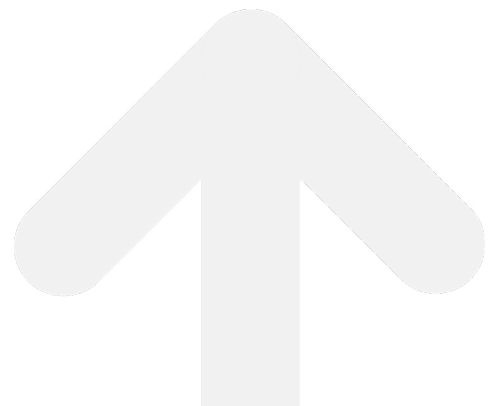


MEDTRADE 
EXPO + CONFERENCE

MARCH 2-4, 2026 + PHOENIX, AZ

**SPONSORSHIP,
MARKETING &
ADVERTISING
OPPORTUNITIES**



ONSITE OPPORTUNITIES

SIGNAGE

AISLE SIGNS (EXCLUSIVE)

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

INVESTMENT: \$10,000



BANNERS - EXTERIOR*

Make a lasting impression on attendee's minds as they enter the PCC. Locations are determined based on traffic flow and production costs vary depending upon location.

*Additional production costs apply, must produce with Freeman.

INVESTMENT: \$5,200

BANNERS - INTERIOR*

Make a lasting impression on attendee's minds after they enter the PCC. 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: \$5,200

FLOOR DECALS*

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

*Additional production costs apply, must produce with Freeman.

INQUIRE FOR PRICING

ONSITE OPPORTUNITIES

SPONSORSHIPS

MEDTRADE 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, set appointments, and more. This exclusive sponsorship includes your logo in several locations including the app's home and agenda pages, as well as on the sponsor's page of website and directory. You will also receive recognition as the sponsor on social media and in emails promoting the app to attendees.

INVESTMENT: \$9,000

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: \$9,720

OFFICIAL SHOW LANYARDS* (EXCLUSIVE)

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

*Supplied by Sponsor

INVESTMENT: \$7,900

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

REACH MAXIMUM EXPOSURE

With over 60 conference sessions, you will have an opportunity to reach numerous attendees by sponsoring conference note pads and/or pens. Your branded note pads and/or pens will be placed in every conference room to reach maximum exposure. Sponsor will also receive logo on relevant marketing materials.

*Supplied by Sponsor

INVESTMENT: \$1,730 EACH

CONFERENCE BEVERAGE SPONSOR (3 AVAILABLE)

1 SPONSOR PER DAY

Provide Coffee in the am while supplies last and water to conference attendees throughout 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 OPPORTUNITIES

SPONSORSHIPS

CONSULTANT COCKTAIL HOUR

Buy everyone a round when you sponsor this 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: \$2,160

OFFICIAL SHOW ATTENDEE BAG* (EXCLUSIVE)

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

*Supplied by Sponsor.

INVESTMENT: \$4,000

SWEET TREAT SPONSOR (NEW)

Indulge the attendees with 2 days of a sweet treat cookie sponsorship. This delectable opportunity allows you to align your brand with the irresistible taste of David's Cookies right inside your booth space.

Includes:

- David's Assorted Gourmet Cookies Station (320 cookies; oven, napkins, and booth attendant to bake and distribute)
- Additional cookies can be purchased

INVESTMENT: \$6,000

WATER COOLER SPONSOR (6 AVAILABLE) (NEW)

Get your company name and logo in front of every attendee as they grab a refill at one of the many water stations throughout the expo hall and conference area. Sponsors can also provide branded cups or reusable water bottles.

- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and website
- Sponsors can provide branded cups or reusable water bottles for the station they sponsor

INVESTMENT: \$2,500 each location | EXCLUSIVE: \$15,000

ONSITE OPPORTUNITIES

SPONSORSHIPS

WELCOME RECEPTION BAR SPONSOR

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. Includes 50 drink tickets. Additional tickets can be purchased ala carte.

INVESTMENT: \$3,600

WELCOME RECEPTION FOOD SPONSOR (1 AVAILABLE)

Sponsor may provide logo'd napkins.

INQUIRE FOR PRICING

WELCOME RECEPTION CAN COOZIE SPONSOR* (3 AVAILABLE)

*Supplied by Sponsor

INVESTMENT: \$500 EACH

EXLUSIVE: \$1,200

ONSITE OPPORTUNITIES

EDUCATIONAL

CRT LIVE TITLE SPONSOR (EXCLUSIVE)

The exclusive title sponsor of CRT Live, will be top-of mind for all presentation attendees. Recognition as the exclusive title sponsor in emails, website, press releases, show directory, onsite signage, and social media (where applicable). Printed collateral dropped in attendee seats before sessions. 5-minute sponsor introduction at the beginning and end of each day's sessions. In addition, sponsor will have exclusive placement within CRT Live showcase area to display their CRT/Mobility focused products. You will have the opportunity to present interactive session(s) to highlight your trending technologies and innovative solutions to an engaged audience. Designed for convenience and maximum brand visibility, participating companies will receive 100 sq ft of carpeted floor space, a branded display cabinet, electrical drop, and 4 exhibitor badges. Booth location and presentation schedule will be highlighted in directory (online, print, app), social media, email promotions, and Medtrade Monday highlight article.

INVESTMENT: \$8,000

CRT LIVE PRESENTATION

A turnkey opportunity to make a strong impact for CRT/Mobility focused brands. Participants will have exclusive placement within CRT Live showcase area to display CRT/Mobility focused products. Each company will present interactive session(s) to highlight trending technologies and innovative solutions to an engaged audience. Designed for convenience and maximum brand visibility, participating companies will receive 100 sq ft of carpeted floor space, a branded display cabinet, electrical drop, and 4 exhibitor badges. Booth location and presentation schedule will be highlighted in directory (online, print, app), social media, email promotions, and Medtrade Monday highlight article.

INVESTMENT: \$7,500

Topics include but not limited to:

- Product
- Coverage
- Compliance
- Home Access
- Best Practices
- Lobbying
- Sales

Time slots are available on first come first serve bases.

ONSITE OPPORTUNITIES

EDUCATIONAL

TECH TALKS PRESENTATION

30-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: \$3,200

Topics:

- Enterprise Resource Planning (ERP)
- RCM - AR, Patient Collections
- Patient Mang - Pop Health
- Sleep Tech
- ePrescribing
- Inventory Mang
- Document Mang

Time slots are available on first come first serve bases.

TECH TALKS TITLE SPONSOR (EXCLUSIVE)

By becoming the premier presenter of the Technology Training your brand will be top-of-mind for all presentation attendees. Recognition as the premier presenter in emails, website, press releases, show directory, onsite signage, and social media (where applicable). Printed collateral dropped in attendee seats before sessions. 5-minute sponsor introduction at the beginning and end of each day's sessions.

INVESTMENT: \$6,000



ONSITE OPPORTUNITIES

OTHER ONSITE ADVERTISING/MARKETING

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: \$900

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.

INVESTMENT: Pricing starting at \$1,500

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 (4,000 Followers)

Facebook (3,600 Followers)

X (4,200 Followers)

Instagram (1,800 Followers)

All four for: **\$1,650**

"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, edited to add interviewee name and company, and then posted on Medtrade social media accounts.

\$2,500

PRE-SHOW OPPORTUNITIES

ADVERTISING/MARKETING

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.

INVESTMENT:

Logo: **\$865**

Banner Ad: **\$1,200**

Exclusive Ad: **\$4,800** (exclusive ad is in all four editions)

DIRECT MARKETING, EMAIL AND MAIL

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: **\$2,600**

Mail: **\$1,200** (does not include cost of creating, printing or mail house services)

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)	\$3,750	\$2,200/per month
Bottom Banner Ad (728x90)	\$1,200	\$1,000/per month

PRE-SHOW OPPORTUNITIES

ADVERTISING/MARKETING

MEDTRADE MONDAY

This weekly e-newsletter is delivered to 7,000+ 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:

\$2,200	Per Edition
\$1,200	Each if three issues are purchased
\$1,000	Each if six issues are purchased
\$800	Each if twelve issues are purchased

2025 AVERAGES

Sent to	7,111
Open rates	34%
Click rates	10%

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: \$5,200

EXCLUSIVE HOUSING SITE ADVERTISING (NEW)

Have your branding included on the official hotel booking site for Medtrade 2026! As attendees review rates and book rooms you can get a head start on getting in front of them before the show.

INVESTMENT: \$3,700

PRE-SHOW OPPORTUNITIES

PROFILE UPGRADES

ONLINE LISTING OPTIONS 	BASIC  Included	BRONZE  \$350	SILVER  \$900	GOLD  \$1,440
Premium Position Your exhibitor listing will be placed at the top of the exhibitor list and search results.	X	X	X	✓
Videos Tell your story to potential buyers through promotional videos. Upload videos directly from your console.	X	X	1	2
Online Listing Icon Receive an icon denoting your enhanced listing status. Exhibitor List is sortable by status.	X			
Digital Product Showcase Engage attendees with detailed product descriptions along with full color images.	1	3	5	10
Show Specials Spotlight special deals like discounts, giveaways & sweepstakes.	1	3	5	10
Press Releases Get more coverage by sharing the latest news about your company.	1	3	5	10
Company Logo Extend your reach in keyword search by listing your brands.	✓	✓	✓	✓
Product Categories Help buyers find you by selection the categories that best describe your products.	8	10	10	12
Company Online Profile (Characters) Introduce your company to make a great first impression.	500	900	1,200	2,000
Product Categories Help buyers find you by selection the categories that best describe your products.	✓	✓	✓	✓
Company Name, Address and Booth Number	✓	✓	✓	✓
Post Contract Pricing:	Included	\$460	\$1,130	\$1,800

PRE-SHOW OPPORTUNITIES

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.

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 **\$60/CPM** for Facebook and **\$140/CPM** for LinkedIn (with a **\$1,800** 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 **\$2,900**.

ADD-ONS

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

Landing page: **\$1,800** | Content Creation: **\$2,800** | Mid campaign change in collateral: **\$500**

CONTACT



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