

2025 Medtec

Sponsorship and Marketing Plan



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China
Medtec

**The 19th International Medical Device
Design and Manufacturing Technology
Exhibition**

September 24-26, 2025 | Shanghai World Expo Exhibition &
Convention Center, Halls 1 & 2

For the latest industry updates, follow our
WeChat account: "Medtec Medical Device
Design and Manufacturing".



www.medtecchina.com

Medtec Helps You Capture Business Opportunities in the Medical Field With Professional Platform + Industry Experts

We help you:

- **Be first in buyers' minds:** Be at the top of buyers' list when they are deciding exhibitors to visit or suppliers to contact.
- **Lead marketing information distribution:** Leverage our sponsorship and promotion services to ensure medical device manufacturers stay updated on your new products and services year-round.
- **Maximize exposure:** Secure exclusive sponsorship opportunities to enhance your brand gets maximum exposure before, during, and after the event, outshining competitors.



Tailored solutions to fit your needs

Explore our customizable plans and contact us to find the perfect strategy for your goals.

Pre-exhibition Promotion – Online



Official Website – Medtecchina.com

The official Medtec website attracts up to 319,069 monthly page views six months prior to the exhibition. Showcase your company's advertisement in a prime position on the homepage. With diverse options, your products and brand can obtain unparalleled visibility.

Advertisement Position	Specifications	Format	Submission Deadline	Display Period	Quantity	Price (RMB)
Rolling Ad	847px (W) * 515px (H), text within 100 characters	JPG	10 days before ad launch	Any 30 days before August 24	3	20000
				August 24 - September 24		25000
Square Ad (Vertical)	300px(W)*180px(H)	JPG/GIF	10 days before ad launch	Any 30 days before August 24	1	10500
				August 24 - September 24		12000



Marketing Email Promotion - Targeted Push to a Large Database

Medtec sends an average of 2 marketing emails per month to a professional database of medical device R&D and manufacturing. By placing your company's advertisement in a prominent position, you can precisely and efficiently reach your target audience.

Advertisement Position	Specifications	Format	Submission Deadline	Release Frequency	Quantity	Price (RMB)
Banner Ad	660px(W)*100px(H)	JPG/gif	30 days before email distribution	Once. Ad targets a database of no less than 20,000 recipients, or coordinate with the sales for targeted user data (customized data upon request)	1 banner per email	16500



为何2025Medtec不容错过???

<p>2025展会数据一览</p> <ul style="list-style-type: none"> 45,000+ 展出面积 85,000 参观人次 	<p>如果我希望...</p> <ul style="list-style-type: none"> 1000+ 企业家 21 大产品品类
--	--



点击立刻报名参展
1月27日前报名参展, 享黄金展位早鸟价!
优质专业观众 采购需求攀升

2024 Medtec现场盛况空前, 来自33个国家及地区的 81,547人次专业观众共聚沪上, 这些观众来自9,528家公司, 包括美敦力、强生、西门子、史赛克、飞利浦、雅培、波士顿医学、碧迪医疗等知名全球医疗器械百强企业的研发/技术部、生产/制造部、采购部、工程部、质量、法规部, 以及高级管理人员到场参观。



Pre-exhibition Promotion – Online



Pre-registration Page Sponsorship



Ensure your brand is in front of the audience early, before the exhibition even begins!



Advertisement

Medtec预登记确认函

尊敬的曹晓娟：
您好！

您已成功预登记Medtec 2024及同期ADTE、Quality Expo展览会！请妥善保留以下二维码，届时将凭此码换取参观胸卡！

温馨提示：请您参观展会时携带有效证件。

All pre-registered buyers (including those who register via WeChat) will see your advertisement immediately after they complete registration. It is expected that over 160,000 buyers will pre-register on the website to gain free access to the exhibition.

Size: 800px(W)*100px(H)

Format: JPG

Submission Date: Before March 15, 2025

Display Period: From the date of pre-registration to the opening day of the exhibition

Price: 40,000 yuan



Pre-exhibition Promotion – Online



Official WeChat Subscription Account

As the primary channel for publishing professional and exhibition information for Medtec, the official WeChat subscription account updates 3-5 articles weekly, providing targeted content to **60,288** industry professionals. By offering insights on medical device industry trends and valuable technical articles, it consistently attract the daily attention of professional and knowledgeable readers.

Advertisement Formats	Time	Material Requirements	Display Period	Price (RMB)
Advertorial (Headline article/top article)	Headline article (on or before 8/23) Headline article (8.23-9.23)	Finished article, 800-1500 characters recommended, word version	1 time	10000 15000
Ad Image (Headline)	Headline ad image (on or before 8/23) Headline ad image (8.24-9.23)	900px(W)*500px(H), JPG/PNG/Gif format image	1 time	5000 6600
Advertorial (Not headline)	On or before 8/23 8.23-9.23 9.24-9.26	Finished article, 800-1500 characters recommended, word version	1 time	6600 10000 15000
Ad Image (Not headline)	On or before 8/23 8.23-9.23 9.24-9.26 (cannot be repeated with two soft articles in the same period)	900px(W)*500px(H), JPG/PNG/Gif format image	1 time	3300 5000 6600

Release Time: Please coordinate with the organizer after purchase for the specific release time and submit materials two weeks in advance.

Note: WeChat promotions can be purchased as a single issue or as a monthly package. Please consult sales staff for specific plans. Submit the WeChat link with the prepared content at least 5 business days before the release date. Data provided are as of February 2025.

- The organizer reserves the right to make minor adjustments to the text based on the final version provided by the customer, exhibition information and advertising laws.
- For customer-designed images, confirm that all photos, text, and other elements are free for commercial use, and ensure the organizer has authorization to publish and use them.



Pre-exhibition Promotion – Online

Official WeChat Video Channel



Your company's video will be featured on Medtec's official video account, providing direct exposure to all followers. The maximum number of views per video on the Medtec official video account is **5,534**.

Advertisement Formats	Requirements	Submission Date	Release Frequency	Price (RMB)
Exhibitor Video on Video Account	Finished video, MP4 format, up to 5 minutes	Please coordinate with the organizer after purchase for the specific release time and submit materials two weeks in advance.	1 time	10,000

Medtec Assistant Moments & Community Promotion



As a marketing tool introduced by the Medtec in 2021, the Medtec Assistant now operates 6 industry exchange communities with over 2,000 members. Your company's promotional article will be shared by the Medtec Assistant across different industry communication groups to showcase your products and brand philosophy to peers in the industry.

- Publish Medtec official WeChat articles to the Medtec Assistant's WeChat Moments, reaching more than 2,000 purchasing engineers.
- Share Medtec official WeChat articles in no less than 3 official industry groups.
- Number of forwards: 1 time per exchange group.
- Forwarding time: Any date before September 23.
- Material submission time: Please coordinate with the organizer after purchase for the specific release time and submit materials two weeks in advance.

1,500 yuan



Pre-exhibition Promotion – Online



Sponsorship for mini program “Medical Smart Manufacturing”



Rolling Banner

The mini program “Medical Smart Manufacturing” serves as the primary platform for previewing exhibitor, product, and event information for Medtec 2025. The banner ad is placed at the top of the mini program, ensuring maximum visibility. With an estimated 160,000+ visitors using the platform, it is the ideal choice for showcasing your corporate image and new products.

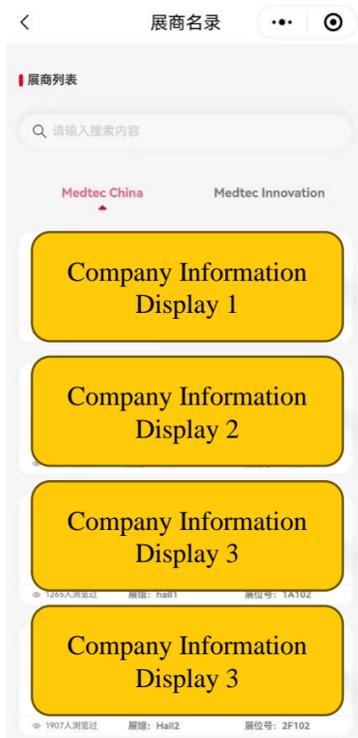
- Quantity: 3 companies/month
- Display Period: 30 days
- Format: X (width) * Y (height) px, PNG/JPG
- Submission Deadline: Please provide materials 7 working days before the release date.

*Display order is based on the sequence of purchase and payment for the service.

Price: 10,000 yuan per company

Company Display

Your company information will be displayed in the top 4 positions of the "Exhibitor Directory" section on the mini program homepage. This is a key way for visitors to access detailed information about your company, products, and brand before the exhibition.



- Position: 1st and 2nd display positions on the first screen
- Display Period: 30 days
- Format: X (width) * Y (height) px, PNG/JPG

Price: 15,000 yuan per company

- Position: 3rd and 4th display positions on the first screen
- Display Period: 30 days
- Format: X (width) * Y (height) px, PNG/JPG

Price: 10,000 yuan per company

- Submission Deadline: Please provide materials 7 working days before the release date.

Pre-exhibition Promotion – Invitations



Medtec Pre-Exhibition Invitation Letter Sponsorship

The upgraded “Pre-Exhibition Invitation Letter” includes both printed and online versions. The printed version will be mailed to exhibitors one month before the show, while the online version will be released through official channels such as the official website and WeChat. Additionally, the printed version will be distributed in cooperative industrial parks. This is an excellent opportunity for pre-registered visitors to get a first look at the exhibition, receive the first batch of materials, discover company products, and connect with potential customers ahead of the event.

Location	Size (with the reserved space)	Format	Quantity	Release Frequency	Submission Date	Price (RMB)
Second cover Ad	210px(W)*210px(H)	JPG/ai/PDF	1	Print + digital	Before August 1, 2025	18,000 yuan
Back cover Ad	210px(W)*210px(H)	JPG/ai/PDF	1	Print + digital	Before August 1, 2025	24,000 yuan
Third cover Ad	210px(W)*210px(H)	JPG/ai/PDF	1	Print + digital	Before August 1, 2025	10,000 yuan
P1 advertisement	210px(W)*210px(H)	JPG/ai/PDF	1	Print + digital	Before August 1, 2025	14,000 yuan



Exhibition Promotion – On-site Advertising



Exhibition Floor Plan/Index Board Logo Display



This advertisement is located at the entrance of the exhibition hall, serving as a crucial reference point for professional visitors and buyers before they begin their tour. Your company name and booth number will be displayed in a colorful and eye-catching manner, attracting the attention of over 85,000 professional visitors.

Location: Prominent position on the floor plan and exhibitor list

Specifications: Your company logo (in PNG/PDF file available for production)

Submission Deadline: Before August 31, 2025

Display Period: During the exhibition from September 24 to 26

13,000 yuan



On-Site Advertising Board



The advertising board will be placed in high-traffic areas where visitors enter and exit the exhibition hall. Your large advertisement will effectively capture visitor attention and showcase your company's brand image and product information. (The cost covers both the advertisement and its installation)

Location: Central hall between Hall 1 and Hall 2

Specifications: 4m (W) * 3m (H), PNG/PDF files are acceptable for production

Submission Deadline: Before August 31, 2025

Display Period: During the exhibition from September 24 to 26

Price: 22,750 yuan



On-Site Floor Sticker



Floor stickers will prominently display your company name and booth number, offering high visibility to effectively attract visitors' attention and guide them to your booth.

Specifications: 1.5m x 1.5m

Quantity: 5 pieces or more

Location: From the entrance of Hall 1 or Hall 2 to your booth

Display Period: During the exhibition from September 24 to 26

Submission Deadline: Before August 31, 2025

Price: 15,000 yuan (per set of 5 pieces)

Exhibition Promotion – On-site Advertising



Hanging Banner Ads



Central Hall Hanging Banner Ads

Hanging banners in the exhibition hall lobby provide an excellent advertising opportunity to capture attention from a high vantage point.

Specifications: Minimum of 10 banners, 4m (W) x 3m (H) (400*300mm, including 30mm reserved space on all sides, double-sided printing)

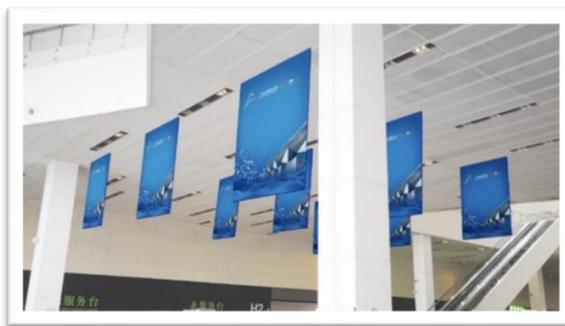
Format: PNG/PDF files are acceptable for production

Quantity: 1 company

Submission Deadline: Before August 31, 2025

Display Period: During the exhibition from September 24 to 26

**Price: 60,000 yuan per set
(10 pieces)**



North-South Hanging Banner Ads

Large hanging banners will be positioned above the North and South Halls, guiding visitors to easily locate your booth upon entering. This prime location allows you to seize business opportunities ahead of competitors.

Specifications: Minimum of 3 banners, 4m (W) x 3m (H) (400*300mm, including 30mm the reserved space on all sides, double-sided printing)

Format: PNG/PDF files are acceptable for production

Quantity: 2 companies

Submission Deadline: Before August 31, 2025

Display Period: During the exhibition from September 24 to 26

**38,000 yuan/set
(3 pieces)**



Mobile Guiding Rail Advertisement



Mobile guiding rail advertisements placed outside the pavilion will catch the audience's eye immediately, guiding them to your booth. This is an excellent choice for promoting your company and products.

Quantity: 2 companies

Specification: 2.45m(W)x1.15m(H) single-sided airbrush screen, starting from 10 pcs.

Format: PNG/PDF files are acceptable for production

Mobile guiding rail advertisement image must be provided by the customer

Submission Deadline: Before Saturday, August 31, 2024

Display Period: During the exhibition from September 24 to 26

**Price: 19,800 yuan per set
(10 pcs)**



Exhibition Promotion – On-site Advertising



Ice Screen Sponsorship



A super large screen will feature scrolling broadcasts of your company's brand and products



A super large screen will feature scrolling broadcasts of your company's brand and products, offering exposure to more than 85,000 visitors. This helps customers locate your booth immediately.

Quantity: 3 companies, each company's video should not exceed 40s.

Size: TBD

Submission date: August 15, 2025

Display Period: During the exhibition from September 24 to 26

29,800 yuan



www.medtecchina.com

Exhibition Promotion – Printed Materials

Exclusive!

Congress Information Bag



Your company's logo or image will be in the hands of every visitor and guest.



“Mobile Advertising”: 8,000 bags will be distributed with your company's logo and image on one side and Medtec's main image on the other side.

Size: 430mm(W)*320mm(H) (without the reserved space)

Format: PNG/PDF files are acceptable for production

Quantity: Exclusive!

Submission Deadline: Before Friday, August 15, 2025

Display Period: During the exhibition from September 24 to 26

Price: 36,000 yuan

Exclusive!

Buyer Badge & Lanyard



One of the most popular sponsorship opportunities



“Mobile Advertising”

--Your company Logo and booth number will appear on all buyer badges on site. Please place your order early!

Lanyard Logo Size: Company Logo 300 dpi or higher available as a png/PDF file for production use.

Badge Advertisement: 100 mm (W) x 20mm (H) (excluding reserved space)

Quantity: Exclusive, 15,000 pieces

Submission Deadline: Before Friday, August 15, 2025

Display Period: During the exhibition from September 24 to 26

Price: 48,000 yuan

Exhibition Promotion – Printed Materials



Exclusive sponsorship of the *Visitor Guide*



The best choice to catch visitors' attention



Back cover Ad

Tens of thousands of copies of the Visitor Guide will be printed, and all visitors will receive a Medtec Show Visitor Guide as an important resource to use on-site, directing them to your booth.

Size: 130 mm (W) x 210mm (H)

Format: PNG/PDF files are acceptable for production

Quantity: Exclusive!

Submission Deadline: Before Sunday, August 10, 2025

Display Period: During the exhibition from September 24 to 26

24,800 yuan

Second cover Ad



Size: 130 mm (W) x 210mm (H)

Format: PNG/PDF files are acceptable for production

Quantity: Exclusive!

Submission Deadline: Before Sunday, August 10, 2025

Display Period: During the exhibition from September 24 to 26

21,800 yuan



Exhibition Promotion – Printed Materials



Catalog Sponsorship

8,000 copies of the Medtec show catalog will be distributed on site. This is the only official publication available at the event. The catalog includes comprehensive information on all exhibitors and serves as a purchasing guide for every visitor, especially purchasing engineers. It will be sent to pre-registered visitors when they receive their badges, so that visitors can find your booth faster and purchasing engineers can turn to your product information at any time outside the show.

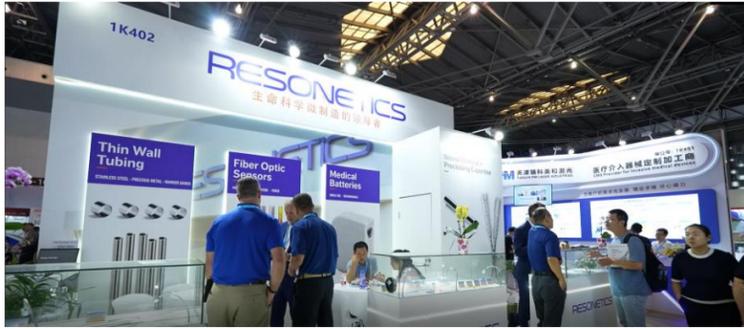


Specifications	Size (with the reserved space)	Format	Quantity	Display Period	Price (RMB)	Submission Date
Main Sponsor of the Catalog, Cover Logo Display & Full-Page Inside Advertisement	Logo: 30mm(W) x 30mm(H)	PNG/PDF files are acceptable for production	1	During the exhibition from September 24 to 26	35750	Before August 10, 2025
Back Cover - Full Page	210mm (W) x 285mm (H) With the reserved space: 216mm (W) x 291mm (H)		1		45500	
Second cover Ad- Full Page	210mm (W) x 285mm (H) With the reserved space: 216mm (W) x 291mm (H)		1		31200	
Third cover Ad- Full Page	210mm (W) x 285mm (H) With the reserved space: 216mm (W) x 291mm (H)		1		29250	
Inner Page P1 - Full Page Full-Color Advertisement	210mm (W) x 142.5 mm (H)		1		24750	
Inner Page - Full Page Full-Color Advertisement	210mm (W) x 142.5 mm (H)		-		22750	
Catalog Booth Layout Logo Display	N/A		-		5500	
Catalog Exhibitor Profile Logo Display	N/A		-		3250	

Exhibition Promotion – Photography and Videography



On-site booth shooting and video production



Medtec will provide an on-site filming team to visit your booth, and showcase your company's brand and products from all angles. The footage will be edited by a professional editor and delivered on time. The final video will be published on Medtec's official video account. A high-quality promotional video is undoubtedly an excellent tool for showcasing your company to the industry and building your brand image!

1. Medtec provides filming and post-production editing services.
2. Approximately 2 minutes of booth footage will be filmed and edited into a 30-second clip.
3. Delivery within 20 days after the exhibition.

Quantity: Up to 4 companies.

Filming Time: During the exhibition from September 24 to 26 (to be confirmed with sales).

Release Frequency: 1 time on Medtec's official video account after the video is completed.

Submission Deadline: Recommended by September 1.

Price: 10,000 yuan



On-site Cloud Photo Album Live Broadcast Banner Sponsorship



Showcase your brand in a prominent position in the cloud photo album, which will attract over 300,000 views.



All users browsing the cloud photo album during the exhibition will see your banner promotion immediately.

Quantity: Up to 3 scrolling banners.

Size: TBD

Format: JPG/PNG

Display Period: From the start of the exhibition, September 24, 2025

Submission date: Monday, September 15, 2025

Price: 15,000 yuan per company.



Better Stand



Better stand Eco-friendly Building Program

套餐案例中的开口面可更换, 增加的墙面统一为白板

18 Sqm - C
展台尺寸: 3000*6000mm
最大高度: 4000mmH

Furniture List

免费家具:
 *接待台 *1
 *圆桌 *2
 *洽谈椅 *8
 *吧椅 *1
 *垃圾篓 *1
 *小展示柜 ①*②*7
 *55寸电视机 *1
 *资料架 *1
 *饮水机 *1

发光灯箱 (免费更换)
1000mm*1200mmH*2

发光灯箱 (免费更换)
2200mm*1200mmH

接待台
1200mm*500mm*900mmH

木质地台

雪弗板立体字 (免费更换)

55寸电视机

钢化玻璃

写真Logo (免费更换)

配色说明:

Sales Rule: Minimum order of 18 square meters.

For specific specifications, refer to the appendix of Green Booth

套餐案例中的开口面可更换, 增加的墙面统一为白板

18 Sqm - D
展台尺寸: 3000*6000mm
最大高度: 4000mmH

Furniture List

免费家具:
 *接待台 *1
 *圆桌 *2
 *洽谈椅 *8
 *吧椅 *1
 *垃圾篓 *1
 *大展示柜 ①*②*1
 *层板 *4 (单块最大承重5kg)
 *55寸电视机 *1
 *资料架 *1
 *饮水机 *1

筒灯

发光灯箱 (免费更换)
2900mm*1050mmH*2

木质地台

雪弗板立体字 (免费更换)

55寸电视机

层板 1200mm*350mm *4

写真Logo (免费更换)

接待台
1400mm*450mm*900mmH

配色说明:
 ■ 红色区域可免费改色
 ■ 白色区域需付费改色

尺寸说明:
 ① 展示柜2400mm*500mm*850mmH
 ② 展示柜1900mm*500mm*850mmH

注: ① 所有展台设计主体材质均为环保板材;
 ② 展台所有材料均大于等于B1级防火等级;
 ③ 画面及Logo需展商提供电子版可制作的矢量文件;
 ④ 展台选择日期截至2024年8月18日;
 ⑤ 若有额外家具需求, 请联系我们。

1100 RMB/m²

Price: 1,100 yuan per square meter



Conference Sponsorship



Medtec Concurrent Summit Sponsorship



Diamond Sponsor

Quantity: 1 company

Ad Format:

1. As a Diamond Sponsor, your company's name will be featured in all conference promotional materials.
2. One exclusive article on WeChat headlines (to be published any time in August).
3. One page of advertising in the exhibition brochure.
4. One page of advertising in the conference manual
5. As the title sponsor of the preferred sub-venue, you will enjoy a 30-minute speaking slot at the sub-forum.

Registration Deadline: September 1, 2025.

Price: 60,000 yuan



Platinum Sponsor

Quantity: 2 companies

Ad Format:

1. As a Platinum Sponsor, your company's name will be featured in all conference promotional materials.
2. One embedded advertising banner in the conference WeChat (to be published any time in August 2025).
3. One page of advertising in the conference manual
4. As the title sponsor of the preferred sub-venue, you will enjoy a 30-minute speaking slot at the sub-forum.

Registration Deadline: September 1, 2025.

Price: 30,000 yuan per company

The organizer will provide the details of the participants during the speech session (excluding contact information).

Conference Sponsorship



Medtec On-site Conference - Speech Sponsorship



In response to the audience's interest in cutting-edge technological developments and product innovations, Medtec hosts various conference activities to meet the needs of different groups. With over 4,000 delegates attending, choosing a speech slot at the right venue is a valuable opportunity to promote your company.

On-site Conference Promotion

Format: 30-minute speech at a selected session.

Registration Deadline: September 1, 2025.

Price: 9,800 yuan per 30 minutes.

The organizer will provide the details of the participants during the speech session (excluding contact information).



Medtec On-site Conference - Meeting Room Rental



If your company prefers a more intimate setting, you can rent a conference room for a private, closed-door meeting during the Medtec exhibition. This is a highly recognized opportunity for one-on-one meetings with targeted customers.

	Item	Price (RMB)	Registration Deadline
Meeting Room Rental	Meeting Room Rental – 4 hours (Exhibitor)	15000	Before Monday, September 1, 2025
	Meeting Room Rental – 4 hours (Non-exhibitor)	26600	Before Monday, September 1, 2025

* Meeting room rental time cannot conflict with Medtec exhibition conference schedules. The rental includes only the meeting room and does not include other services.

For specific pricing and availability, please contact the sales team.

Event Sponsorship – Online and Offline Events



LeadGrab Sponsorship



Medtec offers an exclusive service for scanning buyer badges during the exhibition. By purchasing this service, you can scan the business cards of professional buyers who visit your booth throughout the three days of the exhibition.

- Quantity: Several
- Each company is limited to 450 pieces of information.
- Registration Deadline: Before August 18, 2025
- Event Dates: September 24-26, 2025

Price: 3000 yuan per company



Booth Check-in Activity Sponsorship



The 2025 exhibition will feature a new booth check-in event. During the three days of the exhibition, over 85,000 buyers on-site can collect stamps by checking in at different booths. These stamps can be exchanged for various gifts, provided by the event organizers.

- Quantity: 20 companies
- Registration Deadline: Before August 18, 2025
- Event Dates: September 24-26, 2025

*The check-in event must be bundled with LeadGrab and cannot be purchased separately.

LeadGrab + Booth Check-In Event
Price: 9000 yuan per company

*For specific sponsorship benefits, please consult your sales representative.



Press conference in the center hall

As a premier event for the medical device design and manufacturing industry, Medtec will attract over 85,000 visitors to the exhibition.

It is an excellent choice for you to use this prominent platform to launch your new products or solutions.

Event Duration: 3 days, from September 24 to 26, 2025 (the venue will be available for 90 minutes, including setup and breakdown time)

Items:

- A featured WeChat headline post (consult the organizer for specific release time)
- Promotion in the official visitor guide
- Includes screens, sound system, handheld microphones, and seating

Registration Deadline: Before August 10, 2025

* This fee only covers the venue cost, and does not include media promotion.



30,000 yuan

- ◆ Medtec offers a variety of brand promotion opportunities before and during the exhibition, including exhibition emails, on-site banners, timetables, and more.
- ◆ Collaborate with the Medtec China project team to plan sessions and recommend speakers for specific conference sessions
- ◆ Arrange business meetings with attendees of your sponsored sessions in advance
- ◆ Access to attendee data from your sponsored sessions

*The sponsorship amount ultimately depends on the number of sessions you choose to sponsor.
Contact us for more information!*

Contact Us-

Heron Zhuang

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Julia Zhu

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Lorelei Yu

Email: Lorelei.yu@informa.com

Phone: 021 61573861

