AOSC
Association of Orthodontists (Singapore) Congress

24 - 26 FEBRUARY 2017
Level 4, Marina Bay Sands, Singapore

Pre-congress: 23 February 2017
Post-congress: 27 February 2017

www.aoscongress.com

Achieving Success, Overcoming Challenges in Orthodontics
AOSC Witnessed Unprecedented Growth in 2017!

The Association of Orthodontists (Singapore) Congress saw an unprecedented growth at its 2017 edition with a **23% increase in exhibitors** and **37.5% increase in attendees**.

**938 attendees** from every corner of the world came together at this specialized orthodontic conference and exhibition to acquire new knowledge, exchange ideas and foster closer ties with the ASEAN orthodontic community.

A total of 10 eminent orthodontic experts headed by keynotes Richard McLaughlin, Jay Bowman, Ravi Nanda and Greg Huang reviewed the latest studies and shared their practice experience with delegates over the 3-days main conference.

Limited attendance workshops on both pre- and post-congress days were sold out before the beginning of the congress in Singapore.

Attendees also enjoyed networking events such as the Welcome Reception at the lounge and bar Aura and the Gardens by the Bay Run into a horticultural oasis in the middle of the city. Key regional association leaders were brought together at the Presidents’ Gala Dinner to strengthen regional ties.

---

*It was a great experience! It’s a 14 hour flight from Egypt but it was worth it, for sure. I will be there again!*

Mohamed Hesham Morsy, Egypt

*Dr Ravi Nanda sessions are both informative and very practical.*

Egwin Yeo, Singapore
VISITOR PROFILE

Attendee Growth
A record number of visitors attended AOSC 2017 with a sharp rise in institutions, associations and practice chains taking notice of the event and sending group delegations:

- 37.5% Increase
- 60% Increase

938 ATTENDEES
13 GROUP DELEGATIONS

Visitor Experience
- 90% Overall impression of the event was either ‘excellent’ or ‘good’
- 99% Were satisfied with the conference topics
- 97% Were satisfied with the speaker profile

Top Visiting Countries
- Taiwan
- Hong Kong
- Thailand
- Malaysia
- Singapore
- Vietnam
- Indonesia • University of Trisakti • Indonesian Association of Orthodontists
- Australia

Visitor Breakdown by Region
- 51% Local
- 30% ASEAN
- 13% Asia Pacific excl. ASEAN
- 6% Rest of World

Outstanding Scientific Program
- Simon Littlewood’s, program is interesting and systematic.”
  - Inge Santoso, Indonesia
- Good speakers, great content, great hospitality.”
  - Ronny Lie, Hong Kong
- Prof Park’s lecture was excellent!”
  - Olivia Sahelangi, Indonesia

90.3% of exhibitors were satisfied with the quality of visitors

Graphic includes some of the group delegations registered for AOSC 2017.
EXHIBITOR PROFILE

Exhibitor Growth
AOSC 2017 saw a growth in terms of both exhibitor numbers and an increased internationalization of exhibitors. Companies from Australia, Germany, Hong Kong, Malaysia, Taiwan and the USA joined companies from Singapore at the exhibition.

Exhibitor Experience
90.3% Satisfied with overall participation outcome
73% Will return or are likely to return for AOSC 2019

Exhibitor Reviews
It’s going really well - First time to participate at AOSC, a great opportunity for us to get our brand out there to build awareness. We got to meet new clients, as well as existing customers.”

Dental Monitoring

“It was great to have a lunch talk and straight after it, we could sell many cases. The international audience allows various very valuable contacts.”

BioMers Pte Ltd

“Able to interact and share with dental professionals from all over the region.”

Propel Ortho Singapore Pte Ltd

Local VS International Exhibitors
28% International
72% Local

23% Increase
32 EXHIBITORS
83 BRANDS

Exhibitor Type
50% Distributor / Trader
44% Manufacturer
16% Service Provider (EDP / IT, Media, etc)
The Influence of Voxel Sizes in the Reproducibility of 3D Cephalometric Landmarks Obtained from Cone-Beam Computed Tomography (CBCT)

Laurensia Limas
Orthodontic Department,
Faculty of Dentistry, Universitas Indonesia

POSTER COMPETITION

Bringing together bright minds in the field of orthodontic research, the 2017 Scientific Poster Competition saw a total of 36 submissions vie for the 1st prize of SGD 600 in cash.

NETWORKING OPPORTUNITIES

These AOSC networking events left lasting impressions on participants who joined in 2017. Congratulations to Dr. Simon Littlewood, Dr. Tengku Sinannaga, and Dr. Yukiho Tominaga who came in first together during the AOSC morning run. Here are some snapshots of the events.

WINNER:

The Influence of Voxel Sizes in the Reproducibility of 3D Cephalometric Landmarks Obtained from Cone-Beam Computed Tomography (CBCT)

Laurensia Limas
Orthodontic Department,
Faculty of Dentistry, Universitas Indonesia

MERITORIOUS AWARDS:

Jason Chua
National Dental Centre of Singapore

Emre Kayalar
Anadolu University, Turkey
MEDIA COVERAGE
A targeted media outreach campaign to both dental and orthodontic magazines and newspapers was carried out for AOSC 2017. These are some of the articles published:

1. Ortho Tribune Asia Pacific, Vol. 15
   Interview: “We can also learn from seeing cases that have failed”

2. Dental Asia, March/April 2017
   AOS Congress 2017 Witnessed Unprecedented Growth at its Latest Edition

3. Dental Access, 7 February 2017
   Association of Orthodontists (Singapore) Prepares for a Bigger and Better AOSC 2017

4. World Federation of Orthodontists
   2017 Association of Orthodontists (Singapore) Congress will Provide Platform for Orthodontists to Achieve Success, Overcome Challenges

BOOST YOUR NETWORK
Returning from 22 - 24 February 2019, the Association of Orthodontists (Singapore) Congress 2019 will continue to build on its successful combination of an insightful conference coupled with a specialized exhibition focusing on the niche of orthodontics.

Companies looking to collaborate with, sponsor or exhibit at AOSC 2019, contact us today to begin discussions on your participation.

SPONSORSHIP & EXHIBITION OPPORTUNITIES
Ms. Corrine Zhang
T: +65 6500 6742
E: c.zhang@koelnmesse.com.sg