



PRESENTED BY



**MEDEC**

# 2019 Sponsorship Opportunities

Be a part of this important event.

Canada's MedTech Conference is the pre-eminent information exchange and educational forum for the medical technology industry and the annual signature event of MEDEC.

Put your organization front and centre of the medical technology industry.

April 3 & 4, 2019

Mississauga, Ontario

[www.medec.org/page/CanadaMedTechConf](http://www.medec.org/page/CanadaMedTechConf)

Contact: Katharine Ashford-Smith at

[kashford-smith@medec.org](mailto:kashford-smith@medec.org)

## ABOUT THE CONFERENCE

Canada's MedTech Conference presented by MEDEC is the pre-eminent information exchange and educational forum for the medical technology industry.

The 2019 Conference will include sessions and topics of interest to:

- CEOs, Presidents, Country Managers
- Sales & Marketing Vice Presidents, Directors, Managers
- Government Relations / Health Policy
- Contract and Business Development Managers
- Health Technology Assessment Managers
- Federal & Provincial Government bureaucrats in Health, Procurement & Economic Development
- Healthcare providers (hospitals, long-term care, home care, etc.)

Please join us for this year's conference and add your voice to the discussion. We look forward to welcoming you as a sponsor or exhibitor.

## WHY SPONSOR?

Sponsorship will enhance your visibility with the medical technology industry and your commitment to health care in Canada. A range of benefits are available to our corporate sponsors, commensurate with the level of sponsorship. We would also be delighted to tailor a benefits package to meet your organization's needs.

- Increase your visibility with decision-makers and influencers in the \$6 billion medical technology industry.
- Enhance your reputation, credibility and influence by aligning your brand with MEDEC, the national association for the medtech industry.
- Get a competitive edge by building direct personal relationships with the decision-makers who make buying decisions about your products and services.

There are two ways to sponsor this conference:

- Become a general sponsor at the Platinum, Gold or Silver level; or
- Select directed sponsorship and you determine where your support goes (details on page 4)

## PRAISE FOR THE 2018 MEDEC MedTech CONFERENCE

Canada's 2018 MedTech Conference, attracted more than 300 industry, government and healthcare organization leaders.

*"Very worthwhile presentations on hot topics with invaluable networking opportunities with likeminded peers from the medical device industry."*

*"It is the premier industry event for hearing from government, service providers and health system leaders. This event serves as a foundation for strategic planning and other pertinent business functions to ensure alignment with all industry stakeholders."*

*"This conference is an excellent place to meet with the key players in the Canadian MedTech ecosystem. It is not a trade show so don't expect to be button-holding potential new clients, but it is an excellent venue to see trends and leaders in the industry."*

## 2019 Sponsorship Benefits

### Platinum \* Premium Sponsorship Package\*

\$10,000 (Total value over \$13,000)

- Select ONE of the following:
  1. Introduce a video at the podium, produced under MEDEC's Value of Technology Video Project
  2. Opportunity to introduce a speaker
  3. Podium Speaker Opportunity for 3 minutes (elevator talk about company)
- Prominent tabletop exhibit space
- Recognition from podium by Conference Presiding Officer
- Access to pre and post delegate list for conference
- Complimentary registrations (4) to the conference (Total value over \$4,300)
- Top tier visual presence: In all promotional materials; on conference signage; on MEDEC website with link to sponsor website; and on Twitter Board-posted through out Conference
- Mobile Event App Benefits (Total value of Mobile Event App Features is over \$6,400):
  - Company name & logo on conference map-indicating location of exhibitor booth (Platinum Sponsors benefit from "Feature Sponsor" putting your company & logo upfront)
  - Set up a Contact page in the Mobile Event App (users can connect with sponsors for more information or to set up a meeting)
  - Sponsorship Listing-includes name, logo and link to company site (Listing is organized by sponsorship tier: Platinum, Gold, Silver & Exhibitor)
  - Sponsor's social media activity related to the conference will appear on the Mobile Event App's activity feed
  - Splash Page (As soon as users access the Mobile Event App, your organization's company name and logo will be displayed)
  - Banner Ad with link to company site
  - Ability to survey users through the Mobile Event App
  - After the conference receive data breakdown of activity in Mobile Event App related to your organization

### Gold Sponsor Benefits

\$8,000 (Total value over \$10,000)

- Select ONE of the following:
  1. Introduce a video at the podium, produced under MEDEC's Value of Technology Video Project
  2. Opportunity to introduce a speaker
- Prominent tabletop exhibit space
- Recognition from podium by Conference Presiding Officer
- Access to pre and post delegate list for conference
- Complimentary registrations (3) to the conference (Total value over \$3,200)
- Second tier visual presence: In all promotional materials; on conference signage; on MEDEC website with link to sponsor website; and on Twitter Board-posted through out Conference
- Mobile Event App Benefits (Total value of Mobile Event App Features is over \$3,400):
  - Company name & logo on conference map-indicating location of exhibitor booth (Gold Sponsors benefit from "Feature Sponsor" putting your company & logo upfront)
  - Set up a Contact page in the Mobile Event App (users can connect with sponsors for more information or to set up a meeting)
  - Sponsorship Listing-includes name, logo and link to company site (Listing is organized by sponsorship tier: Platinum, Gold, Silver & Exhibitor)
  - Sponsor's social media activity related to the conference will appear on the Mobile Event App's activity feed
  - Banner Ad with link to company site
  - Ability to survey users through the Mobile Event App
  - After the conference receive data breakdown of activity in Mobile Event App related to your organization

## Silver Sponsor Benefits

\$6,000 (Total value over \$8,000)

- Tabletop exhibit space
- Opportunity to introduce a speaker
- Recognition from podium by Conference Presiding Officer
- Access to pre and post delegate list for conference
- Complimentary registrations (2) to the conference (Total value over \$2,100)
- Third tier visual presence: in all promotional materials; on conference signage; on MEDEC website with link to sponsor website; recognition on projection screens; and on Twitter Board.
- Mobile Event App Benefits (Total value of Mobile Event App Features is over \$2,400):
  - Company name & logo on conference map-indicating location of exhibitor booth
  - Set up a Contact page in the Mobile Event App (users can connect with sponsors for more information or to set up a meeting)
  - Sponsorship Listing-includes name, logo and link to company site (Listing is organized by sponsorship tier: Platinum, Gold, Silver & Exhibitor)
  - Sponsor's social media activity related to the conference will appear on the Mobile Event App's activity feed
  - After the conference receive data breakdown of activity in Mobile Event App related to your organization

## Exhibitor Only Benefits

\$3,000 (Total value over \$5,500)

- Tabletop exhibit space (includes two representatives); any additional representatives can register at the member rate. Please contact Katharine Ashford-Smith at [kashford-smith@medec.org](mailto:kashford-smith@medec.org) for more details.
- Recognition on conference signage; projection screens; event app if available; and from podium by Conference Presiding Officer
- Access to delegate list post conference
- Mobile Event App Benefits (Total value of Mobile Event App Features is over \$1,400):
  - Company name & logo on conference map-indicating location of exhibitor booth
  - Set up a Contact page in the Mobile Event App (users can connect with sponsors for more information or to set up a meeting)
  - Sponsorship Listing-includes name, logo and link to company site (Listing is organized by sponsorship tier: Platinum, Gold, Silver & Exhibitor)
  - Exhibitor's social media activity related to the conference will appear on the Mobile Event App's activity feed
  - After the conference receive data breakdown of activity in Mobile Event App related to your organization

## Directed Sponsorship

Breakfast (2 opportunities available) - \$2,500 each

Lunch (2 opportunities available) - \$3,000 each

Refreshment (Coffee) Breaks (4 opportunities available) - \$1,200 each

Networking Reception - \$3,500

Twitter Board - \$1,500

Mobile Device Charging Station with Company Branding - \$2,500

Mobile Event App- \$5000

Lanyards - \$2,000

Benefits of directed sponsorship: Recognition from podium; on conference signage; on projection screens; signage specific to event/activity; on Mobile Event App and access to delegate list.

Want a specific feature in the Mobile Event App, but can't commit to the corresponding sponsorship level? Add a Mobile Event App feature to your sponsorship package for a reasonable fee! Contact Katharine Ashford-Smith at [kashford-smith@medec.org](mailto:kashford-smith@medec.org) for more details.

## Media Partner Sponsorship and Benefits

Help us spread the word about Canada's MedTech Conference by placing the event on your website and in your publications. In return we will recognize your organization on the conference website and in the delegate package.

## Sponsorship Terms and Conditions

These terms and conditions are an essential part of the Sponsorship Agreement. Please retain this page for your records and appropriate follow-up.

**MANAGEMENT:** MEDEC reserves the right to render all interpretations and to establish further or to amend regulations as it may be deemed necessary for the proper conduct and general success of the conference.

**SALES:** All sales are final. Refunds will not be issued. Payment must be made in full prior to the event.

**DELEGATE LIST:** The delegate list will be made available solely to sponsors of Canada's MedTech Conference on the following dates: March 15, 2019; and March 29, 2019. The final delegate list will be made available to all sponsors and exhibitors post event.

**DEADLINES:** Sponsors must provide information and deliverables to the Conference Secretariat by deadlines in order to receive specified benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. The Conference Secretariat is under no obligation to issue reminders.

**CONTACT PERSON:** Companies are urged to assign one person to communicate with the Conference Secretariat on all matters pertaining to their participation as sponsors. The Conference Secretariat will send information and materials to the contact person listed on the Application form. The Conference Secretariat is not responsible for relaying information among different branches/departments of sponsoring companies.

**TERMINATION OF CONTRACT:** This contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include but are not limited to the following: actions of God; regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, curtailment of transportation facilities; or other emergency making it illegal, or otherwise impossible to provide the facilities or the services to hold the meeting; any delay in necessary and essential construction or preparation of the meeting facility, strike, lockout or work stoppage or other restraint of labour, either partial or general, from whatever cause. The Conference Secretariat will, in the event of impossibility of performance for any of the above, reimburse the sponsor on a pro-rata basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries and operating costs.

**If interested in sponsorship, please complete the Sponsorship Application Form and return to:**

Katharine Ashford-Smith  
Events & Committees Coordinator  
MEDEC  
416-641-274  
kashford-smith@medec.org

## Sponsorship Application Form (Part A)

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City / Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Website (to be linked from the conference website): \_\_\_\_\_

I am an authorized representative of the above-named organization with the full power and authority to sign and deliver this application. I have read and understand the Sponsorship Terms and Conditions and hereby agree to these terms and conditions.

Name of Authorized Officer: \_\_\_\_\_ Title: \_\_\_\_\_

Signature of Authorized Officer: \_\_\_\_\_ Date: \_\_\_\_\_

GENERAL CONFERENCE SPONSHORSHIP	AMOUNT	Indicate your preference
Platinum	\$10,000	
Gold	\$8,000	
Silver	\$6,000	
Exhibitor	\$3,000	
SOCIAL EVENTS		
Breakfast - Wed or Thurs	(each) \$2,500	
Lunch - Wed or Thurs	(each) \$3,000	
Refreshment Break AM - Wed or Thurs	(each) \$1,000	
Refreshment Break PM - Wed or Thurs	(each) \$1,000	
Networking Reception	\$3,500	
DIRECTED SPONSORSHIP		
Twitter Board	\$1,500	
Charging Station	\$2,500	
Lanyards	\$2,000	
Mobile Event App	\$5,000	
TOTAL CONFIRMED SPONSORSHIP		\$

**PAYMENT** We accept payment by:

Electronic Payment/Wire Transer  Cheque  VISA  MasterCard  American Express

Card #: \_\_\_\_\_ Security(CVV) #: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

# Sponsorship Application Form (Part B)

## POWER REQUIRED?

YES

NO

NOTE: Power will only be provided for items directly related to your exhibit. If you are bringing a laptop to work, we encourage you to bring the laptop fully charged. If you need to recharge your laptop during the conference, visit the Conference Registration desk for assistance.

## LOGO ARTWORK

Please provide your logo in the following formats:

- 300 dpi CMYK tiff @ 100%
- 300 dpi CMYK jpg @ 100%
- Illustrator EPS

Contact for logo: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Company Brief Description: (2 to 3 sentences, on your organization for mobile app and exhibitor recognition piece)

## CONFIRM COMPLIMENTARY DELEGATES

Platinum = 4 delegates; Gold = 3 delegates; Silver or Exhibitors = 2 delegates

Delegate Name Title Telephone Email Dietary Restrictions Emergency Contact (Name, relationship, phone number)	
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Email, fax or mail completed form with payment to:

Katharine Ashford-Smuth  
 Events & Committees Coordinator  
 MEDEC  
 ✉ kashford-smith@medec.org  
 ☎ 416.620.1595 (fax)  
 📞 416.641.2754 (phone)