

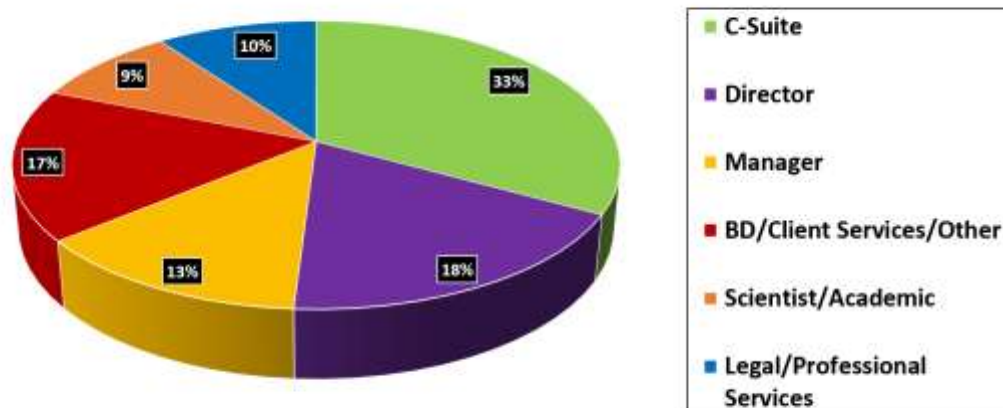
MedTech2021: Harnessing our Energy to Advance the Bio/Med Industry

Sponsor this Year's Conference to Reach *Your* Target Audience

MedTech 2021 will be held via our virtual platform, allowing you the flexibility to participate from any location! The one-day event will include ample opportunities for connecting with our audience of business, academic and government leaders as we dive into topics and conversations that will lead us to advance the bio/med industry in the state. Sponsorship is the perfect way to deliver your message to this valuable audience!

- It's the ***must attend*** event for New York's Bio/Med leaders and innovators.
- Nearly **70%** of attendees come from the C-Suite or director/manager level.
- You'll get one-on-one time with academic and business decision makers from across the life sciences and healthcare fields.
- Highlight your company's achievements with an event speaking role.
- As a sponsor, some of your ***exclusive*** access includes:
 - Opportunities to introduce and/or sponsor sessions
 - A personalized sponsor page with video room allowing you to connect directly with event attendees
 - Relevant attendee data

Previous Annual Conference Attendance Breakdown



SPONSORSHIP PACKAGES

	Presenting \$10,000 <i>(Exclusive)</i>	Excelsior \$5,000	Empire \$2,000	Liberty \$1,000	I ♥ NY \$500
Complimentary Event Registrations	12	8	6	4	2
Conference Naming Rights	X				
Deliver Keynote Address	X				
Opportunity to Introduce Session	X	X			
Opportunity to Sponsor a Specific Session (selected on a first come, first served basis)	X	X	X		
Logos/Banners in Prominent Areas on Event Website	X	X	X	X	X
Acknowledgement in Marketing Collateral	X	X	X	X	X
Access to Attendee List/Data	X	X	X	X	X
Recognition at Event	X	X	X	X	X
Virtual Exhibit Booth Size/Placement	Premium	Standard+	Standard+	Standard+	Standard

Interested in ad space only? Provide us with a custom banner that will be featured on our event website. Banners can link directly to any URL, driving traffic to the page of your choice. Ad only: \$250

Contact [Joe Hunter](#) with questions.

Sponsorship Benefits Summary

ENGAGEMENT/SHARE YOUR EXPERTISE

- Keynote Address
 - The **Presenting Sponsor** has the opportunity to select a company representative to deliver the Keynote Address.
- Present a Session
 - The **Presenting and Excelsior sponsors** may elect to introduce a conference educational session.
- Complimentary Event Registrations
 - **All sponsors** will receive event tickets which can be used for any employee or guest. Number of complimentary tickets received is based on sponsorship level. An exclusive code will be generated and given to you at the time of your sponsorship commitment.

ADVERTISING

- Conference Naming Rights
 - The **Presenting Sponsor** will have the privilege of including the company name in our conference title. Ex: MedTech2021 – Presented by (*Company XYZ*).
- Acknowledgement in Marketing Collateral & Website
 - **All sponsors** will have their company name and logo listed on all marketing collateral and the event website. Each logo will link to the appropriate company site.
- Event Recognition
 - **All sponsors** will receive acknowledgment and recognition from MedTech Executive Director, Win Thurlow, in conference welcome.
- Personalized Sponsor Page
 - **All sponsors** will receive a customized sponsor page with the ability to include videos, documents, and web links pertinent to the company's products/services. All sponsors will have access to an exclusive "video room" where company representatives can meet with attendees who visit the page.
- Customized Social Media Posts
 - **All sponsors** will be featured in customized posts, highlighting their company name/logo as a featured sponsor that can be shared on the sponsor's social media platforms.
- Session Sponsorship
 - **Presenting, Excelsior, and Empire sponsors** will have the opportunity to sponsor a specific session, with recognition given during that time. These session sponsorships would be selected and assigned on a first come, first served basis.

DATA/ANALYTICS

- Access to Attendee List
 - Upon close of registration, MedTech will provide **all sponsors** with an attendee list and relevant data.
- Post Event Reports
 - **All sponsors with custom sponsor pages** will receive reports showing how many visits and connections were made via their page.
- Passing Data to External Links
 - For **all external links provided**, attendee data will automatically be sent from our virtual platform app to the associated external link. Data points include first_name, last_name, user_id, email and external_id.