

2023
6.1-3

Suzhou International
Expo Centre
Hall B1-G1

Media Kit
2023

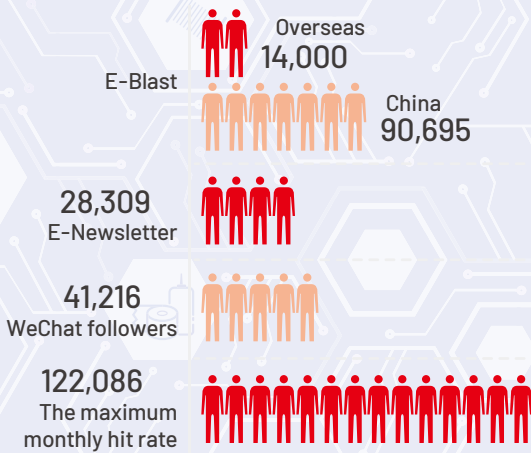
Medtec China Online

Medtec China Online is the leading new media and integrated specialized platform focusing on the marketing of accurate information related to Medtec China, the exhibition for medical device design and manufacturing in China. The platform consists of

- Official Website:** www.medtecchina.com covering 11 categories of advancing industry news
- Sourcing website:** (China Medical Device Manufacturer Online): cmdm.medtecchina.com
- WeChat official subscription account:** MEDTECCHINA
- E-Blast:** covering all audiences to Medtec China & E-newsletter visitor's database
- Conference live-streaming Platform & Service**
- Medtec Show Channels:** In WeChat marketing ecosystem



Global Reach By Platform



* Data collected by December, 2022, it will update by the date of promotion

Webinar Marketing

Webinar Marketing service provides sponsors with online-integrated marketing promotion services including Webinar promotions, Webinar operation services, and post-webinar reports. Through Medtec China's accurate data and online marketing channels, Webinar Marketing service will attract audiences and potential buyers for sponsors. This communication leads to the effective marketing of a company's products, technologies, services, solutions, and branding.

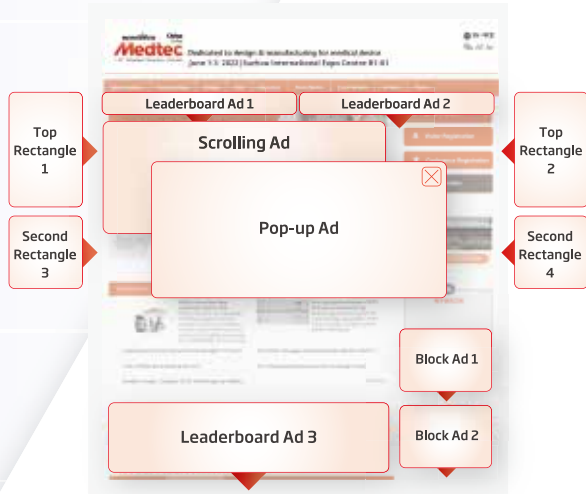
Procedure:

1. Sponsor is in charge of webinar content planning, speaker invitations, and promotional materials. Please submit all the materials for marketing one week in advance based on the agreed marketing schedule.
2. Medtec provides webinar operation services. The sponsor is responsible for coordinating the preparation.
3. A minimum of three promotions through Medtec China marketing channels including WeChat ad inserts, e-blasts, website news releases, and SMS – all of which depends on the marketing schedule set with the salesperson.
4. Medtec China has the authority to modify any materials from a sponsor and to repost via different marketing channels in any form or at any time.
5. Medtec shall create a post-webinar report for the sponsor.

Advertising orientation	Basic service	USD	RMB
Webinar marketing	Webinar Operation	7,500	50,000
	E-blast (5000 emails)		
	WeChat Post Exposure		
	SMS		
	Post-Webinar Report		
Webinar marketing	Others	5,300	35,000
	Webinar Operation		
	E-blast (5000 emails)		
	WeChat Post Exposure		
	SMS		
Post-Webinar Report			
	Others		

*Please make promotion plan and submit the corresponding design document 30 workdays prior to the effective contract date in an acceptable format which includes JPG, GIF or HTML format, not less than 300dpi.

Website marketing



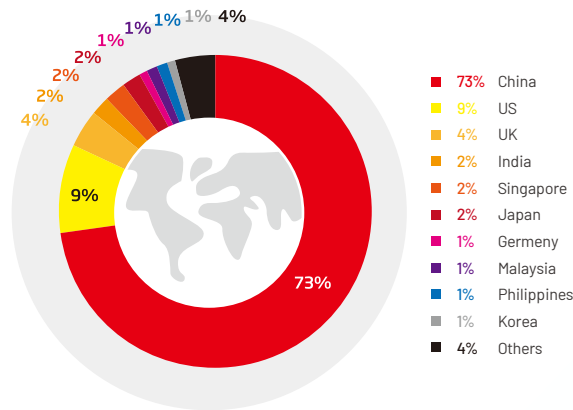
www.medtecchina.com releases selected information on the website on a daily basis. Adopting approaches such as optimization of search engine and search engine marketing, it has established a window for Chinese medical device engineers and manufacturing experts to communicate industrial information.

Annual website browsing hits total 581,299 with the maximum monthly hit rate of 122,086 and UV 31,637. The profile of Internet users browsing the website includes managerial personnel, R&D and manufacturing staff, project buyers, as well as quality management personnel at medical device manufacturers.

Advertising orientation	Size	Duration	USD	RMB
Pop-up Ad (Multiple times) Sold out	600px(W)*400px(H)	30 days before May 1	2,500	16,500
		30 days during 5.1-6.3	3,500	23,000
Leaderboard Ad 1 (horizontal)	570px(W)*114px(H)	30day	1,800	12,000
Leaderboard Ad 2 (horizontal)	570px(W)*114px(H)	30day	1,800	12,000
Scrolling Ad	826px(W)*550px(H), plus 100 words	30day	1,500	10,000
Leaderboard Ad 2 (horizontal)	818px(W)*200px(H)	30day	2,000	13,000
Block Ad 1	300px(W)*180px(H)	30day	1,200	8,000
Block Ad 2	300px(W)*180px(H)	30day	1,200	8,000
Top Rectangle 1	200px(W)*300px(H)	30day	1,700	11,200
Top Rectangle 2	200px(W)*300px(H)	30day	1,700	11,200
Second Rectangle 3	200px(W)*200px(H)	30day	1,600	10,500
Second Rectangle 4	200px(W)*200px(H)	30day	1,600	10,500

Note: Please submit the corresponding design document 10 workdays prior to the effective contract date in an acceptable format which includes JPG, or GIF format, not less than 300dpi. The above browsing data statistics are up until December,2022.

Website Reach By Country



China Medical Device Manufacturer Online (CMDM)

China Medical Device Manufacturer Online (CMDM)"cmdm.medtecchina.com" is a new Medtec China Online product, as well as an online exhibition sourcing platform aiming at to continuously connect high-quality suppliers with medical device manufacturers in China With COVID-19 in mind, Medtec China initiated this new virtual exhibition as a supplement to physical exhibitions. Online and offline modes help both suppliers and buyers and, hopefully, the development of the Medical Device Industry in the future.

CMDM is also part of Medtec China's official website. It has accumulated 159,878 hits since its launch in December 2019. According to Google Analysis, our web visitors primarily spend time looking for ideal suppliers or productions. CMDM is an invaluable marketing channel for reaching your target customers in China.



Advertising orientation	Size	Duration	USD	RMB	Ads position
Online exhibiting Hot~	3pictures+80 product introduction+ 300 company introduction	30day	3,500	23,000	Virtual Booth 1/2/3
Home page top Rectangle 1	200px(W)*550px(H)	30day	1,700	11,200	Refer to Home page top rectangle 1
Home page top Rectangle 2	200px(W)*550px(H)	30day	1,700	11,200	Refer to Home page top rectangle 2
Internal page top Rectangle 3	200px(W)*550px(H)	30day	1,600	10,500	Refer to Home page top rectangle 1 position
Internal page top Rectangle 4	200px(W)*550px(H)	30day	1,600	10,500	Refer to Home page top rectangle 2 position
Home page bottom banner	1140px(W)*100px(H)	30days	1,700	11,200	Refer to Home page bottom banner 5

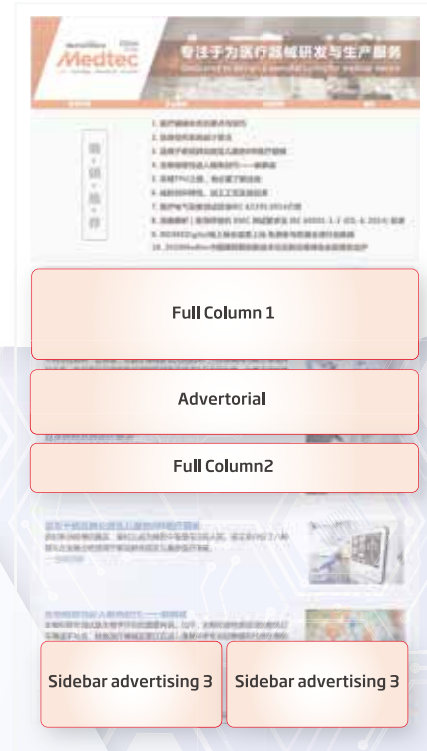
*The above data statistics are up until December,2022.

Medtec
E-newsletter for
medical device
design &
manufacture
technology

The E-newsletter of Medtec China online is the collection of selected articles sourced from our international media portfolio, including MD+DI, QMED and MedtecJapan.com, and selected contents with the highest reviewing quantity every month.

This newsletter is directly sent through Email to the group of subscribes of 28,309 professionals in the medical industry. Such promotional opportunity enables to find your target customer group in a more accurate and effective way.

Advertising orientation	Size	USD	RMB
Full Column 1	660*100	2,500	16,500
Full Column 2	660*100	2,200	14,500
Advertorial	1Picture+50 words	2,200	14,500
Sidebar advertising 3	330*190	1,800	12,000
Sidebar advertising 4	330*190	1,800	12,000



Release date

Email Blast	31-Jan-23	28-Feb-23	29-Mar-23	26-Apr-23	31-May-23	28-Jun-23	31-Jul-23	29-Aug-23	25-Sep-23	31-Oct-23	29-Nov-23	27-Dec-23
		Tuesday	Tuesday	Wednesday	Wednesday	Wednesday	Wednesday	Monday	Tuesday	Monday	Tuesday	Wednesday

Note: The release date might change if necessary, please submit the corresponding design document 10 workdays prior to the effective contract date in an acceptable format which includes JPG, or GIF format, not less than 300dpi. The above browsing data statistics are up until December, 2022.

**E-Blast to
Medtec China
Exhibition
Visitors**

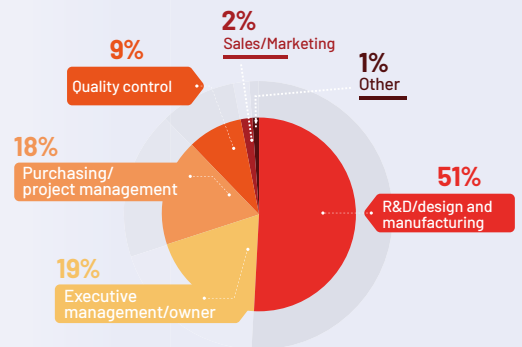
The Medtec China exhibition is held in Shanghai every September. As one stop of the Medtech World exhibition series, it has been successfully held in China for 16 years, which has enabled the organizer to collate a database of 90,695 professionals working at medical device manufacturing enterprises. Starting from every April, the organizer will send 24 emails both in English and Chinese prior to the exhibition to directly invite qualified persons. In these emails, distinct contents customized for your brand will assist in improving its image in the market and directly attract more potential customers to visit your exhibition booth.

Advertising form	Duration	Database scope	USD	RMB
Customized email	1 E-blast (Chinese / English)	Designated database (Maximum 50,000 emails)	0.99/email	3/email
Graphic link	1 E-blast (Chinese / English)	Designated database (Maximum 50,000 emails)	0.49/email	1.5/email

*Medtec China has the sole right to the interpretation of the data and contents

Note: For April to September, please submit the document or graphic link in HTML format by the 5th of each month. The above data statistics are up until December, 2022. Contact your sales personnel to get more detailed information of other sponsorship opportunities for the exhibition, such as advertisements in printed publications and on-site advertisements.

Visitors by Job Description



The official WeChat account MEDTECCHINA information

The official WeChat account platform MEDTECCHINA releases on average three articles of selected industrial information every week to provide an accurate service to the 41,216 professionals in the industry with the maximum actual read volume of 5,421. WeChat is one of most popular daily social media for Chinese, you will obtain attention from your target customers to rapidly establish the branding image of your enterprise via this active and

accurate marketing opportunity.

Advertising form	Duration	Pixels	USD	RMB
Advertorial (headline)	1 time before May 1	800-1,500 words recommended	1,500	10,000
	1 time between May 1-31		2,300	15,000
Graphic placement advertisement (headline)	1 time before May 1	900*500	750	5,000
	1 time between May 1-31		1,000	6,600
Advertorial (second position)	1 time before May 1	800-1,500 words recommended	1,000	6,600
	1 time between May 1-31		1,500	10,000
	1 time between June 1-3		2,300	15,000
Graphic placement advertisement (second position)	1 time before May 1	900*500	500	3,300
	1 time between May 1-31		750	5,000
	1 time between June 1-3		1,000	6,600
Advertorial (third position)	1 time before May 1	800-1,500 words recommended	500	3,300
	1 time between May 1-31		750	5,000
	1 time between June 1-3		1,500	10,000
Graphic placement advertisement (third position)	1 time before May 1	900*500	250	1,650
	1 time between May 1-31		375	2,500
	1 time between June 1-3		750	5,000
Top position in exhibition preview of wechat post	1 time before the show	Information from show directory submit by exhibitor	750	5,000
Countdown Picture (headline position)	May 1-31	3216*5529 200dpi	1,300	6,000
Countdown Picture (second position)	May 1-31	3216*5529 200dpi	650	4,000

Release date

Randomly on 3 workdays every week; 4 workdays every week 1 month prior to the exhibition

Note: For the above WeChat promotion, subscription of either single time or whole month as a package is available. Consult our sales personnel for more detailed options. Please submit prepared WeChat link 3 workdays before promotion. The above data statistics are up until December, 2022.

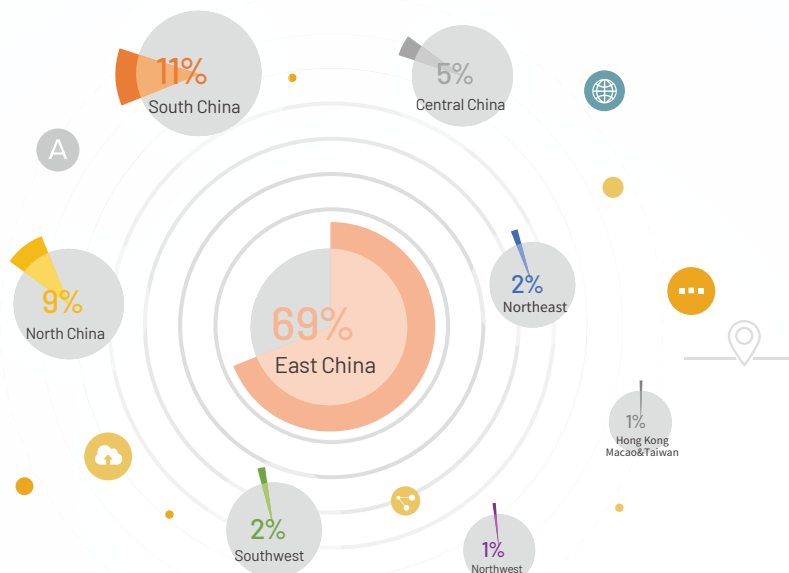
Medtec Show Channels— WeChat Video/ live streaming platform

Medtec Show Channels is a video and live streaming platform in WeChat marketing ecosystem, we have been posting videos of Medtec show and exhibitors and their advanced productions, technologies and services since 2022, which generated 29,768 views in total. The top view number of a single video hit almost 2000.

Medtec show channels will have higher attention from all the followers during 3 days show time, so it's the best opportunity for you to do branding and generate traffic to your booth on site.

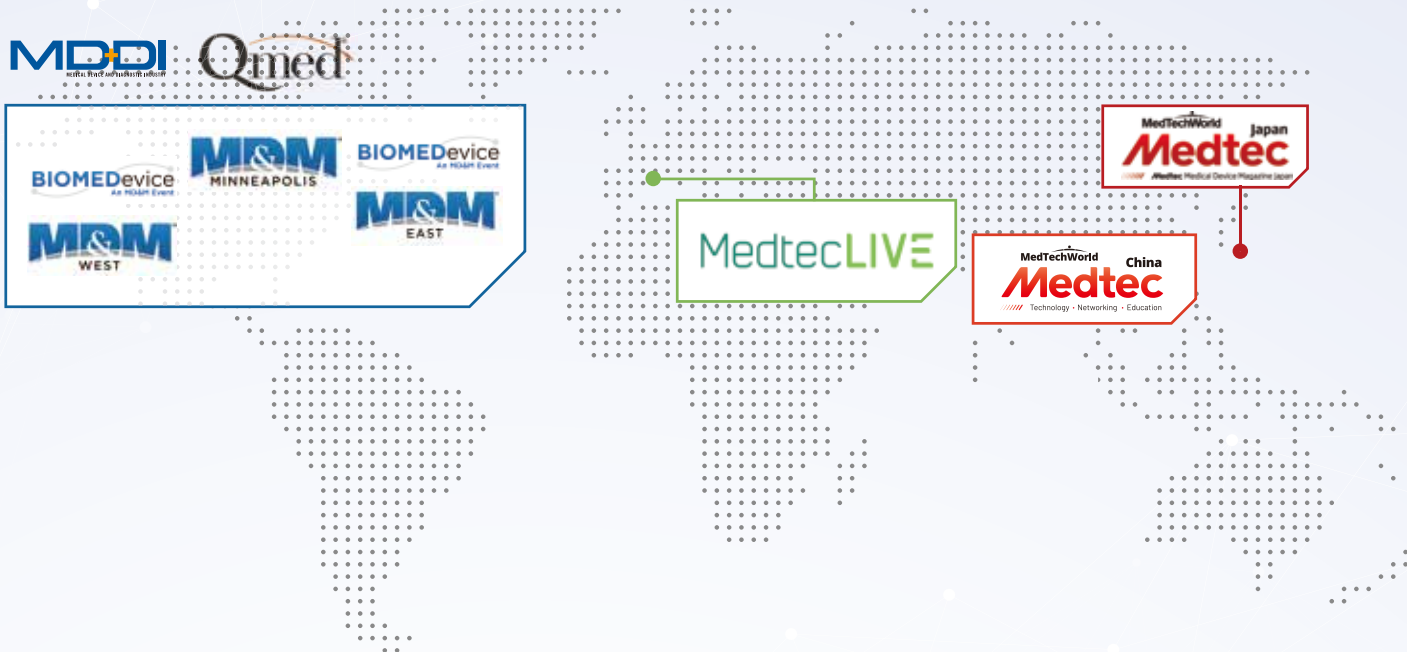
- 1 time video post
- June 1-3
- 5-10 minutes, MP4
- USD: 1,500
- RMB: 10,000

WeChat follower geographic breakdown





MedTech World's Media & Events Cover
Medical Manufacturing Markets Across the Globe



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MedtecLIVE
May 23-25, 2023
Nürnberg, Germany



Medtec Japan
April 19-21, 2023
Big Sight Exhibition Centre
Tokyo, Japan



Medtec China
June 1-3, 2023
Suzhou International Expo Centre
Suzhou, China



BIOMEDevice San Jose
November 15-16, 2023
San Jose Convention Center
San Jose, CA



M&M WEST
February 7-9, 2023
Anaheim Convention Center
Anaheim, CA



M&M EAST
June 13-15, 2023
Jacob Javits Convention Center
New York, NY



M&M Minneapolis
October 10-11, 2023
Minneapolis Convention Center
Minneapolis, MN



BIOMEDevice Boston
September 20-21, 2023
Boston Convention & Exhibition Center
Boston, MA

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