



# DISRUPTNY

HARNESSING THE POWER OF PARTNERSHIP

**MEDTECH**  
**2017**  
**BUFFALO, NY**  
**OCTOBER 30-31**

## Sponsorship Prospectus

**MEDTECH 2017** is the premier leadership conference and technology showcase of New York's bioscience and medical technology industry (Bio/Med), **drawing more than 300 decision makers from throughout the industry.**

Buffalo is a shining example of an American city- reborn in a progressive way, driven by advanced technology industries like Bio/Med and forged through a shared vision of partnership and proactive change. These partnerships have allowed organizations to harness the power of collective brainstorming and intellect while providing a springboard for innovation.

The shift to a value-based healthcare system has not only disrupted the marketplace but also reinvigorated a region and produced noticeable growth. The concentration of life sciences companies on the Buffalo Niagara Medical Campus has tripled to 47, accounting for almost 1/3 of overall tenants, while nearly 40% of 43North winners in the past three years are life sciences companies. These unique crossovers are being embraced by agile startups and established companies' alike, rapidly propelling traditional healthcare into a new age of advancement and investment.

MEDTECH 2017 sessions, in several specialized tracks, will examine forward-looking concepts and offer thought-provoking discussions. The Tech Showcase will reveal new and exciting medical innovations—the latest prototypes, new products and recent discoveries—from New York's pharmaceutical, biotech and medical technology sectors.

### MEDTECH 2015 at a Glance (Buffalo, NY)

**34%** increase in attendance

**85%** of attendees rated their overall experience as very good to excellent

**85%** of attendees are likely to attend next year's conference

**70%** of conference participants are executive-level decision makers

MEDTECH 2017 offers unmatched opportunities to grow through professional development, strengthen and build new relationships with industry leaders and meet new partners, resources, customers and clients from the region's Bio/Med industry.

### Connect Directly with Decision Makers

Sponsoring MEDTECH 2017 will increase your visibility among an influential audience of Bio/Med professionals—70% of MedTech participants are executive-level decision makers. Align your organization with hundreds of professionals from more than 100 international, national and regional organizations.

### Who attends

- > Presidents and CEOs
- > Senior Executives and Business Management
- > Business Development Professionals
- > Sales and Marketing Departments
- > R&D Teams and University Labs
- > Finance, Private Equity & VC Professionals
- > Operations & Manufacturing Teams
- > Regulatory & Risk Management Professionals
- > Human Resources Leadership
- > Government Affairs Departments
- > Intellectual Property Attorneys
- > University Students
- > Elected Officials and Public Opinion Leaders

### Past Speakers and Notable Participants

- **Joan Fallon**, *Founder and CEO, Curemark*
- **John Babitt**, *Partner, Life Sciences, E&Y*
- **Lisa Spellman**, *HIMSS Senior Director*
- **Christopher Cleary**, *VP, Corp. Development, Medtronic*
- **Andy Schaudt**, *National Center for Human Factors in Healthcare, MedStar Institute for Innovation*
- **Roger Kitterman**, *Managing Partner of the Innovation Fund, Partners HealthCare*
- **Joseph Smith**, *Chief Medical Officer and Chief Science Officer, West Health*
- **Lesla Mitchell**, *Kauffman Foundation innovation leader*
- **Gerard Van Grinsven**, *President and CEO, Henry Ford West Bloomfield Hospital*
- **Dan Peterson**, *VP of Industry and Government Affairs, Cook Group*

## Sponsorship Summary

Sponsorship Benefits	Platinum Sponsor \$8,000	Gold Sponsor \$6,000	Morning Plenary Sponsor \$4,000	Luncheon Keynote Sponsor \$4,000	Closing Plenary Sponsor \$4,000	Chairman's Reception Sponsor \$4,000	Track Sponsor \$3,000	Conference Badge Sponsor \$3,000	Conference Lanyard Sponsor \$3,000	Tour Sponsor \$3,000	Recharging Lounge Sponsor \$2,500	Contest Prize Sponsor \$2,000	Networking Break Sponsor \$1,500	Disrupt Sponsor \$1,000
Complimentary full-conference Registrations	✓ (8)	✓ (6)	✓ (4)	✓ (4)	✓ (4)	✓ (4)	✓ (3)							
Additional registrations at member rate	✓	✓	✓	✓	✓	✓	✓	✓ (Up to 5)	✓ (Up to 5)	✓ (Up to 5)	✓ (Up to 3)	✓ (Up to 3)	✓ (Up to 2)	✓ (Up to 2)
Company logo w/ link on event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company listing in all electronic communications	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company logo on event signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Company logo and name in conference program*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition during sponsored session, track or break	✓	✓	✓	✓	✓	✓	✓				✓			
Opportunity to give welcoming remarks or introduce plenary/panel speakers	✓	✓	✓	✓	✓	✓	✓							
Complimentary exhibit space in the Tech Showcase	✓	✓	✓	✓	✓	✓	✓							
Company logo on sponsor banner**	✓	✓	✓	✓	✓	✓								
Recognition in event PR	✓	✓												
Company logo w/ link in all electronic communications	✓	✓												
Company logo prominently displayed on event signage	✓	✓												
100-word description on event website	✓	✓												
One company insert in registration packets**	✓													
Company logo on conference lanyard or badge								✓	✓					
Company logo and recognition with attendee gift														
Exclusive sponsorship			✓	✓	✓	✓		✓	✓		✓	✓		



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## Sponsorship Packages

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### PREMIER FULL-CONFERENCE SPONSORSHIPS

#### Platinum Sponsor (3 available) - \$8,000

##### Pre-Conference:

- > Company logo with link on event website
- > 100-word description on event website
- > Company logo with link in all electronic communications
- > Recognition in all event news releases

##### Onsite Benefits:

- > 8 complimentary full-conference registrations
- > Additional registrations at member rate
- > Logo prominently displayed on event signage
- > Company banner prominently displayed at event\*\*
- > Logo and name in conference program\*
- > Recognition from podium during plenary sessions
- > Opportunity to give welcoming remarks
- > One prime exhibit space in the Tech Showcase
- > One company insert in registration packets\*\*

#### Gold Sponsor (3 available) - \$6,000

##### Pre-Conference:

- > Company logo with link on event website
- > 100-word description on event website
- > Company logo with link in all electronic communications

##### Onsite Benefits:

- > 6 complimentary full-conference registrations
- > Additional registrations at member rate
- > Logo prominently displayed on event signage
- > Company banner prominently displayed at event\*\*
- > Logo and name in conference program\*
- > Recognition from podium during plenary sessions
- > Opportunity to give welcoming remarks
- > One prime exhibit space in the Tech Showcase

### EXCLUSIVE SESSION SPONSORSHIPS

#### Morning OR

#### Closing Plenary Sponsor - \$4,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications
- > Recognition in select news releases

##### Onsite Benefits:

- > Exclusive sponsorship
- > 4 complimentary full-conference registrations
- > Additional registrations at member rate
- > Logo on event signage
- > Logo and name in conference program\*
- > Company banner displayed during session\*\*
- > Recognition from podium during session
- > Opportunity to introduce keynote speaker
- > One exhibit space in the Tech Showcase

#### Luncheon Keynote Sponsor - \$4,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications
- > Recognition in select news releases

##### Onsite Benefits:

- > Exclusive sponsorship
- > 4 complimentary full-conference registrations
- > Additional registrations at member rate
- > Logo on event signage
- > Company logo and name in conference program\*
- > Company banner displayed during lunch\*\*
- > Recognition from podium during keynote address
- > Opportunity to introduce keynote speaker
- > One exhibit space in the Tech Showcase

#### Chairman's Reception Sponsor - \$4,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Exclusive sponsorship
- > 4 complimentary full-conference registrations
- > Additional registrations at member rate
- > Logo on event signage
- > Logo and name in conference program\*
- > Company banner displayed during reception\*\*
- > One exhibit space in the Tech Showcase



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### ADDITIONAL SPONSORSHIPS

#### Track Sponsor - \$3,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > 3 complimentary full-conference registrations
- > Additional registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Recognition during sponsored track
- > Opportunity to introduce session speaker(s)
- > One exhibit space in the Tech Showcase

#### Conference Badge Sponsor - \$3,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Exclusive sponsorship
- > Up to 5 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Company logo on conference lanyard or name badges

#### Lanyard Sponsor - \$3,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Exclusive sponsorship
- > Up to 5 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Company logo on conference lanyard or name badges

#### Attendee Gift Sponsor - \$3,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Exclusive sponsorship
- > Up to 5 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Company logo and recognition with attendee gift

#### Tour Sponsor - \$3,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Up to 5 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Company logo on signage at tour stops

#### Contest Prize Sponsor - \$2,000

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all contest promotions

##### Onsite Benefits:

- > Exclusive sponsorship
- > Up to 3 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Company logo on signage at prize table

#### Recharging Lounge Sponsor (1 available) - \$2,500

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Exclusive sponsorship
- > Up to 3 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Company logo on signage in lounge area

#### Networking Break Sponsor (3 available) - \$1,500

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Up to 3 registrations at member rate
- > Company logo on event signage
- > Company logo and name in conference program\*
- > Recognition during sponsored networking break

#### Disrupt Sponsor - \$1,000

*Available to small and early-stage pharmaceutical, biotech and medical technology companies with fewer than 50 employees*

##### Pre-Conference:

- > Company logo with link on event website
- > Company listing in all electronic communications

##### Onsite Benefits:

- > Up to 2 registrations at member rate
- > Company logo on event signage\*
- > Company logo and name in conference program\*

##### Post-Conference Benefits:

- > Company logo prominently displayed in post-conference eNewsletter

\*subject to deadline

\*\*sponsor to provide materials



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## Sponsorship Commitment Form

>> **Yes! I want to sponsor MEDTECH 2017.**

Fax or e-mail your reservation now: 315.423.7400, events@medtech.org

### BILLING INFORMATION:

Please print your organization's name exactly as it should appear in all marketing and promotional materials for the event:

<b>Organization</b>	
Billing Address	<b>Primary Contact Name</b>
City/State Zip	Direct Tel
Fax	E-mail
<b>Authorizing Signature</b>	<b>Date</b>

The Sponsor is bound to this Sponsorship Commitment Form. By signing above, I warrant that I am authorized to sign on behalf of the Organization listed above and that all information I have provided is complete and accurate.

### SPONSORSHIP SELECTIONS:

Please select desired sponsorship package below

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum Sponsor - \$8,000             | <input type="checkbox"/> Tour Sponsor - \$3,000               |
| <input type="checkbox"/> Gold Sponsor - \$6,000                 | <input type="checkbox"/> Conference Badge Sponsor - \$3,000   |
| <input type="checkbox"/> Morning Plenary Sponsor - \$4,000      | <input type="checkbox"/> Conference Lanyard Sponsor - \$3,000 |
| <input type="checkbox"/> Luncheon Keynote Sponsor - \$4,000     | <input type="checkbox"/> Attendee Gift Sponsor - \$3,000      |
| <input type="checkbox"/> Closing Plenary Sponsor - \$4,000      | <input type="checkbox"/> Recharging Lounge Sponsor - \$2,500  |
| <input type="checkbox"/> Chairman's Reception Sponsor - \$4,000 | <input type="checkbox"/> Contest Prize Sponsor - \$2,000      |
| <input type="checkbox"/> Track Sponsor - \$3,000                | <input type="checkbox"/> Networking Break Sponsor - \$1,500   |
|   | <input type="checkbox"/> Disrupt Sponsor - \$1,000            |

### EXHIBIT CONFIRMATION

- Yes, reserve my complimentary Tech Showcase exhibit (included with a sponsorship above \$3,000; see sponsorship details)

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

### PAYMENT OPTIONS:

- Check enclosed       Bill me

Please sign and return this commitment form to: MedTech, 235 Harrison Street, Suite 209, Mail Drop 18, Syracuse, NY 13202

**Thank you for supporting MEDTECH 2017. We look forward to seeing you in October!**

MedTech reserves the right to cancel an event due to low enrollment or other circumstances which would make the event unviable. If MedTech cancels an event, sponsors will be offered a refund for that event; series sponsorships are non-refundable. Event sponsors will be recognized upon receipt of sponsorship payment.