DIAMOND YEAR

IQIDS

IRAQI INTERNATIONAL DENTAL SHOW

EXHIBITOR & SPONSORSHIP PROSPECTUS

The Diamond Edition

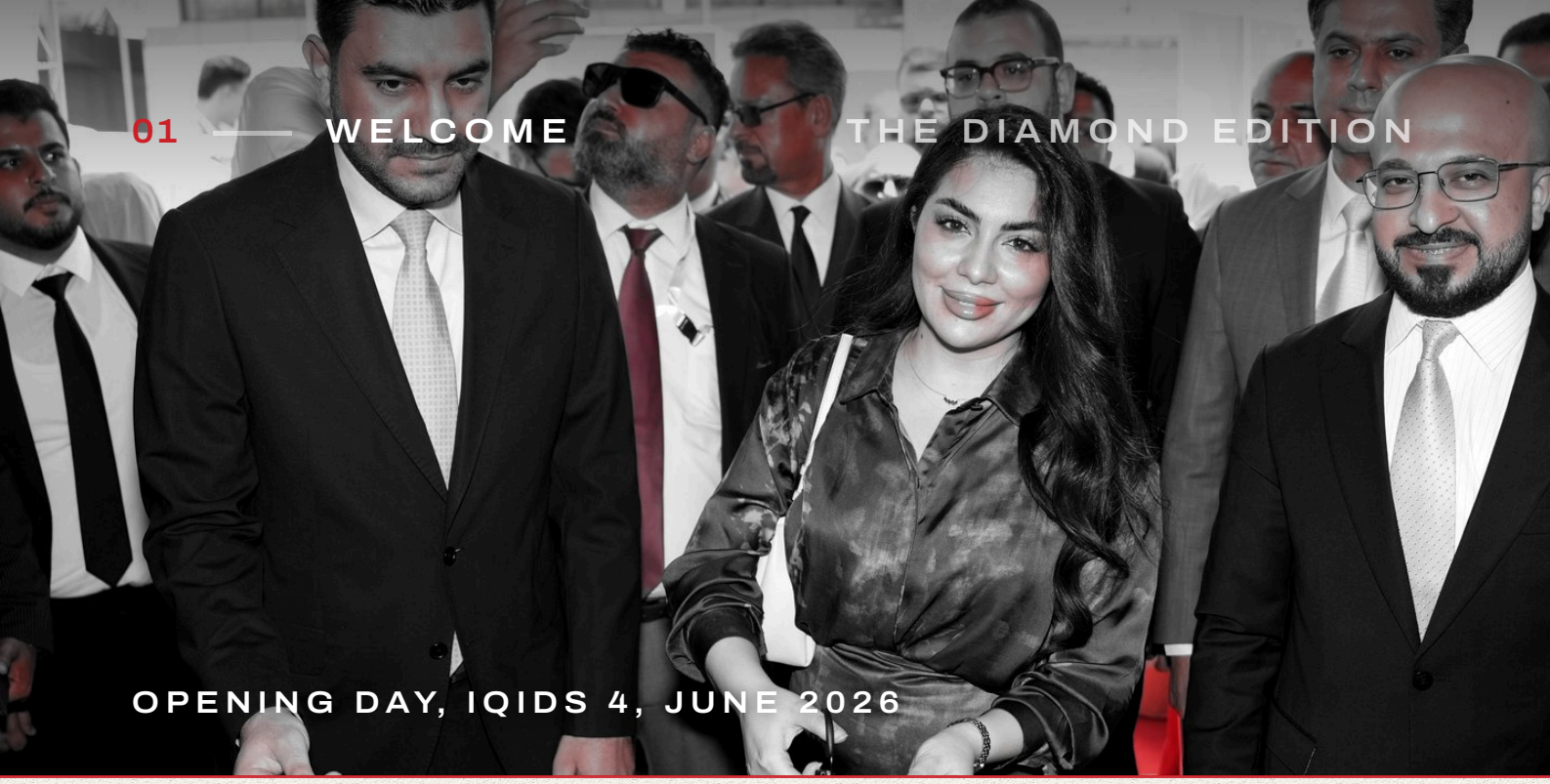
The fifth edition of the Iraqi International Dental Exhibition & Conference, supported by the Iraqi Ministry of Health

BAGHDAD INTERNATIONAL FAIR

Diamond Hall · 29 April – 1 May 2027

رؤيا للمؤتمرات والمعارض

Ruya conferences & exhibition



OPENING DAY, IQIDS 4, JUNE 2026

AN INVITATION

Iraq's dental market is choosing its *partners.*

Be in the room when it does.

For four editions, IQIDS has gathered Iraq's dentists, technologists, distributors and health institutions in one hall in Baghdad. The fifth edition, the Diamond Edition, opens it wider to the international industry.

Ruya Conferences & Exhibitions
Organiser of IQIDS

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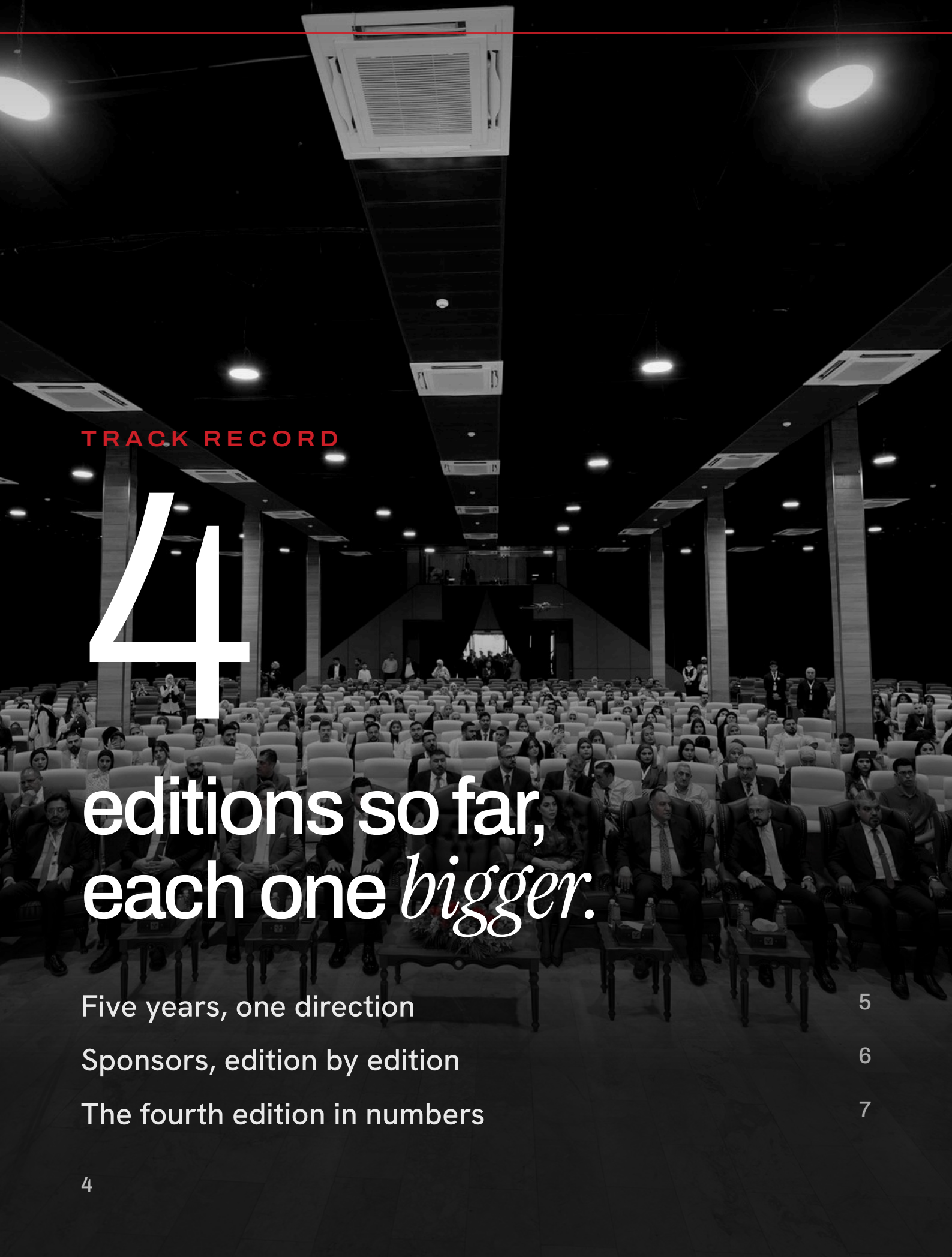
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TRACK RECORD

4 editions so far, each one *bigger*.

Five years, one direction 5

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FIVE YEARS, ONE DIRECTION

From a conference hall to the *Diamond Hall.*

2023 — **The first edition**

Where it began.

2024 — **The second edition**

5–6 July, Al-Abrar, Baghdad. Under the patronage of the Ministry of Health; Germany the guest of honour.

2025 — **The third edition**

30–31 May, Al-Abrar. China the guest of honour; every stand booked three weeks early.

2026 — **The fourth edition**

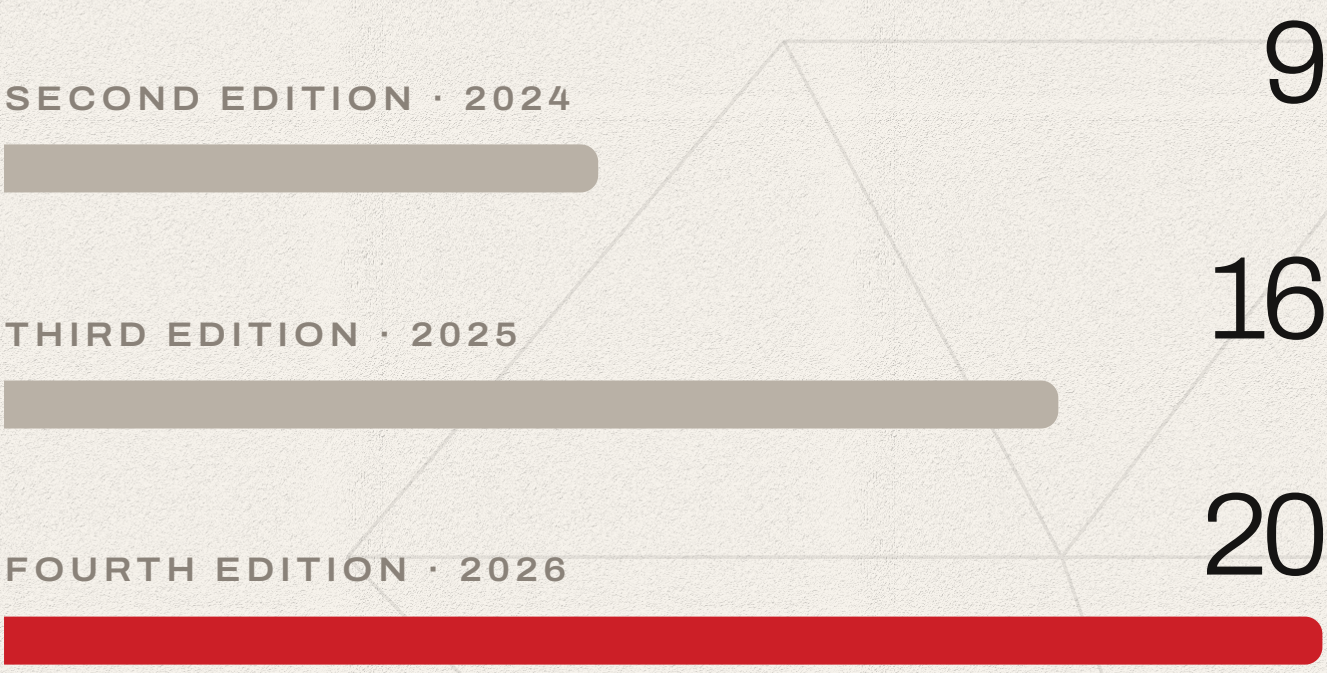
12–13 June, Baghdad International Fair, for the first time. Egypt the guest of honour.

2027 — **The Diamond Edition**

29 April – 1 May, the Diamond Hall: three days, for the first time.

SPONSORS BY EDITION

More companies sponsor IQIDS every *year.*



Five Diamond partners at the fourth edition, up from two at the second.

Source: the organiser's sponsor announcements on @iq_ids.

IQIDS 4 · JUNE 2026

The fourth edition, *in numbers.*

5,000+

Participants over two days

300+

Agencies represented, local and international

70+

Exhibiting companies

14K+

Followers on Instagram, @iq_ids

12 to 13 June 2026 · Baghdad International Fair

WHY IRAQ, WHY NOW

A market of *46 million.*

Young, urban, and building its dental future now.

46.1M
people in Iraq's 2024 census

70%
live in cities

35.9%
are under 15: tomorrow's patients

31,000
dentists in Iraq, 2024

Clinics are opening, labs are going digital, and distributors are choosing which brands to carry. The relationships built now will shape the market for years.

Sources: Iraq Ministry of Planning, 2024 census (final results, February 2025); Iraqi Dental Association, national report to the FDI World Dental Federation, 2024.

IRAQ'S DENTAL MARKET

A market that buys more every *year.*

$52.97M

of dental equipment and supplies shipped to Iraq in 2023

+79.7%

more than in 2019 ($29.47M)

53.98%

of health spending paid directly by families, 2023

$333

health spending per person, 2023

Clinics buy with their own money, and they are buying more.

Sources: UN Comtrade, exports to Iraq reported by supplier countries (dental instruments, materials, X-ray and prosthetics; HS 901841, 901849, 902121, 902129, 902213, 300640), 2019–2023; World Bank, from the WHO Global Health Expenditure Database, 2023.

WHO YOU WILL MEET

The people who decide what Iraqi clinics *buy.*

Dentists and specialists

From private clinics, hospitals and universities across Iraq.

Dental technologists

Lab owners and technicians, gathered at the SC-DT conference.

Distributors and agencies

More than 300 local and international agencies at the last edition.

Academia and government

Dental colleges, the Ministry of Health and the Iraqi Dental Association.

SCIENTIFIC PARTICIPATION

Backed by the bodies that shape Iraqi *dentistry.*

- Iraqi Ministry of Health
- Oral & Dental Health Department, Iraqi Ministry of Health
- Iraqi Dental Association
- FDI World Dental Federation
- IADR, Africa and Middle East
- Saudi Dental Society
- Iraqi Digital Dentistry Association
- Iraqi Association of Oral Medicine & Orofacial Pain

HONOURED AT IQIDS

Received by the leaders of Iraqi *dentistry.*

Dr Bashar Al-Saadi

Adviser to the Prime Minister. Toured the stands in 2024; honoured in 2025.

Dr Ali Khorshid

Head of Oral and Dental Health, Ministry of Health. Guest of honour, 2024 and 2025.

Prof. Dr Raghad Al-Hashimi

Head of the Deans' Committee of Iraq's dental colleges. Guest of honour, 2024 and 2025.

Prof. Dr Arkan Al-Azzawi

Head of the Iraqi Dental Syndicate. Conference president, 2025 and 2026.

Mr Arshad Assaf

Director General, State Company for Exhibitions. Cut the 2026 ribbon.



THE DEANS' COMMITTEE, JULY 2024

ACADEMIA

Where the colleges and the societies *meet.*

The deans' committee

The deans of Iraq's government and private dental colleges met on the sidelines of the second edition.

Four academic sponsors

Iraqi societies for oral medicine, digital dentistry, dental research and facial surgery backed the fourth edition.

A university's own stand

The Medical University of Vienna met students planning a master's or a doctorate.



ON THE FLOOR

A programme that *fills the hall.*

Exhibition hall

Three days of stands, launches and demonstrations.

Scientific conference

Lectures by Iraqi and international speakers.

Workshops

Hands-on sessions built around real procedures.

Panel discussions

The industry's open questions, debated on stage.

THREE TRACKS

Three audiences you want to *reach.*



SC-DT

The Scientific Conference for Dental Technologists: digital workflows, CAD/CAM, 3D printing and lab quality.



AI in Dentistry

Radiograph analysis, diagnostic support, digital smile design and treatment planning.



Non-Surgical Aesthetics

The conference's second edition, with live demonstrations of the newest devices and materials.

THE FOURTH EDITION'S PROGRAMME

Two days, two conferences, a full *programme.*

29

lectures in the main conference

7

talks at the Non-Surgical Aesthetics Conference

8

official hands-on workshops

3

panel discussions

- How digital dentistry changes the rules: a roadmap for Iraq
- Key of success in full-arch implant rehabilitation
- Advanced digital workflows for zero-error restorations
- From scan to smile in 40 minutes

Source: the published timetables of the fourth edition, 12–13 June 2026.

INTERNATIONAL FACULTY

Speakers from six countries, on one *stage.*

Italy

Tooth preparation and soft tissue, the vertical concept

Turkey

Direct composite veneers

Germany

Attachment and telescope dentures

Azerbaijan

The art of anterior composite restoration

Syria

3D and 2D techniques in ceramic colouring

Egypt

The panel discussion

The third edition, May 2025.

A GUEST OF HONOUR EVERY YEAR

Each edition honours one country's dental *industry.*

2024 — **Germany**

The guest of honour of the second edition.

2025 — **China**

China's dental industry, the guest of honour of the third edition, with its delegates on the floor.

2026 — **Egypt**

The guest of honour of the fourth edition, its flag beside Iraq's at the gate.

2027 — **Your country?**

The Diamond Edition's guest of honour is still open.

FOR THE LABS

A conference of its own for dental *technologists.*

9

talks in Hall B on the opening day

4

SC-DT workshops on the second day

- Types of zirconia and how to choose between them
- Thermal post-processing in all-ceramic additive manufacturing
- Custom abutments: when and why
- From design to finish: making 3D appliances

Opened in 2024, SC-DT since 2025: the room where labs choose CAD/CAM, printers and materials.

YOUR GAINS

Five ways your brand *wins.*

01 **Meet Iraq's distributors** in one hall, in three days.

02 **Demonstrate** your devices and materials, live.

03 **Sign partnerships** with local agencies.

04 **Build authority** in front of clinicians and labs.

05 **Leave with qualified contacts,** not just footfall.



THE THIRD EDITION · MAY 2025

3 *weeks*

Every stand was booked three weeks before the doors *opened.*

On 8 May 2025 the organiser announced that all stands for the third edition were taken. The show opened on 30 May.

For the Diamond Edition, exhibitors met at IDEX Egypt in August 2026 have already confirmed.



The agencies are already coming. The only question is whose stand they *visit*.

300+ agencies attended IQIDS 4.

IN THEIR WORDS · THE FOURTH EDITION

What the people in the hall *said.*

"Two days full of great meetings, scientific discussions and wonderful energy, with dentists from across Iraq's provinces."

A DIAMOND SPONSOR

"Packed crowds, high energy, and endless inspiration."

AN EXHIBITOR

"It was a great honor to be part of the 4th IQIDS Conference."

DR OMAR AL-SHEIKHLY, ENDODONTIST AND SPEAKER

WAYS TO TAKE PART

Choose how you want to be *seen.*

Exhibit

Your own stand on the hall floor.

STANDS →

Sponsor

A Diamond, Platinum or Golden partnership.

TIERS →

Partner a track

SC-DT, AI in Dentistry or the Aesthetics Conference.

TRACKS →

Add-ons

Sessions, launches, branding and digital features.

ADD-ONS →

THE TOP TIER

Diamond

Own the Diamond Edition.

- A premium island stand of 36 m^2 in the hall's prime position
- Your logo on the main stage, the entrance and all printed material
- A sponsored session in the scientific programme
- Your logo on every badge and lanyard
- Four features on @iq_ids, followed by 14K+
- Ten delegate passes and a post-show visitor report

Three Diamond partners only. Rates on request.

SCIENTIFIC PARTNERS

Your brand beside Iraq's scientific *societies.*

Iraqi Association of Oral Medicine and Orofacial Pain

Academic sponsor of the fourth edition; signed an official cooperation with IQIDS in February 2026.

Iraqi Society of Digital Dentistry

Academic sponsor of the fourth edition.

Iraqi Association for Dental Research

Academic sponsor of the fourth edition; IADR, with its Iraq branch, was the second edition's scientific sponsor.

Iraqi Association of Facial Surgery

Academic sponsor of the fourth edition.

COMPARE THE TIERS

Platinum and Golden: strong presence, *clear value.*

	DIAMOND	PLATINUM	GOLDEN
Stand	36 m^2 island	18 m^2 corner	9 m^2
Branding	Stage, entrance, print	Hall and print	Print
Programme	Sponsored session	Product talk	–
Badges and lanyards	✓	–	–
Instagram features	4	2	1
Delegate passes	10	6	3
Visitor report	✓	✓	✓

At the fourth edition, 20 companies sponsored IQIDS, five of them at Diamond level.

EXHIBIT

Stands that fit your entry into *Iraq.*

Shell scheme

from 9 m²

Walls, name board, carpet, lighting, power, a table and chairs. Ready on arrival.

Space only

from 18 m²

Raw floor space for your own stand design.

ADD-ONS

- ◇ Product launch on the main stage
- ◇ Coffee break partner
- ◇ Feature post and story on @iq_ids
- ◇ Workshop room partner
- ◇ Registration desk and badges

Rates and floor plan on request.

WHAT EXHIBITORS DO HERE

A stand at IQIDS is a *classroom.*

Lectures under your name

At the fourth edition, lectures and workshops ran "sponsored by" exhibiting companies.

Hands-on, free

Free workshops in every dental specialty draw clinicians onto the floor.

Live demonstrations

3D printers, scanners and materials shown working, not just displayed.

Try before buying

Products tested inside the stand, with show offers and daily draws.



THE CAMPAIGN

Every partner gets a post of its *own.*

One post per partner

Sponsors by tier, then every exhibiting company and lab.

One post per speaker

The programme announced speaker by speaker, weeks ahead.

A film per tier

After the show, a thank-you film for each sponsor tier.

14K+

followers on Instagram, @iq_ids

51

posts shared as collaborations with partners and speakers, 2026

AFTER THE SHOW

The relationship does not end on the last *day.*

The IQIDS shield

Every sponsor of the second edition received the conference shield after the show.

Honoured by the Ministry

The head of the Ministry of Health's oral and dental health department honoured exhibitors after the second edition.

The recap, with your name

After the fourth edition, each lecture recap credited the company that sponsored it.



THE VENUE · DIAMOND HALL

Baghdad International *Fair.*

Iraq's home of international exhibitions for decades: modern halls, wide spaces built for pavilions, and the services exhibitors and visitors need to move easily.

- Invitation letters for visas
- Shipping and customs guidance
- Hotel recommendations in Baghdad

معرض بغداد الدولي
Baghdad International Fair

GETTING THERE

In the heart of Baghdad, in Al *Mansour.*

IQIDS moved to Baghdad International Fair for its fourth edition. The Diamond Edition takes the fairground's Diamond Hall for three days.

ADDRESS

Baghdad International Fair, Al Mansour, Baghdad

HALL

The Diamond Hall

PARKING

Ample, with on-site security

HOTELS

Several nearby

GETTING AROUND

Taxis and ride-hailing

SHOW DAYS

29 April – 1 May 2027

HOW THE THIRD EDITION BUILT UP

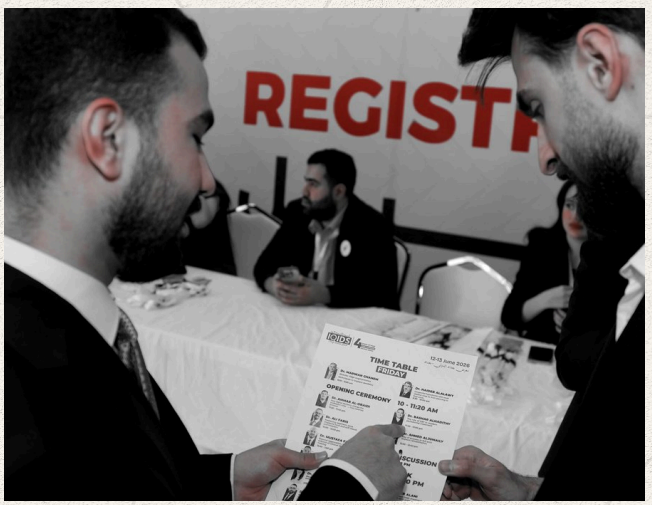
Weeks of attention before day *one.*

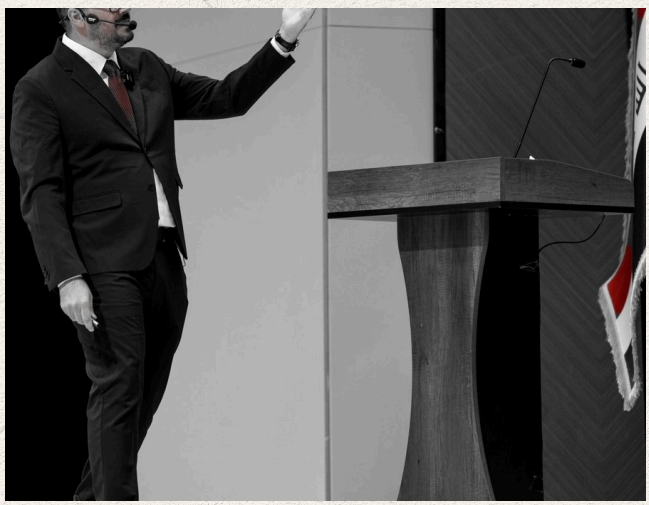
8 May	**Every stand booked**	Three weeks before the show.
9 May	**Partners announced**	Sponsors by tier, one post each, for two weeks.
12 May	**Registration opens**	Seats limited; speakers announced one by one.
29 May	**Guests of honour**	The countdown, and the guests named.
30 May	**Doors open**	Two days, two halls.
June	**Thank-you films**	One per tier, then the summer recap.



THE FOURTH EDITION · JUNE 2026

The hall, last *June.*





Baghdad International Fair, 12–13 June 2026.

HOW TO BOOK

Book in three *steps.*

01

Tell us what you need.

A stand, a tier or a track. One message is enough.

02

Receive your offer.

The floor plan, the contract and the invoice.

03

Get ready to exhibit.

Your exhibitor manual, deadlines and set-up times.

EARLY BOOKING CLOSES

To be announced

SHOW DAYS

29 April – 1 May 2027

Message IQIDS →

AT A GLANCE

The Diamond Edition on one *page.*

EDITION

The fifth: the Diamond Edition

DATES

29 April – 1 May 2027

VENUE

Baghdad International Fair, the Diamond Hall

SUPPORT

The Iraqi Ministry of Health

AUDIENCE

Dentists, technologists, universities and companies

PROGRAMME

Exhibition, conference, SC-DT, workshops, panels

PARTNERSHIPS

Diamond, Platinum and Golden

ORGANISER

Ruya Conferences & Exhibitions

THE ORGANISER

We bring the region's exhibitors to *Baghdad.*

Ruya Conferences & Exhibitions, chaired by Dr Laith Hussein, has run IQIDS every year since 2024, and takes it to the region's dental shows.

AEEDC Dubai · January 2026

Met the exhibitors and the Global Scientific Dental Alliance.

SIDC Riyadh · February 2026

The Saudi International Dental Conference.

IDEX Egypt · August 2026

Invited its exhibitors to the Diamond Edition; companies confirmed for 2027.



See you in the Diamond *Hall.*

29 April – 1 May 2027 · Baghdad International Fair

IQIDS 5 · THE DIAMOND EDITION

Let's reserve your *place.*

One message is enough to start.

Message IQIDS →

Instagram @iq_ids

Website iqids.iraqiz.com

Scan to message IQIDS

DIAMOND YEAR IQIDS IRAQI INTERNATIONAL DENTAL SHOW

رؤيا للمؤتمرات والمعارض Ruya conferences & exhibition