



**BRIEF FOR  
HAMMASLÄÄKÄRIPÄIVÄ 2018**

**Open Tender - Booth Production  
November 22 – 24, 2018  
Messukeskus, Pasila, Helsinki**

**Created by Monika Audra**

## BRIEF Futudent – IDS 2019

Company Name	Futudent Oy Helsinki, Finland
Event	IDS 2019 Cologne, Germany
Website	<a href="http://www.futudent.com">www.futudent.com</a>
Products	<p>Futudent is a Helsinki-based company which produce Dental Miniature Camera for dentists to help them record dental procedure and use the videos + images as dental documentation. These videos and images can be shared to their patients, colleagues, students, or even on a referral case.</p> <p>With Futudent cameras, dentists don't have to interrupt the procedure to produce the video and images.</p> <ul style="list-style-type: none"> <li>- proCam: The 4K Dental Camera</li> <li>- microCam: The lightest Loupe-camera</li> <li>- eduCam: The most sold Dental Camera</li> </ul>
Brand Personality	Straightforward, Competence, Influential and accomplished, Trustworthy, Reliable, Intelligent, Successful
Booth Size	5m x 10m Open 3 sides
Color Palette	White #ffffff Blue #459cdc
Look & Feel	Modern, wide space, clean, professional, techie
Attendee	<ul style="list-style-type: none"> <li>- General dentists</li> <li>- Professional lecturers</li> <li>- Dental equipment / product distributors</li> </ul>
In-booth Area	<ul style="list-style-type: none"> <li>• Meeting / Negotiation area Semi-private, the importance is to give enough privacy from passerby and other visitors on the booth</li> <li>• Demo area (3) a combination of demo table and dental light</li> <li>• Storage area Storage area should be able to be locked during night</li> <li>• BAR area This are functioned as waiting corner for potential customers to be assisted.</li> <li>• LIVE-Show area This is where we install the dental chair + small screen. We will introduce how our cameras work (short lecture)</li> </ul>
In-booth Equipment	<p><b>In General</b></p> <ul style="list-style-type: none"> <li>• Printed backwall</li> <li>• Backwall (min 3,5m)</li> <li>• Cut out logo (lighted)</li> <li>• Plants décor</li> <li>• OLED 4K screen 65" – 75" (2x) to be attached to a (back)wall</li> <li>• LED 4K 24" – 30" (3x) &gt;&gt; separate quotation</li> </ul> <p><b>Storage Area</b></p> <ul style="list-style-type: none"> <li>• Storage Space (3sqm)</li> <li>• Shelf and cabinets</li> </ul> <p><b>Bar Area</b></p> <ul style="list-style-type: none"> <li>• Bar Table (with high-chairs, filter coffee machine, Nespresso, sodas drink, mini-fridge (owned by Futudent), shelf under the table)</li> </ul> <p><b>Demo Area</b></p>

	<ul style="list-style-type: none"> <li>• Demo Table 3x (with hanging surface, shelf under table, and dental lights attached somewhere)</li> <li>• Dental Lights 3x (we provide the lights)</li> </ul> <p><b>LIVE-Show Area</b></p> <ul style="list-style-type: none"> <li>• Dental Chair (we provide the chair)</li> </ul> <p><b>Meeting / Nego Area</b></p> <ul style="list-style-type: none"> <li>• Clean, nice, professional table + chairs for meeting / negotiation area</li> </ul>
KPI	<ul style="list-style-type: none"> <li>• Booth Set up D-1</li> <li>• Wide looks</li> <li>• Clean end-result</li> <li>• Good traffic flow, and still accommodating privacy on certain areas (storage &amp; meeting/negotiation areas)</li> <li>• Good quality equipment &amp; booth production</li> </ul>
Budget	7500 EURO
Time Line	<p>Briefing: October 10<sup>th</sup>, 2018</p> <p>Initial Offer: <b>October 17<sup>th</sup>, 2018</b></p> <p>Tender announcement: <b>October 24<sup>th</sup>, 2018</b></p> <p>Installation Date: Feb 17 – 18, 2019 (TBC)</p> <p>Event Date: Feb 19 – 23, 2019</p>

Reference:

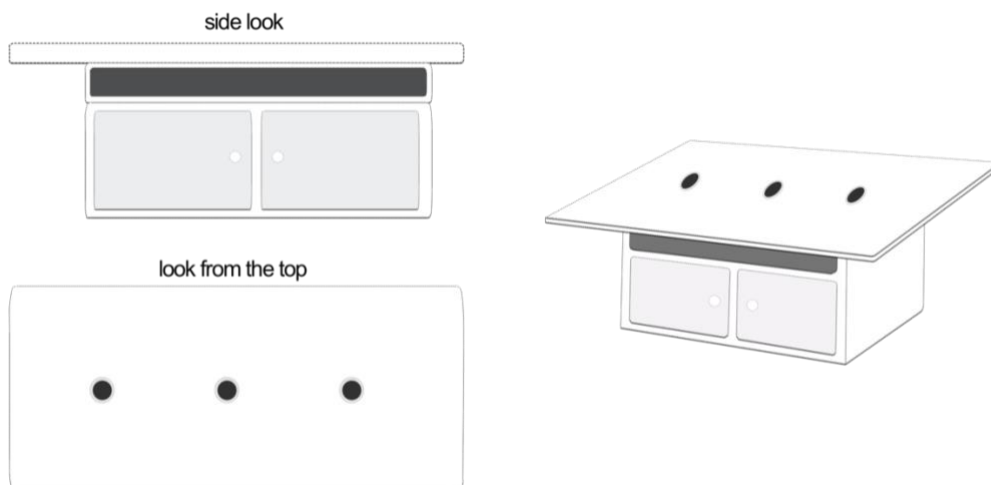
1. Dental Chair
  - Size around 200cm (L) x 70 cm (W)





## 2. Demo Table

- approximately 120cm x 60 cm
- doors should have lock



### 3. Dental Lights

