

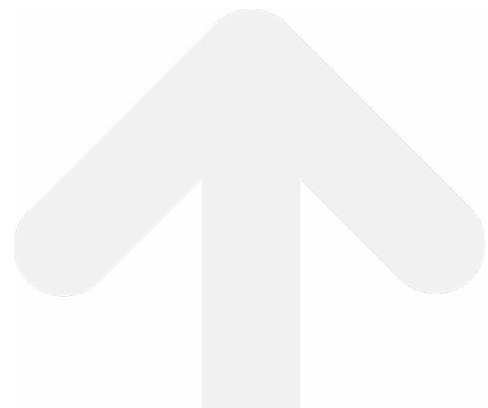
# MEDTRADE

EXPO + CONFERENCE



MARCH 26-28, 2024 + DALLAS, TEXAS

## SPONSORSHIP, MARKETING & ADVERTISING OPPORTUNITIES



# ONSITE SPONSORSHIP OPPORTUNITIES

## WELCOME TO DALLAS RECEPTION

### BAR SPONSOR (3 AVAILABLE)

Buy attendees a round by sponsoring a bar at/near\* your booth! This opportunity is sure to generate traffic as attendees relax and mingle at the new opening reception. Sponsors will receive recognition on the website, sponsor and bar signage, mobile app, emails and social media posts.

**INVESTMENT: \$2,400**

### FOOD SPONSOR (1 AVAILABLE)

Sponsor may provide logo'd napkins.

**INQUIRE FOR PRICING**

### CAN COOZIE SPONSOR\* (3 AVAILABLE)

\*Supplied by Sponsor

**INVESTMENT: \$400 EACH**

**EXCLUSIVE: \$1,000**

### BADGE SPONSOR (EXCLUSIVE)

Become the sponsor for all attendee badges. Have your name/logo printed on the front of thousands of attendee badge holders. Sponsor will also receive logo on relevant marketing materials.

**INVESTMENT: \$6,750**

### CONFERENCE BEVERAGE SPONSOR (3 AVAILABLE) 1 SPONSOR PER DAY

Provide Coffee in the am while supplies last and water to conference attendees throughout Day 1 of the Medtrade Conference. We will provide napkins and a sign recognizing the sponsor. Logo'd cups are optional for sponsor to supply. Sponsor will also receive logo on relevant marketing materials.

**INQUIRE FOR PRICING**

# ONSITE SPONSORSHIP OPPORTUNITIES

## CONFERENCE PENS OR PADS (1 EACH)\* (EXCLUSIVE)

### REACH MAXIMUM EXPOSURE

With over 85 conference sessions, you will have an opportunity to reach attendees by sponsoring conference note pads and/or pens. Your branded note pads will be placed in every conference room to reach maximum exposure. Sponsor will also have relevant marketing materials.

\*Supplied by Sponsor

**INVESTMENT: \$1,200**

## CONSULTANT COCKTAIL HOUR (3 AVAILABLE)

Buy everyone a round when you sponsor this new networking event! Attendees will have the opportunity to mingle with industry experts and ask them questions while relaxing with peers after the first day of sessions.

**INVESTMENT: \$1,500**

## AISLE SIGNS (EXCLUSIVE)

As attendees navigate through the exhibit hall, make your company stand out by having your company name/logo directly on the hanging aisle sign. Make your booth visible to all attendees.

**INVESTMENT: \$7,500**

## BANNERS - INTERIOR/EXTERIOR\*

Make a lasting impression on attendee's minds after they enter the KBHCCD. Have your company banner hang in a prominent location. Locations are determined based on traffic flow and production costs vary depending upon location.

\*Additional production costs apply, must produce with Freeman.

**INVESTMENT: \$4,000**

## FLOOR DECALS\*

Use floor decals to guide attendees directly from the show floor entrance or use them to designate specific exhibitors.

\*Additional production costs apply, must produce with Freeman.

**INVESTMENT: \$1,500**

# ONSITE SPONSORSHIP OPPORTUNITIES

## MEDTRADE MOBILE APP SPONSOR (EXCLUSIVE)

The Medtrade app is a great way to increase your exposure, before, during, and after the show. Attendees will use the app to navigate the show, search for products, exhibitors, speakers, and more. This exclusive sponsorship includes your full screen ad as the app opens, your banner ad on the app's home page, and your logo on the My Schedule page. Sponsor will also receive recognition in app promotions, logo on website, and logo in show directory.

**INVESTMENT: \$7,000**

## NEW PRODUCT PAVILION ENTRY\*

Do you have a new product? Attendees want to see it! Finding new products is a top priority - make sure they see yours! (Products must be less than one year old)

\*Supplied by Sponsor

**INVESTMENT: \$700**

## OFFICIAL SHOW LANYARDS\* (EXCLUSIVE)

Be the only one to have your company's name/logo around the neck of every speaker, exhibitor, and attendee. Send us your company branded lanyards, which we will have at the show site registration. Sponsor will also receive logo on relevant marketing materials.

\*Supplied by Sponsor

**INVESTMENT: \$5,500**

## OFFICIAL SHOW ATTENDEE BAG\* (EXCLUSIVE)

Leave a lasting impression on the minds of all attendees by becoming the official show bag. Attendees will rely on your show bag to place all their important items. Sponsor will also receive logo on relevant marketing materials.

\*Supplied by Sponsor

**INVESTMENT: \$3,000**

## TECH TALKS STAGE PREMIER PRESENTER \*NEW

By becoming the premier presenter of the Technology Training Stage you will be the top-of-mind for all presentation attendees. Recognition as the premier presenter includes press releases, show directory, onsite signage, and social media (where applicable). Collateral dropped in attendee seats before sessions. 5-minute sponsor introduction during opening and end of each day's sessions.

**INVESTMENT: \$5,000**

# ONSITE SPONSORSHIP OPPORTUNITIES

## TECH TALKS STAGE PRESENTATION \*NEW (19 AVAILABLE)

20-minute interactive show floor session to highlight your trending technologies and innovative solutions. Participating exhibitors will be able to provide an informative overview of their technology tools, establish interest, and provide opportunity to connect with attendees at their respective booth. Sessions should include visual representation of your technology, solutions, and value propositions. Sponsors will be highlighted in the online show guide, onsite signage and on social media.

**INVESTMENT: \$2,500**

Topics:

- Enterprise Resource Planning (ERP) (8 slots)
- RCM - AR, Patient Collections (5 slots)
- Patient Mang - Pop Health (2 slots)
- Sleep Tech (2 slots)
- ePrescribing (2 slots)
- Inventory Mang (1 slot)
- Document Mang (1 slot)

Time slots are available on first come first serve bases.

## LIVE ON LOCATION SOCIAL MEDIA VIDEOS

Reach Medtrade attendees and non-attendees from your booth with a Live Social Media Interview at Medtrade! Build your authority and tell your story straight from the show floor with this 3-4 minute live interview. The live interview will be conducted from your booth and will receive exposure on Medtrade social media accounts.

**INVESTMENT: \$1,999**

## CREATIVE SPONSORSHIP OPPORTUNITY

Looking for something customized to highlight your brand and drive traffic to your booth?

**INQUIRE FOR DETAILS & PRICING**

# ADVERTISING OPPORTUNITIES

## MEDTRADE SHOW DIRECTORY ADVERTISING

The show directory is the most read resource at the show. It's the first thing attendees read when they arrive at the show, it is looked at numerous times during the show and is used for reference after the show! Make an impact each time it is in an attendees hand by advertising in the Medtrade Show Directory. Please contact your account executive.

**INQUIRE FOR PRICING**

## EXCLUSIVE REGISTRATION SITE ADVERTISING (NEW)

85% of Medtrade attendees register in advance of the show. Get their eyes on your brand by becoming the exclusive advertiser on the registration website as well as the confirmation email sent to attendees once they've signed up. For attendees that register onsite, your branding will be visible on registration iPads and printed forms.

**INVESTMENT: \$5,000**

## EXCLUSIVE HOUSING SITE ADVERTISING (NEW)

Have your branding included on the official hotel booking site for Medtrade 2024! As attendees review rates and book rooms you can get a head start on getting in front of them before the show.

**INVESTMENT: \$3,500**

# 365 ENGAGEMENT OPPORTUNITIES

## MEDTRADE.COM ADVERTISING

Attendees rely on the Medtrade website to provide them with the most up-to-date information on exhibitors, registration, conference sessions, special events and more. What better way to highlight your company, product or service to the HME industry than by placing a banner ad, including a link to your company's website in a highly visible position on the official show website.

### SIZES INCLUDE:

	One Month	Three Month (minimum)
Top Banner Ad (970x90)	Top Banner for March <b>SOLD</b>	<b>\$2,000</b> /per month
Bottom Banner Ad (728x90)	<b>\$1,000</b>	<b>\$750</b> /per month

## MEDTRADE MONDAY

This weekly e-newsletter is delivered to 13,000+ HME professionals every Monday and has consistently high metrics year-round. This is an excellent opportunity to stay in front of the Medtrade audience ANY time of the year Contact your account executive for more information.

### INVESTMENT:

<b>\$2,000</b>	Per Edition
<b>\$1,000</b>	Each if three issues are purchased
<b>\$800</b>	Each if six issues are purchased
<b>\$600</b>	Each if twelve issues are purchased

### 2023 AVERAGES

Opt Ins	12,000+
Open rates	37%
Click rates	19%

## DIRECT MARKETING

Send your message to attendees via email and/or direct mail. For email, your HTML message will be sent to registrants via Medtrade's email vendor. For mail, please use our turnkey postcard service at medtradedirect.com. Content must be approved by Medtrade Show Management. Dates are limited and are assigned on a first come first served basis.

### INVESTMENT:

Email: **\$2,450**

Mail: **\$1,000** (does not include cost of creating, printing or mail house services)

# 365 ENGAGEMENT OPPORTUNITIES

## COUNTDOWN TO MEDTRADE EMAIL ADVERTISING

Leading up to Medtrade, pre-registered attendees will receive four Countdown to Medtrade emails filled with news and information relevant to their upcoming time at the show. Have your logo or banner ad included in these emails with a link to your Medtrade Connect profile where attendees can view your company info, product categories, photos, press releases, and more.

### INVESTMENT:

Logo: **\$720**

Banner Ad: **\$1,000**

Exclusive Ad: **\$4,000** (exclusive ad is in all four editions)

## SOCIAL MEDIA FEATURED POSTS

Expand your reach during the show with extra promotion of your booth through our featured social media posts! A photo of your booth, team, and product will be posted to the Medtrade social media accounts.

### INVESTMENT:

LinkedIn (3,000 Followers) : **\$1,000**

Facebook(3,000 Followers): **\$500**

X (4,940 Followers): **\$250**

All three for: **\$1,500**

## FEATURED EXHIBITOR (\$4,500 - \$5,500)

Be our exclusive featured exhibitor for a month and receive banner ad placement on medtrade.com and the weekly Medtrade Monday newsletters.

### INVESTMENT:

November - **\$4,500**

December, January, February, or March - **\$5,500**

## SOCIAL TARGETING EXTENSION (STEP) PROGRAM

In our STEP program, we design & implement a social media campaign, to increase awareness of your products & engagement with the Medtrade audience. The advertiser's content is promoted via a paid Facebook & Instagram S.T.E.P. campaign, leveraging Medtrade account with a target audience comprised of Medtrade readers. A custom look-a-like audience of Medtrade's database is created from our 1st party data. Custom segments specific to your ideal customer (ie. textile screen printers, embroiderers, digital decorators, etc.) can be created along with custom segments with readers who have engaged with our site. (continued on next page)



# 365 ENGAGEMENT OPPORTUNITIES

## OUR PROCESS

We have a knowledgeable social media team who works hand-in-hand with you to launch your ads on Facebook and/or Instagram:

- We place a Facebook pixel on our sites so when people visit the site, their web browser picks up the pixel (like a cookie)
- This enables us to later target these same people with ads built in our Facebook Ads Manager account
- You purchase a set number of impressions per month on a CPM basis – from 20,000 impressions per month to 200,000 or more
- For the ad content, you can either send us creatives (images/video and text) or you can send just the URL that you want the ads to link to and we will build draft ads for your review
- The ads can link to any URL that you provide
- Once you approve the ads, we will run and optimize the campaign to deliver the impressions
- At the end of the month, we will send you a performance report
- You can then decide if you want to run the same ads the next month or make changes to the campaign

## CAMPAIGN COST

The STEP campaign is **\$55/CPM** for Facebook and **\$135/CPM** for LinkedIn (with a **\$1,500** minimum. Minimum would be 27,000 impressions per campaign. If you want to run a campaign at 50,000 monthly impressions, the cost per month would be **\$2,750**.

## ADD-ONS

Piece together your needs & let our expert team take it from there:

Landing page: **\$1,500**

Content Creation: **\$2,500**

Mid campaign change in collateral: **\$300**

# CONTACT



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