

INFINITE HORIZONS



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OCTOBER 9-11, 2023
ANAHEIM CONVENTION CENTER
ANAHEIM, CALIFORNIA

THE MEDTECH CONFERENCE 2023 PROMOTIONAL TIMELINE & CHECKLIST

The future of health care technology is on the HORIZON.

Your voice is imperative to the success of not only the event, but to the future of our industry. We've developed these simple easy-to-use and customizable tools to help you promote your participation and invite your network to join you at **The MedTech Conference 2023** on **October 9-11, 2023**. Proven to raise your company's profile, increase registration, and generate opportunities, use this toolkit to announce your involvement in the world's leading medtech conference.

Visit **The MedTech Conference Promotional Toolkit** for additional information and downloads. Print this timeline and check off each item as you complete it. In exchange for using at least 4 of the 6 tools in our Toolkit, you will receive a **complimentary pass** to The MedTech Conference for a member of your team.

VISIT THE
MARKETING TOOLKIT

CONTACT US

ALL ASSETS CAN BE
DOWNLOADED AT

[LINK]

MAY/JUNE

Insert The MedTech Conference email signature in all outgoing emails

Add The MedTech Conference logo and your booth number to your website, in company ads, and promotional literature

Announce your participation in The MedTech Conference and encourage your current and prospective members to attend with these interactive Save the Date graphics on your social platforms

Invite your current and prospective members to attend with this customizable email invitation

JULY/AUGUST

Place a banner ad on your website and/or newsletter to promote your presence - design your own or download our customizable banner suite!

Include a blurb about The MedTech Conference in your organization's newsletter or email blasts

Incorporate social media into your promotional plan by using these tips, sample posts and graphics - and be sure to tag us in your posts! #MedTechCon

Print off a few copies of The MedTech Conference's customizable flyer to take with you to keep on hand at industry events!

Share this year's extensive program as a sneak peek of the 100+ sessions they will have access to at the conference

SEPTEMBER/OCTOBER

Distribute press releases to industry publications highlighting any new products, services, or company announcements that you'll make at the conference

Send a "last chance" email to your network reminding them to register for The MedTech Conference, and don't forget to mention their exclusive discount!

Prepare information kits for media briefings, online press room and other media-related events

Start scheduling your one-on-one meetings with leading investors and executives

POST-SHOW

Send follow-up materials to new leads and contacts you met with during the event

Continue to share your activities on social media and post on Facebook, LinkedIn, Twitter and Instagram