

Medtec China 2023

Sponsorship & Promotion Opportunities



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Let Medtec's professionals and professional platforms make your company outstanding in the competitive and soaring market

We can help you---

- **Occupation awareness opportunity** : At the first place of visitors' minds when they are choosing suppliers and products.
- **Occupation marketing information opportunity** : Make your brand widely spread in the industry to get impressions among target clients.
- **Occupation brand exposure opportunity**: Getting an enormous amount of exposure during exhibition period.



Please Kindly Check the Plan with various and customized marketing packages and promotion will completely satisfy you, please contact us if you are interested.

Exclusive Sponsorship



Sold out

Banner on Visitor Pre-registration homepage



Ensure your brand at the forefront of visitors before they go to the exhibition.



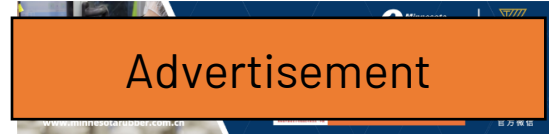
All pre-registration visitors will see your advertisement when they are registering for attending Medtec China via official website and WeChat.

Visitors' pre-registration will go alive on May. It is estimated that about 18,000 visitors will register in advance through website and WeChat for free to Medtec China.

Size: 800 * 100 pixels (Website & WeChat)

Submit Date: before 2023.3.29

USD 3,000



Primary Contact Information
Badge 200475
Name 璐孙
Company 英富曼企业管理有限公司
Region 北京市/东城区
Address 凯富大厦

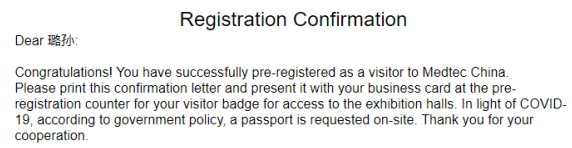


Sold out

Banner in confirmation letter of visitor pre-registration



Let visitors know in advance where you will be at the show.



All pre-registered visitors will receive one confirmation letter with your advertisement once they completed registration, including WeChat registration.

It is estimated that about 18,000 visitors will register in advance through website and WeChat for free to Medtec China.

Size: 800 * 100 pixels

Submit Date: before 2023.1.30

USD 3,000



Primary Contact Information
Badge 200475
Name 璐孙
Company 英富曼企业管理有限公司
Region 北京市/东城区
Address 凯富大厦



Printed Visitor Invitation Leaflet [Full page ad Exclusive]



Let visitors know where your booth locates at the show.



Reach approximately 25,000 desks with your company information, You can give us image design contains booth number and description up to 50 characters on the visitor invitation leaflets!

The VIL is direct mail piece sent out with details of the show and the educational program.

Size: 210mm* 95mm (add 3mm bleeding)

Submit Date: before 2023.4.14

USD 4,200

Exclusive Sponsorship



Printed Visitor Invitation Leaflet (product promotion)



one of the best products promotion plans!



Medtec will provide pre-show services such as WeChat tweets for “your products” to warm up your exhibits to nearly 40,000 purchasing/R&D engineers. Include:

- **Top position in exhibit preview of Wechat post**
- **Exhibit preview of Wechat post banner ads**
- **Exhibit preview on mailing visitor invitation**

Information from show directory submit by exhibitor

Banner Size: 900*500 pixels

Submit Date: before 2023.4.20

USD 1,500



Visitor Badges & Lanyards (**Exclusive**)



This is one of the most popular opportunities, so book early!



Truly a “walking advert” : your company logo and stand number will appear on all visitor badges.

Logo on lanyards: 300dpi

Ad size on badge: 100mm*20mm (without bleeding)

Amount: 15,000 pcs

Submit Date: before 2023.4.20

USD 7,600



Carrier Bags **Sold out**



Show your logo in every visitor and guest's hands!



Another “Walking Advert” : 8,000 branded carrier bags in color with your company logo and website address on one side and Medtec China branding on the other side.

Size: 430mm*320mm (without bleeding)

Submit Date: before 2023.4.20

USD 5,700

Exclusive Sponsorship

 **Function Area branding**  **Publicize your company quickly and attract visitors effectively!**



Sponsorship on match-making area :

Make your Logo have an accurate channel to promote yourself to target visitors.

Size: 1m*1m (without bleeding)

Submit Date: before 2023.5.5

USD 3,600

 **Exclusive Sponsorship of Visitors' Guide-Back Cover Ad (Exclusive)** 



Popular opportunities to attract clients!

Visitors will receive a Visitor's Guide when entering the Exhibition, which will serve as an important resource for on-site use and will draw visitors directly to your booth.

Ad size : 130 mm (W) x 210mm (H)

Submit Date: before 2023.4.14

USD 4,200

 **Dinning zone/matchmaking zone Sponsor**  **One of the best choices for company promotion on site!**

Medtec will place your company's easy-to-use banner in the food and beverage area, business matching area, F-link, Hall G conference area, etc., which will concisely and directly highlight your company's key messages and attract buyers' attention.

Size: 1m*2m

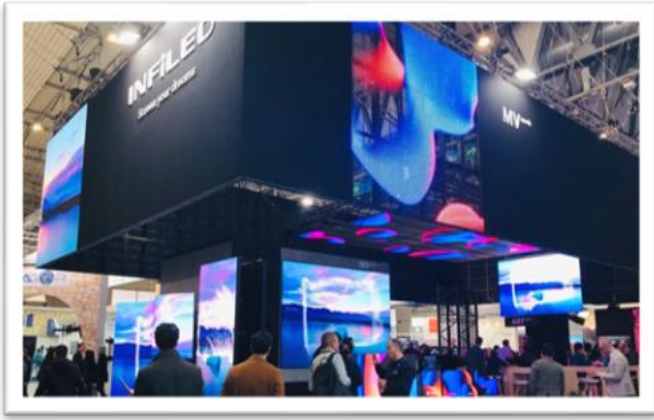
Submit Date: before 2023.6.1

USD 3,300

Exclusive Sponsorship



LED Screen Display (Video) on registration counter



Publicize your company quickly and attract visitors effectively!

Located at registration counter, It uses audio-visual effect to achieve high-frequency brand exposure rate, effectively enhance the audience memory point. It is one of the best promotion plans on site!

Size: TBD

Submit Date: TBD

TBD



Exclusive Sponsorship of Post-show Thank-you Newsletter-Banner



Continuously target your potential users after the show!

Medtec China Post-show Thank-you Newsletter is a post-show review and promotion of the coming year's show. The newsletter will be delivered directly to a subscriber base of nearly 40,000+ medical industry professionals by email.

Ad size : 800 x 100 pixels

Submit Date: before 2023.6.30

USD 2,300

Show Directory Advertisement

Show Directory Advertisement

Medtec China Show Directory, which will be issued with a circulation of 8,000 copies, is the only official publication distributed on site.

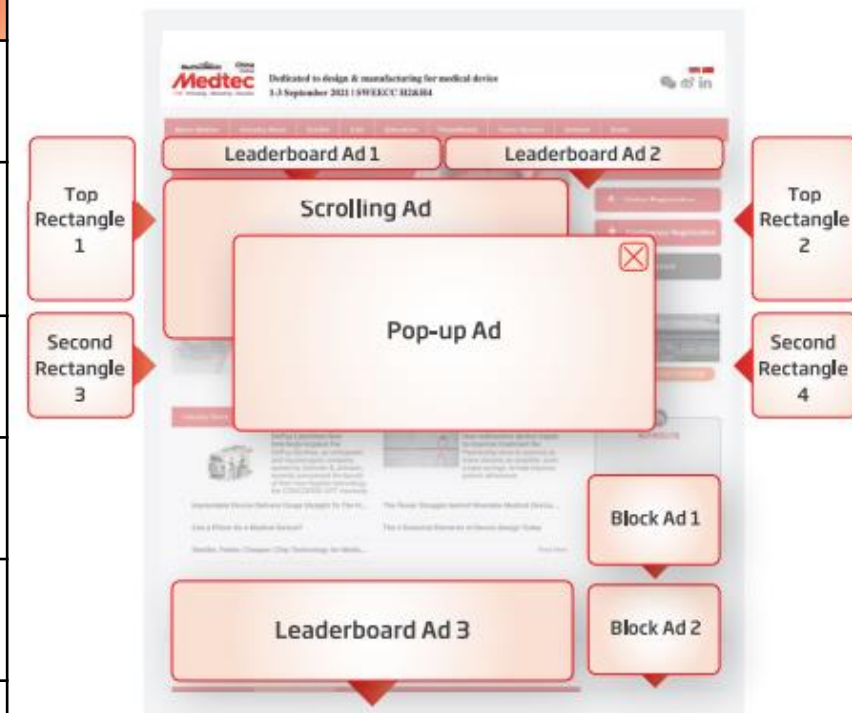


AD Size & Position	SPECS with Bleed	Quantity	USD	Submit Date
Show Directory Cover Special Page-half size two pages-New~	87.5mm(W) x 230mm(H) *2	1 (Sold out)	\$9200	2023.4.14
Main Sponsor of the official Show Directory - Cover page logo display & Full-Page Ad	LOGO : 30mm(W) x 30mm(H)	1	\$5,600	2023.4.14
Outside back cover	175mm(W) x 230mm(H) Include bleeding 181mm(W) x 236mm(H)	1	\$7,200	2023.4.14
Inside front cover	175mm(W) x 230mm(H) Include bleeding 181mm(W) x 236mm(H)	1 (Sold out)	\$4,900	2023.4.14
Inside back cover	175mm(W) x 230mm(H) Include bleeding 181mm(W) x 236mm(H)	1 (Sold out)	\$4,600	2023.4.14
Full Page	175mm(W) x 230mm(H) Include bleeding 181mm(W) x 236mm(H)	-	\$3,600	2023.4.14
½ Page	175 mm(W) x 115 mm(H)	-	\$2,000	2023.4.14
Full color logo on exhibition floor plan	N/A	-	\$870	2023.4.14
Full colour logo on exhibitor profile	N/A	-	\$500	2023.4.14

Digital Marketing opportunities

Website - en.medtecchina.com (Top monthly page views 108,298)

Advertising orientation	Size	Duration	USD	RMB
Pop-up Ad (Multiple times)	600px(W)*400px(H) 30 days before 30 st April 2023 30 days during 5.1-6.3 2023	10 days before publishing	2500	16500
		10 days before publishing	3500	23000
Leaderboard Ad 1 (horizontal)	570px(W)*114px(H)	10 days before publishing	1800	12000
Leaderboard Ad 2 (horizontal)	570px(W)*114px(H)	10 days before publishing	1800	12000
Scrolling Ad	826px(W)*550px(H), plus 100 words	10 days before publishing	1500	10000
Leaderboard Ad 3 (horizontal)	818px(W)*200px(H)	10 days before publishing	2000	13000
Block Ad 1	300px(W)*180px(H)	10 days before publishing	1600	10500
Block Ad 2	300px(W)*180px(H)	10 days before publishing	1600	10500
Top Rectangle 1	200px(W)*300px(H)	10 days before publishing	1700	11200
Top Rectangle 2	200px(W)*300px(H)	10 days before publishing	1700	11200
Second Rectangle 3	200px(W)*200px(H)	10 days before publishing	1600	10500
Second Rectangle 4	200px(W)*200px(H)	10 days before publishing	1600	10500



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 February 2023.

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 subscribers of 30,600 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 Column1	660*100	2500	16500
Full Column2	660*100	2200	14500
Advertorial	1Picture+50 words	2200	14500
Sidebar advertising 3	330*190	1800	12000
Sidebar advertising 4	330*190	1800	12000



www.medtecchina.com

Digital Opportunities

E-Blast to Medtec China Exhibition Visitors

The Medtec China exhibition is held in Shanghai every September. Medtec China 2023 will be unveiled in June 1-3, Suzhou. 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/per e-mail	3/per e-mail
Graphic link	1 E-blast (Chinese / English)	Designated database (Maximum 50,000 emails)	0.49/per e-mail	1.5/per e-mail

Digital Opportunities

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 42,122 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)	Before 30th April. 1 time between 1st May.-31st May.	800-1500 words recommended	1500 2300	10000 15000
Graphic placement advertisement (headline)	Before 30th April. 1 time between 1st May.-31st May.	900*500	750 1000	5000 6600
Advertorial (second position)	Before 30th April. 1 time between 1st May.-31st May.	800-1500 words recommended	1000 1500	6600 10000
Graphic placement advertisement (second position)	Before 30th April. 1 time between 1st May.-31st May. 1 time between 1st June.-3rd June.	900*500	500 750 1000	3300 5000 6600
Advertorial (third position)	Before 30th April. 1 time between 1st May.-31st May. 1 time between 1st June.-3rd June.	800-1500 words recommended	500 750 1000	3300 5000 6600
Graphic placement advertisement (third position)	Before 30th April. 1 time between 1st May.-31st May. 1 time between 1st June.-3rd June.	900*500	250 375 750	1650 2500 5000
Top position in exhibition preview of WeChat post	During exhibition preview of WeChat posts	Information from show directory submit by exhibitor	750	5000
Countdown Picture headline position	Start after 5.1	3216*5529, 200dpi	950	6000
Countdown Picture second position	Start after 5.1	3216*5529, 200dpi	650	4000
Video promotion in Wechat Channels	3 workdays before posting	MP4	1500	10000

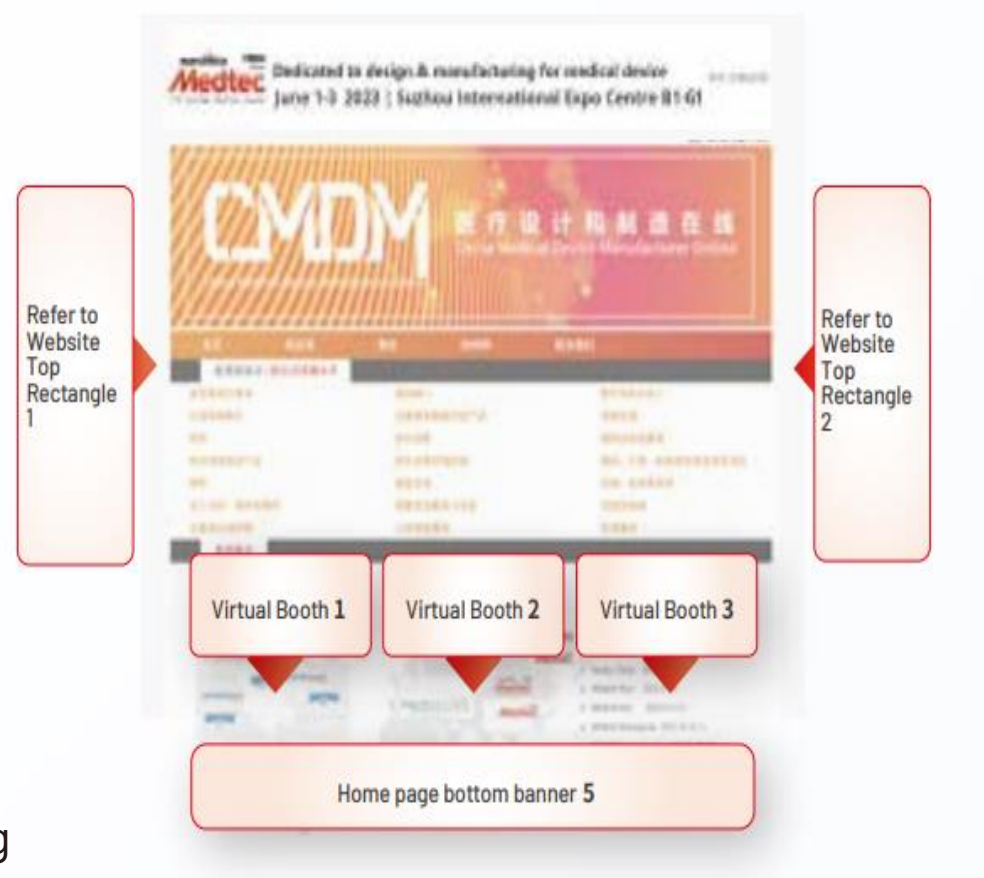
Release time: Randomly on 3 workdays every week; 4 workdays every week 1 month prior to the exhibition

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 February 2023.

*Please consult salesperson for WeChat sponsorship during the exhibition period.

China Medical Device Manufacturer Online (CMDM) cmdm.medtecchina.com

China Medical Device Manufacturer Online (CMDM) 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 163,587 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
Online exhibiting	3 pictures (380px(W)*200px(H))+80 product introduction+ 300 company introduction	10 days before publishing	3500	23000
Bottom board (horizontal)	1140px(W)*100px(H)	10 days before publishing	1700	11200
Top Rectangle 1	200px(W)*550px(H)	10 days before publishing	1700	11200
Top Rectangle 2	200px(W)*550px(H)	10 days before publishing	1700	11200
Second Rectangle 3	200px(W)*550px(H)	10 days before publishing	1600	10500
Second Rectangle 4	200px(W)*550px(H)	10 days before publishing	1600	10500

*The above data statistics are up until February 2023.



Sponsorship of Show preview

The "Show preview " will be released to the official website & WeChat and other official channels one month before the show, which is the first batch of information for pre-registered visitors to know the details of the show in detail and is an excellent opportunity to lock in customers in advance.



Advertising orientation	Size	Duration	Quantity	USD	RMB
Show preview (digital only) Inside Front Cover ads half page	210mm*129mm, 200dpi	3 workdays before posting	2	2000	13000
Show preview EDM banner Show preview Wechat banner	660 x 100 pixels/ 1 issue 900*500 pixels	3 workdays before posting	2	2000	13000

*The above data statistics are up until February 2023.



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 (above 90Min)	Webinar Operation E-blast (5000 emails) WeChat Post Exposure SMS Post-Webinar Report Others	7500	50000
Webinar marketing (within 90Min)	Webinar Operation E-blast (5000 emails) WeChat Post Exposure SMS Post-Webinar Report Others	5300	35000

*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.



Onsite Promotion Opportunities



Logo display on Index Board



Be associated with the show floor plan which will be placed in the front hall of the show site to serve as a navigator. With your company name and booth number printed on the floor maps in a specific color, show visitors will be guided to your booth easier and faster.

Acceptable file formats : PDF / JPG / Postscript

Submit Date: before 2023.5.5

USD 2,000



Advertising Display Board



Greet the visitors as they enter and leave the halls with your large-scale adverts dominating the channel area.

Cost includes production and fitting

Advert 1 - Specification 4mW * 3mH (7 available)

Advert 2 - Specification 1mW * 2.5mH (8 available)

Advert 3 - Specification 13.5m (W) x 14.8m (H) (10 available)

Submit Date: before 2023.5.5

USD 3,600

USD 2,400

USD 6,400



Carpet Tiles



Catch visitors' attention and lead them straight to your stand with the aid of these highly visible carpet tiles featuring your company name and stand number.

Size: 1m*1m

Submit Date: before 2023.5.5

USD 600



Flag frame Ad (minimum 2 items)



A-frame advertising in the exhibition hall. Flag frame Ad in the exhibition hall can provide attendees a stronger sense of direction and a more intuitive grasp of the position and type of your booth from a distance.

Size: Flag stand 5mH, flag surface L1 * H3.6m*3, Thermal Transfer

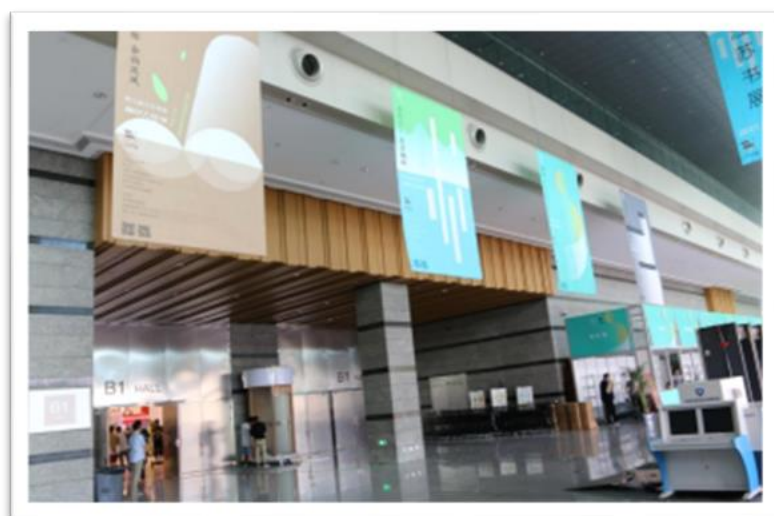
Base screen L1.5m*H1m*4, spray painting, single-sided, minimum 2 items

Submit Date: before 2023.5.5

USD 3300/item

Onsite Promotion Opportunities

Banner Ad in entrance inside the Hall (minimum 4 items)



Banner Ad will be hung in the B1 - D1 vestibule of the exhibition hall with single-sided spray painting, It is an excellent advertising space for company to attract the targeted clients.

Size: 2mL*3.5mH, 1 panel /group, minimum 4 items

Submit Date: Before 2023.5.5

USD 1200 /Item

Banner Ad above the door of C1 & D1



C1/D1 pavilion door banner, photo KT board, single-sided, hanging above the entrance of the exhibition hall. It is an excellent advertising space for company to attract the targeted clients.

Size: 12mL*2.1mH, maximum 5

Submit Date: Before 2023.5.5

USD 3,300 / piece

ad Display Board-4(outdoor & truss)



Outdoor plaza advertising in Hall B1/C1/D1, with a large size of 24 square meters, is an excellent opportunity to showcase your products and give visitors a first impression of your products before they enter the exhibition hall, attracting potential customers to visit your booth.

Size: 6mL*4mH, maximum 10

Submit Date: Before 2023.5.5

USD 4,800 / piece

Shell scheme plus 9 SQM

As onsite advertisement, this can make your company different with other shell scheme. Help your company to be outstanding.

Shell scheme plus 9 SQM-package 1

USD 870

Shell scheme plus 9 SQM-package 2

USD 1,000

Shell scheme plus 9 SQM-package 3

USD 1,300

Shell scheme plus 18 SQM

As onsite advertisement, this can make your company different with other shell scheme. Help your company to be outstanding.

Shell scheme plus 18 SQM-package 1

USD 4,900

Shell scheme plus 18 SQM-package 2

USD 7,600

 Different from standard booths, highlight company's brand and highly cost effective.

Remark: only for shell scheme customers

www.medtecchina.com

 **informa markets**

Conference & Presentation

Gold Sponsor – MDiT Forum & Regulation Summit (Maximum 3)



As Chief sponsor of **the paid conferences**, you may increase visibility of your brand and establish cooperative business relationships with attendees.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on all conference backdrop**
- **8 free delegates pass for all conferences**
- **30mins presentation in 1 conference, topic and slot should be discussed with organizer**
- **1 or 2 X-banners put on-site at the pointed conference rooms**
- 200-word corporate profile inside of show directory
- 1 full page advertisement in show directory, designed by sponsor
- LOGO displayed on the admission ticket

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

USD 6,000



Silver Sponsor – MDiT Forum & Regulation Summit



Presentation is the most direct method to introduce product and service of your sponsor company to all the professional delegates, including speakers and VIP guests. Meanwhile it is a best way to do company promotion through the presentation and speaker, which will be impressive for audience.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on 1 conference backdrop**
- **4 free delegates pass for all conferences**
- **30mins presentation in 1 conference, topic and slot should be discussed with organizer**
- 200-word corporate profile inside of show directory
- 1 full page advertisement in show directory, designed by sponsor
- LOGO displayed on the admission ticket

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

USD 4,200



Conference & Presentation



Presentation Sponsor For Free Conferences



Capture the attention of visitors looking for the newest development on technologies or products of free conferences organized by Medtec China.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on 1 conference backdrop**
- **30mins presentation in 1 conference, topic and slot should be discussed with organizer**
- 200-word corporate profile inside of show directory

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter



USD 1,500



Customize Your Conference Co-locating with Medtec China



Exclusively customize your company's meeting content and share how to better use your company's products, technologies and product solutions at the Medtec China exhibition site. It will attract a lot of experts in product development and production, and greatly improve the Technical exposure.

- Half day training session in the conference room
- Direct access to R&D and Manufacturing professional delegates
- Promotion before and during the show



***Meeting room rental mustn't conflict with Medtec China meeting schedule.**

Meeting room rental doesn't include any other promotion services. Please contact salesperson to find out the availability and the price detail.

Presentation & Conference Sponsor	Item	USD
Meeting Room Rental	4hrs, Exhibitor	2300
	4hrs, non-exhibitor	4200

Contact us to secure your conference room now !

Conference & Presentation

Tea break Sponsor – MDiT Forum & Regulation Summit



Tea break is effective social time between speakers and audiences. Present your company and product during break time to increase your visibility of branding.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on all conference backdrop**
- **4 free delegates pass for all conferences**
- **Display enterprise video during pointed break time**
- **X-banners put on-site in pointed tea break zone**
- **200-word corporate profile inside of show directory**
- 1 full page advertisement in Show Directory, designed by sponsor
- LOGO displayed on the admission ticket

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

USD 3,300



Gift Sponsor



A great and cost-effective way in which to position your brand in front of all Visitors for the duration of the show , all the speakers and visitors will use the stationary on-site and after show.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Provide one kind of stationary**
- 200-word corporate profile inside of show directory
- 1 full page advertisement in show directory, designed by sponsor

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

USD 2,500



Conference & Presentation



Gold Networking dinner Sponsorship



On-site Promotion-

- Opening speech 2 min
- Corporate video broadcast 3 min
- Billboard 3M*4M
- Targeted invitation for 20 VIP spots
- Logo display, including table signage logo, LED screen logo, and dinner invitation logo

Submit Date: before 2023.5.15

USD 13,000



Silver Networking dinner Sponsorship



On-site promotion -

- Targeted invitation for 10 VIP spots
 - Logo display on the background
 - Easy-roller display
 - Raffle gifts for special guests
- Submit Date: before 2023.5.15

USD 5,400

- ◆ Branding at pre-show and onsite promotion material including E-blast, onsite banners and timetables
- ◆ The opportunity to work with the Medtec team to nominate speakers for tracks
- ◆ The chance to prearrange networking meetings with delegates attending sessions sponsored by you
- ◆ The use of data from delegates attending sessions sponsored by you

*Price on application - cost varies depending on the forums sponsored

Contact us now for more information

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