



SPONSORSHIP & EXHIBITOR PROSPECTUS

Medtech Canada invites you to take advantage of exciting and unique business opportunities at the 2023 Regulatory & Quality Medtech Conference. This virtual event takes place on June 28 & 29, 2023 + workshop sessions one week before.

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 approximately 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 2023 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. To offer timely content, the Conference is taking place virtually on June 28 & 29, 2023. In addition, there will be an interactive bonus session with Health Canada Division Heads, who will provide tips on how to improve submissions.

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.

Virtual Sponsorship Packages

Exhibitor Only \$1,000	Silver Sponsor \$2,500	Gold Sponsor \$5,000	Platinum \$8,500
One of our most popular packages to gain exposure at the conference.	Highlight your company with a Silver Sponsorship at Canada's Regulatory Medtech Conference to reach your key audiences.	This top-tier sponsorship level promises your company maximum visibility at Canada's Regulatory Medtech Conference.	* NEW * Premium Sponsorship Package (only 1 package available)
<ul style="list-style-type: none"> • 1 Full Access Registration • 1 Exhibit booth 	<ul style="list-style-type: none"> • 3 Full Access Registrations • 1 Exhibit booth 	<ul style="list-style-type: none"> • 5 Full Access Registrations • 1 Exhibit booth • 1 Opportunity to introduce a panel • 1 Opportunity to include a promotional PowerPoint slide to play after main session 	<ul style="list-style-type: none"> • 10 Full Access Registrations • 1 Exhibit booth • 2 Opportunities to introduce a top speaker • 1 Opportunity to include a promotional video to play before main session
<p>Package also includes</p> <ul style="list-style-type: none"> • Company logo in registration site and event communication pieces • Company recognition on All-in-one Virtual Platform • Gamification driving attendees to your booth 	<p>Package also includes</p> <ul style="list-style-type: none"> • Company logo in registration site and event communication pieces • Company recognition on All-in-one Virtual Platform • Sponsor of one gamification prize + gamification driving attendees to your booth • One Push Notification message 	<p>Package also includes</p> <ul style="list-style-type: none"> • Company logo in registration site and event communication pieces • Company recognition on All-in-one Virtual Platform • Sponsor of gamification prize + gamification driving attendees to your booth • One Push Notification message per event day 	<p>Package also includes</p> <ul style="list-style-type: none"> • Company logo in registration site and event communication pieces • Company recognition on All-in-one Virtual Platform + logo on log in page • Sponsor of gamification grand prize + gamification driving attendees to your booth • Promo video on Virtual Platform lobby • Two Push Notification message per event day

Benefits of Virtual Event Sponsorship & Exhibits

Benefits of a virtual exhibit booth

A virtual environment provides our sponsors and exhibitors with the ability to have real-time visitor awareness, live video conversations, lead generation tools and visitor analytics that provide insight into customer nurturing

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

Share your latest information - from White Papers to video tutorials - in your own virtual booth

Use our live chat feature to engage with attendees and answer any questions they have

Straightforward to organize requiring only digital assets and participation

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)

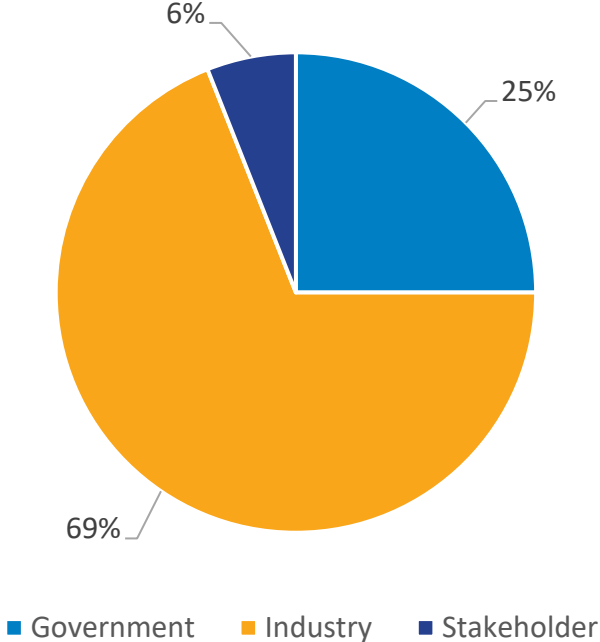
Exhibit Lead Retrieval - Attendee Analytic Reports; profile activity and visits

Event scavenger hunt - Booth includes a keyword for attendees to find and incentivize visits

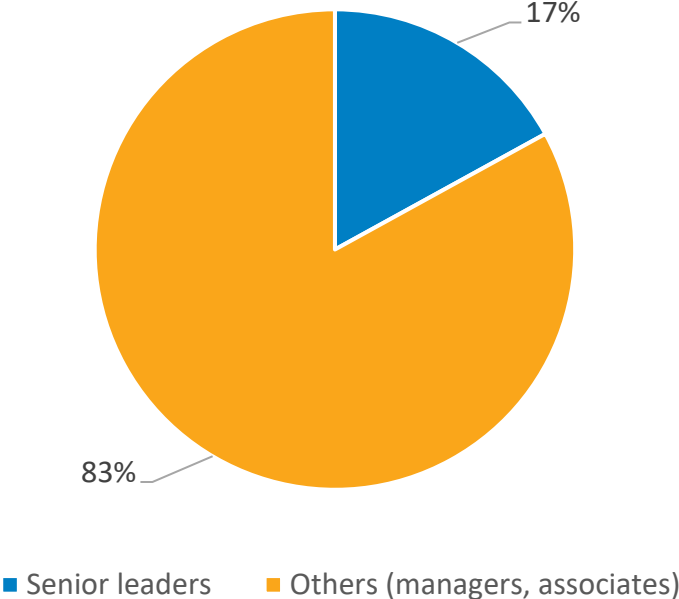
Medtech Canada will provide training on how to effectively use the system

Attendees' breakdown from 2022 conference

Attendee Profile



Seniority Breakdown



Virtual Lobby Page

- Logo Placement on carousel
- Opportunity to add video displayed in the virtual lobby (Platinum Sponsor)
- 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 (Silver, Gold & Platinum Sponsors)

Event Admin

Amanda Leung

Lobby

Sessions

Exhibit Hall

On-Demand Hub

Networking

Profile

Help

Logout

POWERED BY PHEEDLOOP

REGULATORY MEDTECH CONFERENCE

CANADA'S REGULATORY MEDTECH CONFERENCE

PRESENTED BY Medtech Canada

AmerisourceBergen
Innomar Strategies

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1

Charles Tam
Edwards Lifesciences (Canada) Inc.
Good morning everyone! Here's looking forward to Day 1 of some fantastic MedTech Regulatory content! Looking forward to virtually connecting with everyone!
5 3 1 0

Greg LeBlanc
Cook Canada (Cook Medical)
Good morning everyone - thanks to all who were involved in getting us to this point. Looking forward to a fabulous conference!
3 1

Mary Semplicio
Advanced Sterilization Products
Good morning everyone! Excited for Day 2!
2 3

Elizabeth Gfoeller
MED-EL Elektromedizinische Geräte GmbH
Hallo - will the recordings from yesterday's session be available on demand?

Event Admin
Lin Lobo
Medtech Canada
Hi Elizabeth, yes after the event in a few days the recordings will be available and all attendees will be notified.

Event Admin
Medtech Conference Support
Medtech Canada
We hope you enjoyed Canada's Regulatory Medtech Conference! Please complete the Post Event Survey: surveymonkey.com/r/6NVZ215

Chat here ...

Post Event Survey

Survey

Enter for a chance to win a \$20 Amazon Gift Card

Click HERE to complete the post event survey & enter your email for a chance to win a \$20 Amazon Gift Card

Session Recordings

Session

Private Chats

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

The screenshot shows a virtual exhibit hall interface. On the left is a navigation menu with options like 'Event Admin', 'Lobby', 'Sessions', 'Exhibit Hall', 'On-Demand', 'Networking', 'Profile', 'Help', and 'Logout'. The main area displays a search bar and a list of exhibitors including TPireg, University of Toronto Scarborough Arts & Science Co-op, nRecourse, and Medtech Canada. The selected exhibitor's profile shows their name, logo, website, and social media links. Below this is a list of staff members: Danny Yoo (External Relations Officer) and Natalie Hui, each with a 'Start Chat' button. A 'Program Overview' document icon is also visible. On the right, a chat window shows messages from attendees and event administrators. At the bottom, a 'Code Word: TPI' is displayed.

Contact

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

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