

MARKETING AGENCY



Edited by®
Infodent
Infomedix
International
Publishing &
Consulting House



OUR SERVICES



We have been designing and realising customised **marketing services to help dental and medical companies improve their business through brand development and search for new business partners worldwide for more than 25 years.**

*It is like making a special dish:
we have the best ingredients,
experience and passion for a perfect
recipe and a high-quality service.*

OUR ACTIVITY

We customise our editorial and multimedia channels through a **marketing consulting** that focuses on the customer specific needs.

We have a **constantly updated database** of dental and medical companies around the world and professionals in the field.

Each customer can expand and develop his business nationally and internationally.







MARKETING TOOLS



COMMUNICATION PLANS ACTIONS AND MEANS

Spreading one's brand identity nationally and internationally is essential to acquire new customers and to promote and consolidate the brand itself.



GEOGRAPHICAL AREAS

We operate in Italy and around the world.
Our printed magazines and online
services reach

189 countries



OUR MULTICHANNEL COMMUNICATION

MAGAZINES



- Infodent International
- Infomedix International
- **inews** (*special edition for IDS, AEEDC, IDEM*)
- ImplantBook
- Infomedix Odontoiatria Italiana

ONLINE



- B2B press release
- Banner on our websites
- Industry News
- **Matchmaking** (*newsletter to schedule meetings at the fair*)
- Newsletter
- Online Press Release
- Online Product Highlight
- National and international press office (*e-magazine*)
- Webinar
- Smart Medical Fair

EXHIBITION SERVICES



- Co-exhibition
- Participation in trade fairs and in-presence events worldwide
- Leaflets Distribution during trade shows
- **Distributors Wall** (*classified ads*)
- **Real Showcase** (*display your product at a trade fair while staying at home*)

PRINTED AND DIGITAL MAGAZINES



• INFODENT INTERNATIONAL

ISSN 2785-4108

Quarterly B2B magazine (Feb-May-Aug-Nov)

Hard copy: sent by post free of charge to 12,000 distributors and 10,000 manufacturers in 189 countries and handed out in the main dental trade shows.

Soft copy emailed to +20,000 worldwide dental dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.



• INFOMEDIX INTERNATIONAL

Four-monthly B2B magazine (Jan-May-Sept)

Hard copy sent by post free of charge to 20,000 distributors and manufacturers per issue in 189 countries and handed out in the main medical trade shows.

Soft copy emailed to +30,000 worldwide medical dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.



• INEWS

Acronym for Infodent International News, it indicates a series of special B2C and B2B issues, published on the major dental trade fairs (IDS - Cologne, AEEDC - Dubai, IDEM - Singapore).

Printed version handed out to all the visitors & exhibitors of the dental trade fairs IDS / IDEM / AEEDC and promoted at the Infodent International booth.

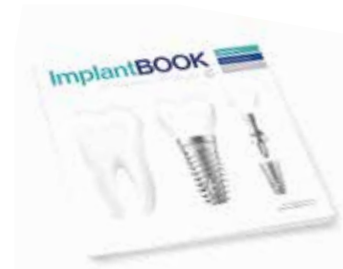
Soft copy emailed to +20,000 worldwide dental dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 countries.

• IMPLANTBOOK

Annual B2C and B2B magazine. It is the first and only global guide about the implantology industry addressed to dentists and dealers.

Printed version distributed to exhibitors and visitors in the most important dental trade shows worldwide.

Soft copy emailed to +20,000 dental sector contacts.



• INFOMEDIX ODONTOIATRIA ITALIANA

Bimonthly tabloid (Jan-Mar-May-Jul-Sept-Nov) sent to 15,000 dentists, orthodontists and dental technicians and distributed at dental fairs and congresses.

Browsable version sent by e-mail to +15,000 dentists.





ONLINE & CUSTOMISED SERVICES



• **Printed flyers mailed worldwide:** insertion of a leaflet (insert) between magazine back cover and its cellophane package.

• **B2B press releases:** press releases sending both by letter and by e-mail with back-office assistance. Text translation service available upon request.

• **Bulletin:** monthly newsletter update on trade fairs and news from our advertisers.

• **Press Release, Company Profile e Product Highlight** online on our websites.

• **Newsletter with landing page:** perfect service for those who are looking for distributors in a specific geographical area in the world or dentists in Italy. It only takes a few steps: choose the area, plan the content and wait for the newsletter post-sending report.

• **Customised brochures:** graphic design and creation of customised brochures.

• **National and International Press Office (e-magazine):** B2B and B2C press releases to be sent to potential customers in Italy and worldwide in a planned way.



• **Co-exhibition Service:** share the booth with Infodent & Infomedix International and Infomedix Odontoiatria Italiana for full personal assistance, management and registration for participation in the fair.

• **Digital Strategy & Social Media Marketing:** customized strategic positioning campaigns for your own websites and promotional campaigns on the main social media.

SMART MEDICAL FAIR



THE VIRTUAL MEDICAL TRADE FAIR OPEN ALL YEAR FOR PROMOTING YOUR COMPANY, PRODUCTS AND NEWS IN A SIMPLE AND IMMEDIATE WAY.



YOUR AREA

Reserve and manage your virtual area

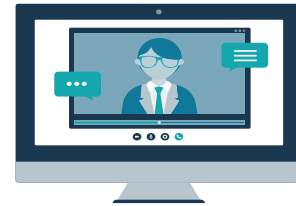
1



YOUR VISIBILITY

Show your products through your virtual stand. Upload images, links and PDFs.

2

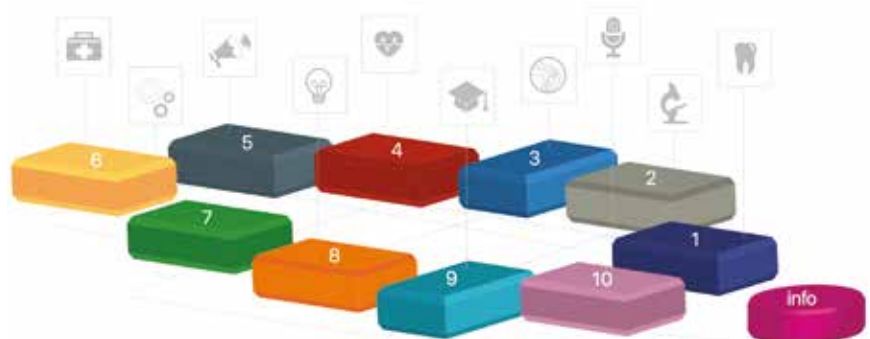


YOUR MEETINGS

Meet your potential customers online quickly and easily.

3

+ CONGRESSES
WEBINARS
WORKSHOPS



A close-up photograph of a person's hands holding a ball of fresh, yellow pasta. The person is wearing a white apron over a grey long-sleeved shirt. The background is dark and out of focus. A white rectangular box is superimposed over the center of the image, containing the text "WE HELP YOU DO YOUR BEST".

WE HELP YOU DO YOUR BEST

COMMUNICATION PROCESS

The key steps for your successful communication are based on:

Advertising spaces

Print and digital magazines

1

Marketing strategies and digital communication

Newsletter + landing page

2

Trade fairs and congresses in Italy and abroad

Leaflets distribution

3





**National and international press office
(e-magazine)**

**Distribution of corporate press releases
from our editorial staff**

**Image and
logo design**

**Multilingual
corporate
brochures**

4

5

*Thank you for consulting our services.
Please get in touch with one of our consultants
to get a more comprehensive overview of what we can do
to expand your business. We believe that personal contact
is the best communication channel.*

advertise@infodent.com

Communication
is our highlight.

QUALITY CERTIFICATION



All our loan-granting process of multichannel services, included the partners search all over the world for our customers, are certificated according to the quality system ISO 9001:2015 through the certification authority DNV.



COMPANY WITH
QUALITY SYSTEM
CERTIFIED BY DNV
ISO 9001

ANES ASSOCIAZIONE NAZIONALE
EDITORIA DI SETTORE
Aderente a: Confindustria Cultura Italia

Quality

is our business plan.



Edited by®
Infodent
Infomedix
International
Publishing &
Consulting House

CONTACTS

Infodent Srl
Via dell'Industria, 65
01100 Viterbo - Italy
T +39 0761 352198

Registered Office:
C.ne Gianicolense, 68
00152 Roma - Italia
P. IVA/VAT/C.F.: 01612570562
C.C.I.A. 11937/1999

infodent@infodent.com
www.infodentinternational.com

Scan the QR-CODE and
read the digital version



A decorative element consisting of seven vertical white lines of varying thicknesses, located in the top-left corner of the page.

The art of quality