

# Medtec China 2021

Sponsorship & Promotion  
Opportunities

**Generate  
Leads**

**Digital  
Marketing**

**Brand  
Exposure**

**Exclusive  
Sponsorship**

**Products  
Promotion**

**Conference  
&  
Presentation**

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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



## 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 2021.3.29

USD 3,000



## 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 2021.3.29

USD 3,000



## Printed Visitor Invitation Leaflet(VIL)



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 2021.11.5

USD 5,400

# Exclusive Sponsorship



## Visitor Badges & Lanyards



*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)

Submit Date: before 5.11.2021

USD 10,500



## Carrier Bags



*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 15.7.2021

USD 5,700



## 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 12.5.2021

USD 3,600

# 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.

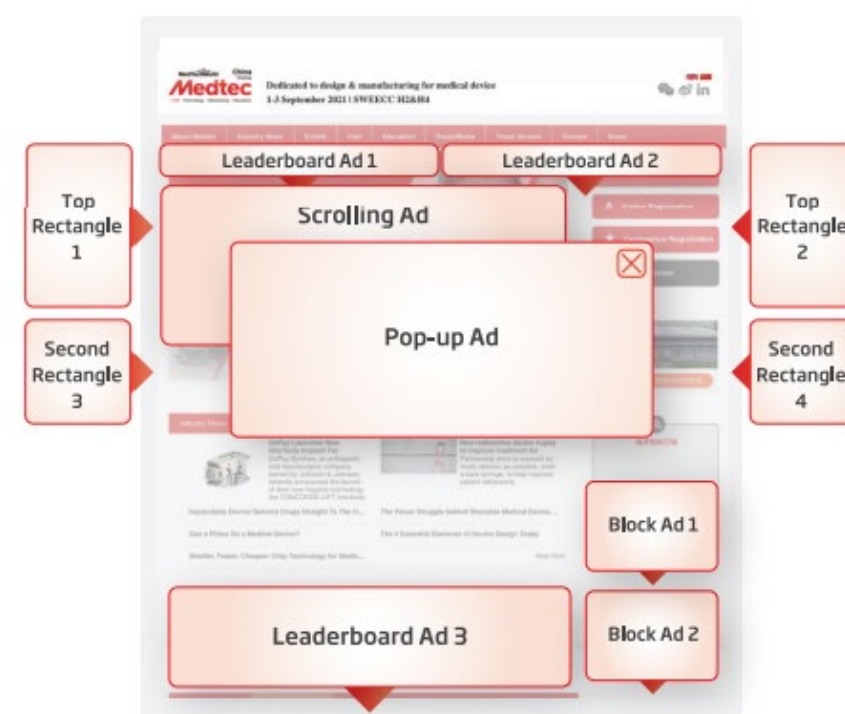


AD Size & Position	SPECS with Bleed	Quantity	USD	Submit Date
Main Sponsor of the official Show Directory - Cover page logo display & Full-Page Ad	LOGO : 30mm(W) x 30mm(H)	1	\$5,600	Before 5 Nov,2021
Outside back cover	175mm (W) x 230mm (H) Include bleeding 181mm(W) x 236mm(H)	1	\$7,200	Before 5 Nov,2021
Inside front cover	175mm (W) x 230mm (H) Include bleeding 181mm(W) x 236mm(H)	1	\$4,900	Before 5 Nov,2021
Inside back cover	175mm (W) x 230mm (H) Include bleeding 181mm(W) x 236mm(H)	1	\$4,600	Before 5 Nov,2021
Full Page	175mm (W) x 230mm (H) Include bleeding 181mm(W) x 236mm(H)	-	\$3,600	Before 5 Nov,2021
½ Page	175 mm (W) x 115 mm(H)	-	\$2,000	Before 5 Nov,2021
Full color logo on exhibition floor plan	N/A	-	\$870	Before 5 Nov,2021
Full colour logo on exhibitor profile	N/A	-	\$500	Before 5 Nov,2021

# Digital Marketing opportunities

Website - Medtecchina.com (Top monthly page views 92,425)

Advertising orientation	Size	Duration	USD	RMB
Pop-up Ad (Multiple times)	600px(W)*400px(H)	30 days Before 11.20 30 days during 20 Nov.-22 Dec.	2500 3500	16500 23000
Leaderboard Ad 1 (horizontal)	570px(W)*114px(H)	30 days	1800	12000
Leaderboard Ad 2 (horizontal)	570px(W)*114px(H)	30 days	1800	12000
Scrolling Ad	826px(W)*550px(H), plus 100 words	30 days	1500	10000
Leaderboard Ad 3 (horizontal)	818px(W)*200px(H)	30 days	2000	13000
Block Ad 1	300px(W)*180px(H)	30 days	1600	10500
Block Ad 2	300px(W)*180px(H)	30 days	1600	10500
Top Rectangle 1	200px(W)*300px(H)	30 days	1700	11200
Top Rectangle 2	200px(W)*300px(H)	30 days	1700	11200
Second Rectangle 3	200px(W)*200px(H)	30 days	1600	10500
Second Rectangle 4	200px(W)*200px(H)	30 days	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 October 2020.

## 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 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



# Digital Opportunities

## 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, minimum 5000 emails)	0.99/per e-mail	3/per e-mail
Graphic link	1 E-blast (Chinese / English)	Designated database (Maximum 50,000 emails, , minimum 5000 emails)	0.49/per e-mail	1.5/per e-mail

## 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 33,270 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 20 Nov. 1 time between 20 Nov. - 22 Dec.	800-1500 words recommended	1500 2300	10000 15000
Graphic placement advertisement (headline)	1 time before 20 Nov. 1 time between 20 Nov. - 22 Dec.	900*500	750 1000	5000 6600
Advertorial (second position)	1 time before 20 Nov. 1 time between 20 Nov. - 22 Dec.	800-1500 words recommended	1000 1500	6600 10000
Graphic placement advertisement (second position)	1 time before 20 Nov. 1 time between 20 Nov. - 22 Dec.	900*500	500 750	3300 5000
Advertorial (third position)	1 time before 20 Nov. 1 time between 20 Nov. - 22 Dec.	800-1500 words recommended	500 750	3300 5000
Graphic placement advertisement (third position)	1 time before 20 Nov. 1 time between 20 Nov. - 22 Dec.	900*500	250 375	1650 2500

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 October 2020.

\*Please consult salesman for WeChat sponsorship during the exhibition period.



# Digital Opportunities

## China Medical Device Manufacturer Online (CMDM)

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 27,323 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
Leaderboard Ad 1 (horizontal)	1140px(W)*200px(H)	30 day	1800	12000
Online exhibiting	3pictures+80 product introduction+ 300 company introduction	30 day	3500	23000
Top Rectangle 1	200px(W)*300px(H)	30 day	1700	11200
Top Rectangle 2	200px(W)*300px(H)	30 day	1700	11200
Second Rectangle 3	200px(W)*200px(H)	30 day	1600	10500
Second Rectangle 4	200px(W)*200px(H)	30 day	1600	10500

\*The above data statistics are up until October 2020.



# 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	<b>Webinar Operation</b> <b>E-blast (5000 emails)</b> WeChat Post Exposure SMS Post-Webinar Report Others	7500	50000
Webinar marketing	<b>Webinar Operation</b> <b>E-blast (5000 emails)</b> 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 10.12.2021

USD 1,400



## 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 8.5mW \* 4mH (10 available)

Submit Date: before 5.12.2021

USD 3,600

USD 2,400

USD 2,800



## 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 5.12.2021

USD 600



## Video Broadcasting on LED Screen



This year we are going to have a big LED screen in the front of the Hall. This will be a good space to present your company video and slides show, playing on a continuous loop.

Size:4m\*3m,5 minutes / each video, 5 times / each day (10 slots available)

submit date: before 5.12.2021

USD 2,400

# Onsite Promotion Opportunities

## Banner Ad in atrium



Banner Ad will be hung in the atrium inside the hall with two sides printing, it will catch the eye of visitors.

Size: 4m\*3m, minimum 10

Submit Date: Before 5.12.2021

USD 9,500

## Banner Ad in entrance inside the hall



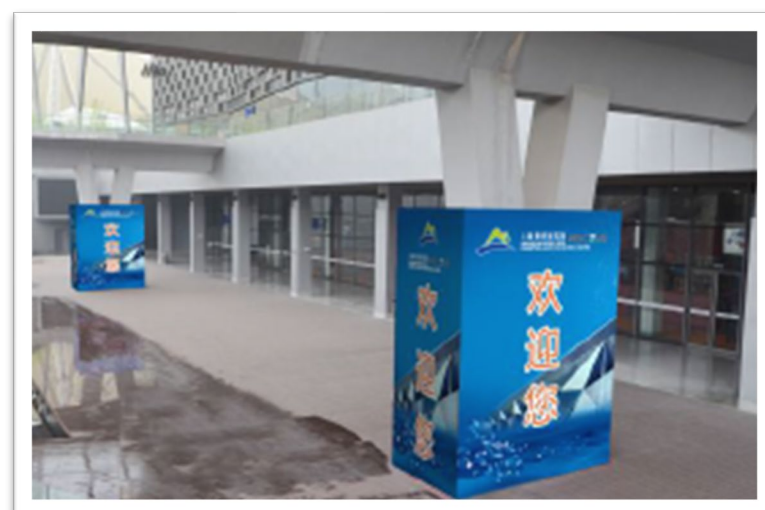
Banner Ad will be hung in the entrance inside the hall with two sides printing, it will catch the eye of visitors.

Size: 3m W\*4m H, minimum 3

Submit Date: before 5.12.2021

USD 6,000

## **NEW~** Banner Ad on Pillar in Sunken plaza (large size)



Catch visitors 'attention with your outstanding advertisement at such an eyes-catch spot, lead more potential customers to your booth.

Size:

Front: 4m(W)×5m(H), 2 dimensions

Sides: 2m(W)×5m(H), 2 dimensions

Submit Date: Before 5.12.2021

USD 3,650

## **NEW~** Banner Ad on Pillar in Sunken plaza (small size)



An eyes-catch spot with a very good deal

Size:

0.9m(W)×4.8m(H), 4 dimensions, Photo with KT board

Submit Date: Before 5.12.2021

USD 1,500

# Onsite Promotion Opportunities

## **NEW~** Banner Ad on Pillar in atrium ( near Hall 4)



Up to 6 pillars can be used to promote your company at close range at the entrance of the exhibition hall.

Size: 1.16m(W)×2.4m(H), 4 dimensions

Submit Date: Before 5.12.2021

**USD 1,600**

## **NEW~** Banner Ad alongside escalator in atrium



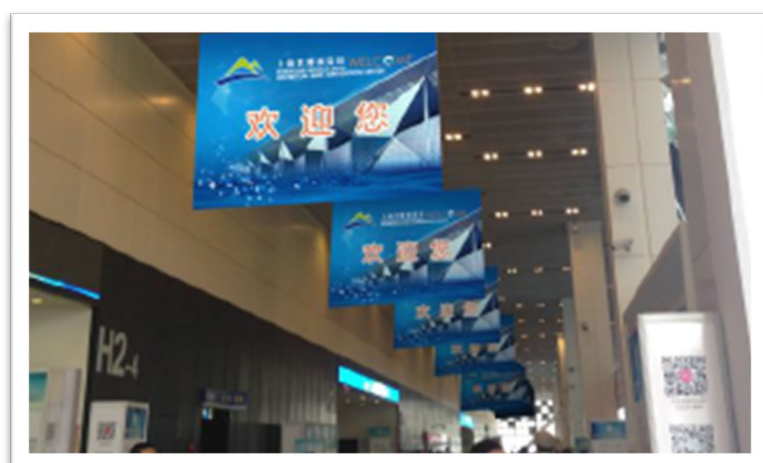
Your advertisement can be seen by all visitors who take the escalator

Size: 26m(W)×0.3m(H), Photo with KT board

Submit Date: before 5.12.2021

**USD 950**

## **NEW~** Banner Ad in atrium at B1( near Hall 4, minimum 3)



Hanging above the entrance, it is a must-see advertising spot for your company to advertise

Size: 4m(W)×3m(H), double-side print

Submit Date: before 5.12.2021

**USD 4,000**

## 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**

# Conference & Presentation

## Gold Sponsor – MDiT Forum & Regulation Summit



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.**

**Contact us to secure your conference room now !**

# Conference & Presentation



## Presentation Sponsor (Exclusive)



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 3,300





1-3 September 2021  
Shanghai, China



- ◆ 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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