



Medical Technology
ASSOCIATION OF AUSTRALIA

MTAA MEDTECH19 ANNUAL CONFERENCE

EXHIBITION & SPONSORSHIP PROSPECTUS

19-20 September 2019

Amora Hotel
Jamison Sydney,
NSW

CONTACT

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www.MTAA.org.au

To champion medical technology for a healthier Australia

Welcome



Your invitation

We are pleased to invite your organisation to participate as a valued sponsor and exhibitor at the MedTech19 Conference to be hosted by the Medical Technology Association of Australia (MTAA).

MedTech19 will take place at the Amora Hotel Jamison Sydney on Thursday 19th and Friday 20th September 2019.

MTAA's Annual Conference is the premier medical technology industry conference in Australia and is a major event on the Australian healthcare calendar. This year in Sydney, come and gather with leaders and influencers across industry, government and academia to discuss what's up ahead for the MedTech Industry.



About

Who is MTAA?

The Medical Technology Association of Australia (MTAA) is the national association representing companies in the medical technology industry. MTAA aims to ensure the benefits of modern, innovative and reliable medical technology are delivered effectively to provide better health outcomes to the Australian community.

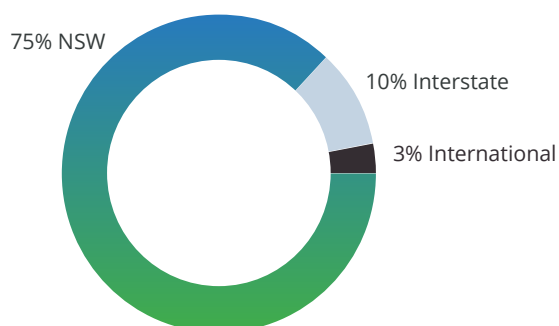
MTAA represents manufacturers and suppliers of medical technology used in the diagnosis, prevention, treatment and management of disease and disability. The range of medical technology is diverse with products ranging from familiar items such as syringes and wound dressings, through to high-technology implanted devices such as pacemakers, defibrillators, hip and other orthopaedic implants. Products also include hospital and diagnostic imaging equipment such as ultrasounds and magnetic resonance imaging machines.

Members of MTAA distribute the majority of the non-pharmaceutical products used in the diagnosis and treatment of disease and disability in Australia. Our member companies also play a vital role in providing healthcare professionals with essential education and training to ensure safe and effective use of medical technology.



Reach industry professionals

Last year, 200+ professionals attended the MTAA Annual Conference. MedTech19 aims to attract a wider variety of leaders and influencers across industry, government and academia with a broad international appeal.



Senior Management
Medical Technology Companies



Regulatory
Medical Technology Companies,
Consultants, Government



Communications/Marketing
Medical Technology Companies



Policy Makers
Medical Technology Companies, Other
Industry bodies, Advocacy Groups



Operations
Medical Technology Companies, Medical
Company Representatives



Sponsorship Benefits

Maximise your brand's exposure and extend your reach to a targeted audience by becoming a sponsor of MedTech19.

As a sponsor of MedTech19, your organisation will be recognised as having made a significant commitment and contribution to the conference.

Your company will receive premium brand exposure and promotional benefits in line with your package entitlements.

In addition to those outlined in the individual packages, all sponsors will receive the following benefits:

- Recognition as a sponsor (with company logo) in the sponsor section on the MedTech19 website and app, including a link to your organisation's homepage.
- 1 x profile article in the MedTech19 e-newsletter with a link to your organisation's homepage.



Platinum Sponsor

1

opportunity
available

Total Value

\$20,000



**Top
Priority**

Brand Recognition

Logo on the conference website, app, badges and other key promotional areas.

**Top
Priority**

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

**Top
Priority**

Conference Satchels

Every attendee will be a walking billboard with your exclusive branded conference satchels.

Promote

Promotional Material

Every attendee will learn about your business with promotional material inside the conference satchels.

Promote

Banners

Placement of company banners in high-traffic area of conference.

10

Industry Awards Invitation

1 x table of 10 at the industry awards dinner and pre-dinner drinks.

or

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

4

Delegate Passes

4 x two day registration passes available for company representatives.

1

Exhibition Pod

1 x 2.5mH Octanorm pod with angled side panels (2x2m) in a prime location.

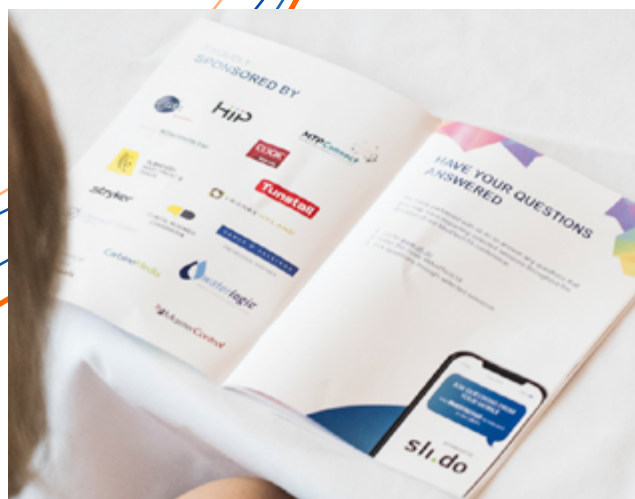
Gold Sponsor

2

opportunities
available

Total Value

\$10,000



Priority

Brand Recognition

Logo on the conference website, app, badges and other key promotional areas.

Priority

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

Promote

Promotional Material

Every attendee will learn about your business with promotional material inside the conference satchels.

Promote

Banners

Placement of company banners in high-traffic area of conference.

10

Industry Awards Invitation

1 x table of 10 at the industry awards dinner and pre-dinner drinks.

or

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

2

Delegate Passes

2 x two day registration passes available for company representatives.

1

Exhibition Pod

1 x 2.5mH Octanorm pod with angled side panels (2x2m) in a prime location.



Silver Sponsor

3

opportunities
available

Total Value

\$8,000

Brand

Brand Recognition

Logo on the conference website, app, badges and other key promotional areas.

Brand

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

Promote

Promotional Material

Every attendee will learn about your business with promotional material inside the conference satchels.

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

2

Delegate Passes

2 x two day registration passes to be available for company representatives.

4

Industry Awards Invitation

Tickets to the industry awards dinner and pre-dinner drinks.

Bronze Sponsor

4

opportunities
available

Total Value

\$5,000

Brand

Website Exposure

Logo on the conference website, app, badges and other key promotional areas.

Brand

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

1

Delegate Passes

Two day registration passes to be available for company representatives.

2

Industry Awards Invitation

Tickets to the industry awards dinner and pre-dinner drinks.



Industry Awards Drinks & Dinner

Total Value
\$15,000

1 opportunity available

The social event of the year brings together all key stakeholders into a night of recognition and acknowledgement for the achievers of the industry, and an opportunity to share your story too.

Engage

Focus on Your Business

Opportunity to address delegates at the commencement of the industry dinner.

Promote

Banner Promotion

2 x promotional banners displayed during the industry drinks and awards dinner.

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

10

Industry Awards Invitation

1 x table of 10 at the industry awards dinner and pre-dinner drinks.

Priority

Website Exposure

Logo on every page of the conference website and app; drive traffic to your website.

Priority

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.



MedTech Cafe

1 opportunity available

Stand out from the crowd as they take a moment to digest the day's learnings and a delicious beverage at your exclusive branded cafe.

Total Value
\$6,000

Promote

Banners

2 x promotional banners displayed in café area with any promotional material to hand out.

Promote

Website Exposure

Logo on every page of the conference website and app; drive traffic to your website.

Promote

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

Promote

Badge Sponsor

Every attendee becomes a walking billboard.

1

Delegate Passes

A two day registration pass available for one company representative.

Mobile Charger

1 opportunity available

MedTech19 will encourage high mobile use with guaranteed need for a recharge. These toy-like chargers will grab the attention of attendees with your brand and message in the palm of their hand.

Total Value
\$4,500

Promote

Brand Recognition

Each charger will sit on a circular mouse pad with your logo on it. Promotional material can also be placed here too.

Promote

Website Exposure

Logo on every page of the conference website and app; drive traffic to your website.

Promote

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

1

Delegate Passes

A two day registration pass available for 1 company representative.



Keynote Speaker

3 opportunities available

Support the session that best supports your organisation as you introduce the keynote speaker to the stage. Throughout the MedTech19 campaign, your brand will be linked with this Speaker.

Total Value
\$8,000



Engage

Captive Audience

Introduce the keynote speaker to the session that supports your organisation's values, message or offering.

Promote

Website Exposure

Logo on every page of the conference website and app; drive traffic to your website.

Promote

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

Promote

Banners

Placement of 2 company banners in high-traffic area of conference.

2

Delegate Passes

2 x two day registration passes available for company representatives.



Panel Session

Total Value
\$5,000

5 opportunities available

Introduce a panel of experts and support their session with promotional banners and brand recognition throughout the duration of MedTech19.

Engage

Captive Audience

All eyes on you as you introduce the panellist to the session.

Promote

Website Exposure

Logo on every page of the conference website and app; drive traffic to your website.

Promote

Email Exposure

Logo on all Medtech19 emails, social media posts targeting industry professionals.

Promote

Slides with Logo

Exposed to 200+ professionals during every session for 2 full days.

Promote

Banners on Stage

Placement of 2 company banners displayed on stage during the sponsored panel discussion.

1

Delegate Passes

Two day registration passes available for a company representative.

Program

Review the latest MedTech19 Program
www.mtaa.org.au





Exhibition Opportunities

This is the premium exhibition dedicated to the MedTech industry in Australia. Do not miss this opportunity to showcase your brand.

MedTech19 exhibition is all about people connecting with your brand and your business solutions. Exhibiting will provide your company with face-to-face interactions to create new business opportunities and generate long-lasting business relationships well beyond the exhibition floor.

MedTech19 will deliver:

- The opportunity to generate sales leads
- Increased brand awareness and loyalty
- Meeting the right people to build future relationships
- An opportunity to launch new products

In addition to those outlined in the individual packages, all sponsors will receive the following benefits:

- Recognition as a sponsor (with company logo) in the sponsors' section on the MedTech19 website and app, including a link to your organisation's homepage.
- 1 x profile article in the MedTech19 e-newsletter with a link to your organisation's homepage.

Exhibition Pods

10

**opportunities
available**

Members

\$2,900

Non-members

\$3,600

Each pod will be constructed by a professional exhibition contractor and will include the following:

- 1 x 2.5mH Octanorm pod with angled side panels (2x2m)
- 1 x digital infill company logo / banner (970x1430mm)
- 1 x low voltage arm light
- 1 x 4 amp power outlet
- 1 x table with 2 chairs
- 2 x exhibitor registrations including attendance at the pre-dinner drinks and industry awards dinner

Additional equipment can be hired through our preferred exhibition contractor for an additional fee. A catalogue of other options will be provided by our exhibition contractor, Exponet.



Dates & Times

18

September 2019

17.30 - 21.00

Exhibition pods set-up (Exponet only)

19

September 2019

07.00 - 08.30

Access for exhibitors to set-up pods

08.30 - 17.30

Tradeshow opens

17.30 - 19.00

Pre-dinner drinks in exhibition space

20

September 2019

08.30 - 14.30

Tradeshow opens

14.30 - 15.30

Tradeshow pack-up

15.30 - 19.00

Exhibition pods dismantled (Exponet)

Key Contacts

MTAA Contact

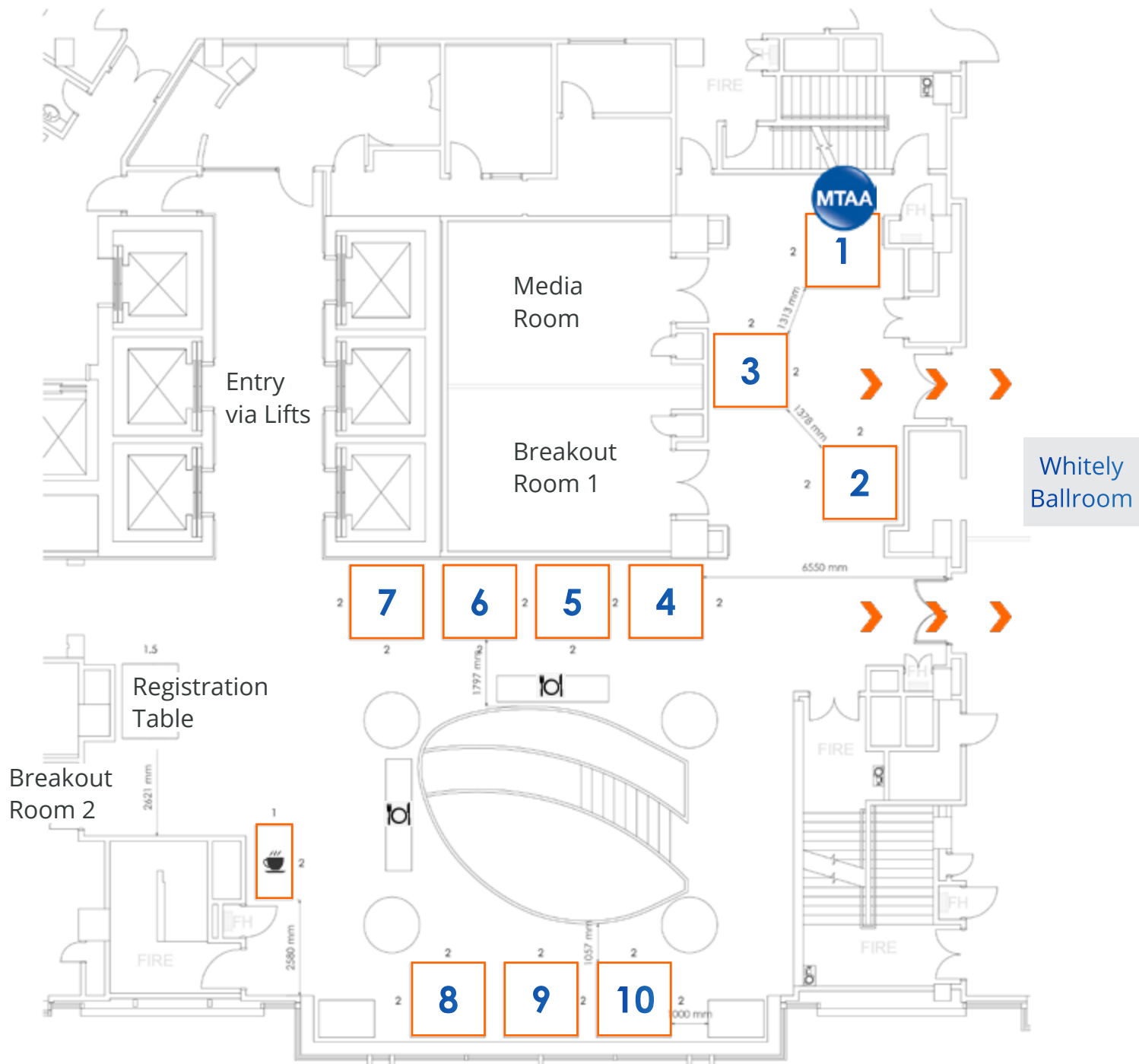
Lorraine Hendry
+61 2 9900 0675
events@mtaa.org.au

Contact MTAA staff

during the conference at
anytime for assistance



Floorplan



Legend



MedTech Cafe



MTAA Stand



Catering



Exhibitor Pods



Entry to Whitley Ballroom (main room)

Application Form

Sponsorship

Choose up to 3 sponsorships at once.

Medtech Cafe

\$6,000

Platinum

\$20,000

Mobile Charger

\$4,500

Silver

\$15,000

Keynote Speaker

\$8,000

Gold

\$10,000

Panel Session

\$5,000

Bronze

\$5,000

Industry Awards Drinks & Dinner

\$15,000

Exhibit

Pods are subject to availability. One per company.

Exhibition Pods

\$2,900 (Member)

\$3,600 (Non-member)

Preferred Pods

Select from 2 to 10 in order of preference.
Refer to floormap.

Contact Details

Full name

Position

Company MTAA Member Yes No

Postal Address

Suburb/City State

Postcode Country

Telephone Mobile

Email

Website

Company Profile

Attach your company logo in a vector file (promotional banners) or high res. jpg or png format along with your application:

LOGO
16:9

Company Description

50 words



Terms & Conditions

Deposit

Completion of this application form is an acceptance of the MedTech19 Exhibitor Terms & Conditions as published on the MTAA website. I understand that exhibition spaces and sponsorship packages will only be allocated upon receipt of application and deposit monies. If deposit is not paid within 3 days of receipt of application, selected exhibition and sponsorship options may be offered to other interested parties. The organiser's decision is final.

Cancellation Policy

I understand that in the event of the cancellation of my exhibition pod, a refund will be processed only if notice is provided 2 months prior to the conference. In the event that the balance is not paid by the due date, the organisers may cancel my pod. A refund of my deposit will only be reimbursed if all exhibition pods are sold by the commencement date of the conference. Any applicable refunds will be processed after the conclusion of the conference.

I accept the Terms & Conditions

www.mtaa.org.au/terms-and-conditions

**Payment of 20% Deposit with Application is required to secure.
Balance due 13 September 2019.**

Payment Method

Invoice

ABN

Credit Card | 1.8% surcharge for card payments

Mastercard VISA AMEX

Cardholder's name

Card number

Expiry Date CCV



By clicking Submit Form your application will be sent to events@mtaa.org.au for processing. Alternatively, you may email your application and enquiries to:
Lorraine Hendry | Events Manager
events@mtaa.org.au



Written acknowledgement of sponsorship and/or exhibition bookings will be made upon receipt.