

From Smiles to Spotlight

Make the Brand Leap
Sponsorship & Branding Opportunities

NOT TO BE
MISSED

ORGANIZED BY

**BUSINESS GROUND
GROUP**
مجموعة شركات أرض الأعمال
لتنظيم المعارض و المؤتمرات الدولية



POWERED BY

**HEALTH
EXPO IRAQ**

STRATEGIC PARTNER

الحدث
للمؤتمرات والمعارض
 **Alhadth**
conferences & exhibitions

A New Era of Opportunities at Iraq Dent

Iraq Dent marks the beginning of a new chapter for dentistry in Iraq — a chapter where innovation, business, education and aesthetics come together in one engaging, modern, and fast-growing platform.

As the nation's flagship dental exhibition and conference, Iraq Dent brings the industry into a unified space where brands launch solutions, dentists discover new technologies, and decision-makers explore partnerships that shape the future of clinical practice. Across the exhibition floor, the scientific halls and the hands-on training rooms, Iraq Dent creates valuable moments of connection — moments where your brand meets its audience in the most natural, dynamic way.

For sponsors, this is more than visibility. It is the opportunity to step into a market that is expanding, evolving and ready to embrace new ideas and trusted brands.

Iraq Dent is where your story can begin, grow and lead.

Your brand stands to gain from

**High-traffic
visibility** across
exhibition and
conference zones.

Direct access
to dentists,
clinic owners
and purchasing
influencers

Year-round brand
association with **Iraq's**
next major dental
platform

A modern event
environment
designed for
engagement,
education and
discovery

Iraq Dent is not just a dental event - **it is a stage for impact, influence and brand elevation.**

Iraq Dent in Numbers

4 days of integrated exhibition, conference and workshops.

5,000 m² dedicated dental exhibition area.

150+ exhibitors from Iraq, the region and international markets.

8,000+ Professional visitors from all around the world.

23+ participating countries bringing technology & innovation.

5+ national & international pavilions connecting Iraq with global dental manufacturers and brands.

550+ experts & speakers across scientific sessions, workshops & competitions.

A Truly Integrated Dental Platform

Iraq Dent unifies the full dental ecosystem in a single, high-energy environment where brands, professionals and decision-makers interact, discover and build meaningful business relationships.

One Event. Multiple Powerful Touchpoints.



International Exhibition

Showcase your equipment, materials, digital solutions and services to dentists, clinic owners and distributors actively looking for new suppliers and technologies.



Scientific Conference

Align your brand with a high-level scientific agenda that highlights innovation, best practice and evidence-based dentistry.



Hands-on Workshops

Connect with dentists in a focused learning environment where they try, test and experience products in real clinical scenarios.



Business & Networking

Meet decision-makers from clinics, hospitals, education, distribution and investment who are planning their next phase of growth.

Who You Will Meet

Owners and managers of dental clinics and polyclinics

Specialists and consultants across all key dental disciplines

Hospital and medical center representatives

Deans, professors and students from dentistry colleges

Distributors, agents and importers of dental products

Beauty and aesthetic centers integrating dental and facial aesthetics

Representatives from government institutions and professional bodies

Why Invest in Dental Visibility in Iraq Now?

Iraq's dental sector is entering a phase of rapid development.

Clinics are upgrading their equipment, patients are demanding higher standards of care and aesthetics, and new generations of dentists are bringing fresh ideas into the market. Brands that move early will shape this new landscape.

A Market Ready for Modern Dentistry



Growing demand for advanced treatments – from implants and orthodontics to cosmetic and aesthetic dentistry



Increased focus on infection control, digital imaging, CAD/CAM and practice management systems



Expansion of private clinics and beauty centers offering integrated dental and cosmetic services



A young population that values smile aesthetics and appearance, driving interest in whitening, veneers and aligners

Elevate Your Brand at Iraq Dent

Exclusive Packages Designed for Influence, Visibility & Long-Term Impact

The sponsorship opportunities at Iraq Dent have been designed for brands seeking immediate reach and sustained recognition. Whether you are entering the Iraqi market or expanding your footprint, each package unlocks powerful visibility touchpoints—online, onsite and throughout the entire industry journey of Iraq Dent.

OFFICIAL SPONSOR

A BESPOKE PARTNERSHIP CRAFTED EXCLUSIVELY FOR ONE BRAND.

**Contact us for pricing*

Uniquely Yours. Exceptionally Powerful.

The official sponsorship offers a complete alignment with the identity and direction of Iraq Dent, granting your company the most prominent and influential presence across the entire event experience.

Your tailored Official Sponsor package includes:

Highest-level visibility among ministries, public authorities, and senior institutional stakeholders

One exclusive **Official Sponsor** position per year

Personalized branding and visibility strategy

48 sqm premium exhibition area in a strategic high-traffic zone

Dominant presence across signage, stages, entrances and printed materials

Digital priority on website, social media and email campaigns

Integrated role within conference and workshop programming

Exclusive VIP access, meetings and delegation hospitality

Sponsorship Packages

- **Diamond**
 - **Platinum**
 - **Gold**
 - **Silver**
 - **Bronze**
- *Contact us for pricing*

1. Complementary Exhibition Space

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Complimentary Exhibition Space	36 m ²	18 m ²	15 m ²	12 m ²	9 m ²
Premium Visibility Zone (Strategic placement next to high-traffic areas)	✓	✓	—	—	—

2. Conference & Scientific Visibility

Advantage	Diamond	Platinum	Gold	Silver	Bronze
VIP Seating Allocation	✓	✓	✓	✓	✓
Opportunity to Present Scientific Lecture	1 Session	1 Session	—	—	—
VIP Invitations for Scientific Program	✓	✓	✓	✓	✓
Recognition During Closing Ceremony (including presentation of an appreciation shield to the sponsor)	✓	✓	✓	✓	✓

3. PR & Media Exposure

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Announcement by host during opening ceremony	✓ Exclusive	—	—	—	—
Introductory video at opening ceremony "1 min. video prepared by the organizer will be displayed during the official opening ceremony in the presence of top government officials and key healthcare decision-makers."	1 min	1 min	1 min	1 min	1 min
Logo at Ministry of Health press conference	✓	✓	—	—	—
Logo on outdoor billboards in Baghdad	✓	✓	—	—	—

4. Digital Presence & Social Media

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Posts on social media (Before/During/After)	5 per month	3 per month	3 per month	2 per month	1 per month
Coverage through promoted ads worldwide	✓	✓	✓	✓	✓
Logo in Facebook cover image	✓	✓	✓	—	—

5. On-Site Branding

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Logo on all sponsors' promotional materials	✓	✓	✓	✓	✓
Logo on digital screens (Opening Ceremony)	✓	✓	✓	✓	✓
Drop-down flags inside Expo Halls	✓	✓	—	—	—
Logo on Sponsor Wall	✓	✓	✓	✓	✓
Directional signage & registration branding	✓	—	—	—	—
Logo displayed at key public institutions' indoor and outdoor advertising locations	✓	—	—	—	—
Sponsor Logo on All Event Badges (Back cover)	✓	✓	—	—	—

6. Marketing Communications & Printed Materials

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Exhibitor Manual: Company Description in Exhibitor Manual (distributed before the expo — content provided by sponsor)	Logo on cover page + 1 Full page	1 Full Page	1/2 Page	1/3 Page	1/3 Page
Dedicated sponsor announcement email sent to our exhibitor, partner, and industry database	✓	✓	✓	—	—
Sponsor logo included in all regular event news and update email campaigns	✓	✓	✓	✓	✓

7. Website and mobile application Presence

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Logo on sponsor list	✓	✓	✓	✓	✓
Enhanced visibility (Home page display)	✓	—	—	—	—
Sponsor Logo on Event Mobile Application	✓ Exclusive Placement	✓	✓	✓	✓

8. Advertisement in Iraq Dent Annual Magazine

A yearly professional magazine from Iraq Dent, combining scientific articles, sector updates and event highlights from Iraq's dental community.

Advantage	Diamond	Platinum	Gold	Silver	Bronze
Dedicated Ad Space in the Iraq Dent Annual Magazine	2 Full Pages	1 Full Page	1/2 Page	1/3 Page	1/4 Page

THE ANNUAL MAGAZINE

Shaping the Future of Dentistry

The Iraq Dent Magazine is the new annual publication designed to become one of the region's most valuable editorial platforms in dentistry. It brings together clinical knowledge, industry trends, market intelligence and exclusive coverage from Iraq's most influential dental event — Iraq Dent Annual International Dental Exhibition & Conference — into a single, authoritative publication.

Released once a year, Iraq Dent Magazine debuts publicly during Iraq Dent's opening days, before continuing its journey across the entire dental landscape of Iraq and beyond.

With each edition, the magazine captures the evolution of dentistry locally and internationally, offering a balanced blend of science, innovation, business, and community engagement.

IRAQ DENT 2026 Magazine



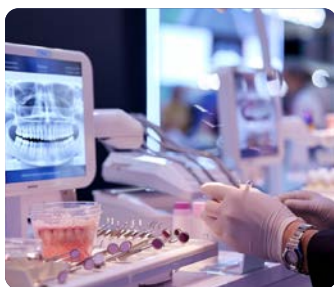
Under the Direct Support

The magazine is published with official scientific support from the Scientific Research Authority at the Ministry of Higher Education and Scientific Research – Republic of Iraq, which has confirmed its cooperation and participation in this scientific and professional initiative.

This endorsement strengthens the magazine's academic credibility and positions it as a trusted platform for knowledge exchange, research collaboration, and partnership between academic institutions, research bodies, and the healthcare and industrial sectors



What the Magazine Covers



1. Global & Regional Scientific Features

- Clinical articles and research summaries authored by dental specialists.
- Case studies highlighting advancements in implantology, endodontics, orthodontics, aesthetics and digital dentistry.
- Evidence-based discussions curated for dentists seeking reliable scientific updates.

2. Iraq Dental Industry Highlights

- In-depth coverage of growth trends within Iraq's dental sector.
- Interviews with clinic owners, dental leaders, technology distributors and healthcare stakeholders.
- Insights into the transformation of clinics, education and dental services across the country.





3. Showcasing Iraq Dent's Vision & Momentum

- Highlights of the event's key themes, strategic direction and overall mission
- Features on selected speakers, workshop leaders and special program elements.
- Spotlight sections introducing the exhibition zones, conference pillars and signature activities.

4. Innovation & Market Intelligence

- Product reviews, digital dentistry advancements, CAD/CAM innovations and equipment updates.
- Reports on purchasing behaviors, aesthetic dentistry demand, and market momentum.



Powerful Reach & Guaranteed Circulation

Launching at Iraq Dent, the magazine immediately enters a high-value circulation stream that connects it with leading institutions, clinics and industry stakeholders across the country, including:

Over 500+ dental clinics, polyclinics and specialized centers

Public and private hospitals

Dentistry colleges and teaching hospitals

Aesthetic centers, beauty clinics, and cosmetic institutions

Dental distributors, agents and equipment suppliers

Government offices and healthcare authorities

Exhibitors, sponsors and corporate partners

Selected pharmacies and healthcare chains

This ensures exceptional year-round exposure for every brand that participates.

Positioned to Become a Regional Reference

Every edition builds on the credibility of the previous year.
Every advertiser strengthens the publication's diversity and reach.
Every article adds scientific weight and professional value.

The Iraq Dent Magazine is positioned to grow beyond its national footprint and contribute to the wider Middle Eastern dental community.

Advertising & Sponsorship Opportunities For Exhibitors & Non-Exhibitors

Visibility in The Iraq Dent Magazine is not limited to exhibitors or sponsors of Iraq Dent. Any company, clinic, institution, manufacturer, distributor or dental brand — whether participating in the exhibition or not — can secure a dedicated advertising space within the magazine.

By doing so, brands extend their exposure far beyond the four days of Iraq Dent and gain a full year of presence within the dental ecosystem.



Open Advertising Opportunities

(for Exhibitors & Non-Exhibitors)

Below are suggested advertising options that you can later assign pricing to:

***Contact us for pricing**

1. Outside Back Cover

– Full Page

(Premium Exclusive)

The most visible position of the entire magazine. Ideal for high-impact product launches or corporate branding.



2. Inside Front Cover

– Full Page

(Premium)

One of the first pages every reader encounters.



3. Inside Back Cover

– Full Page

Strong visibility as readers reach the final editorial sections.



4. Center Spread

– Double-Page Feature

Two A4 pages facing each other — perfect for storytelling, campaigns, or product ecosystems.



5. Full Page

Advertisements

Placed within scientific articles, interviews or event coverage. Ideal for dental suppliers, distributors, and technology providers



6. Half Page

Advertisements

Horizontal or vertical layouts, placed in key mid-section pages.



7. One-Third Page

Product Highlights

Perfect for showcasing a single device, a cosmetic service, or a new product line.



8. Quarter

Page Listings

Suitable for clinics, labs, beauty centers or smaller businesses wanting year-round visibility.



9. Sponsored Clinical Article (2–3 Pages)

A sophisticated option for companies wanting a thought-leadership presence, Includes a "Sponsored Content" label for compliance.

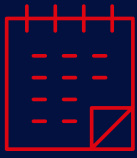


10. Beauty & Aesthetic Dentistry Feature Pages

Dedicated section targeting aesthetic clinics, whitening brands, veneer services, and beauty-aligned dental solutions

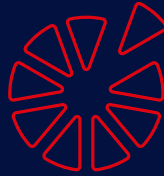


Why Advertise in The Iraq Dent Magazine?



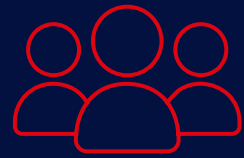
1. Year-Round Reach

Unlike event brochures handed out only at the exhibition, the magazine circulates throughout the year across hundreds of institutions.



2. Appeals to Every Segment of the Dental Market

General dentists, specialists, students, clinic owners, distributors and institutions all engage with the content.



3. Direct Access to High-Value Audiences

Delivers your message straight to influential practitioners, clinic owners, and industry leaders.

Launch & Distribution Strategy

Official launch during Iraq Dent 2026

Distributed at exhibition entrances, conference halls, VIP lounges and exhibitor areas.

Extended distribution after the event

To clinics, hospitals, universities, beauty centers, official bodies, distributors and partners.

Digital version available

for broader online reach.

Archived annually

making each edition part of the long-term digital footprint of Iraq Dent and the dental sector in Iraq.

A Strategic Branding Opportunity

Advertising in **Iraq Dent Magazine** is more than visibility — it is **alignment with the growth, modernization and scientific progress** of dentistry in Iraq.

Whether you are a global manufacturer, a local distributor, an aesthetic clinic, a supplier, a lab, or a training academy, **Dental Insight gives your brand a voice**, a presence and a year-long impact.

Additional Sponsorship Opportunities

**Contact us for pricing*

1. Flag Banners at the Entrance

A high-visibility branding opportunity located at the most photographed and most traversed point of the event. Flag banners line the entrance pathway, creating a powerful arrival experience for visitors, VIPs and exhibitors. Your brand becomes the first visual touchpoint of Iraq Dent, reinforcing recognition and prestige the moment attendees step into the venue.

Opportunity: Multiple Sponsors

Location: Main Entrance to Iraq Dent

Quantity: Three Flags (3)



2. Branding in the Registration Area

The registration area is one of the most active and crowded areas of the event, welcoming thousands of visitors daily. Branding this space gives your company direct exposure during badge pickup, visitor onboarding and queue waiting times — moments where attendees are fully attentive and naturally receptive to visual messaging. This is a highly strategic and impactful branding location.

Opportunity: 1 Sponsor

Location: Registration & Welcome Area

3. Exclusive Social Media Sponsorship

Expand your digital footprint with a dedicated social media branding package across Iraq Dent's official channels. This includes customized sponsor posts and paid ads, story integrations and branded digital creatives positioned before, during and after the event — ensuring broad online visibility across Iraq and regional dental markets.

Opportunity: 1 Sponsor

Location: Facebook, Instagram, X, LinkedIn, YouTube



4. Official Visitor Badge Sponsor

Visitor badges are among the most visible elements of the event, worn by every attendee throughout their time on-site. By sponsoring the official visitor badges, your brand logo will appear on all attendee badges, ensuring continuous, close-range visibility across the entire exhibition and conference experience.

This opportunity also includes VIP badges, official delegations, and key decision-makers, extending your brand's exposure across all audience segments — from professionals and exhibitors to senior industry leaders and public officials.

Opportunity: 1 Sponsor

Location: Visitors Badges

5. Photography & Videography Sponsor

Associate your brand with every captured moment of Iraq Dent. As the exclusive sponsor of photography and videography, your name is highlighted in the official credits, post-event visuals and on onsite signage acknowledging the partnership. This sponsorship secured top visibility across all major content platforms.

Opportunity: 1 Sponsor (Exclusive)

Location: Event-wide



6. Official Event Tech Partner

The Official Event Tech Partner will be responsible for delivering and managing the event's core technology infrastructure. This includes the official event app, digital registration systems, smart access gates, and other technology-driven solutions that enhance visitor experience, operational efficiency, and data management across the entire event.

Opportunity: 1 exclusive sponsor

Location: Entire event

7. Post-Event Report Sponsor

The post-event report is the flagship publication summarizing Iraq Dent's attendance, outcomes, innovations and statistics. By sponsoring this high-value document, a brand secures prominent visibility on the front page, inside pages and digital circulation to stakeholders, exhibitors and partners.

Opportunity: 1 Sponsor

Location: Digital & Printed Post-Event Report



8. Visitor Bag Branding

Every attendee receives a visitor bag at registration — making this one of the most visible and carried branding items of the exhibition. Your logo will be printed on one side of the official bag, placing your brand in the hands of thousands throughout the event and beyond.

Opportunity: 1 Sponsor

Location: Visitor Bags

Exclusive Sponsorship Opportunities for Beauty and Aesthetics Companies

**Contact us for pricing*

1. Floor Branding at the Main Entrance

Placed directly along the main footpath, floor branding positions your message where every visitor must pass. This impactful placement guides attendees into the exhibition while ensuring constant repetition and visibility. The branding becomes part of the event's movement flow, reinforcing your presence with every step.

Opportunity: 1 Sponsor

Location: Main Entrance Walkway



2. Entrance & Exit Roll-Up Banners

Enhance your presence at critical movement points throughout the venue. Roll-up banners placed at the main entrances and exits ensure high daily visibility and repeated brand exposure as visitors move in and out of the exhibition and conference halls.

Opportunity: Multiple Sponsors

Location: Main Entrances & Exits

3. Interactive Brand Engagement Activation

This sponsorship opportunity allows brands to engage directly with visitors through interactive, fun, and complimentary activations positioned in high-traffic areas of the event. These activations are designed to capture attention, create memorable brand experiences, and drive visitor interaction beyond the traditional booth setting, enabling sponsors to connect with audiences creatively and engagingly while enhancing overall visitor experience.

Opportunity: 1 Sponsor

Location: Exhibition Halls – Directional Panels & Floor Aisles



Beauty & Aesthetics Companies at Iraq Dent 2026

September 18 - 20, 2026 | Baghdad International Fair



IRAQ DENT

Iraq International Dental
Exhibition & Conference

معرض ومؤتمر العراق لطب الاسنان الدولي السنوي

JOIN US AT IRAQ DENT 2026

Where Dental Science Meets Innovation

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