



INVITATION TO JOIN AT THE DENTALHEALTH



From 24 of July to 27 of July 2025

At Damascus International Fairground (DIF) - Airport Road
Syria - Damascus

Meet the elite dentists and laboratories in one place

Scientific lectures and scientific days in all dental specialties

Collaboration with a wide range of bodies, universities and unions

Member Of:



WWW.DENTALHEALTH.AOWTAD.AE



Letter of Head

Dear Exhibitors,

On behalf of Masarat, we are pleased to provide you with **DentalHealth** Exhibitor Service Manual.

Enclosed you can find detailed information on key dates, contacts, order forms and various additional facilities and services for the organisation of your exhibition stand.

Thank you for observing the deadlines, rules and regulations in this manual.

Please share this information with staff in your company and third parties that may be involved with you in **DentalHealth**.

This manual is also available online on **www.dentalhealth.aowtad.ae**

If you have any further questions, please do not hesitate to contact us.

We very much look forwards to seeing you in Damascus and wish you a successful Exhibition!

With kind regards,

Anass Zabian

General Manager

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About Syria

Syria (Arabic Romanized: Suraya), officially the Syrian Arab Republic (Arabic Romanized: al-Jumhūrīyah al-Arabīyah as-Sūrīyah), is a country in Western Asia, bordering Lebanon to the southwest, the Mediterranean Sea to the west, Turkey to the north, Iraq to the east, Jordan to the south, and Palestine to the southwest. Country of fertile plains, high mountains, and deserts, Syria is home of ethnic and religious groups.



Syria is a united republic consisting of 14 governorates. It is a member of one international organization other than the United Nations, the Non-Aligned Movement.

In English, the name “Syria” was formerly synonymous with the Levant meaning (The region of Syria, known in Arabic as al-Sham), while the modern state encompasses the sites of several ancient kingdoms and empires, including the Ebla civilization of the 3rd millennium BC. Aleppo and the capital city Damascus are among the oldest continuously inhabited cities in the world.

Syria in keywords: (Population: 26,454,263, Age structure: 0-14 years: 31.39% ,15-24 years: 19.52% ,25-54 years: 39.26% ,55-64 years: 5.52% ,over: 4.31%).



About Masarat

Since its establishment over 15 years ago, our company has been at the forefront of organizing successful exhibitions and conferences. One of our earliest achievements was the COZMOSTYLE Health and Beauty Exhibition, which was the first exhibition to take place in Syria after a period of crisis and received widespread media attention from international outlets such as Reuters, France Press, and BBC.



This success was followed by the organization of numerous other successful exhibitions, including MedHealth, PharmaHealth, SIUS, SIFBA, JOBEX, MOBEX, and CARGOSYR. In 2017, we were selected by the organizing committee of the 59th



Damascus International Fair to represent the private sector for exhibition organizing companies. We successfully organized the Banks and Small Projects Financing Exhibition and the International Higher Education and Training Exhibition.

We then expanded our scope to the field of dentistry, organizing the International Conference for Dental Laboratories for three consecutive years. We then launched the Int'l Exhibition & Conference for Oral & Dental

Health (DentalHealth) in cooperation with the Damascus Branch of the Syrian Dental Association. This was followed by the organization of the International Conference of the Syrian Dental Association in 2022, which achieved remarkable success with over 10,000 attendees, including 500 Arab dentists.



Our company has also collaborated with international organizations, such as UNRWA, UNICEF, and UNHCR, to organize conferences. Throughout our professional journey, we have organized over 150 international and local exhibitions and conferences.

About DentalHealth - Beauty & Cosmetic Hall

With great pride, we present the Int'l Exhibition & Conference for Oral & Dental Health 'Dental Health' exhibition, in partnership with the Syrian Dental Association. This premier event aims to foster professional exchange and technical advancement among dental specialists.



Featuring workshops, lectures, and training courses led by international experts, the exhibition promises to update knowledge and enhance skills.



We anticipate over 12,000 visitors from worldwide, including prominent international participation from Jordan, Lebanon, Iraq, and Egypt.

Over 100 leading dental companies will showcase cutting-edge technologies and products.

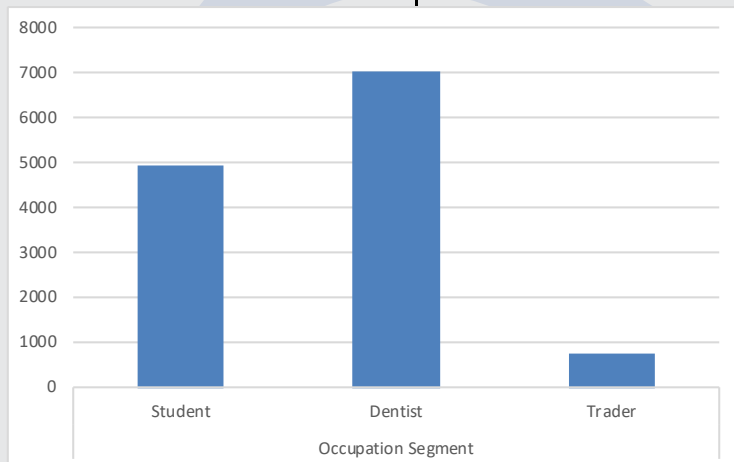
Welcome to 'Dental Health' exhibition, where education, innovation, and collaboration converge.



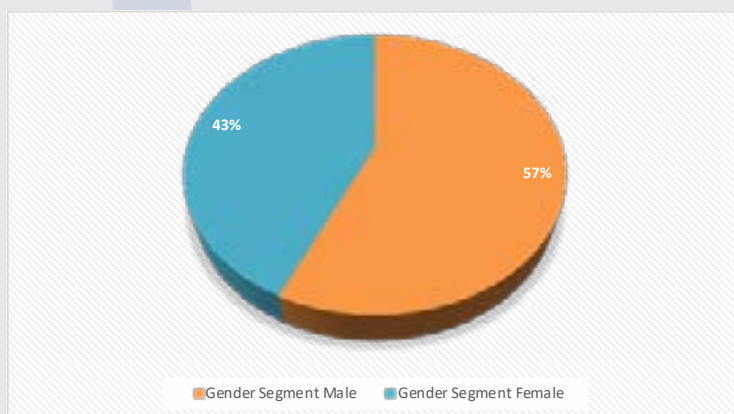
Statistical Report

EXTRA PAID ITEMS:

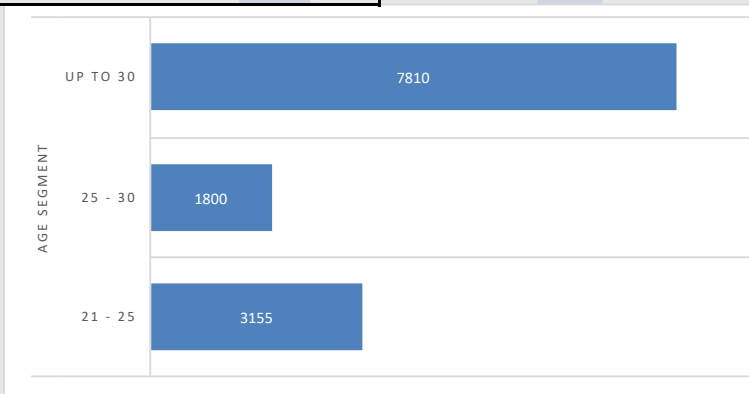
Occupation Segment		
Student	Dentist	Trader
4955	7045	765



Gender Segment	
Male	Female
7265	5500

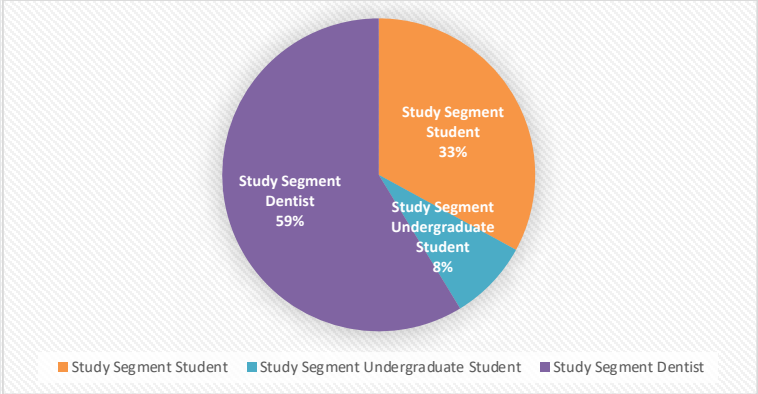


Age Segment		
21 - 25	25 - 30	Up to 30
3155	1800	7810

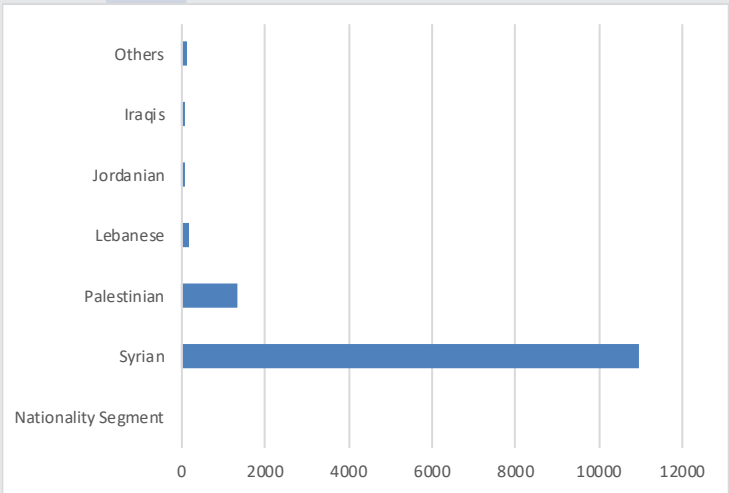


Statistical Report

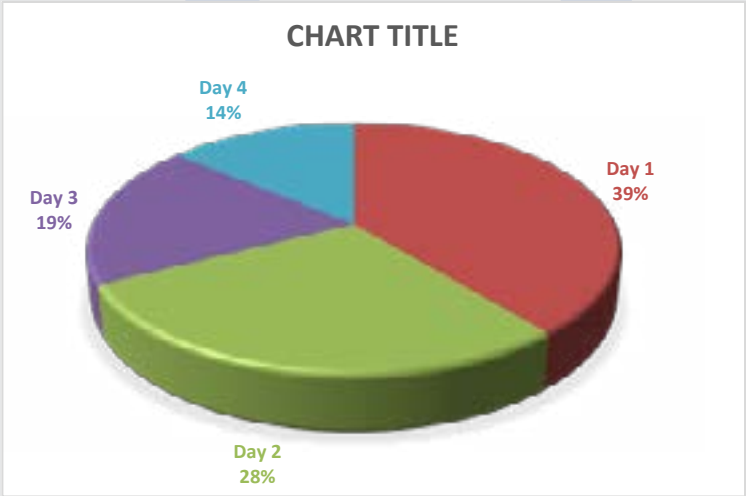
Study Segment		
Student	Undergraduate Student	Dentist
3955	1000	7045



Nationality Segment	
Syrian	10973
Palestinian	1347
Lebanese	153
Jordanian	93
Iraqis	63
Others	136



Visitors Counts	
Day 1	4986
Day 2	3621
Day 3	2395
Day 4	1763



When? & Where?

DENTALHEALTH WILL BE HELD:

WHEN?

From Thursday 24 of July to

Sunday 27 of July 2025

Daily from 10:00 AM till 08:00 PM



WHERE?

Damascus - Syria

At Damascus International Fairground (DIF) - Airport Road



Key Dates & Deadlines

5 th July 2025	Deadline to submit the participation.
After 5 th July 2025	participants must pay 20% extra fees.
10 th July 2025	Deadline to submit the 50-word description, corporate logo of your company and company's contact details online and in the Proceedings Book.
15 th July 2025	Deadline for complete list of exhibitor names for badges.
25 th May 2025	Deadline to order Exhibition Services from Masarat.
21 st July 2025	Build-up of the table tops and stands from 10:00AM to 08:00PM
	Exhibition opening hours
	Thursday 24 July: 10:00AM to 08:00PM
	Friday 25 July: 10:00AM to 08:00PM
	Saturday 26 July: 10:00AM to 08:00PM
	Sunday 27 July: 10:00AM to 08:00PM
28 th July 2025	Dismantling of the stands and removal of the exhibits: 10:00AM to 05:00PM

Plans (Exhibition,Access,General)

TRAVEL TO Damascus

BY PLANE

The easiest way to get to Damascus is by plane of course. Many world airlines have regular daily flights to Damascus.

Damascus has one international airport:(Damascus international airport).

BY LAND

Damascus is well connected to many cities by highways.

It is also possible to drive to Damascus from Lebanon, Iraq and Jordan for coming from (Saudi Arabia, UAE, Kuwait, Oman, Türkiye) By car, there are mainly three borders to get into Syria: Lebanon, Iraq and Jordan.

ACCESS TO THE VENUE



18 km / 15 miles from Citycenter to DIF.
(25 minutes by taxi, cost approx. 15\$)



Public buses run between the city center (The side of the National Museum) and DIF from 9:30AM to 7:00PM. every half hour for free. It takes about 30 min.

PARKING

There is a parking available at the venue.

Why to Participate?

Join to the Int'l Exhibition & Conference for Oral & Dental Health 'Dental Health' Exhibition and seize strategic opportunities!

- Showcase products/services to 12,000+ visitors
- Network with global dental professionals



- Build partnerships with leading companies/institutions
- Enhance brand visibility and awareness
- Explore business collaborations and investments

- Access emerging markets and advanced technologies
- Stay updated on dental industry innovations
- Boost sales and expand your business

Participate now and elevate your presence in the dental market!



Who Are Invited to Exhibit?

- Dental equipment companies.
- Dental laboratory equipment companies.
- Insurance companies.
- Dental supplies and consumables.
- Dental beauty centers.
- shipping companies.
- Service companies for the medical sector.
- Dental supplies.
- Bank.
- Pharmaceutical laboratories.
- Pharmaceutical warehouses.
- Hospitals.

Who Are Invited to Visit?

- Dentist
- Medical radiology centers
- Intern Dentist
- Medical clinics
- Traders
- Dental laboratory
- Public and private hospitals
- Student Dentist
- Pharmaceutical warehouses

Become an Exhibitor

COST OF PARTICIPATION:

Cost Price (275\$) Two Hundred Seventy Five USD PER square meter.

Each exhibitor will get one free information page in exhibition guide.

Each stand of 16 m² get /3/ exhibitor badge, above 16 m² get /6/ exhibitor badge.

Each person using an exhibitor badge must be employed by the exhibiting company or have a direct business affiliation. Exhibitor badges are valid for the duration of the exhibition. They will not be sent beforehand but they have to be collected from the exhibitors' desk as of Saturday 18 July as of 13:00.

The cost of extra badge is /3 \$/ each.

SHELL SCHEME STANDS:

Shell scheme stands provided by Masarat will be uniform stands with uniform graphics, height and design. Partition walls will be 2.5 m high. The maximum building height is 3 m.

STAND TRANSPARENCY:

For island (3 open sides) and peninsula (2 open sides) stand types, Masarat requires that line of sight through the stand be possible from aisle to aisle for at least 40% of the stand width when viewed from each open side. As an example of assessment criteria, high walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval.

ACCEPTED STAND TYPES & AISLE CARPETING:

Two-storey structures and not allowed. Arches, bridges or similar constructions connecting 2 stands are allowed, nor are L & U shape island stands.

Exhibition Area Information

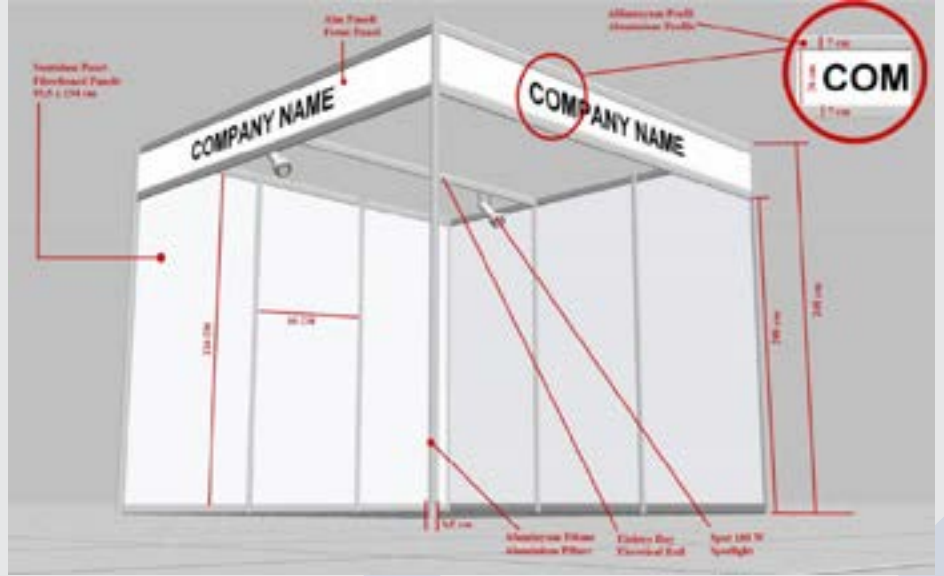
- It is not allowed to exceed the space booked.
- The use of tape on the floor is forbidden
- The floor bearing capacity (net load) is 250 kg/sqm
- The maximum building height is 3 m
- Suspension of banners/signage from the ceiling is not allowed.
- Electric power provided to the booth free of charge. Voltage: 220V, 50 cycles/Hertz. Regular 1500 watt.
- The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services.
- The use of photographers, portrait artists or other performers is not allowed without the written consent of Masarat, as well as the use of lighting, computer monitors and television screens is acceptable within the stand space as long as no disturbance is caused.
- Sound and lighting effects should be contained within each stand area.
- Exhibitors shall refrain inform the organizer about:
 - holding lotteries
 - organising games of chance
 - using 'market stall' techniques
 - distributing 'gimmicks' without scientific or product references
 - using performing artists

Exhibition Area Information

SHELL SCHEME INCLUDES:

- Construction in anodized silver profile - aluminum metalwork
- White or oak color wall panels
- Props, bars fixation, unions and bars locking
- Basic Electricity package Single-Phase (220V): Provides up LED 50 watt.
- Fascia Board red front panel.
- Carpet.
- Counter
- 2 chairs
- 2 lighting spots
- English-Arabic name panel
- 3 shelves

It does not includes: Rental fee for furniture, telephone and data lines, exhibitors insurance and food & beverage services etc..



QUALITY ASSURANCE SYSTEM:

Masarat for Conferences & Exhibitions will offer quality assurance system for participants.
Such system is applied for the first time in Syria.

1. Assurance of equipment quality during the exhibition: (walls, floor carpet, lighting, chairs, and reception seat).
2. Assurance of efficient air conditioning and high quality heating.
3. Assurance of accompanying cleaning during the exhibition period.
4. Assurance of electricity quality maintenance.
5. Providing suitable security protection throughout the exhibition period.
6. Staff is well-treated with participants and visitors.

Academic,Bank,Cargo, Insurance, Exchange, Transfer Partner

During your partner with DENTALHEALTH, you will be the authority is approved in the exhibition and for all local and international participating companies.

Advantages of the approved partner:

Place the partner logo on all printed materials, advertising paintings and media campaigns.

It becomes approved for all local and international participating companies.

Access to a large segment of doctors, merchants and industrialists.

Sponsorship Privileges

Sponsorship privileges	Platinum	Diamond	Golden
Specifying posts on exhibition official facebook page	9	9	5
Placing logo on the Outdoor	*	*	*
Placing the logo on the conference sing	*	*	*
Placing the logo on the cover of conference program	*	*	*
Placing the logo on posters	*	*	*
Focus on sponsor in media	*	*	*
Printing invitations cards for dentists and teshnition in which the logo of sponsors placed on the card	*	*	*
Giving space	10	6	4
Dinner invitation cards	6	4	3
Presenting advertising page in the conference program	*	*	*
Placing the logo on the badges from the backside Speakers & visitors of conference	*	*	
Placing the logo on the signs of the exhibition	*	*	
Place a welcome poster on transportation	*	*	
Presenting billboards to the sponsor at the entrance gates	*	*	
Placing the logo of company on the conference bags	*	*	
Distributing flyers in the reception department of exhibition	*	*	
Distribute promotion items for sponsor	*	*	
Presenting galadinner on behalf of sponsor	*		
Give a ten-minute lecture at the dinner	*		

Media Campaign

Billboards



Radios



Magazines



Banners on Websites



SMS



Posters



Tvs



Newspapers



Social media



Newsletters



Invitation Cards



Roll Ups



Additional Services:

ADVERTISING MATERIALS:

- Bookmark in exhibition guide (100&).
- Printing logo on official sack and insert flayer.
- Badge lanyard sponsor.
- International business center sponsorship.
- Printing materials.
- Promotional items.

ADDITIONAL SPECIAL DESIGN BOOTH:

- Based on company request, can costomize the materieal of booth (chroom, alcobond, wood)
- cost starting from (150\$) One Hundred and fifty American Dollars per square meter.

Securing hotel reservations:

- (Four Seasons Hotel Damascus - The Seven Gets Hotel Damascus - Golden Mazzeh Hotel Damascus - Dama Rose Damascus Hotel).

Securing transport services:

- Providing transportation with VIP car transport from the hotel to the International City of Mawadda and vice versa.

Securing flights.



Our Agents Around the World

Our agent in the UAE and around the world:



أوتاد للتسويق والعلاقات العامة
AOWTAD FOR MARKETING AND PR
WWW.AOWTAD.AE

Aowtad Marketing and Public Relations Company.

Headquartered: Dubai, United Arab of Emirates.

Dubai Investment Park, Office 206-0254

Mob: +971 585177051

Email: a.zabian@aowtad.ae

To confirm participation in the exhibition, bank account information:

Account Name: ANASS ZABIAN

Bank Name: Emirates NBD Bank PJSC

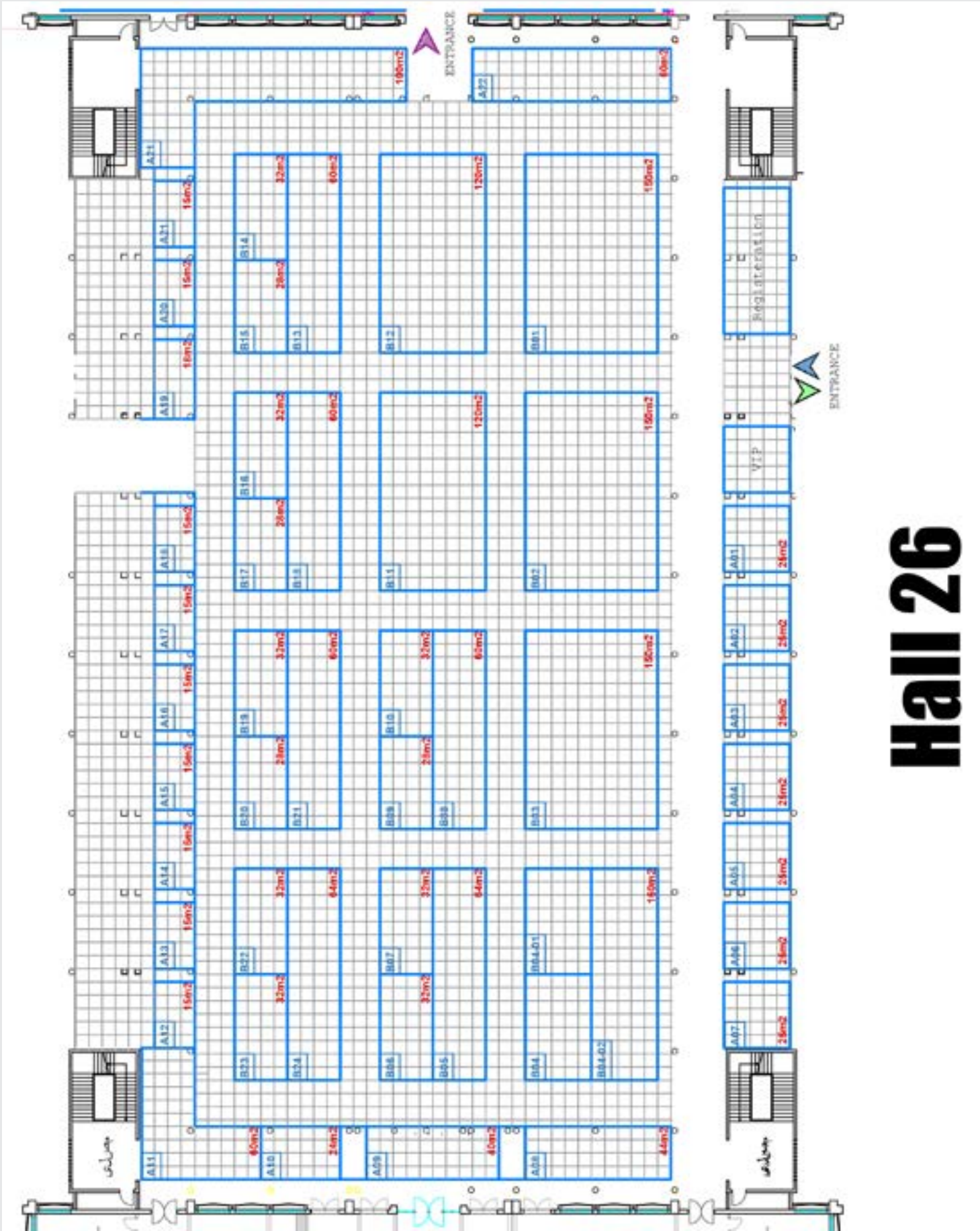
IBAN: AE37 0260 7511 2500 0011 473

Bank Address: P O Box 777, Dubai, United Arab Emirates

Account Number: 751125000011473

SWIFT Code: EBILAEADXXX

Floor Plan - Hall 26:



Hall 26

Extra Payable Options:

PRICE LIST FOR RENTAL EQUIPMENT

Show-Case All Glass

0.50*1.00*2.20 m

Cost: 60\$



Table/ Show-Case

1.00*0.50*1.00 m

Cost: 50\$



Lockable Counter

1.08*0.85*0.82 m

Cost: 30\$



Reception Aluminum Desk

1.80*2.20

Cost: 30



Table/ Show-Case With Lockable Door

1.00*0.50*1.00 m

Cost: 60\$



Vitrine/ Show-Case Aluminum & Glass

0.50*0.50*2.20 m / 0.65*0.65*2.20 m

Cost: 55\$



Reception Counter

1.08*0.58*1.10 m

Cost: 40\$



Aluminum Table

0.65*0.65

Cost: 20\$



Extra Payable Options:

Wooden Coffee Table

H:45 CM/Cost: 15\$

H:80 CM/Cost: 20\$



Lather Couches

One Double, Two Single

Cost: 100\$



Aluminum Chair

Cost: 20\$



Bar Chair / Cost: 40\$

Metal Bar Chair / Cost: 25\$



3 Wooden Cubes

Cost: *



Protocol Rope

1 Rope + 1 Column

Cost: 20\$



Brochure Stand

Cost: 30\$



Electrical Socket

Cost: 10\$



Extra Payable Options:

Led Spot

Cost: 10\$



Refrigerator

5 Feet / 8 Feet

Cost: 90\$



screen

Cost: *



Wooden Shelf

1.00*0.30 M

Cost: *



Laptop

Cost: *



Cooler

Normal / Cost: 70\$



Coffee Machine

Cost: *



Plant

Cost: 20\$



ORGANIZER



MASARAT
CONFERENCES & EXHIBITIONS

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