

2026 Medtec Sponsorship and Marketing Promotion

Strategy

Exclusive
Sponsorship

Digital
Marketing

Order
Acquisition

Brand
Promotion

Product
Promotion

Catalogue

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Pre-Exhibition Promotion - Official Website

Official Website – www.medteccn.com and Digital Showroom (Online Exhibitor Directory)

The Medtec Exhibition's official website attracts an average monthly traffic of over 30,000 visits. The newly unveiled 2026 website is now accessible, boasting a user-centric interface and a diverse array of content. Businesses are provided with more prominent and spacious advertising areas, strategically positioned for instant recognition upon user login. At the forefront of the official website lies a prominent "Digital Showroom" (Online Exhibitor Directory) link: <https://en.medtecchina.com/media/exhibitor/>. Upon accessing the "Digital Showroom," users are immediately greeted by a floating advertisement.

Homepage Banner Advertising on Official Website

Advertising Position: Positioned at the top banner of the homepage, linking directly to the company's dedicated landing page on the Medtec official website (this advertising slot supports scrolling display).

Size: 1920(W)px × 500(H)px

Format: JPG or PNG

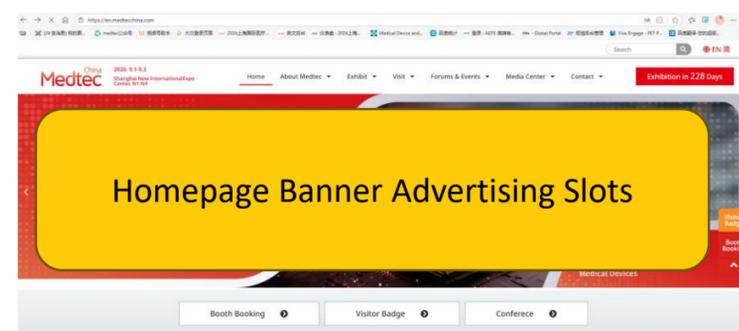
Number of Sponsorships: 3 per event

Exhibition Schedule:

January to August 2026, with each exhibition spanning 1 month (from the 1st to the last day of the month)

September 2026: A 3-day exhibition (September 1-3)

Submission Date: 10 business days prior to advertisement launch.



Floating Advertisement on Digital Showroom's Online Exhibitor Directory Page

Advertising Position: Side Floating Ad within the Digital Showroom

Size: Width: Height=5:1, Width>=1200px

Format: JPG or PNG

Number of Sponsorships: 2 per event

Exhibition Schedule:

January to August 2026, with each exhibition spanning 1 month (from the 1st to the last day of the month)

September 2026: A 3-day exhibition (September 1-3)

Submission Date: 10 business days prior to advertisement launch.



Unit Price (Tax Inclusive):

Before August 1, 2026	USD 3,100/month
August 1, 2026 - August 31, 2026	USD 3,900/month
September 1-3, 2026	USD 3,900/session

Pre-Exhibition Promotion – Marketing Email



Marketing Email - Precise Targeting Key Sectors within the Industry

Medtec regularly sends monthly marketing emails targeting specific segments of the medical device R&D and manufacturing industry, encompassing finished medical device products, distributors/agents/import-export traders, suppliers/service providers, and other related types of enterprises.

Marketing emails act as a vital channel for Medtec attendees to obtain information and register for the exhibition. Your company's advertisement will be prominently featured in the email, complete with a direct link to your corporate profile on the Medtec official website, facilitating pre-event engagement with your information by target customers.

Advertising Position	Specifications	Format	Submission Deadline	Price (Tax Inclusive)	Sponsors hip Quantity
Email Middle Section Banner Ad	660px(W)*100px(H)	JPG	Within 10 business days following the date of the organizer's notice.	USD 2,600 Including one advertisement image per email and dispatch 10,000 data entries each time.	20



Pre-Exhibition Promotion – System



Advertisement on Visitor Registration Webpage



A 5-month exhibition period provides the exclusive channel for all professional visitors to apply for tickets.



Advertising Slots

Medtec预登记确认函

尊敬的曹婉媚：
您好！
您已成功预登记Medtec 2024及同期ADTE、Quality Expo展览会！请妥善保管以下二维码，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。

With over 100,000 medical device industry professionals attending annually, this is the only official channel to apply for Medtec tickets, accessible via both web and mobile app platforms simultaneously. The advertisement will also be displayed on the subordinate pages of the system.

All registered users will gain immediate access to your company's advertisements.

Advertising Position: Positioned beneath the official ad space, covering all registration pages under the Medtec 2026 official ticket application system (excluding email and SMS confirmation notices).

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

Format: JPG or PNG

Number of Sponsorships: One company per year

Exhibition Period: From pre-registration launch date to until August 31, 2026

Submission Date: Within 10 business days following notification by the organizer.

Price (Tax Inclusive):

Price: USD 6,200



Medtec "医智造" Mini Program



Advertising Slots

The Medtec "Medical Smart Manufacturing" Mini Program integrates exhibition details, exhibitor information, exhibit displays, and supply-demand matching information for release and display. The mini program is promoted and utilized across multiple official channels throughout the year, achieving an annual exposure exceeding 200,000 views. The ad link on the corporate homepage within the mini program seamlessly integrates brand presentation, company introduction, and product exposure into a single function.

Advertising Position: Top scrolling banner on the homepage, linking to the company's dedicated landing page.

Size: 750px(W)*330px(H)

Format: JPG or PNG

Number of Sponsorships: 3 per event

Exhibition Schedule:

January to August 2026, with each exhibition spanning 1 month (from the 1st to the last day of the month)

September 2026: A 3-day exhibition (September 1-3)

Submission Date: 10 business days prior to advertisement launch.

Price (Tax Inclusive):

Before August 1, 2026

USD 1,600/month

August 1 - August 31, 2026

USD 2,400/month

September 1-3, 2026

USD 2,400/session

Pre-Exhibition Promotion – Official Account Subscription



Official WeChat Subscription Account

The official WeChat subscription account of Medtec, [Medtec医疗器械设计与制造], serves as the premier platform for accessing official exhibition news, event registrations, exhibitor updates, and industry insights. Updated 3-5 times weekly, it ensures a 100% reach to over 78,000 professionals. By offering valuable reference articles on the medical device industry, we consistently foster daily engagement.

Advertising Position	Exhibition Period	Price	Specifications	Quantity
The first release in a single posting (Hereinafter referred to as "Headline")	Single article	January 1, 2026 - July 31, 2026: USD1,600/article August 1, 2026 - August 31, 2026: USD2,400/article	Provided by the company: 800–1500-word Word draft + 5 PNG or JPG images in a separate compressed package	4 advertisers per month
Top banner ad Top Banner Ad	Single session	January 1, 2026 - July 31, 2026: USD800/session August 1, 2026 - August 31, 2026: USD1,100/session	900px (W) × 500px (H), JPG or PNG format	4 advertisers per month
Non-headline content release	Single article	January 1, 2026 - July 31, 2026: USD1,100/article August 1, 2026 - August 31, 2026: USD1,600/article September 1, 2026 - September 3, 2026: USD2,400/article	Provided by the company: 800–1500-word Word draft + 5 PNG or JPG images in a separate compressed package	4 advertisers per month 1 advertiser per day from Sep 1–3
Top banner ad Top Banner Ad	Single session	January 1, 2026 - July 31, 2026: USD600/session August 1, 2026 - August 31, 2026: USD800/session	900px(W)*500px(H), JPG/PNG/Gif format image	4 advertisers per month

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

Others

- Following publication, the article will be simultaneously shared across all Medtec communities and the Medtec Assistant's WeChat Moments.

The organizer only provides typesetting and publishing services for the materials provided by your company and does not engage in content editing. The final version will be submitted to your company for review prior to release.

- The images provided by your company must ensure that all elements within them, including pictures, individuals, and text, are available for commercial use free of charge and are authorized for commercial publication by Informa. Your company shall assume full liability for any disputes arising from unauthorized commercial use of materials provided by your company.

Pre-exhibition Promotion – Invitations



Electronic Version of Medtec Pre-Exhibition Invitation

The digital version of the "Medtec Pre-Show Invitation" is released two months prior to the exhibition. As the first comprehensive material covering the most detailed information about the event, it includes exhibition introductions, conference schedules, company directories, and more. This document is the most highly anticipated and frequently inquired-about resource among attendees.

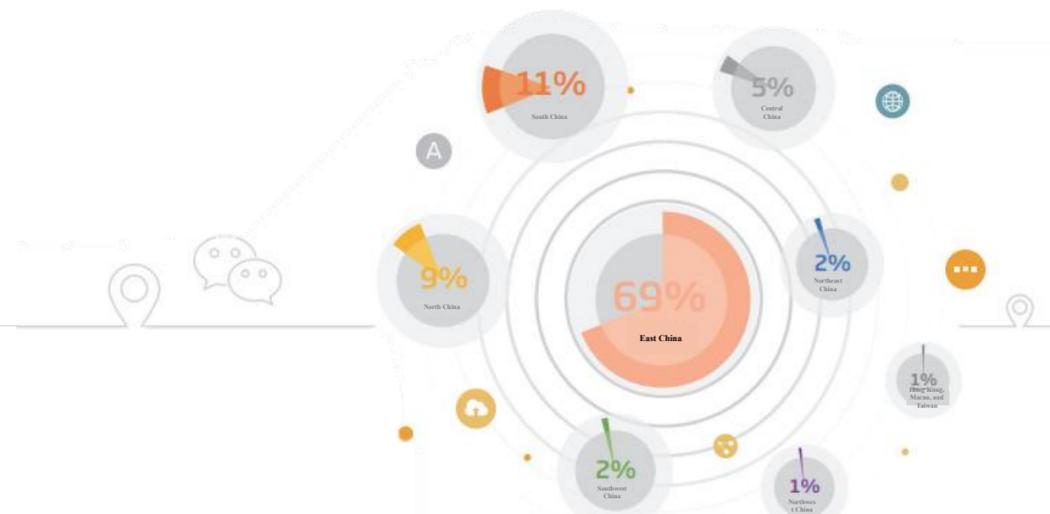
This information is simultaneously released across multiple channels including the official website, WeChat, and marketing emails.

Advertising Position	Size	Format	Submission Date	Price (RMB)
Second cover Ad	210mm (W) × 210mm (H) with 3mm reserved space on each side	JPG/ai/PDF	Before July 13, 2026	USD2,800 Full Page USD1,400 Half Page
Insert Ad	210mm (W) × 210mm (H) with 3mm reserved space on each side	JPG/ai/PDF	Before July 13, 2026	USD 2,200 Full Page USD 1,100 Half Page

Insert Ad Size (excluding reserved space)

1. Full Page Insertion 210mm (W) × 210mm (H)
2. Half Page Insertion 210mm (W) × 100mm (H)

Exhibition Dates: August - September 1, 2026



Exhibition Promotion – On-site Advertising



North Square Billboard Advertisement



Exhibitors and visitors will enter through the North Square. The advertising billboard will be placed outside Hall 2 of the North Plaza, a prime spot along the main entry path, ensuring your company's large-scale advertisement prominently showcases your brand image and product information at first glance.

Location: North Square Hall 2, Entrance Hall

Number of advertising boards: three 8m(W)*5m(H) advertising boards

Advertisement 1 Size: 4m(W) x 5m(H) Half Page

Advertisement 2 Size: 8m(W) x 5m(H) Full Page (Unedged)

Format: PNG/PDF files suitable for production use

Submission Date: Before Friday, July 31, 2026

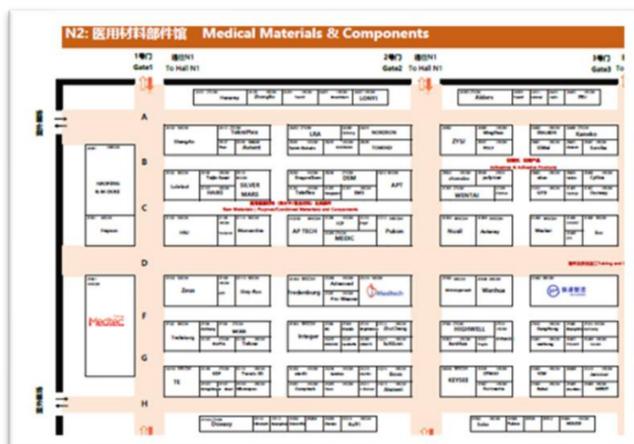
Exhibition Period: During the exhibition from September 1 to 3

USD 5,400/piece (Advertisement 1)

USD 9,300/piece (Advertisement 2)



Booth Layout with Logo Display



The on-site booth layout in Hall 2, as well as the printed versions in the exhibition catalog and visitor guide serve as essential reference indicators for professional visitors and buyers before they commence 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: Your booth position as indicated on the on-site floor plan display, exhibition catalog, and visitor guide.

Quantity: Maximum 10 companies per hall

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

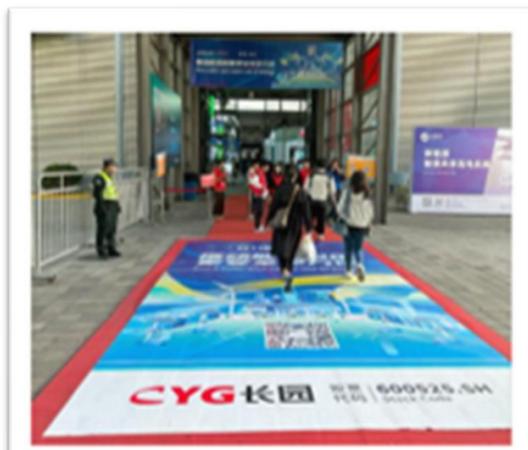
Submission Date: Before Friday, July 31, 2026

Exhibition Period: During the exhibition from September 1 to 3

USD 800



Entrance Hall Floor Advertisement



Location: North Entrance Hall to N1 Corridor

Number of Sponsorships: Exclusive - 1 company per slot

Size: 4 m (W) x 7m (H)

Format: PNG/PDF files suitable for production use

Exhibition Period: During the exhibition from September 1 to 3

Submission Date: Before Friday, July 31, 2026

USD 3,100

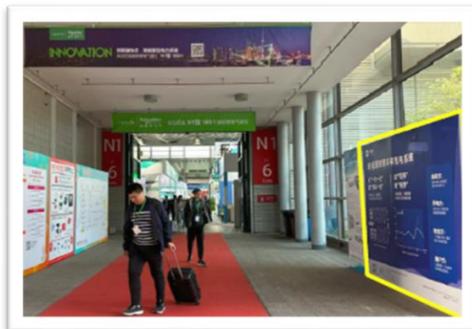
Exhibition Promotion – On-site Advertising



Connecting Corridor Advertisement

Each exhibition hall is interconnected via covered corridors, enabling exhibitors and visitors to move effortlessly between the halls and the registration area seamlessly. The billboards placed in these bustling areas are designed to grab the audience's attention and fully showcase the company's brand image and product information.

Walkway Billboard Advertisement



Location & Quantity: Connecting corridors from North Lobby to N1, N1 to N2, and N3 to N4, with 4 panels per corridor.

Size: 4m(W)*3m(H)

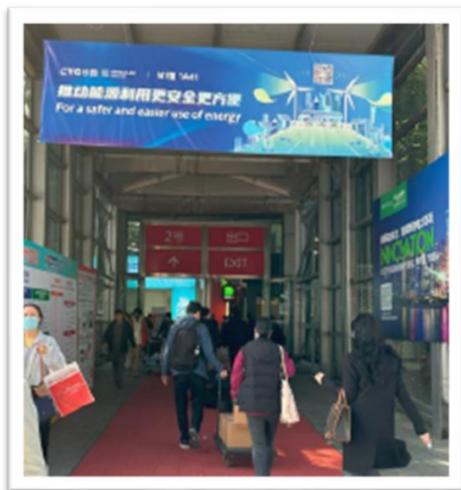
Format: PNG/PDF files suitable for production use

Submission Date: Before Friday, July 31, 2026

Exhibition Period: During the exhibition from September 1 to 3

USD 3,600 per booth

Hanging banners in the connecting corridor



Location 1: North Lobby to N1 Linkway

Size: 5m (W) x 1.5m (H) (including 30mm reserved space on all sides, double-sided printing)

Format: PNG/PDF files suitable for production use

Number of Sponsorships: 1

Submission Date: Before Friday, July 31, 2026

Exhibition Period: During the exhibition from September 1 to 3

USD 6,200/set
(5 items per group)

Location 2: Connecting corridors from N1 to N2 and N3 to N4

Size: 5m (W) x 1.5m (H) (including 30mm reserved space on all sides)

Format: PNG/PDF files suitable for production use

Number of Sponsorships: 2 companies, 1 per connecting corridor

Submission Date: Before Friday, July 31, 2026

Exhibition Period: During the exhibition from September 1 to 3

USD 4,700/set
(5 items per group)



Indoor and Outdoor Floor Advertising



Location: Directional landmarks guiding from the exhibition hall entrance to your company's booth.

Number of Sponsorships: 4 companies, minimum 5 slots per company

Specifications: 2m x 2m

Format: PNG/PDF files suitable for production use

Exhibition Period: During the exhibition from September 1 to 3

Submission Date: Before Friday, July 31, 2026

USD 2,400
(per lot of 5 sheets)

Exhibition Promotion – On-site Advertising

Hot Sale!

Overhead Structures and Hanging Banner Advertising in the Exhibition Hall

Companies have the option to purchase overhead suspension structures above their booths and banner advertisements within the exhibition hall. These eye-catching decorations and signage guarantee that attendees will promptly spot your booth and corporate image upon entering the venue, minimizing search time and drawing more visitors to your exhibit.

Booth Suspension Structure



Quantity: Available for 10 companies

Size and Format: The company provides the design. Costs related to dimensions and hanging point structures should be discussed with the primary venue construction contractor.

Submission Date: Before Saturday, August 1, 2026

Exhibition Period: During the exhibition from September 1 to 3

Halls N1-N4: Each suspension point costs RMB3,000.

Note: Hanging points and banners are exclusively available for booths measuring 36 sqm or larger. The hanging structure must remain within booth boundaries and cannot connect with the main booth structure.

USD 800
(Advertising placement fee only, excluding production and hanging point costs)

N1-N4 Hanging Flag Advertisements



Quantity: Available for 5 companies

Size and Specifications: The company provides design artwork. Costs related to suspension points, and production should be discussed with the primary venue construction contractor.

Submission Date: Before Saturday, August 1, 2026

Exhibition Period: During the exhibition from September 1 to 3

Note: Ceiling suspension points and hanging flags are exclusively available to exhibitors with booths measuring 36m² or larger. Hanging flag advertisements must not exceed the booth area.

USD 800
(Advertising placement fee only, excluding production and hanging point costs)



Advertisement board in inner square



Location: Designated area within the exhibition hall (N1-N4 Inner Plaza)

Size: 4m(W) x 4m(H) (Double-sided printing)

Format: PNG/PDF files suitable for production use

Number of Sponsorships: 4

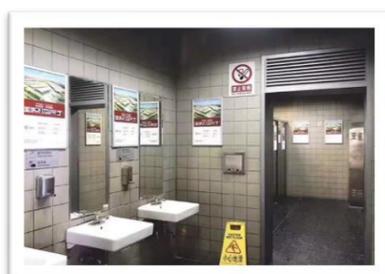
Submission Date: Before Friday, July 31, 2026

Exhibition Period: During the exhibition from September 1 to 3

USD 3,900/piece



Restroom Advertising



Size: 40 cm (W) x 60cm (H)

Format: PNG/PDF files suitable for production use

Location: Restrooms in Halls N1-N4. The number of advertisements varies depending on restroom size. For details, please contact sales.

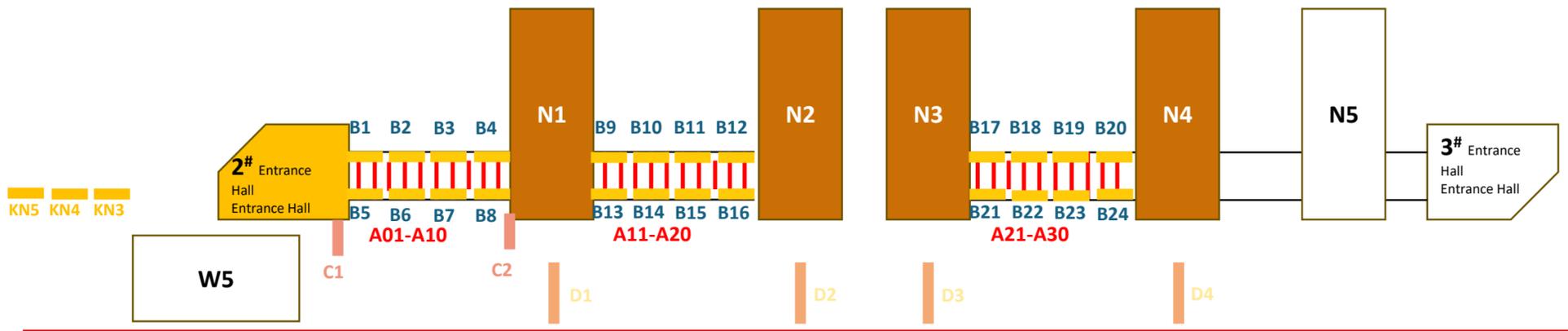
Number of Sponsorships: 8

Exhibition Period: During the exhibition from September 1 to 3

Submission Date: Before Friday, July 31, 2026

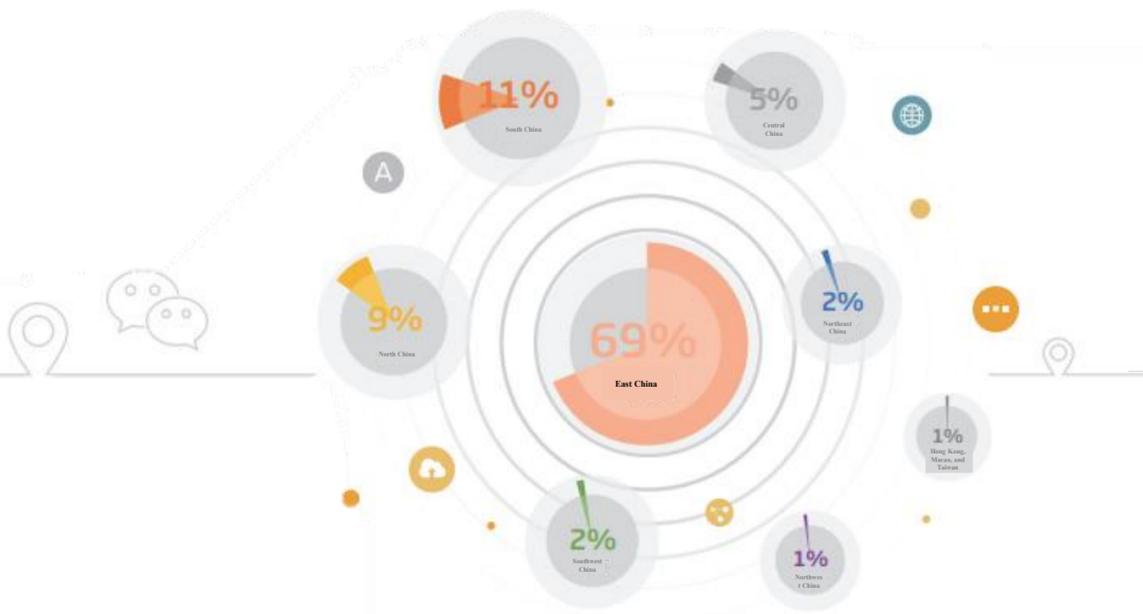
USD 1,900 (For 1 restroom)

On-site Advertising Position Map



Walkway advertising

- Standing advertisements B1-B24, size of 4m (length) × 3m (height), totaling 24 panels
- Suspended banner Ads A1-A30, size of 5m (L) × 0.7m (H), totaling 30 pieces
- Outdoor square advertising position C1-C2, Maximum Size: 8m (L) × 4m (H)
- Fixed advertising position at the North Square of the exhibition hall KN3-KN5, size of 8m (L) × 5m (H), 3 sides in total
- Advertisement board in inner square D1-D4, maximum size of 4m (L) × 4m (H)



Exhibition Promotion – Printed Materials



Official Sponsor of Exhibition Documentation Kit



Advertising Position: Single-sided printing, featuring company name, products, and booth number.

Distribution Quantity: Over 6,000 units

Size: 430mm(W)*320mm(H) (excluding reserved space)

Format: JPG, PNG, or source files suitable for production use.

Number of Sponsorships: Exclusive

Exhibition Period: September 1-3, 2026 On-site

Submission Date: Before Monday, July 13, 2026

Price (Tax Inclusive):

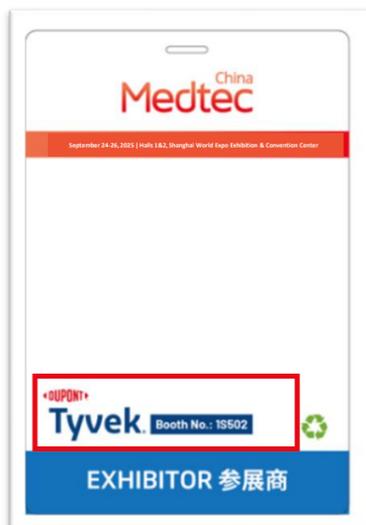
USD7,400



Comprehensive inclusion in "Mobile Display Boards"



On-site Badge Sponsorship



Advertising Position: Front side advertisement on 2026 Medtec Exhibitor Badges

Quantity Distributed: 20,000 copies

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

Number of Sponsorships: Exclusive

Exhibition Duration: September 1-3, 2026 On-site Exhibition

Submission Date: Before Monday, July 13, 2026

Price (Tax Inclusive):

USD7,400



The "Admission Pass" for Every Attendee



en.medtecchina.com

Exhibition Promotion – Printed Materials



2026 Medtec Exhibition Directory

5,000 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.



Advertising Position	Size (Excluding reserved space)	Format	Number of Sponsorships	Exhibition Period	Price (USD)	Submission Date
Back Cover - Full Page	210mm (W) x 285 mm (H) with 3mm reserved space on each side	PDF, JPG, or PNG	1	September 1-3, 2026	\$7,000	Before Monday, July 13, 2026
Second cover Ad- Full Page (Back Cover)	210mm (W) x 285 mm (H) with 3mm reserved space on each side		1		\$4,800	
Third cover Ad- Full Page (Back Cover)	210mm (W) x 285 mm (H) with 3mm reserved space on each side		1		\$4,500	
Inner Page P1 - Full Page Full-Color Advertisement	210mm (W) x 285 mm (H) with 3mm reserved space on each side		1		\$3,900	
P1 Half Page Full-Color Advertisement	210mm (W) x 142.5 mm (H) with 3mm reserved space on each side		2		\$2,000	
Others Inner Page - Full Page Full-Color Advertisement	210mm (W) x 285 mm (H) with 3mm reserved space on each side		10		\$3,500	
Catalog Booth Layout Logo Display	300dpi		-		\$900	
Corporate Details Page in the Exhibition Catalogue Logo Display	300dpi		-		\$500	

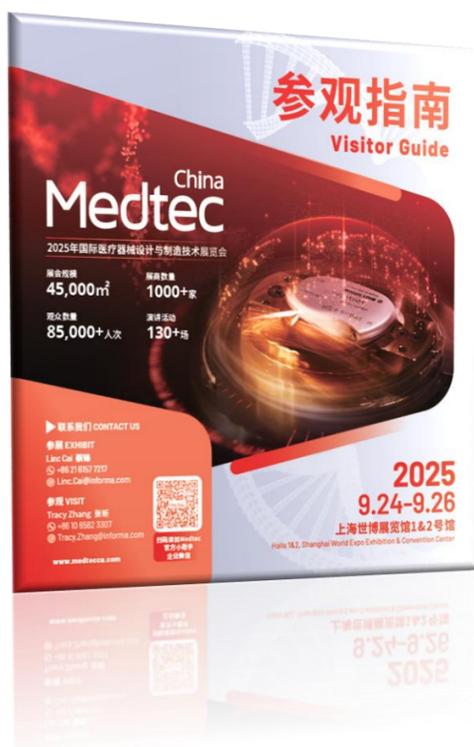
Exhibition Promotion – Printed Materials



2026 Exhibition Visitor Guide

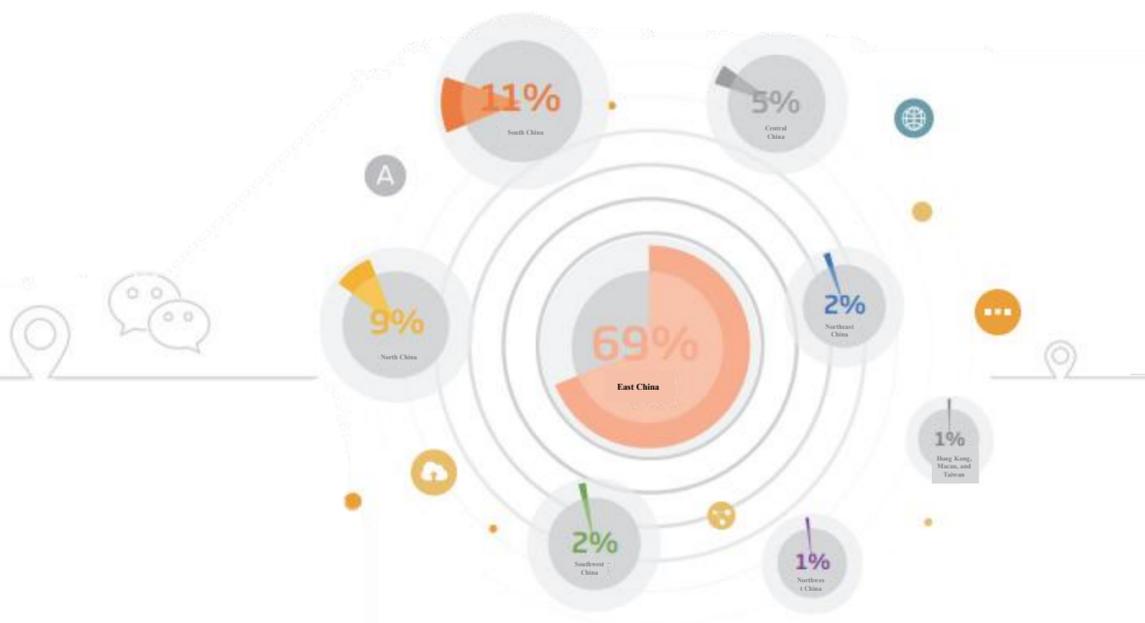


Complimentary distribution to all exhibition participants during the event



All exhibition participants will receive a complimentary printed guidebook during the event, with over 8,000 copies available for distribution. This guidebook encompasses comprehensive exhibition details, including floor plans, exhibitor directory, event overviews, and conference schedules.

Advertising Position	Size (excluding reserved space)	Format	Number of Sponsorships	Exhibition Period	Submission Date	Price (USD)
Back Cover Full Page (Back Cover)	210mm (W) × 210mm (H) A 3mm reserved space is required on each side.	JPG or PDF	One per year	September 1-3, 2026	Before Monday, July 13, 2026	\$3,400
Back Cover Full Page (Last Page)						\$3,700



Exhibition Promotion – Photography and Videography



Corporate Promotional Video



A professional filming team will visit your booth to thoroughly document your corporate brand and products. The footage will undergo professional editing and be delivered by 6:00 PM the following day. The completed video can be distributed through your company's official channels and also 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!

Shooting Date: Any day from September 1-3, 2026

Duration: 30S

Quantity: 4 videos

Delivery Time: Before 18:00 the day after shooting (Only 1 modification allowed)

Price (Tax Inclusive):

USD1,600



Live Photo Album of the Exhibition



A comprehensive showcase of photos from exhibitions, conferences, and various events.



Advertising Position: Top Carousel Ad Slot in the Album

Size: Width=1125PX, Image size < 20MB

Number of Sponsorships: Exclusive

Exhibition Duration: September 1-3, 2026 On-site Exhibition

Submission Date: Thursday, August 13, 2026

Price (Tax Inclusive):

Price: RMB 15,000

Exhibition Promotion – Online Activities

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.

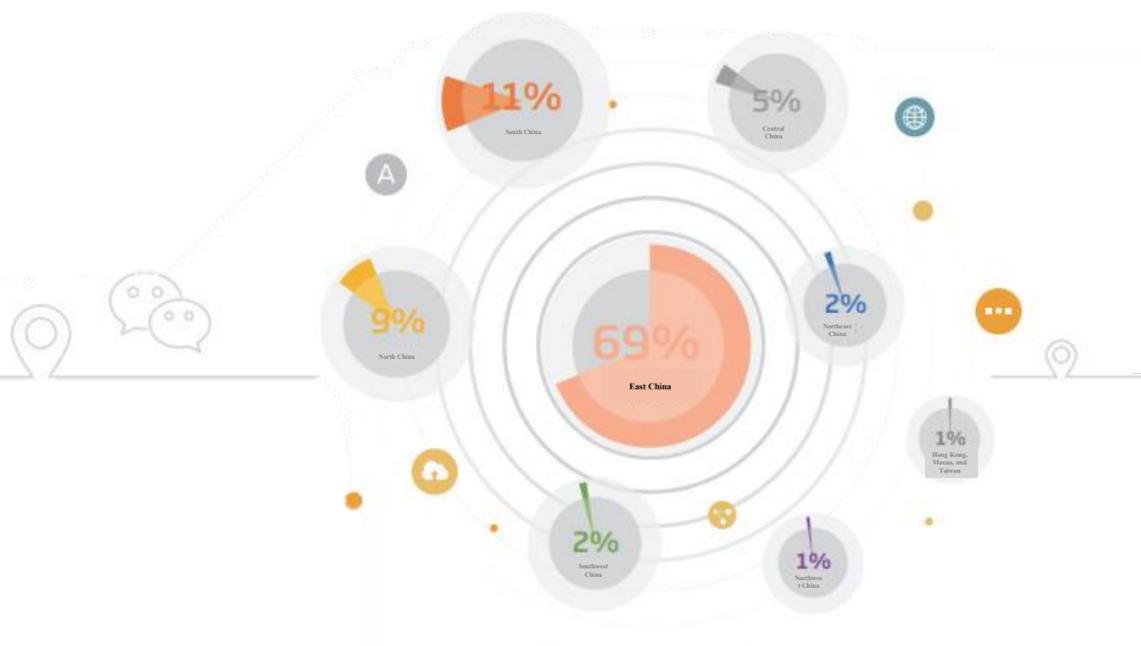
Number of Sponsorships: Multiple available

Data Limit: 450 entries per company

Exhibition Duration: September 1-3, 2026 On-site Exhibition

Submission Date: Thursday, August 13, 2026

USD 500/company



Better Stand



Better stand Eco-friendly Building Program

China Medtec

18 Sqm-A
Booth Dimensions:3000*6000mm
Max Height:4000mmH

Furniture List

Free Item:
 ·Information Counter *1
 ·Round Table *2
 ·Chair *8
 ·Bar Stool *1
 ·Wastepaper Basket *1
 ·Large Cabinet *1
 ·Small Cabinet (Acrylic Cover) *2
 ·55" TV *1

Light Box
2200*1200mmH

Large Cabinet
1050*500*950mmH

Configuration Details:
 1. All graphics are soft-film flat prints; a full-wall color change upgrade is available free of charge.
 2. Free carpet color change service is provided (optional colors: red, blue, grey).

55" TV

Acrylic Cover
350*350*300mmH

Small Cabinet
400*400*950mmH

Information Counter
1500*500*950mmH

USD 170/m² (The quotation excludes venue-related fees and includes applicable taxes.)

Notes:① All primary materials used in the booth structure are environmentally friendly materials;② All booth materials meet fire-retardant standard B1 or above;
 ③ Exhibitors are required to provide editable electronic vector files suitable for production;④ Custom wooden display cabinets are available. For any additional furniture requirements, please contact us.

Sales Rule: Minimum order of 18 square meters.

For specific specifications, refer to the appendix of Green Booth

China Medtec

18 Sqm-B
Booth Dimensions:3000*6000mm
Max Height:4000mmH

Furniture List

Free Item:
 ·Information Counter*1
 ·Round Table*2
 ·Chair*8
 ·Bar Stool*1
 ·Wastepaper Basket *1
 ·Cabinet(with lock)*2
 ·Small Cabinet (Acrylic Cover) *3
 ·55" TV *1

Light Box
2200*1200mmH

Cabinet(with lock)
1000*500*750mmH

Information Counter
1200*500*950mmH

Configuration Details:
 1. All graphics are soft-film flat prints; a full-wall color change upgrade is available free of charge.
 2. Free carpet color change service is provided (optional colors: red, blue, grey).

55" TV

Acrylic Cover
350*350*300mmH

Small Cabinet
400*400*950mmH

USD 170/m² (The quotation excludes venue-related fees and includes applicable taxes.)

Notes:① All primary materials used in the booth structure are environmentally friendly materials;② All booth materials meet fire-retardant standard B1 or above;
 ③ Exhibitors are required to provide editable electronic vector files suitable for production;④ Custom wooden display cabinets are available. For any additional furniture requirements, please contact us.

USD 170/m²



Better Stand Eco-friendly Upgrade Program

China Medtec

18 Sqm-D
Booth Dimensions:3000*6000mm
Max Height:4000mmH

Furniture List

Free Item:
 ·Information Counter*1
 ·Round Table*2
 ·Chair*8
 ·Bar Stool*1
 ·Wastepaper Basket *1
 ·Large Cabinet *1
 ·Stepped Cabinet (Acrylic Cover) *2

Light Box
2200*1200mmH

3D LOGO
2000*620mmH

Light Box
1000*1200mmH

Light Box
1000*1200mmH

Acrylic Cover
350*350*300mmH

Stepped Cabinet
400*400*750mmH

400*400*950mmH

Information Counter
1500*500*950mmH

Large Cabinet
2500*500*950mmH

Configuration Details:
 1. All graphics are soft-film flat prints; a full-wall color change upgrade is available free of charge.
 2. Free carpet color change service is provided (optional colors: red, blue, grey).

USD 210/m² (The quotation excludes venue-related fees and includes applicable taxes.)

Notes:① All primary materials used in the booth structure are environmentally friendly materials;② All booth materials meet fire-retardant standard B1 or above;
 ③ Exhibitors are required to provide editable electronic vector files suitable for production;④ Custom wooden display cabinets are available. For any additional furniture requirements, please contact us.

Sales Rule: Minimum order of 18 square meters.

*For detailed specifications, please refer to the Upgrade Program Appendix

USD 210 /m²

- ◆ 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

Email: Heron.zhuang@informa.com

Phone: 021 61573928

Julia Zhu

Email: Julia.zhu@informa.com

Phone: 021 61573922

Lorelei Yu

Email: Lorelei.yu@informa.com

Phone: 021 61573861

