

No. 3 / May 2026, Cologne  
#Idscologne

## Strong start to registration for IDS 2027 sends a clear market signal

The International Dental Show (IDS) is continuing on its path of success. Immediately after exhibitor registration for 2027 opened, the leading global trade fair is experiencing a huge demand. Around 1,000 market leaders from over 50 countries and relevant segments of the dental industry have confirmed their participation and secured their exhibition space at an early stage. The high number of registrations accentuates the reach of IDS and sends a clear market signal early on for the upcoming event from 16 to 20 March 2027 in Cologne.

### High rebooking rates and a strong early bird phase

The strong start to exhibitor registration is confirmed by an above-average rebooking rate. Numerous companies from the previous IDS registered again within the first few weeks after registration opened.

At the same time, a growing number of new exhibitors are taking advantage of the early registration period to position themselves at the International Dental Show.

Securing space early is increasingly becoming of strategic importance for many companies. It enables optimal placement within the hall layout and facilitates efficient stand planning. It thus ensures the best prerequisites for maximum exhibitor visibility and for creating thematic clusters to enable the trade audience an optimal visitor experience.

### Cologne remains to be a global industry hub for the dental world

Thanks to IDS, Cologne will remain to be the central meeting point for the international dental community in 2027. Manufacturers, users, decision-makers and industry multipliers from all over the globe come together here to present and discuss innovations, digital solutions and forward-looking technologies. IDS is the unique meeting point worldwide for dental manufacturers, dental technicians and dentists. As the leading global trade fair, it unites international market leaders, offers also a platform for aspiring industry professionals and showcases the entire diversity and innovative strength of the global dental sector. The early commitment of companies from around the globe confirms IDS's ambition to continue setting the international pace for the dental industry next year. Besides Germany, the countries with the largest participation include Italy, Korea, France, Spain, Switzerland and Turkey. Group registrations have been received so far from the USA, China, Brazil, Bulgaria, Hong Kong, Israel, Japan, Korea and Taiwan



IDS  
16.03. - 20.03.2027  
[www.english.ids-cologne.de](http://www.english.ids-cologne.de)

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)



GFDI Gesellschaft zur Förderung der  
Dental-Industrie mbH  
(Society for the Promotion of  
the Dental Industry)  
Aachener Strasse 1053-1055  
50858 Cologne  
Germany  
Phone +49 221 500687-0  
Fax +49 221 500687-21  
[info@gfdi.de](mailto:info@gfdi.de)  
[www.gfdi.de](http://www.gfdi.de)

GFDI is the commercial enterprise of the



Association of the German  
Dental Manufacturers e.V. (VDDI)  
[info@vddi.de](mailto:info@vddi.de)  
[www.vddi.de](http://www.vddi.de)

## Positive market outlook for IDS 2027

The current registration status can be interpreted as a reliable early indicator for a successful IDS 2027 and reflects the high market dynamics within the dental industry.

This positive start seamlessly follows on from the strong trade fair in 2025 and increases the industry's positive expectations for the 42nd edition of IDS in Cologne. The dental community is thus confirming the significance of this trade fair as an indispensable platform for exchange and business development, which also shapes the future of the dental industry.

Secure yourself a strategic advantage for your stand location. Registration is now available online at [Exhibitor registration | IDS](#)

For further information and to register, please visit:  
[www.english.ids-cologne.de](http://www.english.ids-cologne.de)

## About IDS

The International Dental Show (IDS) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial arm of the Association of the German Dental Industry (VDDI), and hosted by Koelnmesse GmbH, Cologne.

### Note for editorial offices:

IDS photos are available in our image database on the Internet at [www.english.ids-cologne.de/imagetdatabase](http://www.english.ids-cologne.de/imagetdatabase)

Press information is available at [www.english.ids-cologne.de/pressinformation](http://www.english.ids-cologne.de/pressinformation)

Copyright for press information: IDS Cologne

If you reprint this document, please send us a sample copy.

### Your contact:

For details and information on the dental industry:

VDDI/GFDI

Media & Communications

Martin Dommer

[dommer@vddi.de](mailto:dommer@vddi.de)

Burkhard Sticklies

[sticklies@VDDI.de](mailto:sticklies@VDDI.de)

### Your contact for IDS:

Markus Majerus

Public and Media Relations Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2627  
m.majerus@koelnmesse.de  
www.koelnmesse.com