

# Brand Card



## The IDS' Brand Strategy

### Foreword

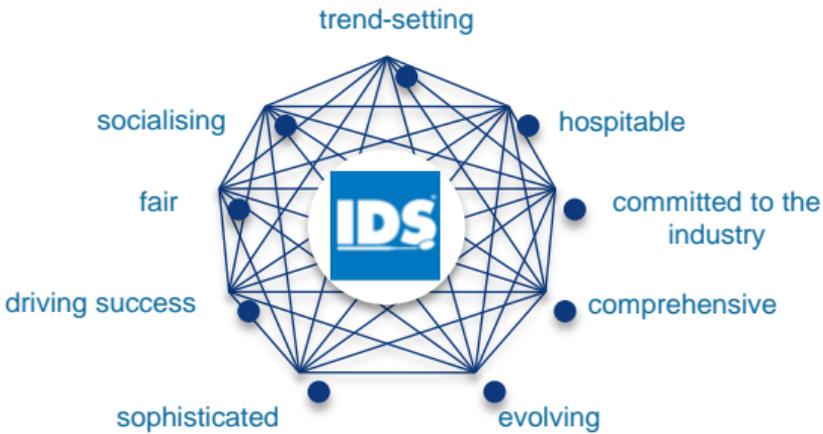
Since 1923, the IDS brand has represented the culmination of our excellence, reflecting the cosmopolitan nature and unifying attitude displayed in our regular dealings with each other. Our visitors and stakeholders should always notice this when interacting with us.

We would like to use methodically the IDS brand as a valuable management tool to exploit the full potential of our powerful organisation and industry.

The Brand Card is intended to be our compass in developing the IDS in alignment with our strategy. Especially when it comes to preparation, post-processing, design and communication.

Good luck from the GFDI!

### The Brand's Core Values: Our Identity



### Brand positioning: Our frontier

The IDS is the world's leading trade fair for the dental community, a platform which ensures sustainable success for innovative products and market trends.

# The value of the IDS in a single word

To relate the value of the IDS, we condensed our attitude and excellence down to just one word.

It stands for the distinctiveness of the IDS Brand and must become both visible and perceptible everywhere.

# Leading

## Brand Principles: Our Guidelines

**Leadership:** We do not follow, we lead. The IDS is not just one of many dental industry shows – it is the world's unrivalled leader. Unequivocal and displaying a remarkable density of innovation, the show takes its rightful place as the industry's trend-setting impulse-generator.

**The Olympics:** The IDS is a remarkable competitive exhibition for the whole dental industry. Our goal is the sustainable success of all players. This provides conditions that best allow for everyone to prove their ability at the IDS. We create the fair competitive conditions required for just and ambitious collective benchmarking.

**Community:** Face-to-face contacts and trusting relationships remain the most important medium in the dental community. The IDS is the main meeting place for the international dental family. With a multitude of possibilities for encounters, we encourage participants in creating new business contacts and strengthening their current ones.

**Hospitality:** We know how time-consuming and strenuous for everyone five days at a trade show is. Exhibitors, retailers, and visitors are our guests. We would like them to feel as such – at check-in, during their stay, and even after leaving.

**Industry Growth:** Our goal is to strengthen the entire dental industry in the long-term. The IDS, as a meeting place for the German and global dental community, is responsible for providing the best conditions to allow every participant to achieve both their professional and business goals.

## Lead the Brand with these Central Questions



# IDS®