

SPONSOR & EXHIBITOR PROSPECTUS

September 23-25, 2019

Boston Convention and Exhibition Center | Boston, MA

 **BOSTON** **2019**

themedtechconference.com | @MedTechCon



September 23-25, 2019

Powered by  AdvaMed

Boston Convention & Exhibition Center | Boston, MA

The MedTech Conference sponsors and exhibitors represent the best that the industry has to offer. Along with providing valuable conference support and leadership, sponsors and exhibitors position themselves to connect with the industry's most important stakeholders, to increase their brand visibility with this audience and to share expertise and thought leadership with the most influential players.

The MedTech Conference brings together more than 1,000 companies in a uniquely multifaceted environment for business development, capital formation, innovative technology showcasing, world-class educational opportunities and networking. An event rich in international flavor and featuring a deep, diverse attendee list that includes influential policymakers, business executives and media, The MedTech Conference seeks to advance industry discussion from key perspectives through detailed panel sessions, executive forums and more. It is a must-attend event for any medtech company. Whatever your goals may be, you are sure to accomplish—and even surpass them—at The MedTech Conference.

Achieving your business goals starts here.

Why sponsor and exhibit at The MedTech Conference? Because there is no better use of your marketing dollars when it comes to connecting with decision makers from the medtech industry. Our sponsorship and exhibit packages can be customized to meet every objective and budget. **Call +1.202.434.7213 to start the conversation today.**

Key Dates & Deadlines

| | |
|--|-------------|
| First Right of Refusal Initial Deposit Due Date | February 1 |
| Service Kit Released | May 1 |
| Payment Due in Full | May 15 |
| Island Booth Designs Due | July 23 |
| Final Program Advertisements Due | August 1 |
| Deadline for Inclusion on Onsite Signage | August 1 |
| Branding Opportunity Graphics Due | August 9 |
| Exhibitor Appointed Contractor Forms Due | August 23 |
| Exhibitor Certificates of Insurance Due | August 23 |
| Proof of Bag Inserts to be Submitted | September 3 |

Who Attends?

**2018 statistics*

JOB TITLES

NEARLY 60%
OF OUR ATTENDEES ARE C-LEVEL/
EXECUTIVE LEADERS



INDUSTRY SECTORS

SURGICAL NEUROLOGICAL Dental **OPHTHALMIC**
SOFTWARE Radiation Therapy **WOMEN'S HEALTH** Cybersecurity
DIABETES Capital Equipment **CARDIOVASCULAR**
VASCULAR **ORTHOPEDIC** Infectious Diseases
DIGITAL HEALTH Metabolic Disease/Obesity
CANCER/ONCOLOGY Nutrition Products **IMAGING** Blood
Information Security **DIAGNOSTICS** **WOUND HEALING**

JOB FUNCTIONS



Sponsor Packages


PRESENTING SPONSOR PACKAGE - \$150,000

This exclusive sponsorship level promises your company maximum visibility at The MedTech Conference.

 **15** Full Access Registrations

 **8** Seats at the Board Dinner

 **1** Hanging Banner Onsite

 **1** Full Page Ad in Final Program

 **1** Exhibit Hall Booth

 **1** Conference Bag Insert

Package Also Includes

- Company logo on the conference website & onsite signage
- Reserved table at plenary sessions
- Access to a personal sponsor concierge
- Your choice of an additional opportunity (options listed on page 9)

HOST SPONSOR PACKAGE - \$75,000

Our Host Sponsors have multiple opportunities to showcase their involvement in the conference.

 **12** Full Access Registrations

 **5** Seats at the Board Dinner

 **1** Full Page Ad in Final Program

 **1** Exhibit Hall Booth

 **1** Conference Bag Insert

Package Also Includes

- Company logo on the conference website & onsite signage
- Reserved table at plenary sessions
- Access to a personal sponsor concierge
- Your choice of an additional opportunity (options listed on page 9)

DIAMOND SPONSOR PACKAGE - \$50,000

Highlight your company with a Diamond Sponsorship at The MedTech Conference to reach your key audiences.



8 Full Access Registrations



4 Seats at the Board Dinner



1 Full Page Ad in Final Program



1 Exhibit Hall Booth



1 Conference Bag Insert

PLATINUM SPONSOR PACKAGE - \$35,000

One of our most popular packages, Platinum Sponsors gain exposure at multiple levels of the conference.



6 Full Access Registrations



3 Seats at the Board Dinner



1 ½ Page Ad in Final Program



1 Exhibit Hall Booth



1 Conference Bag Insert

Package Also Includes

- Company logo on the conference website & onsite signage
- Reserved table at plenary sessions
- Access to a personal sponsor concierge
- VIP Seating
- Your choice of an additional opportunity (options listed on page 9)

Package Also Includes

- Company logo on the conference website & onsite signage
- Access to a personal sponsor concierge
- Your choice of an additional opportunity (options listed on page 8)

Sponsor Packages

GOLD SPONSOR PACKAGE - \$25,000

The MedTech Conference Gold Sponsors reach attendees in the Exhibit Hall and beyond.



4 Full Access Registrations



2 Seats at the Board Dinner



1 ½ Page Ad in Final Program



1 Exhibit Hall Booth

Package Also Includes

- Company logo on the conference website & onsite signage
- Access to a personal sponsor concierge
- Your choice of an additional opportunity (options listed on page 8)

SILVER SPONSOR PACKAGE - \$15,000

Step up your presence with a Silver Sponsor package to showcase your company throughout the conference.



3 Full Access Registrations



1 Seat at the Board Dinner



1 ¼ Page Ad in Final Program



1 Exhibit Hall Booth

Package Also Includes

- Company logo on the conference website & onsite signage
- Access to a personal sponsor concierge
- Your choice of an additional opportunity (options listed on page 7)

BRONZE SPONSOR PACKAGE - \$10,000

Make your brand stand out in the crowd with a booth presence and more.



2 Full Access Registrations



1 Exhibit Hall Booth

Package Also Includes

- Company logo on the conference website & onsite signage
- Access to a personal sponsor concierge
- Your choice of an additional opportunity (options listed on page 7)

Sponsor Package Descriptions

Key: Branding = **B**

Experiential/Networking = **N**

Presentations/Programming = **P**

BRONZE...\$10,000

ADVAMED ACCEL LEADERSHIP SEMINAR

Multiple opportunities

N

Specifically designed to draw CEOs and General Managers of U.S. and international pre-revenue start-up companies this day-long intensive program will focus on the opportunities and challenges facing these organizations. Sponsors will have an opportunity to shape programming and brand themselves with this important audience.

ADVAMED ACCEL RECEPTION

Multiple opportunities

N

After a day of education, CEOs and General Managers of U.S. and international pre-revenue start-up companies this day-long intensive program will focus on the opportunities and challenges facing these organizations. Sponsors will have an opportunity to brand the reception space and one company delegate can provide five minute welcome remarks.

PROGRAM PREVIEW COVER

Exclusive opportunity

SOLD **B**

Get in front of our audience as many are making their decision to come to the conference. This digital book previews the full schedule, panel sessions, and other activities during the conference, and is our biggest and best received promotional piece every year.*

COAT & BAG CHECK

Exclusive opportunity

B

Be the savior for attendees who want to drop their coat or luggage while attending the conference. The sponsorship includes recognition on any related signage.

SILVER...\$15,000

PROGRAM SPOTLIGHT COVER

Exclusive opportunity

B

Our program spotlight helps attendees (and prospective attendees) better gauge what programming they are most interested in attending during the conference. This digital book previews session topics and other activities during the conference.*

SILVER CONTINUED...

CUSTOMIZED BLOG POST

10 opportunities

SOLD **B**

Showcase your thought leadership and industry content on the conference blog. All details to be worked out with the AdvaMed marketing team.

AISLE SIGNS

Exclusive opportunity

B

Expand your presence on the floor beyond your booth. Aisle signs bring recognition to your booth while attendees are navigating the hall.*

ENTRANCE FLOOR GRAPHIC

Multiple opportunities

B

Be the first to greet attendees to the Exhibit Floor. This vinyl sticker will be placed at the entrance to the hall. Attendees will see a message from your company as they are entering and leaving throughout the day. Floor graphic can be up to 200 square feet in size.*

INTERNATIONAL RECEPTION

Multiple opportunities

N

Hosted after the U.S. Market Access Seminar, this networking reception, open to all conference attendees, provides a great opportunity to discuss development opportunities, regulatory issues and strategic partnerships for companies seeking international expansion. Sponsor may brand the reception space.

POST-BOARD DINNER RECEPTION

Multiple opportunities

N

Immediately following the AdvaMed Board Dinner, this intimate and lively by-invitation-only reception provides guests with a final nightcap, a round of desserts and additional networking opportunities in a collegial setting.

SOLUTIONS SHOWCASE PRESENTATION

Multiple opportunities

P

This twenty minute presentation time slot allows you to showcase a product or present new data on the exhibit floor. Supporters receive session recognition in the printed program, mobile application and signage outside of the theater.

* Indicates deadlines apply

GOLD...\$25,000

ATTENDEE POCKET GUIDE

Exclusive opportunity

3,000+ attendees will receive a compact and comprehensive guide, including conference logistics, session times and room numbers, Exhibit Hall programming and more. An easy-to-use fold-out map of the Exhibit Hall is included in the Pocket Guide.*



SOLD **B**

DAILY ONSITE REMINDERS

Exclusive opportunity

This electronic morning newsletter containing the day's must-attend sessions and activities is sent to all conference registrants, and includes your logo and a customized call-out of your choice.*

SOLD **B**

WELCOME RECEPTION

Multiple opportunities

The first networking event during the conference, the Welcome Reception will take place on Monday after workshops, panels and the afternoon plenary session. This lively reception is a great way to network with new or existing clients, colleagues and customers.

N

PRESS ROOM REFRESHMENTS

Exclusive opportunity

Help keep your brand top of mind with the 40+ media representatives in attendance at the conference. The press room is a work space that enables reporters and analysts to cover breaking news, announcements, exhibiting companies and special events at The MedTech Conference. Sponsoring the press room refreshments is the best way to expose your company to press covering the event. Sponsorship includes logo recognition, a virtual press kit, signage on the refreshment cart and more!

B

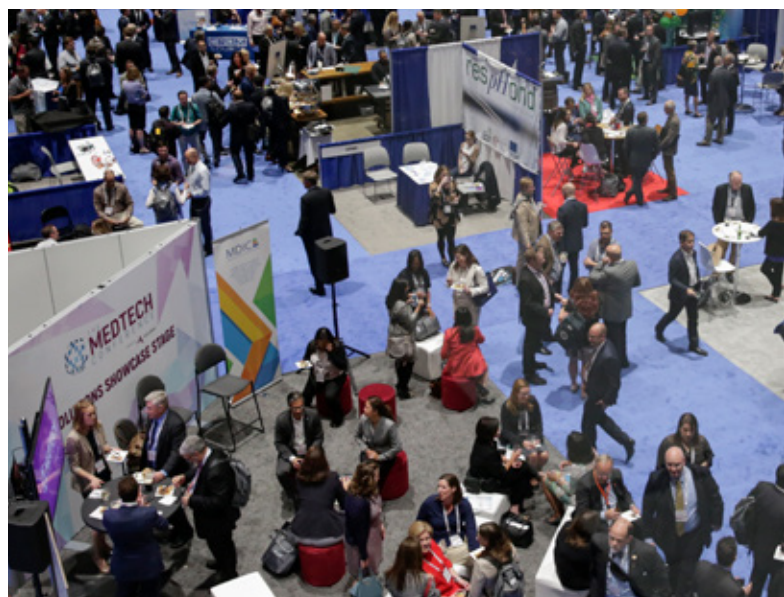
PLATINUM...\$35,000

DIGITAL SPONSORSHIP (EVENT APP + PARTNERING PLATFORM)

Exclusive sponsorship

Digital sponsors will have logo recognition within the MedTech Connect webpage, in any partnering related communications to attendees, and throughout the partnering space onsite. In addition, your company's logo will be featured throughout the conference app and will appear on promotional and onsite materials advertising the app download.*

SOLD **B**



CHARGING STATIONS

Exclusive opportunity

Display your branding on one (or all) of our charging stations, conveniently located in the MedTech Connect partnering area and outside our session rooms.

B

ATTENDEE LANYARDS

Exclusive opportunity

Every conference attendee will receive a lanyard branded with your company's name/logo when they collect their name badge on-site.*

SOLD **B**

HOTEL KEY CARDS

Exclusive opportunity

Your company's logo or message will appear on the room key cards at the main conference hotel, providing you with ongoing visibility throughout the conference. Artwork must be received by July 26.*

SOLD **B**

ADVANCED BOARD OF DIRECTORS DINNER

Multiple opportunities

This is your opportunity to meet the medtech industry's leading executives and to engage in dialogue crucial to your business. This is a must-attend for Board members, special guests and industry executives. Sponsors receive additional invitations to the dinner and may distribute branded gifts to attendees.

N

CHAIRMEN'S NETWORKING RECEPTION

Multiple opportunities

Reconnect with friends and colleagues and network with medtech executives from around the world while enjoying festive cocktails and food at the Chairmen's Networking Reception on Tuesday. Hosted on the exhibit hall floor, this fun filled networking reception is a can't miss!

N

Key: Branding = **B**

Experiential/Networking = **N**

Presentations/Programming = **P**

DIAMOND...\$50,000

CONFERENCE BAGS

Exclusive opportunity

Conference bags with sponsor and event logos are distributed to all conference attendees upon arrival onsite. This sponsorship provides an excellent opportunity for brand/name recognition during the three days of the conference and each time they are re-used throughout the year.*



SOLD **B**

CEOs UNPLUGGED STAGE

Multiple opportunities

Our wildly popular CEOs Unplugged Stage provides our audience access to the wisdom of top medtech executives answering questions and discussing their personal observations, thoughts and experiences. Over the course of Tuesday and Wednesday, these thirty minute sessions are always strongly attended. Sponsorship includes logo recognition on stage signage and all relevant marketing materials, plus one slot in the CEOs Unplugged series.

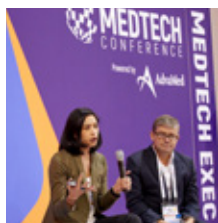


P

MEDTECH EXEC TALKS STAGE

Multiple opportunities

A popular Exhibit Hall attraction, these sessions are a great opportunity to explore executive issues outside of the CEOs Unplugged Stage. We feature your logo near the stage – visible from the audience – in addition to all printed references to the stage.



P

CEO NETWORKING DINNER

Multiple opportunities

Open exclusively to medtech CEOs and dinner sponsors, this unique dinner is designed for maximum networking giving you unprecedented access to the leaders of the industry. Hosted Tuesday evening at a top-notch off-site venue, this is a must-attend event.

P

HOST...\$75,000

INNOVATION PAVILION

Exclusive opportunity

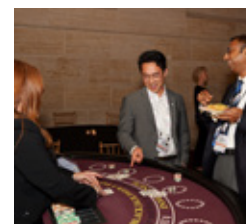
Featuring the most promising emerging companies, the Innovation Pavilion is a hub for groundbreaking medical technology. Participating companies host demonstrations during the networking breaks on the show floor allowing them to reach and audience that they would not otherwise reach. Sponsoring this space demonstrates your company's commitment to supporting early-stage companies by significantly subsidizing their participation on the tradeshow floor.

SOLD **N**

MEDTECH AFTER PARTY

Multiple opportunities

Attendees will gather on Tuesday evening to unwind with catchy tunes, dancing and a rockin' good time! The event sponsors will have branding of the party and will be mentioned in any of the pre-event communications referencing the party.



N

PRESENTING...\$100,000

LIFETIME ACHIEVEMENT AWARD

Exclusive opportunity

Celebrate the best of the industry by sponsoring our most distinguished award. Presented to key industry leaders who have made significant achievements and advancements in the medtech field, this premier awards ceremony (held within a plenary session) is a highlight of our program. Your company will be recognized from the podium and your logo displayed during the awards presentation.

SOLD **P**

PLENARY SPONSOR

3 opportunities

Be the highlight of the main stage by sponsoring and introducing one of our plenary speakers. You will receive exposure on all relevant marketing materials and onsite signage, a callout in our attendee daily reminder emails and two minutes to introduce the speaker onstage.

P

* Indicates deadlines apply



A LA CARTE OPTIONS:

COFFEE CART/BARISTA STATION \$6,000 PER DAY

3 opportunities

Be the most popular kid on the block by offering free coffee drinks to attendees! We will place your company's coffee cart in a high-traffic area so that attendees can find the pick-me-up they need. Cart and coffee sleeves will be branded with your company logo.

B

REUSABLE WATER BOTTLES \$15,000

Exclusive opportunity

Sponsorship of the conference water bottles includes branded water bottles for all conference attendees, prominently displayed in branded bins in the registration area.*


B

Add-on opportunity: Branded Hydration Station Wrap. Contact our sales team for more information.

BANNERS

Contact our sales team for placement-specific pricing

Banners provide large, prominent ad placements for any brand. Multiple placement opportunities available.*

B

FLOOR CLINGS

Contact our sales team for placement-specific pricing

Floor clings provide an interesting branding opportunity for many brands. With locations of varying sizes throughout the event space, you can utilize floor clings to enhance your marketing goals.*

B

DEDICATED PARTNERING SUITE \$6,000 PER DAY

Multiple opportunities

Hold meetings with current and prospective clients in your own, branded partnering suite. Located just off the exhibit floor, this is a great opportunity to do business in a private, quiet space.

B

* Indicates deadlines apply



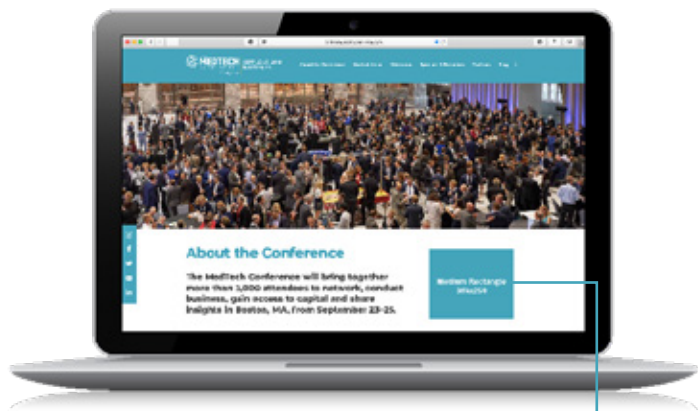
AdvaMed Members who sponsor or exhibit receive special benefits and discounts, including recognition in promotional materials, preference in booth location and more. For information on becoming an AdvaMed member, please visit advamed.org.

* AdvaMed members and Associate Members receive 1 invitation to the Board of Directors Dinner when they sponsor at the Bronze or Silver Level.



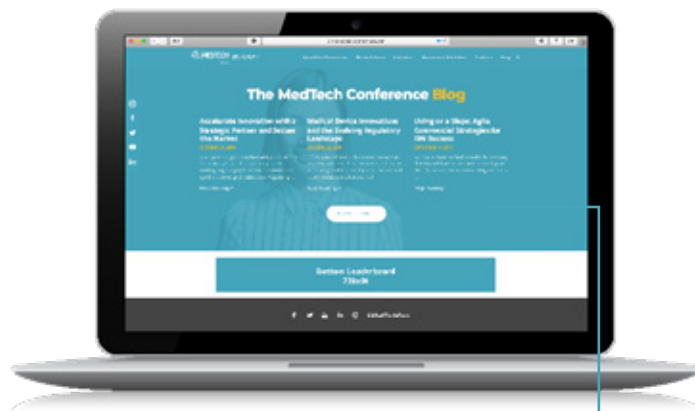
WEBSITE ADVERTISING

Rotating ads will be featured on The MedTech Conference website.



MEDIUM RECTANGLE (300 X 250 PIXELS)

\$3,000
10 opportunities



BOTTOM LEADERBOARD (728 X 90 PIXELS)

\$2,500
5 opportunities

FINAL PROGRAM ADVERTISING

FINAL PROGRAM: PREMIUM PLACEMENT

Bleeds required on all ads

FINAL PROGRAM: FULL PAGE

\$3,000

Final Size: 8.5" (w) x 11" (h)

Title Safe Area: 8" (w) x 10.5" (h)

Artwork with bleeds: 8.75" (w) x 11.25" (h)
(Please add 1/8" to all sides for bleed)
Bleeds required.

FINAL PROGRAM: 1/2 PAGE

\$2,000

Final Size: 8.5" (w) x 5.5" (h)

Title Safe Area: 8" (w) x 5" (h)

Artwork with bleeds: 8.625" (w) x 5.625" (h)
(Please add 1/8" to all sides for bleed)
Bleeds required.

FINAL PROGRAM: 1/4 PAGE

\$1,500

Final Size: 4.25" (w) x 5.5" (h)

Title Safe Area:
3.75" (w) x 5" (h)

Artwork with bleeds:
4.375" (w) x 5.625" (h)
(Please add 1/8" to all sides for bleed)
Bleeds required.

Full Page Ad

Bleeds required.

Final Size: 8.5" (w) x 11" (h)

-----Title Safe Area: 8" (w) x 10.5" (h)

Artwork with bleeds: 8.75" (w) x 11.25" (h)

(Please add 1/8" to all sides for bleed)

1/2 Page Ad

Bleeds required.

Final Size: 8.5" (w) x 5.5" (h)

----- Title Safe Area: 8" (w) x 5" (h)

Artwork with bleeds: 8.625" (w) x 5.625" (h)

(Please add 1/8" to all sides for bleed)

1/4 Page Ad

Bleeds required.

**Final Size:
4.25" (w) x 5.5" (h)**

**----- Title Safe Area:
3.75" (w) x 5" (h)**

**Artwork with bleeds:
4.375" (w) x 5.625" (h)**

(Please add 1/8" to all sides for bleed)

Why Exhibit?

The MedTech Conference provides exhibitors with unprecedented access to every level of decision maker from every size of medtech company. Our conference team works with each exhibitor individually to help identify key targets and maximize on opportunities to connect and we're committed to helping you maintain those connections long after the conference has ended.

Several special events and attractions are planned to offer maximum exposure for exhibitors and to drive traffic through the Exhibit Hall, including:

- Chairmen's Networking Reception
- CEOs Unplugged Series featuring top medtech executives
- MedTech Innovator Showcase stage
- Innovation Pavilion, featuring technology demos
- Networking refreshment breaks
- Raffles, games and giveaways from our 130+ exhibitors



Become an Exhibitor

AdvaMed Member Rate: \$3,995* / 100 sq feet

Non-Member Rate: \$4,995 / 100 sq feet

Included with each 10' x 10' exhibit space:

- One (1) complimentary full-access registration
- Two (2) Exhibit Hall Only registrations for booth personnel
- A company profile in our online MedTech Connect system

Each 10' x 10' exhibit space includes an 8' back wall, a 3' side rail and a 7" x 44" identification sign. The Exhibit Hall is not carpeted. You must provide carpeting for your booth. More information about ordering exhibit materials and shipping will be available through an online exhibitor service kit. Please note that exhibitors may only order materials and services through approved vendors that appear in the online kit.

** For more information on becoming an AdvaMed member, please visit AdvaMed.org.*



2019 Exhibit Hall Hours*

SUNDAY, SEPTEMBER 22

| 🕒 Start | 🕒 End | 📍 Event |
|---------|---------|---|
| 8:00 am | 4:00 pm | Exhibitor Move-In (Hall closed to attendees) |

MONDAY, SEPTEMBER 23

| 🕒 Start | 🕒 End | 📍 Event |
|---------|---------|---|
| 8:00 am | 1:00 pm | Exhibitor Move-In (Hall closed to attendees) |
| 3:00 pm | 6:30 pm | Exhibit Hall Open |

TUESDAY, SEPTEMBER 24

| 🕒 Start | 🕒 End | 📍 Event |
|---------|---------|-------------------|
| 9:00 am | 7:00 pm | Exhibit Hall Open |

WEDNESDAY, SEPTEMBER 25

| 🕒 Start | 🕒 End | 📍 Event |
|----------|----------|----------------------|
| 9:00 am | 12:30 pm | Exhibit Hall Open |
| 12:30 pm | 9:00 pm | Exhibitor Move-Out** |

*Schedule is subject to change.

**Exhibitors are prohibited from dismantling their booth until the conference has concluded at 12:30 pm on Wednesday, September 25. Exhibitors who load out early will be subject to penalties.

The MedTech Conference 2019

Application & Contract for Sponsorship & Exhibit Space



STEP 1: INSTRUCTIONS FOR SUBMITTING CONTRACT

To sponsor and/or exhibit at The MedTech Conference, complete this contract, submit payment per instructions in STEP 5 ("Payment") and provide an authorized signature in STEP 6 ("Terms & Conditions") of this form. Sponsorships and exhibit spaces are assigned on a first-come, first-served basis and after full payment is received.

Questions: Email: sales@advamed.org
Call: +1.202.434.7213

STEP 2: COMPANY/ORGANIZATION INFO

Organization Name: _____

Marketing Name (if different from above): _____

This is how your organization's name will appear in our promotional materials.

Website URL: _____

Company type:

☐ Manufacturer

Company size *(reportable domestic [U.S.] sales)*

☐ Less than \$2M

☐ Between \$2M and \$30M

☐ Over \$30M

☐ Media

☐ Trade/Economic Development

☐ University

☐ Non-profit

☐ Service Provider

☐ Consulting

☐ Product Design/Development

☐ Software/IT

☐ CRO

☐ Contract Manufacturing

☐ Parts Manufacturing

☐ Insurance

☐ Training/Certification

☐ Content Provider

☐ Law Firm

☐ Marketing/PR

☐ Facility/Realty

☐ Recruiting

☐ Temp Agency

☐ Testing

☐ Translation Service

☐ Other _____

Are you an AdvaMed member? ☐ yes ☐ no

STEP 3: CONTACT INFO

Please provide contact information for the person who will be handling your sponsorship and/or booth logistics.

Contact Name: _____

Title: _____

Mailing Address: _____

City/State/Country/Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Secondary Contact: _____

Title: _____

Mailing Address: _____

City/State/Country/Postal Code: _____

Phone: _____ Fax: _____

Email: _____

STEP 4: REQUEST SPONSORSHIP / EXHIBIT SPACE

Requested Sponsorship: _____

Sponsorship Fee: _____

Number of Requested 10' X 10' Exhibit Spaces: _____

Exhibit Space Fee: _____

AdvaMed Member: \$3,995 per 10'x10' space

Non-Member: \$4,995 per 10'x10' space

Total Fee: _____

STEP 5: PAYMENT

Payment is due upon submission of contract. Conference staff will follow up with payment instructions based on your selected payment method.

Fax contract to: **+1.202.783.8750**

Email contract to:
sales@advamed.org

Payment Method:

☐ Credit card *(only available for fees totaling \$15,000 or less)*

☐ Wire transfer

☐ Check

If paying by check, please make payable to
Advanced Medical Technology Association
and mail to:

PO Box 419273

Boston, MA 02241-9273

ATTN: Sponsorship and Exhibit Sales

If paying by Credit Card or Wire / ACH,
please contact Winnie Yu by email at
wyu@advamed.org

STEP 6: SPONSOR & EXHIBITOR CONTRACT TERMS & CONDITIONS

General Terms and Conditions: Company hereby acknowledges to abide by all policies, rules, conditions and terms listed in this contract, published online, or published in printed materials. Company also agrees to abide by any and all additional policies, rules, conditions or regulations that are reasonably necessary to the success of the event, or the safety, well-being and interest of the Advanced Medical Technology Association (AdvaMed), and/or other attendees. AdvaMed shall retain the authority to interpret and enforce these rules. All matters not covered by these rules are subject to the discretion of AdvaMed. The sponsoring and/or exhibiting organization or its representative who fails to observe these conditions or the terms of the contract may be excluded from this and future events without refund. This agreement shall be governed by and construed in accordance with the laws of the District of Columbia. AdvaMed reserves the right to approve or deny any application to sponsor and/or exhibit that does not align with the mission and purpose of the event.

CONTRACT TERMS

(Apply to all Sponsors & Exhibitors, hereinafter "Company")

Application and Contract Information: To reserve a sponsorship or exhibit space complete the Sponsor/Exhibitor Contract and return it along with full payment. All reservations must be made on the official application. See First Right of Refusal and Space Assignment in the rules and regulations for additional deadlines.

Sponsorship First Right of Refusal: Sponsors of The MedTech Conference last year are entitled to a first right of refusal for this year's conference. Those selecting to continue their sponsorship must submit a signed contract by Friday, February 1, 2019. Sponsorships which are not confirmed by Friday, February 1, 2019 will be offered for general sale and subject to availability at the time of confirmation.

Exhibit Space Assignment: No space will be assigned until both the contract and payment are received. Exhibit space will be assigned by priority points (see Space Assignment). To be included in the first round of placement all applications and payments must be received by May 15, 2019. Contracts received after May 15, 2019 will be placed on a first-come basis.

Fees and Payment: Sponsorship and exhibit fees are set per the prospectus and/or through the sales process. A final invoice will be issued with the correct payment amount.

Payment Schedule: Full payment is due within thirty (30) days of submission of the contract or within thirty (30) days of invoicing unless otherwise outlined on the invoice.

Late Payment: Conference Management reserves the right to cancel a sponsorship and/or exhibit space for failure to remit payment per the payment schedule. Any payment not received thirty (30) days of the designated due date or thirty (30) days prior to the event will be subject to interest penalties and could result in termination of benefits.

Cancellation of Contract: Cancellations must be received in writing (email, mail or fax). Cancellation Fees will be calculated on the date the notice of cancellation is received. In the event Company cancels this Contract, AdvaMed shall refund to Company any fees previously paid less the Cancellation Fee, if any, within thirty (30) days of receipt of the cancellation notice. If Company

STEP 6: SPONSOR & EXHIBITOR CONTRACT TERMS & CONDITIONS CONT.

has not previously paid any fees at the time of cancellation, Company shall pay an amount equal to the Cancellation Fee within thirty (30) days receipt of an invoice therefore. Cancellations received on or before Friday, June 28, 2019 will be refunded less a twenty-five percent (25%) processing fee. Cancellations received after Friday, June 28, 2019 are non-refundable.

Competing Events/Marketing Activities and Advertising: During the period from September 22-26, 2019, Company shall not independently reserve space or otherwise sponsor or host an event, engage in marketing or promotional activities or advertise within five (5) miles of the Event without the prior written consent of AdvaMed which consent shall not be unreasonably withheld. This includes, but is not limited to, meeting space, a hospitality suite, seminar, Advisory Board meeting, focus group, Press events or any other promotional or educational activity or advertising vehicle. Company acknowledges and agrees that events that conflict with previously scheduled event activities shall be one reason that AdvaMed may withhold such consent.

Ancillary events, including media events, should not compete with the agenda or events of the event, unless approved. The nature of activity should be in keeping with the industry focus of the event. Companies failing to adhere to the Ancillary Events policy may jeopardize their participation at future AdvaMed meetings / The MedTech Conference and, if an exhibitor, priority point standing may be impacted.

The policy shall be in effect for the day prior to the start of the first educational event through the last conference programmed activity.

AdvaMed has a limited amount of meeting space available for Ancillary Event requests requiring space. Meeting space will be considered on a first-come, first-served basis and will be provided only to requesters who are affiliated with the event as exhibitors, corporate sponsors, or supporting partner organizations. Hotels will not reserve meeting rooms or function space for ancillary meetings or individuals/organizations during the event without prior approval from AdvaMed.

Registration and Badges: One full access and two booth personnel (exhibit hall only) registrations are provided complimentary with each 10'x10' exhibit space. Complimentary full access passes for sponsors will be provided as outlined in the sponsorship proposal. All companies wishing to register their personnel in advance must register online prior to the close of online registration. Any additions or changes in registration after this date must take place on site by the person in charge of the company's sponsorship or exhibit booth space or their designee. Admission to the exhibition and all The MedTech Conference events is granted only to fully registered and badged attendees.

Official badges must be worn whenever the registrant is in the Facilities, and exchange of badges between individuals is prohibited. Attendee, exhibitor, program participant and visitor badges will show the name and affiliation of the wearer. The general public is not admitted into the Exhibit Hall.

Liability: Company assumes the entire responsibility and liability for losses, damages, and claims arising out of their activities on the Boston Convention & Exhibition Center (BCEC) and hotel properties premises (collectively "Facilities"). Sponsors and/or exhibitor will indemnify, defend, and hold harmless the AdvaMed, Facilities, and the city of Boston, MA, as well as their respective agents, servants, and employees from any and all such losses, damages and claims or expenses arising out of its use of the premises except for any claims, loss, or damages arising directly from said entities' own negligence. The sponsor and/or exhibitor understand that neither AdvaMed, nor the BCEC, nor the hotel properties, nor their agents, maintains insurance covering the sponsor or exhibitor's property. AdvaMed and the Facilities reserve the right to eject persons from the premises at its reasonable discretion.

Force Majeure: This Agreement shall terminate in the event that any or all of the conference venues for event are damaged or destroyed by fire or the elements, or by any other cause, including but not limited to government intervention or regulation, military activity, strikes or any other circumstances that render it impracticable to hold event or any of its ancillary programs. Sponsoring and/or exhibiting organizations agree to waive any claim for property or other damages in connection with the aforementioned circumstances.

Use of The MedTech Conference Names, Logos and Floor Plan: The names and logos of The MedTech Conference as well as the Freeman floor plan are the property of AdvaMed. References to these including place and dates may be made on corporate advertisements per the event branding guidelines.

EXHIBITOR-SPECIFIC TERMS:

Service Kit: An online/electronic Exhibitor Service Kit will be distributed with further information on the rules and regulations related to exhibiting at event, including final rules and regulations, display information, labor union regulations, safety and health, service information, and other requirements. It is the responsibility of the main contact and on-site exhibitor representatives or other designated representatives from the exhibiting organization to become familiar with this information.

Conference Contractors: Company agrees to provide and/or install its own trade show booth as more fully described in the Rules and Regulations for Exhibitors and Sponsors. Conference Management has designated official third-party contractors, vendors and service providers (collectively, "Conference Contractors") to provide certain products and/or services for sponsors and exhibitors at the Exhibition (as set forth in the Rules and Regulations for Exhibitors and Sponsors) at then prevailing rates of such Conference Contractors, including, without limitation, drayage, machine moving, garbage, machinery erection, furniture, Sponsorship and floor decorations, signs, photos, telephone and Internet services, computer and audio/visual equipment, electricians, and guard services. Company may engage a Conference Contractor to provide such services at Company's sole expense. Company hereby authorizes Conference Management to provide Company's contact information (including, without limitation, contact name, telephone number, fax number and email address) to such Conference Contractors for purposes of soliciting such products or services. Said Conference Contractors will identify themselves with the official conference logo. Company may engage contractors and vendors other than Conference Contractors to provide similar products and/or services only with the prior written consent of Conference Management, which approval shall not be unreasonably withheld. Conference Management assume no responsibility or liability for any of the products and/or services delivered by Conference Contractors or any other contractor, vendor or service provider providing such services.

Security: Any company desiring special security for an exhibit display or any other property company desiring special security for an exhibit display or any other property belonging to the sponsorship and/or exhibiting organization are responsible for arranging such service. AdvaMed and the BCEC reserve the right to eject persons from the premises at its reasonable discretion for the safety and security of others.

Insurance: Companies exhibiting as part of the event agree to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance covering themselves for property damage and any acts or omissions which cause bodily injury to any person authorized to be attending the conference or in the Facilities during event. AdvaMed shall be named as additional insureds in such policy(ies). Exhibitors must furnish proof of coverage at least thirty (30) days prior to the show.

Data Protection: For the purposes of this section, the terms "processing", "Personal Data", "controller", "data subject", "processor", "personal data breach" and "supervisory authority" shall bear the same meanings as set out in Regulation (EU) 2016/679, any legislation of the United Kingdom implementing the GDPR, and other EU legislative instruments and UK laws and regulations relating to ePrivacy (the "Data Protection Laws").

The parties acknowledge and agree that Sponsor/Exhibitor will retain and use certain of AdvaMed Personal Data for its own purposes and as such will be a controller in its own right of such Personal Data. For the avoidance of doubt, the parties are not joint controllers, as such Article 26 of the Regulation (EU) 2016/679 does not apply.

Sponsor/Exhibitor shall comply with all Data Protection Laws applicable to controllers, shall process such Personal Data in accordance with its privacy policy, and shall not process such Personal Data for any other purpose or in any other manner except to the extent set forth in this clause and as otherwise may be required by the Data Protection Laws. Sponsor/Exhibitor agrees that it will process certain Personal Data only for the following "Stated Purpose": [insert description of purpose and types of personal data].

Sponsor/Exhibitor warrants and represents, on behalf of itself, its employees, sub-contractors and/or agents, the following: (i) it shall comply with all Data Protection Laws, including in relation to transfers of data to third countries; (ii) it shall not, without AdvaMed's prior specific written authorization, retain or otherwise process any other AdvaMed Personal Data in its capacity as a controller beyond that described in the Stated Purpose; (iii) it shall limit its processing as a controller to only that Personal Data that is necessary for the Stated Purpose; (iv) it shall retain such Personal Data only as necessary to fulfill the Stated Purpose and shall thereafter permanently destroy or put beyond use all such Personal Data or return such Personal Data to AdvaMed, at AdvaMed's discretion; (v) it shall promptly notify AdvaMed of a personal data breach affecting such Personal Data and shall provide reasonable assistance to and cooperate with AdvaMed in relation to such personal data breach.

Sponsor/Exhibitor shall and shall ensure that its employees, sub-contractors and/or agents comply with the following obligations:

- process the Personal Data securely at all times, including, as appropriate through the use of pseudonymizing and/or encryption technologies;
- ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services; and
- regularly test, assess and evaluate the effectiveness of physical, technical and organizational measures and disaster recovery processes.

Sponsor/Exhibitor shall promptly provide at no charge such necessary and reasonable assistance and cooperation to AdvaMed and to any supervisory authority, in connection with:

- any investigations, audits or enquiries made by a supervisory authority in relation to the processing of Personal Data pursuant to this [Contract/Agreement];
- AdvaMed's being able to comply and respond to a request, query or compliant from a data subject in relation to their personal data,
- AdvaMed being able to comply with any other obligation as imposed on it by the Data Protection Laws; or
- carrying out any data protection impact assessment, in relation to the processing of the Personal Data for the Stated Purpose.

Sponsor/Exhibitor shall notify AdvaMed immediately if it becomes aware of, or reasonably suspects the occurrence of, any potential or actual personal data breach affecting the Personal Data and, in any event, within forty-eight (48) hours of identification to enable AdvaMed to comply with its obligation to notify the supervisory authority. Sponsor/Exhibitor shall provide reasonable assistance to AdvaMed to facilitate the handling of any personal data breach in an expeditious and compliant manner and for the Parties to consider what action may be required to respond to the personal data breach, including in relation to notification to any applicable supervisory authority guidance. Such notice shall, at a minimum:

- describe the nature of the personal data breach including, where possible, the categories and approximate number of (a) affected data subjects, and (b) data records, and (c) whether Personal Data was de-identified, pseudonymized, anonymized or encrypted;
- communicate the name and contact details of the Sponsor/Exhibitor data protection officer or other contact point in relation to the personal data breach;
- described the likely consequences of the personal data breach; and
- describe the measures taken or proposed to be taken by the Sponsor/Exhibitor to address the personal data breach including where appropriate, to mitigate its adverse effects.

In the event of a personal data breach affecting AdvaMed's Personal Data, Sponsor/Exhibitor shall:

- not make any public announcements relating to the personal data breach that may adversely affect AdvaMed;
- take all reasonable and appropriate corrective action, including without limitation and at its expense, provide notice to data subjects whose personal data may have been affected by such personal data breach, whether or not such notice is required by applicable data protection laws or guidance;
- permit AdvaMed to participate in any investigation, corrective action, and remediation process relating to the personal data breach;
- promptly provide, at no charge, such assistance and additional information to AdvaMed to enable it to assess whether it has any obligations to communicate the personal data breach to affected data subjects.

If AdvaMed is required to notify data subjects, Sponsor/Exhibitor will reimburse AdvaMed for all direct and indirect expenses and costs related to the personal data breach and any such payment to AdvaMed will not limit AdvaMed's right to recover damages it incurs as a result of Sponsor/Exhibitor personal data breach, but the amount of damages will be reduced by the amount paid under this paragraph.

Sponsor/Exhibitor shall grant to AdvaMed, or its appointed representatives, such access as is reasonably necessary to enable AdvaMed to inspect and audit to such premises, facilities, equipment, documents and electronic data owned or controlled by the Sponsor/Exhibitor and used by Sponsor/Exhibitor to process the Personal Data for the Stated Purpose under this Agreement.

Sponsor/Exhibitor agrees and undertakes to indemnify on demand and keep indemnified AdvaMed and defend at its own expense, and hold AdvaMed harmless from and against any and all demands, claims, actions, proceedings, liabilities, costs, expenses (including legal expenses calculated on a full indemnity basis, and all other professional expenses and costs), losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, regulatory penalty, fine or penalties), injury or damages whatsoever incurred or suffered by AdvaMed or for which AdvaMed may become liable due to any failure by Sponsor/Exhibitor arising out of it or its employees, agents and/or sub-contractors, of any of its data protection obligations under this Section.

AUTHORIZED SIGNATURE

Print name: _____ Date: _____

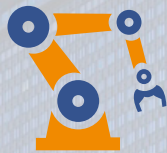
Signature: _____

(By signing this contract, the sponsoring/exhibiting organization agrees to the Terms and Conditions in STEP 6 of this agreement.)

Why Boston?

Massachusetts' medical device industry is among the nation's largest and remains an energizing contributor to the state's economic growth. The industry's broader ecosystem involves synergies with the state's life sciences and biotechnology firms, research hospitals/universities and materials manufacturers.*

Massachusetts By The Numbers: **



480

Medical Device OEMs



#2

in Medical Device
patents



#1

in Medical Device
exports as a percentage
of total exports



#2

in VC funding and
number of VC deals



#2

state in PMA approvals
and 510(k) approval



#3

in Medical Device
employment

* Source: MassBenchmarks

** Source: MassMEDIC/KPMG



THE
MEDTECH
CONFERENCE

Powered by



Advanced

September 23-25, 2019 | Boston Convention and Exhibition Center | Boston, MA

FOLLOW WHAT'S HAPPENING



@MedTechCon
#MedTechCon



@MedTechCon
#MedTechCon



@themedtechconference
#MedTechCon

themedtechconference.com | [@MedTechCon](https://twitter.com/MedTechCon)