

Dental Tribune International

**DTI@IDS**

March 25–29, 2025



# VIDEO PRODUCTION @IDS 2025

# Video Production @ IDS 2025

Achieve greater brand awareness through videos

In today's digitalized world, brands are in the need of an effective marketing strategy and videos are a medium that can easily be shared, reaching a broad audience across multiple platforms both initiatively and emotionally.

Whether it's an interview, a product showcase, a presentation of an influencer, a pure branding or corporate film, professional videos expand your reach and engage with your target audience.

During IDS 2025, DTI's on-site video production service will help your company get the most effective exposure at the exhibition.

## Video Production Features

- 60-minute shooting at your booth, lecture area etc. at the exhibition
- Professional shooting, editing and overnight production
- Video delivery within 24 hours

## Video Production Rates

### Video production with original sound

Suitable for company presentation.

Option 1: Standard  
Final video length approx. 2 minutes.

€2,450

Option 2: XL  
Final video length approx. 3 minutes.

€2,950

### Testimonial

Suitable for interview videos, i.e. videos that put a company representative, customer or clinician, who describes the value of a product, in focus.

Interview length varies (by arrangement).

€2,450

### Video production without original sound

Suitable for product-focused videos.

Final video length approx. 2 minutes.

Without subtitles: €1,950

With subtitles in English/German: €2,450

### Social media video

The easiest way to engage with the dental community.

Video length approx. 60–90 seconds.

Without subtitles: €1,950

With subtitles in English/German: €2,450

# Embedded Video Greater brand awareness through videos

No other marketing medium can communicate a message as quickly and effectively as a video. Therefore, Dental Tribune International offers the inclusion of videos in its email marketing campaigns, as well as in news articles and product entries at [www.dental-tribune.com](http://www.dental-tribune.com), in order to increase brand awareness among your existing and potential customers—our readers.

Embedding of videos is available as part of an e-newsletter booking or digital campaign.

Your video can be featured in a dedicated article either fully embedded in our web environment or inserted as a YouTube or Vimeo video.

*Please contact media sales for more information.*

## Fully embedded video

## Featured YouTube video

# Media Sales Contact

Please contact your media sales representative for more information and individual rates.



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**Information provided according to Sec. 5,**

**German Telemedia Act (TMG):**

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**Entry in the commercial registry:**

Registering court: Leipzig district court  
Registration number: B 19276

**VAT:**

VAT ID number according to Section 27a, German Value-Added Tax Act (Umsatzsteuergesetz):  
DE227724594

**Business identification number:**

232/107/02156

**Responsible for contents according to Sec. 55, para. 2,**

**German Federal Broadcasting Agreement (RstV):**

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