SPONSORSHIP & EXHIBITOR PROSPECTUS

Medtech Canada invites you to take advantage of exciting and unique business opportunities at the 2025 Regulatory & Quality Medtech Conference. This hybrid event takes place on June 10, 11 & 12, 2025 (virtual and in-person participation options). The in-person component takes place in The John G. Diefenbaker Building, 111 Sussex Drive, Ottawa, Ontario.

Why Sponsor Medtech Canada's Regulatory & Quality Conference?

About Medtech Canada

Medtech Canada is the national association representing Canada's innovative medical technology industry. Representing over 100 medtech companies (ranging from Canadian-owned to multinationals), Medtech Canada works closely with the federal and provincial/territorial governments, health professionals, patients and other stakeholders to deliver a patient-centred, safe, accessible, innovative and sustainable, universal healthcare system supported by the use of medical technology.

About the Conference

Canada's Regulatory & Quality Medtech Conference presented by Medtech Canada is the "Go To" regulatory and quality conference for the medical technology industry. Attendees will hear from and be able to engage with Health Canada and other stakeholders in a dialoguing and networking environment. The Conference is a hybrid event, offering both in-person and virtual participation options.

Date: June 10, 11 & 12, 2025

Location: The John G. Diefenbaker Building, 111 Sussex Drive, Ottawa, Ontario.

We would be delighted to tailor a benefits package to meet your organization's needs
Increase your visibility with influencers in the $6 billion medical technology industry.
Enhance your reputation, credibility and influence by aligning your brand with Medtech Canada, the national association for the medtech industry.
Get a competitive edge by building direct personal relationships with the influencers who make recommendations about your products and services.

Sponsorship Packages

PREMIER SPONSOR | $6,000

Highlight your company by sponsoring Canada's Regulatory & Quality Medtech Conference.

- 4 full access registrations
- 1 opportunity to introduce a popular session (What's New or Ask Health Canada)
- Logo on signage posted throughout venue
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 6 social media posts
- Acknowledgement during the event by the event host
- Company recognition in post event content

1 available

PANEL SESSION SPONSOR | $5,000

Highlight your company by sponsoring a panel session to reach your key audiences.

- 3 full access registrations
- 1 opportunity to introduce panel speakers for one panel
- Logo on signage posted throughout venue
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 4 social media posts
- Acknowledgement during the event by the event host
- Company recognition in post event content

5 available

- Tailored sponsorship packages available – reach out to Katharine kashford-smith@medtechcanada.org
- *Add an exhibit riser table for $500 to any sponsorship package (limited tables available, available during Networking Reception only)*

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Sponsorship Packages Continued

RECEPTION SPONSOR| $5,000

- 3 full access registrations
- Company recognition throughout reception room
- Exhibit table in reception room
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Rotating banner/logo on mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 1 social media post
- Acknowledgement during the event by the event host
- Company recognition in post event content

1 available

LUNCH SPONSOR | $4,000

- 2 full access registrations
- Lunch signage highlighting company
- Company acknowledgement before & after lunch
- Logo on signage posted throughout venue
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 3 social media posts
- Acknowledgement during the event by the event host
- Company recognition in post event content

2 available

BREAK SPONSOR | $3,000

- 2 full access registrations
- Break signage highlighting company
- Company acknowledgement before & after break
- Logo on signage posted throughout venue
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 2 social media posts
- Acknowledgement during the event by the event host
- Company recognition in post event content

4 available

- Tailored sponsorship packages available – reach out to Katharine kashford-smith@medtechcanada.org
- *Add an exhibit riser table for $500 to any sponsorship package (limited tables available, available during Networking Reception only)*

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Sponsorship Packages Continued

REGISTRATION BOOTH SPONSOR | $4,000

SOLD

- 3 full access registrations
- Company recognition at registration booth
- Logo featured on attendee lanyards
- Logo on signage posted throughout venue
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 3 social media posts
- Acknowledgement during the event by the event host
- Company recognition in post event content

EXHIBITOR | $1,500

- 1 full access registration
- Virtual exhibit booth with logo, weblink to your website, 150-word intro paragraph in mobile event app
- Rotating banner/logo on mobile event app
- Company logo on registration page & home/lobby page of mobile event app
- Company logo on event promotions
- Company recognition in 1 social media post
- Acknowledgement during the event by the event host
- Company recognition in post event content

- Tailored sponsorship packages available – reach out to Katharine kashford-smith@medtechcanada.org
- *Add an exhibit riser table for $500 to any sponsorship package (limited tables available, available during Networking Reception only)*

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Sponsorship & Exhibitor Benefits

Benefits of in-person conference
Experience Unmatched Connections, Real-Time Insights, and Exclusive Dialogues – Elevate Your Presence at Canada's Premier Medtech Regulatory Event
Networking reception on June 10, 2025 from 4:30pm to 6:30pm Add an exhibitor riser table for $500 to any sponsorship package to provide attendees with resources during the reception.
Connect directly with industry leaders and enhance your organization's visibility with the Regulatory & Quality medtech industry in Canada.

The virtual exhibit booth includes the following benefits:
Logo recognition on Virtual Conference Website with company profile and links to website
Add content to your virtual booth presentation space; resource downloads (brochures, white papers etc.); video content
Exhibitors and attendees can instantly jump into 1:1 conversations straight from the virtual event portal
Get Social - attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations or join larger ones
Visibility on virtual platform for the duration of the event and up to one month post-event (the sooner you sign up and provide content, the sooner we can build your booth and the longer the visibility)
Medtech Canada will provide training on how to effectively use the system
A virtual environment provides our sponsors and exhibitors the opportunity to engage with the attendees for the duration of the event. Whether in sessions, during designated exhibit hall time, or networking functions

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Attendees' breakdown from last conference

Attendee Profile

6%
25%
69%

■ Government ■ Industry ■ Stakeholder

Seniority Breakdown

17%
83%

■ Senior leaders ■ Others (managers, associates)

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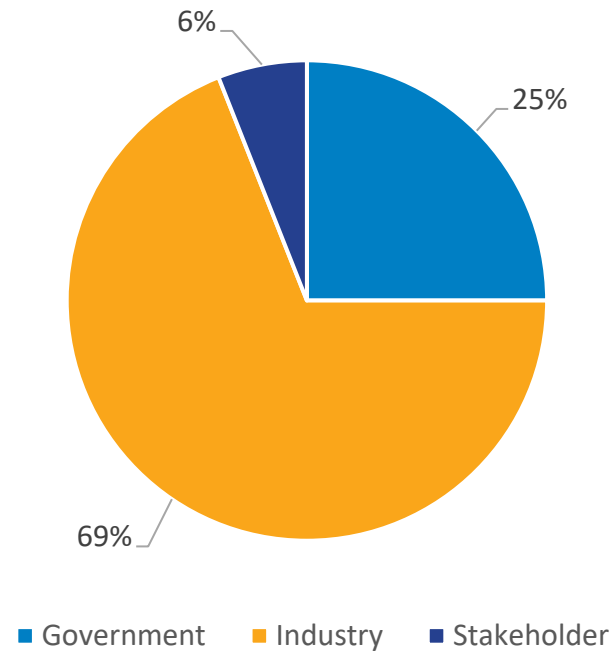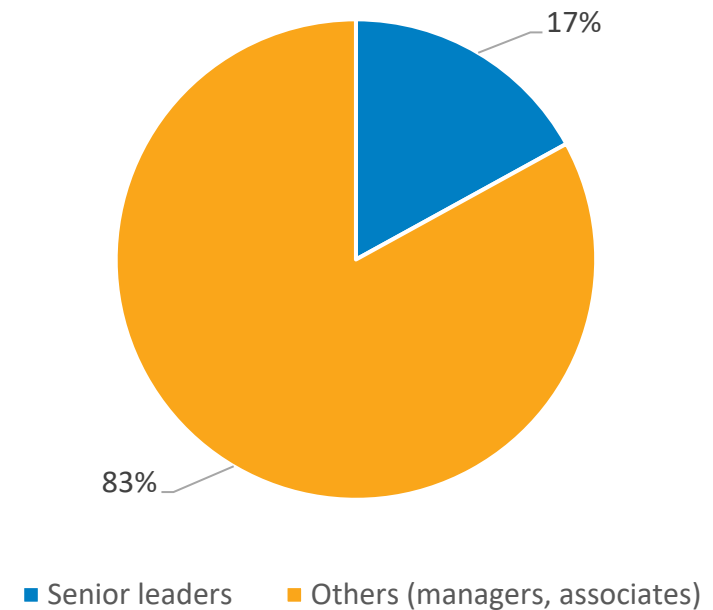
Virtual Lobby Page

- Logo Placement on carousel
- Opportunity to add video displayed in the virtual lobby
- Social media post(s) during conference (LinkedIn/Twitter)
- Custom event announcements sent to attendees and displayed in the lobby event feed
- Push notifications sent to attendees

Virtual Exhibit Hall Page Example

- See how many attendees are in your booth and engage with them in a 1:1 chat
- Direct access to your website and social pages
- Attendees can chat with your representatives
- Share your resources, brochures or other documents; there is no limit to the number or assets you can share
- Share videos with your visitors, these can be played anytime a visitor is in your booth
- Be part of the event gamification to drive attendees to your booth

Venue

- Location: The John G. Diefenbaker Building, 111 Sussex Dr, Ottawa, ON K1N 5A1

- Parking: on-site parking, first come first served

- Rooms & Timing:
  - Conference
    - June 10, 2025, 9:00am – 4:00pm
    - June 11, 2025, 9:00am – 4:00pm
    - June 12, 2025, 9:00am – 3:00pm
    - Location: Victoria Hall
  - Networking Reception
    - June 10, 2025, 4:30pm – 6:30pm
    - Location: Ottawa BC

- Capacity: 200 in-person attendees
  - Anticipating 250+ virtual attendees

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Ottawa Map
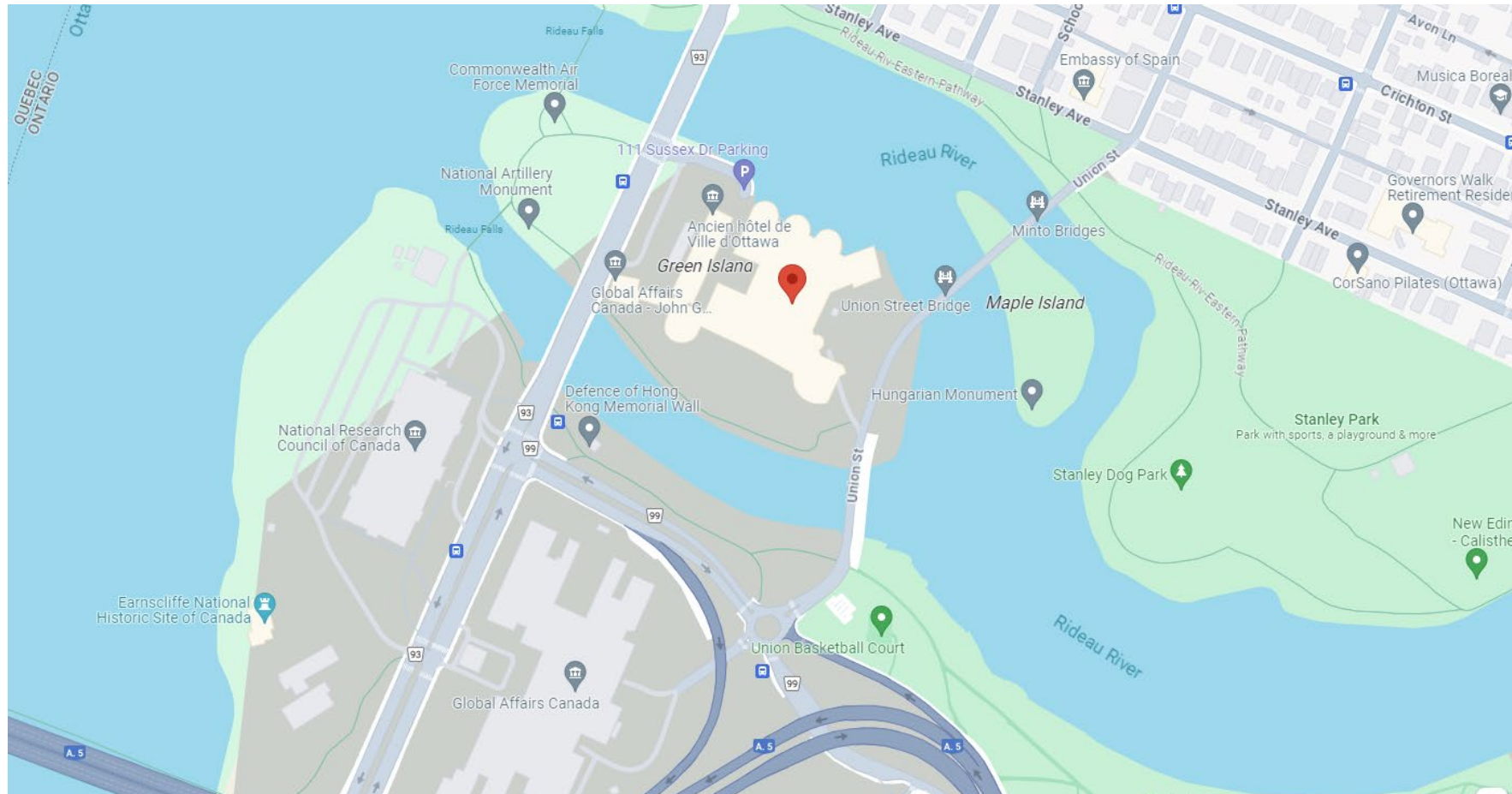
Contact

To secure your spot or if you have questions, please contact:

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