classrooms in small groups have been very successful, therefore we decided to offer these again. Preparations and speaker selection are still ongoing, this is what we can communicate for now:

- 30 to 40-minute hands-on sessions, 4–5 sessions per day, max. 12 delegates
- Registration directly at the booth
- Topic Thursday: Regenerative, with Algipore and Symbios pre-hydrated membrane, with Dr. Thomas Hanser and Zoltan Andrashazi
- Topic Friday and Saturday: SmartFix concept, hands-on with OsseoSpeed Profile EV, presenter tbd.



Digital implant solutions and workflows

Small presence, presenting the advantages of digital implant workflows for implant treatment and the unique Dentsply Sirona offer with focus on digital planning with mySimplant and Simplant 18, with practical computer demo at the booth. Intraoral scanning with Omnicam, data upload and connectivities as well as Atlantis with CustomBase concept included.

Science and maintenance

With more than 2,000 published scientific references, the sound scientific back-up for our implant systems makes a significant difference. With our long-term documentation and the revised implant maintenance guidelines that will be ready to be distributed, we provide evidence that our implants are for life, and we show that we still care after completion of the implant treatment.

Live broadcasting from the booth

We are planning live broadcasting sessions from the EuroPerio booth in social media. These will include live interviews, footage captured from our activities on site and other material, covering all our focus topics. Besides having “action” at the booth to attract delegates, the main objective of the live broadcast is to reach a larger audience outside the congress with our messages and generate additional leads online.

Catering area / meet and greet

In the center of the booth we will have a catering area providing space to sit down and talk with delegates or have informal meetings with KOLs.

More information on all activities will be given in our EuroPerio9 staff app.

Dentsply Sirona Implants sponsor session

Inspiration TALKS with Dentsply Sirona Implants – Superheroes, solutions and science

What does a superhero and a dental professional have in common? They both help people where and when they need it the most, finding the best solution for each individual. While the traditional superhero fights villains, the superheroes in dentistry fight bone resorption and edentulism, but more importantly, help and support dental patients on the journey to improved function, esthetics and quality of life.

Let's meet some of our superheroes, from scientists and stem cell researchers to periodontists and surgeons, and they'll tell you about their superpowers and how they make a difference.

Moderator: Michael Norton (UK)

Speakers: Mischa Krebs (Germany) and Thomas Hanser (Germany) on solutions for single tooth restorations

Cecilie Gjerde (Norway) on stem cell research

Véronique Christiaens (Belgium) and Stijn Vervaeke (Belgium) on solutions for the edentulous jaw



Inspiration TALKS with Dentsply Sirona Implants

Date: Friday June 22
Time: 12:30-14:00
Location: Main Auditorium

Lunch boxes for delegates (only!) will be provided in the room. First come, first served.

Faculty dinner

The faculty dinner will take place on Thursday evening at 20.00. Invited persons will receive detailed information.

SalesForce.Com

A Parent Campaign has been created for EuroPerio9 in Amsterdam:

[HQ: EuroPerio9 2018 Parent Campaign](#)

All SFDC Campaigns in connection to a congress must be connected to the parent campaign.

Please document your activities and leads around EuroPerio9 properly, in order to allow for a proper evaluation of the event.

Hotel, travel and activities

Holiday Inn Amsterdam

Located near RAI Amsterdam, next to Amstel Park with easy access to Schiphol Airport and city centre sights. The hotel offers light, spacious rooms and friendly service.

[Hotel website](#)



Address: De Boelelaan 2, 1083 HJ Amsterdam

Distance to RAI Amsterdam: approx. 10-minute walk (0.9 km)

Room rates: 200 € per night – single room
Room rates are incl. breakfast, wifi, city tax and VAT

Novotel Amsterdam City

Located in the commercial centre of Amsterdam with spacious, contemporary design and with walking distance from RAI.

[Hotel website](#)



Address: Europaboulevard 10, 1083 AD Amsterdam

Distance to RAI Amsterdam: approx.10-minute walk (1 km)

Room rates: 172 € per night – single standard room
Room rates are incl. breakfast, wifi, city tax and VAT

DoubleTree by Hilton Amsterdam

An institution in Amsterdam. The City Café has an award-winning restaurant concept, where you can dine in or eat on the large waterfront terrace with magnificent views. The Sky lounge offers a spectacular setting to enjoy views over the old town and beyond.

[Hotel website](#)



Address: Oosterdoksstraat 4, 1011 DK Amsterdam

Distance to RAI Amsterdam: approx.20 minutes (4,6 km)

Room rates: 259 € per night – single standard room
Room rates are incl. breakfast, wifi, city tax and VAT

Ground services

Hotel rooming lists, local transfers, group dinners and any other activities will be managed by MCI. Please contact MCI directly for any group requests, see Contact list on next page for details.

Contact list

Internal contacts



Project manager and on-site communication

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