

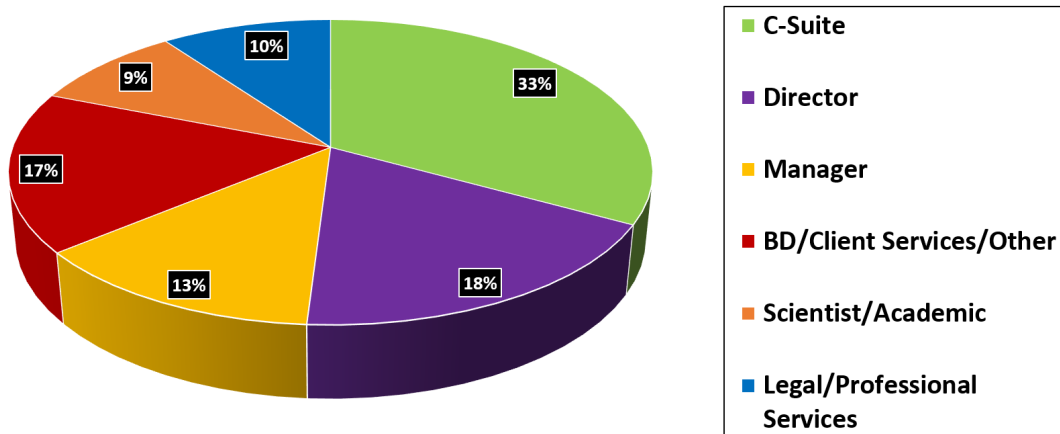


Sponsor MedTech2020 to Reach Your Target Audience

We're taking New York's Bio/Med ecosphere **VIRTUAL** for our 16th annual meeting and – an event you won't want to miss! We'll connect you to our audience of business, academic and government leaders as we tackle the most pressing issues facing the state's innovation economy. 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.
- You can highlight your company's achievements with an event speaking role.
- As a sponsor, you'll have ***exclusive*** access to:
 - An exclusive roundtable session for industry leaders
 - Relevant attendee data
 - A spot in the virtual exhibit hall
 - And more!

MedTech2019 Attendee Breakdown





SPONSORSHIP PACKAGES

	Presenting \$10,000 <i>(Exclusive)</i>	Platinum \$5,000	Gold \$2,000	Silver \$1,000
Complimentary Event Registrations	12	6	3	2
Invitations to Exclusive Roundtable Session	2	1		
Conference Naming Rights	X			
Deliver Keynote Address	X			
Opportunity to Present Session	X	X		
Opportunity to Sponsor a Specific Session (selected on a first come, first served basis)			X	X
Logos/Banners in Prominent Areas on Event Website	X	X	X	X
Acknowledgement in Marketing Collateral	X	X	X	X
Access to Attendee List/Data	X	X	X	X
Recognition at Event	X	X	X	X
Virtual Exhibit Booth	X	X	X	X

Contact Joe Hunter (315) 423-7200 ext. 3 or

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Sponsorship Benefits Summary

ENGAGEMENT/SHARE YOUR EXPERTISE

- Keynote Address
 - The **Presenting Sponsor** will have the opportunity to have a representative deliver the Keynote Address.
- Exclusive Roundtable Session
 - The **Presenting Sponsor** and **Platinum Sponsors** will receive invitations for their organization's C-Suite/Executive Level members to attend our exclusive roundtable, open discussion with (insert session here).
- Present a Session
 - The **Presenting and Platinum level sponsors** may participate in, and/or 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. A code will be generated and given to you at the time of sponsorship commitment for your exclusive use.

ADVERTISING

- Conference Naming Rights
 - The **Presenting Sponsor** will have the privilege of including the company name in our conference title. Ex: MedTech2020 – Presented by (*Company XYZ*) *Propelling Industry Forward*.
- 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.
- Virtual Exhibit Booth
 - **All sponsors** will receive a custom booth in our virtual exhibit hall. Receive access to attendees who can drop in to your "virtual booth" (Zoom room) and have one-one and/or group conversations with your company representatives. Each sponsor will have the opportunity to create their own page/"booth" within the exhibit hall.



- Customized Posts
 - **All sponsors** will receive customized posts, highlighting their company name/logo as a featured sponsor that can be shared on the sponsor's social media platforms.
- Session Sponsorship
 - **Silver and Gold 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.
- Fulfillment Report
 - Post-event reports will be provided to **all sponsors** describing benefits delivered and value to the sponsor.
- Visits to Virtual Booth
 - **All sponsors with exhibit booths** will receive reports showing who visited their page/booth throughout the conference.



New for 2020!

We've revised and simplified our conference sponsorships to better deliver value to your organization. We've brought back popular programs like *SpeedNetworking* and the evening reception. In addition, we've added some new features to this year's conference.

Connections to the Attendees You Want to Meet

Our virtual platform, powered by Cvent, connects you directly to the conference attendees you want to meet. Sponsor logos will link to your site, customizable to meet your needs. Our tech showcase allows for live chats with individual attendees in real time. Our easy "plug and play" platform allows you to create the virtual environment best suited to your goals.

Full Access to Attendee Contacts and Data Analytics

We take seriously our mission to connect New York's Bio/MedIndustry. Last year we introduced *SpeedNetworking* to our conference to better facilitate the connections you wish to make. This year, we've upped our game. Going virtual gives us the opportunity to harness the relevant attendee data that you seek, so all conference sponsors will have access to our conference attendee data and the ability to solicit connections directly with the attendees you want to meet.

Conference Content Available for Up to 120 Days

While the conference will be "live" on October 21 and 22, 2020, all of the content will be available to attendees for 30 days after completion of the conference. Some sessions will be available for 120 days, thereby extending our conference – and your sponsorship value – through February, 2021. No longer will you miss out on audience members who can't make the conference. The content is available at viewer convenience 24/7 until next year.

Our Expanded Agenda Means an Expanded Audience

This year is like no other and we're all experiencing huge changes in the way we do business. We recognize this and have focused our attention on *Propelling Industry Forward*. Our agenda is broader than in past years and includes sessions of interest to leaders across various industries. While we remain committed to the needs of the bio/med ecosphere, this year's conference will feature content relevant to all New Yorkers. This allows your sponsorship dollars to reach a larger audience.