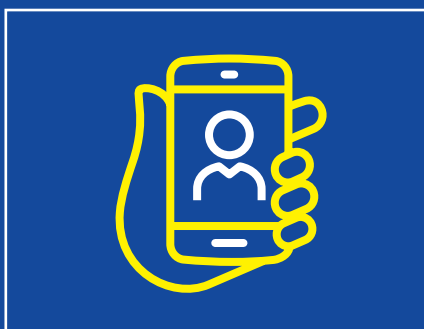
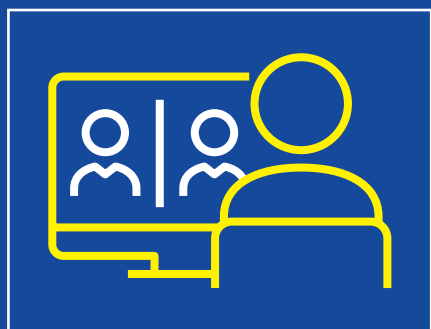


THE VIRTUAL MEDTECH CONFERENCE

2020 VIRTUAL EXHIBIT & SPONSORSHIP OPPORTUNITIES



Powered by  AdvaMed

ON DEMAND AND PARTNERING |
SEPT. 8–OCT. 23, 2020
LIVESTREAM |
OCT. 5–7, 2020

2020

SPONSORS AND EXHIBITORS REPRESENT THE BEST

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, increasing their brand visibility among top medtech executives and sharing expertise and thought leadership with the most influential players.



3,000+

ATTENDEES



OVER 40

COUNTRIES REPRESENTED



OVER 20

INDUSTRY SECTORS PARTICIPATING

NEARLY 50% OF ATTENDEES ARE C-LEVEL/SENIOR LEADERS

JOB FUNCTION

Business Development	20%
Communications	2%
Executive Management.....	18%
Good Manufacturing Practices	2%
Government/Legislative.....	5%
Health Care Compliance/Global Compliance	3%
Human Resources	1%
Investment/Finance	4%
IT	2%
Legal	2%
Marketing.....	6%
Medical/Scientific Affairs	5%
Other.....	8%
Policy	3%
Procurement/Purchasing	1%
Product Manufacturing.....	3%
Quality Measurement	1%
Regulatory	6%
Reimbursement	3%
Sales	5%

SECTOR DATA

Anesthesia & Respiratory	3%
Blood	3%
Cardiology.....	6%
Contract Manufacturing.....	3%
Dental	2%
Diabetes.....	3%
Diagnostic Imaging	4%
Dialysis.....	2%
Digital Health	8%
Drug Delivery.....	4%
ENT	3%
Endoscopy	3%
Gastroenterology	3%
Hospital & Health Care Supply	3%
In Vitro Diagnostics.....	4%
Infectious Disease.....	2%
Neurology.....	4%
Ophthalmology.....	3%
Orthopedic.....	4%
Other	6%
Patient Monitoring.....	5%
Physical Medicine & Rehabilitation	2%
Surgical Devices/Instruments.....	8%
Radiation Therapy.....	2%
Women's Health.....	4%
Urology	3%
Wound Management	3%

ATTENDEE TITLES

CEO, Chairman & President	16%
C-Suite Other	6%
Consultant.....	4%
Director.....	18%
EVP, ED, SVP, VP, GM, AVP	19%
General Counsel, Counsel	1%
Government Official	1%
Manager.....	13%
Managing Partner, Partner	5%
Principal.....	1%
Other	16%

NOTE: Data reflect 2019 demographics.

INCREASE YOUR ROI



With a custom sponsorship package, The Virtual MedTech Conference offers a variety of opportunities to help you achieve your goals.

WHAT ARE YOUR GOALS FOR THE VIRTUAL MEDTECH CONFERENCE? LET US HELP YOU:

- » Find new partners and customers.
- » Showcase your brand before industry executives.
- » Highlight your company's expertise.
- » Connect with targeted audiences.
- » Entertain and strengthen existing client relationships.
- » Better understand or identify industry needs through access to medtech executives.



Please contact sales@advamed.org or call +1.571.839.4652 for more information about sponsorship opportunities.

SPONSORSHIP PACKAGES

PRESENTING SPONSORSHIP

Minimum Investment: \$50,000

DISRUPTOR SPONSORSHIP

Minimum Investment: \$30,000

CHAMPION SPONSORSHIP

Minimum Investment: \$20,000

SUPPORTING SPONSORSHIP

Minimum Investment: \$10,000

REGISTRATION OPTIONS

25 or more registrations bundled receive 25% off
15 or more registrations bundled receive 15% off
10 or more registrations bundled receive 10% off

FULL ACCESS VIRTUAL

Early Bird Rate
(before August 28)

Standard Rate
(after August 28)

Member Less Than \$100M

\$595

\$695

Member Over \$100M

\$995

\$1,095

Member Non-Manufacturer

\$1,045

\$1,145

Non-Member Less Than \$100M

\$795

\$895

Non-Member Over \$100M

\$1,145

\$1,245

Non-Member Non-Manufacturer

\$1,195

\$1,295

Government/Academic/Nonprofit/Hospital/Investor

\$595

\$695

Standard pricing; does not reflect bundle discounts.

OPPORTUNITY SNAPSHOT

Add your choice of the following opportunities to achieve your conference objectives. Options are based on availability.

CATEGORY	ITEM	DETAILS	PRICE
EXHIBITOR MARKETPLACE	General Exhibitor Listing	Page 8	\$1,500M/\$1,750NM
PROGRAM GUIDE ADVERTISING	Program Guide Inline Square Banner Ad	Page 9	\$1,500
PROGRAM GUIDE ADVERTISING	Program Guide Inline Leaderboard Banner Ad	Page 9	\$2,500
DIGITAL ADVERTISING	Website 728 x 90 Rotating Banner Ad	Page 8	\$2,500
EXHIBITOR MARKETPLACE	Patient Pavilion Participant	Page 8	\$2,500
THOUGHT LEADERSHIP	Solutions Showcase Presentation	Page 6	\$3,000
DIGITAL ADVERTISING	Website 300 x 250 Rotating Banner Ad	Page 8	\$3,000
PROGRAM GUIDE ADVERTISING	Program Guide Digital Insert	Page 9	\$3,000
DIGITAL ADVERTISING	Email Banner Ad	Page 8	\$5,000
PROGRAM GUIDE ADVERTISING	Program Guide Full-Page Ad	Page 9	\$5,000
THOUGHT LEADERSHIP	Customized Blog Post	Page 6	\$5,000
PROGRAM GUIDE ADVERTISING	Program Guide Video Ad	Page 9	\$5,000
TARGETED NETWORKING	Virtual Inclusion and Diversity Networking Breakfast	Page 7	\$7,500
THOUGHT LEADERSHIP	MedTech Exec Talks Panel Moderator	Page 6	\$7,500
THOUGHT LEADERSHIP	AdvaMed Accel Leadership Seminar	Page 6	\$7,500
TARGETED NETWORKING	Morning Fitness	Page 7	\$7,500
TARGETED NETWORKING	Session Break	Page 7	\$7,500
THOUGHT LEADERSHIP	Global Market Access Seminar	Page 6	\$7,500
PROGRAM GUIDE ADVERTISING	Program Guide Premier Ads	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Bottom Banner Ad	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Top Banner Ad	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Left Skyscraper Ad	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Right Skyscraper Ad	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Loader Image Ad	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Left of Cover Ad	Page 9	\$7,500
PREMIER ADVERTISING	Program Guide Inside Back Cover Ad	Page 9	\$7,500
THOUGHT LEADERSHIP	CEOs Unplugged Panel Moderator	Page 6	\$10,000
EXHIBITOR MARKETPLACE	Patient Pavilion	Page 8	\$10,000
DIGITAL ADVERTISING	Daily Conference Email Recaps	Page 8	\$10,000/day
TARGETED NETWORKING	Export and Expansion Café	Page 7	\$10,000
THOUGHT LEADERSHIP	Panel Session Sponsor	Page 6	\$15,000
TARGETED NETWORKING	Chairmen's Networking Toast	Page 7	\$15,000
TARGETED NETWORKING	International Breakfast	Page 7	\$15,000
DIGITAL ADVERTISING	MedTech Connect Partnering Platform Sponsor	Page 8	\$25,000
THOUGHT LEADERSHIP	Plenary Sponsorship	Page 6	\$25,000
EXHIBITOR MARKETPLACE	Innovation Pavilion	Page 8	\$25,000
THOUGHT LEADERSHIP	Lifetime Achievement Award	Page 6	\$100,000

THOUGHT LEADERSHIP

SOLUTIONS SHOWCASE PRESENTATION

\$3,000

12 Opportunities, 1 per company

Unveil a new product or present your data in one of twelve 15-minute presentations. Sponsors receive session recognition in relevant pre-conference materials.

CUSTOMIZED 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.

ADVAMED ACCEL LEADERSHIP SEMINAR

\$7,500

2 Opportunities

This program, comprised of multiple sessions, is designed for CEOs of entrepreneurial, early-stage and pre-revenue medtech companies, and will focus on the opportunities and challenges they encounter as they bring their innovations to market. Along with our C-level attendees, the Advamed Accel Leadership Seminar also attracts notable speakers such as Joe Almeida, Martha Shadan and Omar Ishrak. Sponsors will have an opportunity to position their brand in front of this important audience.

MEDTECH EXEC TALKS PANEL MODERATOR

\$7,500

10 Opportunities, limit 1 per sponsor

Participate in a 30-minute session in our MedTech Exec Talks series, where industry professionals cover topics ranging from leadership to the future of the industry. Promotion includes visibility in relevant pre-conference marketing materials.

GLOBAL MARKET ACCESS SEMINAR

\$7,500

Exclusive Opportunity

Sponsors will have an opportunity to position their brand in front of this important audience.

CEOS UNPLUGGED PANEL MODERATOR

\$10,000

10 Opportunities, limit 1 per sponsor

Position your company as a thought leader by participating in our CEOs Unplugged series. These 30-minute presentations feature uncensored commentary, insights and expertise from top medtech industry leaders. Promotion includes visibility in relevant pre-conference marketing materials.

PANEL SESSION SPONSOR

\$15,000

10 Opportunities, limit 1 per sponsor

Align your company with the brightest minds in medtech by sponsoring a session. These 30-minute sessions feature panels of experts from a range of disciplines, covering the hottest topics in the industry. Promotion includes visibility in relevant pre-conference marketing materials.

PLENARY SPONSORSHIP

\$25,000

2 Opportunities

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

LIFETIME ACHIEVEMENT AWARD

\$100,000 — SOLD

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, this premier awards ceremony is a highlight of our program. Sponsor participates in 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.

Must be an exhibitor or sponsor to take advantage of these opportunities.

TARGETED

NETWORKING

VIRTUAL INCLUSION AND DIVERSITY NETWORKING BREAKFAST

\$7,500

3 Opportunities

Show your support for greater diversity and inclusion in our industry by sponsoring the Virtual Inclusion and Diversity Networking Breakfast. Promotion includes logo placement in relevant pre-conference marketing and recognition during the conference.

MORNING FITNESS

\$7,500

2 Opportunities

Virtual 510(k)

Sponsor our fun 5k — or 510(k), as we like to call it! Attendees will be given printable bibs with your branding prominently featured and will be encouraged to post their pictures for other conference attendees to see!

Virtual Canadian Bike/Hike

Sponsor a virtual bike or hike through a scenic destination in Canada, our virtual host country! Attendees can join from the comfort of their home gyms and take in some awesome views between conference sessions.

Both opportunities include logo placement in pre-conference marketing materials.

SESSION BREAK SPONSOR

\$7,500

9 Opportunities

Help break up the day by sponsoring one of our interactive 15-minute session breaks! From mimosa toasts and guided fitness to trivia and LinkedIn tips, there are plenty of fun and engaging options to choose from. Promotion includes logo placement in pre-conference marketing and recognition during the event.

EXPORT AND EXPANSION CAFÉ

\$10,000

Per Sponsor

Medtech firms seeking new markets for exports and investment are encouraged to view a series of presentations providing overviews of the key export rules and investment incentives in specific countries or regions. Presentations will be organized by country or region and will include experts from the Canadian Trade Commission as well as regional/economic development personnel. The presentations will be made available in advance of the conference, with an opportunity to contact the presenters for more information using MedTech Connect Partnering.

CHAIRMEN'S NETWORKING TOAST

\$15,000

Exclusive Opportunity

This lively networking reception immediately follows our Tuesday programming and gives attendees an opportunity to unwind and share a virtual toast with their peers! Promotion includes logo placement in pre-conference marketing and recognition during the event.

INTERNATIONAL BREAKFAST

\$15,000

Exclusive Opportunity

Welcome attendees from around the world to the conference by sponsoring the International Breakfast. This reception is a great way to position your company as a global leader in medtech. Promotion includes logo placement in relevant pre-conference marketing materials and recognition during the event.

EXHIBITOR MARKETPLACE

GENERAL EXHIBITOR LISTING

\$1,500

Exhibitor/Company Listing — Member

Included with each listing:

- One (1) complimentary registration
- A company profile in our online MedTech Connect system

\$1,750

Exhibitor/Company Listing — Non-Member

Included with each listing:

- One (1) complimentary registration
- A company profile in our online MedTech Connect system

PATIENT PAVILION

\$10,000 per sponsor or \$25,000 exclusive

3 Opportunities

Attendees, including public officials and members of the press, will be drawn to this virtual pavilion 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

\$2,500

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

INNOVATION PAVILION

\$25,000 — SOLD

Exclusive Opportunity

Featuring the most promising early-stage companies, the Innovation Pavilion is a hub for groundbreaking medical technology. Participating companies host virtual demonstrations, allowing them to reach an audience that they would not otherwise have access to. Sponsoring this space demonstrates your company's commitment to supporting emerging and early growth companies. Promotion includes visibility in pre-conference marketing and recognition during the conference.

DIGITAL ADVERTISING

WEBSITE 728 x 90 ROTATING BANNER AD

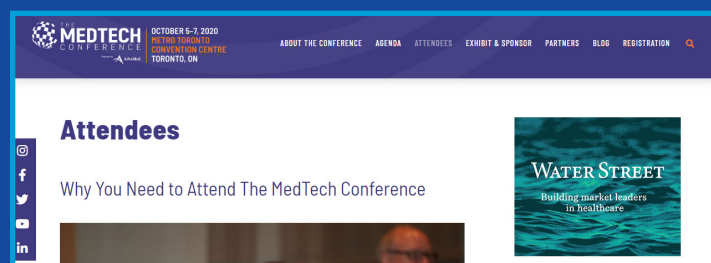
\$2,500

5 Opportunities

WEBSITE 300 x 250 ROTATING BANNER AD

\$3,000

5 Opportunities



EMAIL BANNER AD

\$5,000

5 Opportunities

DAILY CONFERENCE EMAIL RECAPS

\$10,000/day or \$20,000 Exclusive

3 Opportunities

Sent to an email database of 30,000+, these daily emails will provide attendees with highlights from the day and show future attendee prospects just what they're missing. Sent Monday, Tuesday and Wednesday of the conference.

MEDTECH CONNECT PARTNERING PLATFORM SPONSORSHIP

\$25,000

Exclusive Opportunity

Digital sponsors will have logo recognition on the conference website and in any partnering-related communications to attendees.

PROGRAM GUIDE ADVERTISING

PROGRAM GUIDE INLINE SQUARE BANNER AD

\$1,500

8 Opportunities

PROGRAM GUIDE INLINE LEADERBOARD BANNER AD

\$2,500

4 Opportunities

PROGRAM GUIDE FULL-PAGE AD

\$5,000

5 Opportunities

PROGRAM GUIDE DIGITAL INSERT

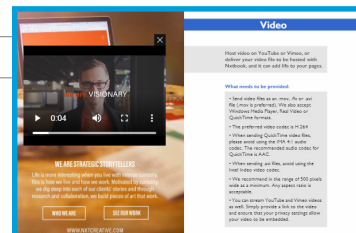
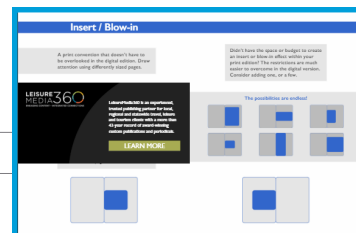
\$3,000

3 Opportunities

PROGRAM GUIDE VIDEO AD

\$5,000

5 Opportunities



PROGRAM GUIDE PREMIER ADS

PROGRAM GUIDE BOTTOM BANNER AD

\$7,500

Exclusive Opportunity

PROGRAM GUIDE TOP BANNER AD

\$7,500

Exclusive Opportunity

PROGRAM GUIDE LEFT SKYSCRAPER AD

\$7,500

Exclusive Opportunity

PROGRAM GUIDE RIGHT SKYSCRAPER AD

\$7,500

Exclusive Opportunity

PROGRAM GUIDE LOADER IMAGE AD

\$7,500

Exclusive Opportunity

PROGRAM GUIDE LEFT OF COVER AD

\$7,500

Exclusive Opportunity

PROGRAM GUIDE INSIDE BACK COVER AD

\$7,500

Exclusive Opportunity

