

2026 SPONSORSHIP PROSPECTUS

Stand Out as a Medtech Leader at The Medtech Conference

[Explore Opportunities](#)



WHERE MEDTECH INNOVATES

The MedTech Conference, hosted by AdvaMed, in Boston, Massachusetts, October 18-21, 2026 serves as a catalyst for fostering innovation and collaboration within the health care technology sector. Join the brightest minds in medtech to build a future that benefits patients around the world.

This year's conference will provide you with direct access to over hundreds of hours of cutting-edge medtech education, networking with industry leaders and CEOs, and the latest in medtech technology and innovation. You'll gain timely insights, make valuable connections, and be part of shaping the future of the industry.

About AdvaMed, The Medtech Association

As host of The MedTech Conference, AdvaMed is dedicated to delivering the highest quality content and creating a meaningful experience for all attendees. Thank you for being part of our community and helping us unite the medtech ecosystem in impactful ways.



WHY ATTEND THE MEDTECH CONFERENCE?

- **It's the Only Event That Brings Together the Entire Medtech Ecosystem**
CEOs, policymakers, investors, start-ups, regulators, and global delegations all participate—creating unmatched cross-sector value.
- **Hosted by the Global Leading Voice for Medtech**
Hosted by AdvaMed, The Medtech Association, the event offers exclusive access to FDA, CMS, and other key decision-makers—making it uniquely positioned to influence policy and shape the future of health technology.
- **Built for Business Outcomes**
Whether you're looking for investors, customers, or partners, the conference offers structured opportunities to connect and close deals—from curated 1x1 meetings to institutional investor forums.
- **Global Reach, Strategic Focus**
Delegations from Europe, Asia, Latin America, and across the U.S. attend to explore partnerships, market entry, and technology exchange.
- **Innovation Spotlight at Every Level**
From early-stage pitch competitions to the Medtech Campus showcase and major product launches, it's where the latest breakthroughs are seen, tested, and discussed.
- **Not Just Another Trade Show**
Unlike broad health care expos, this is a purpose built leadership forum that blends business, policy, and technology—focused solely on advancing medtech



Unparalleled Access to Global Medtech Decision Makers



1x1 Medtech Partnering & Networking



1,600 Innovative Companies



250+ Critical Medtech Education Sessions & Company Presentations

“The MedTech Conference has become our annual gathering place for leaders across our medtech ecosystem. Whether it’s the CEOs of our largest multinational public companies, emerging growth companies or the investors who support them, this meeting brings us together and provides an atmosphere that makes everyone accessible to each other.

~ Justin Klein, Managing Partner, Vensana Capital

“The MedTech Conference provides me access to the highest quality early-stage companies. I gain current and insights from investors, regulators and strategics. Most importantly, it is a forum for me to **nurture key relationships in an environment that facilitates rich conversations.**”

~ Kwame Ulmer, Venture Partner, Wavemaker Three-Sixty

“I get an update on **every aspect of the medical device industry that is impacting my company.**”

~ Maureen Mulvihill, President & CEO, Actuated Medical

WHO ATTENDS



35+ countries



Nearly **50%** of attendees are executive medtech leaders



25+ health and medtech sectors represented

JOB FUNCTIONS

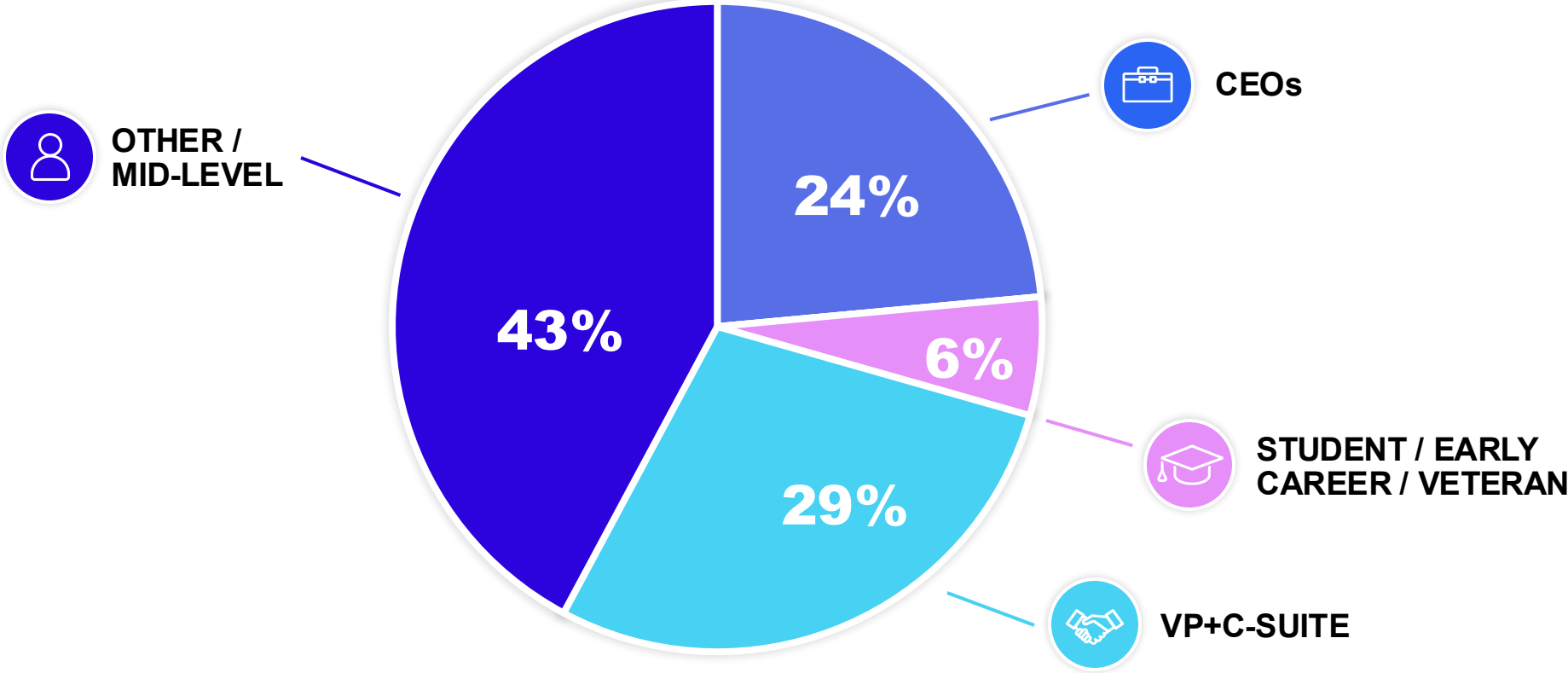
- Business Development
- Communications
- Good Manufacturing Practices
- Government / Legislative Affairs
- Health Care Compliance / Global Compliance
- Human Resources / Human Capital
- Investment / Finance
- IT
- Legal
- Management
- Marketing
- Media
- Medical / Scientific Affairs
- Policy
- Product Manufacturing
- Regulatory
- Reimbursement
- Sales
- Other

INDUSTRY SECTORS

- Anesthesia & Respiratory
- Blood
- Cardiology
- Contract Manufacturing
- Dental
- Diabetic Care
- Diagnostic Imaging
- Dialysis
- Digital Health
- Drug Delivery
- Ear, Nose & Throat
- Endoscopy
- Gastroenterology
- Hospital & Health Care Supply
- In Vitro Diagnostics
- Infectious Disease
- Neurology
- Ophthalmology
- Orthopedic
- Physical Medicine & Rehabilitation
- Patient Monitoring
- Radiation Therapy
- Surgical Devices
- Urology
- Wound Management
- Women's Health

WHO ATTENDS

LEADERS BY JOB FUNCTION



WHY SPONSOR?

- 1. Reach Decision-Makers:** Gain direct access to 4,000+ global leaders, including CEOs, C-suite executives, policymakers, and investors.
- 2. Showcase Your Expertise:** Position your brand as a trusted partner driving medtech innovation, policy, and patient impact.
- 3. Build Business Connections:** Network with the industry's top companies, fast-growing start-ups, and international delegations from 38+ countries.

JOIN THESE LEADING COMPANIES



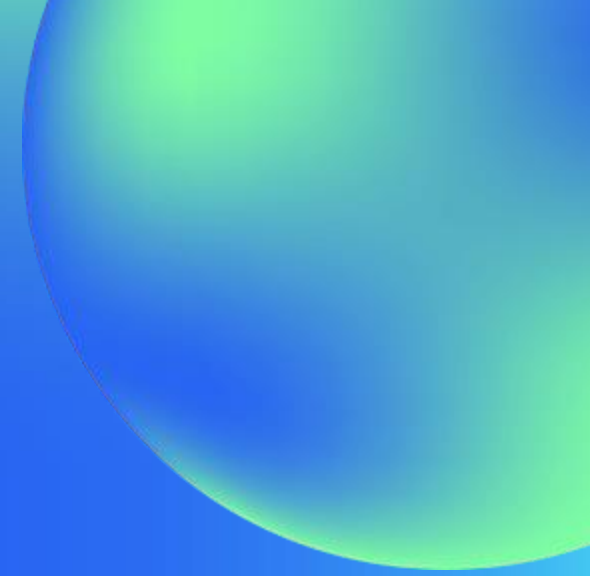
This is a partial/sample list.

CURATED & TIMELY EDUCATION AND NETWORKING

SCHEDULE AT A GLANCE	SUNDAY OCTOBER 18	MONDAY OCTOBER 19	TUESDAY OCTOBER 20	WEDNESDAY OCTOBER 21
Networking Events	✓	✓	✓	✓
Special Programs & International Spotlight	✓			
Panel Sessions & Corporate Reverse Pitches		✓	✓	✓
Start-up Pitch Competition	✓			
Keynotes		✓	✓	✓
1x1 Partnering Meetings		✓	✓	✓
Medtech Campus Exhibit Hall CEOs Unplugged Patient Pavilion Company Presentations Innovation Pavilion Solutions Showcase MedTech Innovator Showcase Tech in Motion Hub		✓	✓	✓
Investor Forum	✓	✓	✓	✓

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WHERE MEDTECH INNOVATES

TURNKEY SPONSORSHIP PACKAGE

Life is full of decisions — let's make this one smart and simple for you with a turnkey package. There are 5 different options that are already built for you.

[Explore Package Options](#)

A LA CARTE

Customize your own sponsorship package. Your total spend will determine your sponsorship tier — each amount listed below is the minimum spend to be listed at that tier.

TIERS:

Presenting	\$100,000
Disruptor	\$60,000
Champion	\$30,000
Investor	\$25,000
Supporting	\$15,000

The a la carte option will also allow you to select your desired number of staff registrations. All levels will receive logo promotion on the conference website, partnering platform, and on-site sponsor listing.

SPONSORING AT #MTC26



“There are deals made here. There are businesses made here. There’s probably inventions that are taken to the world stage here. If you’re not here, you’re not changing the world of medtech. If you are here, you just may be.”

~ Mick Farrell, CEO, Resmed



SPONSORSHIP INFORMATION

TURNKEY SPONSORSHIP PACKAGES

PRESENTING - \$100,000

- Logo recognition on the conference website, partnering platform, and on-site sponsor listing
- 15 All-Access Registrations
- 8 Exhibit-Hall Only Passes
- 3 Board of Directors' Dinner tickets
- 20' x 20' booth
- Banner near prominent location around the Medtech Campus entrance

DISRUPTOR - \$60,000

- Logo recognition on the conference website, partnering platform, and on-site sponsor listing
- 10 All-Access Registrations
- 4 Exhibit-Hall Only Passes
- 2 Board of Directors' Dinner tickets
- 10' x 20' booth
- Choice of a banner or column wrap in lobby area



SPONSORSHIP INFORMATION

TURNKEY SPONSORSHIP PACKAGES

CHAMPION - \$30,000

- Logo recognition on the conference website, partnering platform, and on-site sponsor listing
- 6 All-Access Registrations
- 2 Exhibit-Hall Only passes
- 1 Board of Directors' Dinner tickets
- 10' x 10' booth
- Choice of a column wrap or website banner ad

INVESTOR* - \$25,000

***Please note this tier is only available to investment banks and investment firms.**

- Logo recognition on the conference website, partnering platform, and on-site sponsor listing
- 5 All-Access Registrations
- 2 Board of Directors' Dinner tickets
- 10' x 10' meeting room in the exhibit hall — includes carpet, table and 4 chairs

SUPPORTING - \$15,000

- Logo recognition on the conference website, partnering platform, and on-site sponsor listing
- 2 All-Access Registrations
- 2 Exhibit-Hall Only passes
- 10' x 10' booth
- Choice of a floor sticker within the Medtech Campus or additional All-Access Registration



SPONSORSHIP INFORMATION

A LA CARTE • THOUGHT LEADERSHIP

Program participation is the most coveted aspect of The MedTech Conference. Thought leadership opportunities require early confirmation as well as regular interaction with AdvaMed staff to design and shape high-quality content.

*Please note: Except blog postings and keynote events, for all thought leadership options, confirmed titles, descriptions and speakers MUST be submitted by **July 31, 2026**. Late submissions may not be featured in our promotional materials.*

SOLUTIONS SHOWCASE - \$5,000

15 opportunities, 1 per company

Unveil a new product or present your data in a 15 - minute presentation in the Medtech Campus exhibit space. Sponsors receive session recognition in relevant pre-conference and on-site materials.



SPONSORSHIP INFORMATION

A LA CARTE • THOUGHT LEADERSHIP

US MARKET ACCESS SEMINAR

PROGRAM SPONSORSHIP - \$15,000

NETWORKING BREAK SPONSORSHIP - \$5,000

SOLD OUT

Exclusive opportunity

Go international by getting your name in front of a globally minded audience. This day-long, pre-conference program on Sunday will feature the latest updates from key medtech markets around the world. Attendees will hear directly from governments and industry experts about new investment opportunities, policy and regulatory updates, and other support mechanisms to help their companies make strategic worldwide investment decisions.

CEOs UNPLUGGED SPONSOR - \$25,000

SOLD OUT

12 opportunities

Align your company with the brightest minds in medtech by sponsoring a session. These 30-minute presentations feature uncensored commentary, insights and expertise from top medtech industry leaders. Promotion includes visibility in relevant pre-conference marketing materials.



SPONSORSHIP INFORMATION

A LA CARTE • THOUGHT LEADERSHIP

PANEL SPONSOR - \$27,500

SOLD OUT

5 opportunities

Showcase your commitment to open exchange with diverse viewpoints by sponsoring a session. These panels feature experts from a range of disciplines, covering the hottest topics in the industry. Promotion includes visibility in relevant pre-conference marketing materials.

LIFETIME ACHIEVEMENT AWARD - \$50,000

Exclusive opportunity

Celebrate the best of the industry by sponsoring AdvaMed's most distinguished award, presented to industry legends who have made significant achievements and advancements in the medtech field. Sponsor participates in the award presentation and a panel with the award recipient and industry leaders. Promotion includes visibility in pre-conference marketing, mention in a dedicated press release and recognition during the conference.

KEYNOTE SPONSOR - \$55,000

2 opportunities (1 for Monday; 1 for Tuesday)

Be the highlight of the conference by sponsoring and introducing one of our keynote speakers. You will receive exposure on all relevant marketing materials, a callout in our attendee emails and 2 minutes to introduce a speaker in front of our largest captive audience of 1,500 attendees.



SPONSORSHIP INFORMATION

A LA CARTE • TARGETED NETWORKING

GLOBAL MEDTECH WELCOME RECEPTION – \$30,000 (OR EXCLUSIVE - \$50,000)

SOLD OUT

2 opportunities

Welcome attendees from around the world to Boston by sponsoring the Global Medtech Welcome Reception on Sunday evening. This elegant reception is a great way to position your company as a global leader in medtech. Promotion includes logo placement in relevant pre-event marketing materials and on-site collateral as well as the ability to create custom attendee giveaways at an additional cost.

THE ADVAMED ADVANCE® PROGRAM & MEETUP - \$8,000

5 opportunities

Show your support for a dedicated gathering that brings together leaders and emerging talent to advance inclusion, belonging, and equitable opportunity across the medtech industry and support the advancement of our workforce



SPONSORSHIP INFORMATION

A LA CARTE • TARGETED NETWORKING

CHAIRMAN'S CHEERS RECEPTION IN THE MEDTECH CAMPUS - \$30,000

SOLD OUT

Exclusive opportunity

Sponsor our Chairman's Cheers Reception to get in front of clients, colleagues and other influential leaders in medtech. Promotion includes logo placement in pre-event marketing materials and on-site collateral.

CEO NETWORKING RECEPTION - \$25,000

SOLD OUT

4 opportunities

Open exclusively to medtech CEOs and dinner sponsors, this unique grants sponsors unprecedented access to the leaders shaping our industry. Hosted at a lively, festive venue, the CEO Networking Reception is an opportunity for our most prominent attendees to get down to business in a casual setting. Sponsors receive 3 invitations to the dinner and the opportunity to distribute a branded gift.

BOARD OF DIRECTORS' DINNER - \$25,000

SOLD OUT

4 opportunities

Welcome the AdvaMed Board of Directors to Boston by sponsoring this exclusive gathering. Limited to members of the board, this coveted reception ensures high powered networking among the industry's leaders and visionaries. Promotion includes logo placement in pre-event marketing materials and on-site collateral.

PITCH & POUR MEDTECH PITCH COMPETITION AND HAPPY HOUR - \$15,000

SOLD OUT

2 opportunities

Now in its second year, the pitch competition will take place on Sunday afternoon. During this dynamic program, 10–12 selected startups will present live to investors, strategics, and other conference attendees. Sponsorship includes logo recognition in all Pitch & Pour pre-conference and onsite materials and signage, with potential benefits such as helping select presenting companies and participating as a judge.



SPONSORSHIP INFORMATION

A LA CARTE • THE MEDTECH CAMPUS EXHIBIT SPACE

MEDTECH CAMPUS CRAWL - \$7,500

15 opportunities

Kickoff The MedTech Conference in style with 15 unique ways to make an impact at the Medtech Campus Crawl! From specialty cocktails to interactive food stations, choose how to make a splash and celebrate day one of the Campus in a high-energy booth crawl.

[Explore the Menu Here](#)

Options include

- Next-Gen Empanadas
- Innovation Lab: Mac Edition
- Next Big Thing Bars
- All-Star Arancini Bites



SPONSORSHIP INFORMATION

A LA CARTE • THE MEDTECH CAMPUS EXHIBIT SPACE

Top reasons to exhibit:

1. Gain visibility in front of thousands of medtech leaders.
2. Build relationships with industry leaders, partners and investors.
3. Position your business as a key player with a high-traffic spot in the hub of the event.
4. Launch your product and generate buzz through AdvaMed's promotional opportunities.
5. Drive new leads and engage new prospects — 50% of our attendees are first-time MedTech attendees!

What you get:

10ft x 10ft Exhibit Booth*

- AdvaMed member rate - \$4,500*/100 sq. ft.
- Non-member rate - \$5,500*/100 sq. ft.

Included with each 10ft x 10ft exhibit space:

- Complimentary All-Access Registration
- Exhibit-Hall Only Passes for booth personnel
- Company profile in our partnering platform

Please note: These rates are for the raw space only. All orders for outfitting/furnishing the space must be arranged through Freeman.

INNOVATION PAVILION - \$10,000 (OR EXCLUSIVE - \$25,000)

3 opportunities

Located in a prominent position in the Medtech Campus, the Innovation Pavilion is a hub for groundbreaking medical technology. The pavilion will include up to 24 early-stage medtech (device, diagnostic, digital health, and imaging) companies, each with a kiosk to display their technologies.

Sponsoring this space demonstrates your company's commitment to supporting emerging and early-growth companies and the overall medtech ecosystem. Promotion includes logo recognition on Innovation Pavilion signage and visibility in pre-conference and onsite marketing materials, such as the website and program.

INNOVATION PAVILION EXHIBIT KIOSK*:

What you get:

- AdvaMed member rate - \$3,500
- Non-member rate - \$4,000

Turnkey exhibit opportunity, with one exhibit kiosk that includes display space, company logo, storage cabinet, carpet, power/electrical, and one all access registration. Please note: this space is not available for service providers.

SPONSORSHIP INFORMATION

A LA CARTE • THE MEDTECH CAMPUS EXHIBIT SPACE

NEXT GEN PARTICIPANT - \$7,500

8 opportunities

Meet future leaders and find your next hire within the Medtech Next Gen HQ during designated exhibit hall hours.

MEDTECH NEXT GEN INNOVATION CHALLENGE - \$25,000

Exclusive opportunity

The MedTech Next Gen Innovation Challenge spotlights emerging technologies and bold ideas shaping the future of healthcare. Building on last year's Robotics Challenge—judged by members of our Digital Health Technology Board—this year's program brings together top students and early career professionals with industry leaders to evaluate breakthrough solutions. This dynamic competition offers strong visibility for participants and a glimpse into the next wave of transformative medtech innovation.

REGIONAL PAVILION (INQUIRE FOR PRICING)

Put your region on the “map” by showcasing top technologies from your area by hosting a regional pavilion on the exhibit hall floor.

MEETING ROOM - \$10,000

A limited number of dedicated meeting rooms will be available in the partnering area of the conference where 1x1 meetings will take place. These rooms are in a convenient location to meet with other attendees, and companies. Each room includes: carpet, 1 table, 4 chairs, and branding on the outside panel.



SPONSORSHIP INFORMATION

A LA CARTE • THE MEDTECH CAMPUS EXHIBIT SPACE

PATIENT PAVILION SPONSOR - \$15,000

3 opportunities

Attendees, including public officials and members of the press, will be drawn to this important pavilion in the Medtech Campus exhibit space, where they can discover a variety of technologies and watch the industry's leading manufacturers interview patients. Sponsorship of the Patient Pavilion includes logo placement in relevant pre-conference marketing and one patient presentation.

PATIENT PAVILION PARTICIPANT - \$10,000

10 opportunities

Patient Pavilion participants will have the opportunity for a senior executive from their organization to interview a patient who has had a life-changing experience with their product.



SPONSORSHIP INFORMATION

A LA CARTE • THE MEDTECH CAMPUS EXHIBIT SPACE

TECH IN MOTION HUB SPONSOR - \$25,000

SOLD OUT

Exclusive opportunity

Position your brand at the heart of The MedTech Conference by sponsoring the Tech in Motion Hub, a dynamic space integrated with the AdvaMed booth in Boston. This high-energy activation draws attendees, AdvaMed members, and industry leaders together to experience cutting-edge medtech firsthand. From product demos to hands-on interactions, this is where the future of healthcare technology meets the power of connection. Secure your sponsorship and put your innovative company in the spotlight!



TECH IN MOTION HUB PARTICIPANT - \$7,500

8 opportunities

The Tech in Motion Hub offers a glimpse into the future of healthcare technology. Each company participating in the Hub will receive a dedicated kiosk to host immersive product demos, interactive videos, or hands-on experiences through AR/VR.

- Display in Tech Hub during the conference
- Fully Turnkey Kiosk, includes
- 1 Reserved kiosk to showcase your tech
- 1 Branded pedestal for your exhibit day
- 1 32" Monitor to display digital assets, including digital logo or videos
- Electrical and carpet for your display
- Branding – pre-show marketing promotion & onsite signage
- Two Exhibit Hall Only Passes.

SPONSORSHIP INFORMATION

A LA CARTE • BRANDING OPPORTUNITIES

PARTNERING AREA - \$45,000

SOLD OUT

Exclusive opportunity (online and in person)

Be part of the fastest-growing medtech partnering event. The Partnering Area is an important anchor of the Medtech Campus, hosting meetings scheduled through the MyMedTech partnering platform. Sponsorship includes prominent recognition on onsite signage in this high-traffic space, branding on the MyMedTech web login page, email confirmations, and within the web portal. Sponsors also receive visibility within the MyMedTech mobile app.

REGISTRATION SPONSOR - \$45,000

Exclusive opportunity (online and in person)

The registration area is one of the first points of contact for attendees — both online and in person. Sponsoring registration ensures your brand is part of their first impression as they register for the conference.

HEADSHOT LOUNGE WITHIN MEDTECH CAMPUS - \$35,000

Exclusive opportunity

Receive two high-quality digital headshots per person—one featuring the event's branded logo and one without. Additionally, you'll benefit from a dedicated email promotion featuring a banner ad linked to a landing page of their choice.



SPONSORSHIP INFORMATION

A LA CARTE • BRANDING OPPORTUNITIES

WATER STATION WITHIN MEDTECH CAMPUS & SUSTAINABLE WATER BOTTLE BRANDING- \$25,000

2 opportunities

Promote health and well-being! Your brand will be associated with eco-friendly practices, demonstrating a commitment to responsible and sustainable choices. Sponsorship of the reusable water bottles includes branded bottles for all conference attendees in Boston, prominently displayed in branded bins in the Medtech Campus.

MEDTECH CAMPUS COFFEE STATION- \$20,000

2 opportunities (1 sponsor per cart)

Give attendees the pick-me-up they need by sponsoring a coffee cart. These will be in various spots around the conference. Promotion includes logo placement in pre-event marketing materials and on-site collateral.

SESSION ROOM FLOOR COFFEE STATION- \$20,000

2 opportunities (1 sponsor per cart)

Give attendees the pick-me-up they need by sponsoring a coffee cart. These will be in various spots around the conference. Promotion includes logo placement in pre-event marketing materials and on-site collateral.



SPONSORSHIP INFORMATION

A LA CARTE • BRANDING OPPORTUNITIES

ENVISION YOUR COMPANY'S BRANDING THROUGHOUT THE CONVENTION CENTER

Maximize your impact at The MedTech Conference with high-profile branding opportunities in the Boston Convention Center. Put your company front and center where industry leaders, innovators, and decision-makers will gather with banners, columns wraps and more. [View all branding opportunities here.](#)

BANNERS

From entranceways to high-traffic corridors, banners provide a bold and strategic way to command attention and position your brand in front of key audiences throughout the convention center.

COLUMN WRAPS

Column wraps offer prime real estate to amplify your company in high-traffic areas and make a strong impressions throughout the conference venue.



SPONSORSHIP INFORMATION

A LA CARTE • BRANDING OPPORTUNITIES

LANYARDS - \$25,000

SOLD OUT

Exclusive opportunity

Your brand becomes a focal point in every conversation and photo taken during the event, maximizing exposure. Every conference attendee will receive a lanyard branded with your company's name and/or logo when they collect their badge on-site.

SOCIAL MEDIA WALL – \$15,000

Exclusive opportunity

Your organization will be prominently aligned with a high-visibility digital feature that captures attendee engagement, highlights key moments, and amplifies the energy of the conference. This opportunity places your brand at the center of the conversation, both online and onsite.



SPONSORSHIP INFORMATION

A LA CARTE • DIGITAL ADVERTISING

THE MEDTECH CONFERENCE WEBSITE

With more than 200,000 annual visitors, this is a prime opportunity to engage directly with the global medtech community through cost-effective digital advertising on The MedTech Conference website. Custom opportunities available upon request!

ROTATING BLOCK AD (300 X 250) - \$5,000

5 opportunities

ROTATING BANNER AD (728 X 90)- \$8,000

4 opportunities

Reach your target audience directly where they browse the site on our top 5 highest trafficked pages including “Why Attend” “Schedule”, “About the Event,” and more.

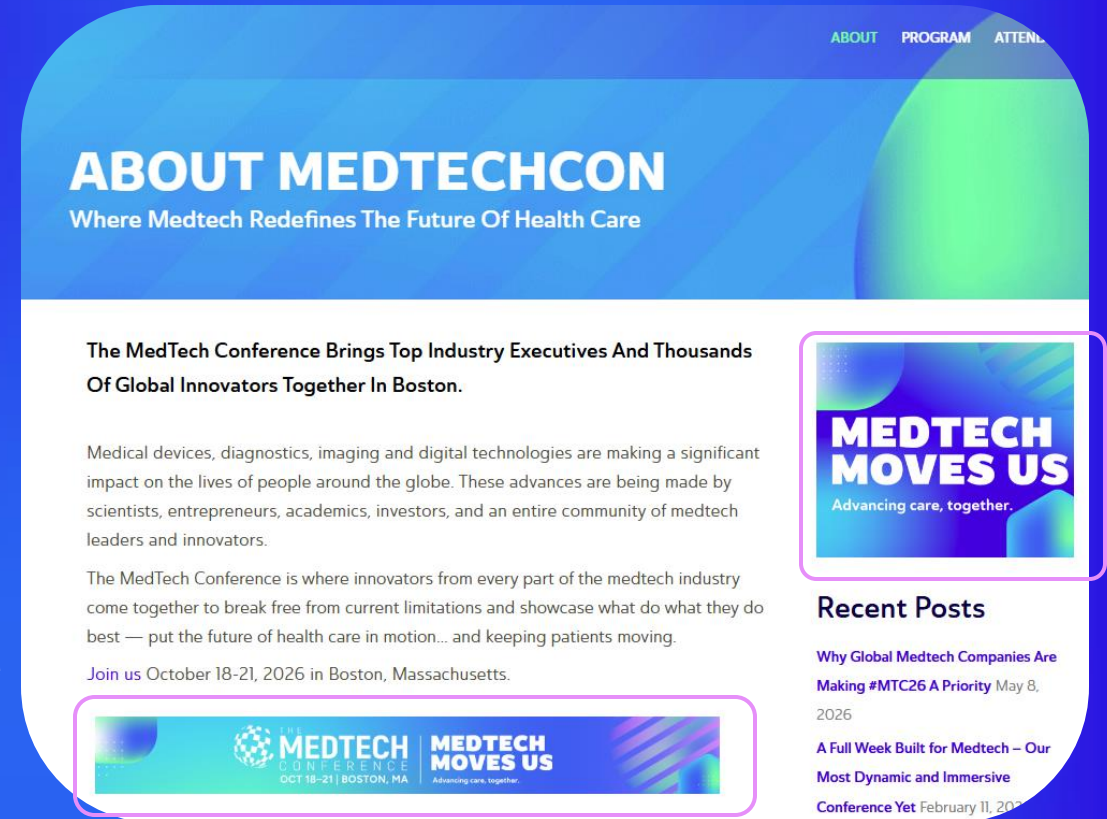
EVENT UPDATES- \$1,500

Position your brand as a thought leader by sponsoring an Event Update section on The MedTech Conference website. This opportunity features your authored content alongside key industry insights, reaching a highly engaged audience. Your update will be promoted across our social channels, highlighted on the homepage, and permanently housed in the Event Updates section, maximizing visibility and credibility.

CUSTOM BLOG POST - \$5,000

10 opportunities, 1 per company

Showcase your thought leadership by contributing to the conference blog. Your blog post will be promoted across the conference social media channels, and a link to the conference blog is included in attendee emails.



BANNER

BLOCK

SPONSORSHIP INFORMATION

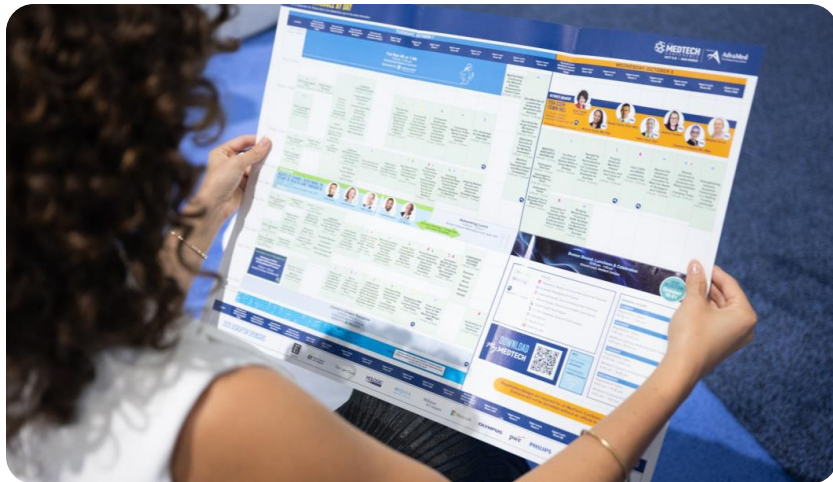
A LA CARTE • CUSTOM

OTHER NEW OPPORTUNITIES

- Champagne Toast
- Schedule at a Glance

[Contact sales](#) for more details about these new opportunities.

Looking for other ways to showcase your company to highly-engaged medtech leaders? Ask us about custom packages that include tours, special sessions and more!



SPONSORSHIP INFORMATION

CONTACT OUR SALES TEAM

The AdvaMed team is ready to support you! First, we will work with your specific objectives to develop a customized sponsorship that fits your needs and budget, and then we'll ensure you have the best possible outcome from your participation at The MedTech Conference.



Cassy Pristas
Senior Director, Sales & Sponsorship
sales@advamed.org
571.839.4652



Jennifer DeWitt
Manager, Exhibit Sales
sales@advamed.org
571.839.4652