MedTech22

Annual Conference

Prospectus

MedTechConference.org.au

events@mtaa.org.au

02 9900 0600

MTAA Medical Technology
ASSOCIATION OF AUSTRALIA

Invitation to MedTech22

Dear Colleagues,

We are pleased to invite your organisation to participate as a valued sponsor of the MTAA MedTech22 Annual Conference, hosted by the Medical Technology Association of Australia.

The MedTech22 Annual Conference is the premier medical technology industry conference in Australia and brings together leaders and influencers from across industry, government and academia to discuss the key areas affecting MedTech.

This year has seen MedTech, and the broader healthcare sector, again in the spotlight more than ever. We have seen rapid advancements in innovative technology shaping the future of healthcare, as well as industry and government working together to combat issues facing our community and changes to the regulatory landscape. These activities and more have been included in an extensive 2-day program featuring a line-up of eminent international and local presenters.

MedTech22 will provide more opportunities for networking and building valuable relationships with health industry stakeholders from across Australia and internationally.

We look forward to seeing you all in Sydney.

Ian Burgess
Chief Executive Officer
Medical Technology Association of Australia

Event Details

6-7 October 2022

MedTech22 will feature an extensive 2-day program from 6 - 7 October 2022

Darling Harbour

MTAA will host this year's conference in-person at the Dockside, Cockle Bay Wharf, Darling Harbour, Sydney

Why Sponsor Medtech22

- Discover commercial opportunities with a variety of MedTech organisations
- Exchange ideas and knowledge with like-minded professionals
- Network with the MedTech community to build your brand and professional portfolio
- Demonstrate your organisation's support to the industry

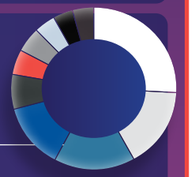
Attendees and Marketing Reach

322
Attendees

Audience type as %

Members	75%
Non-Members	20%
Government	5%

Roles categorised as %



Senior Management	26%
Operations	16%
Regulatory	16%
Commercial	13%
Market Access	7%
Clinical	5%
Policy Maker	5%
Legal	4%
Consultant	4%
Product	4%

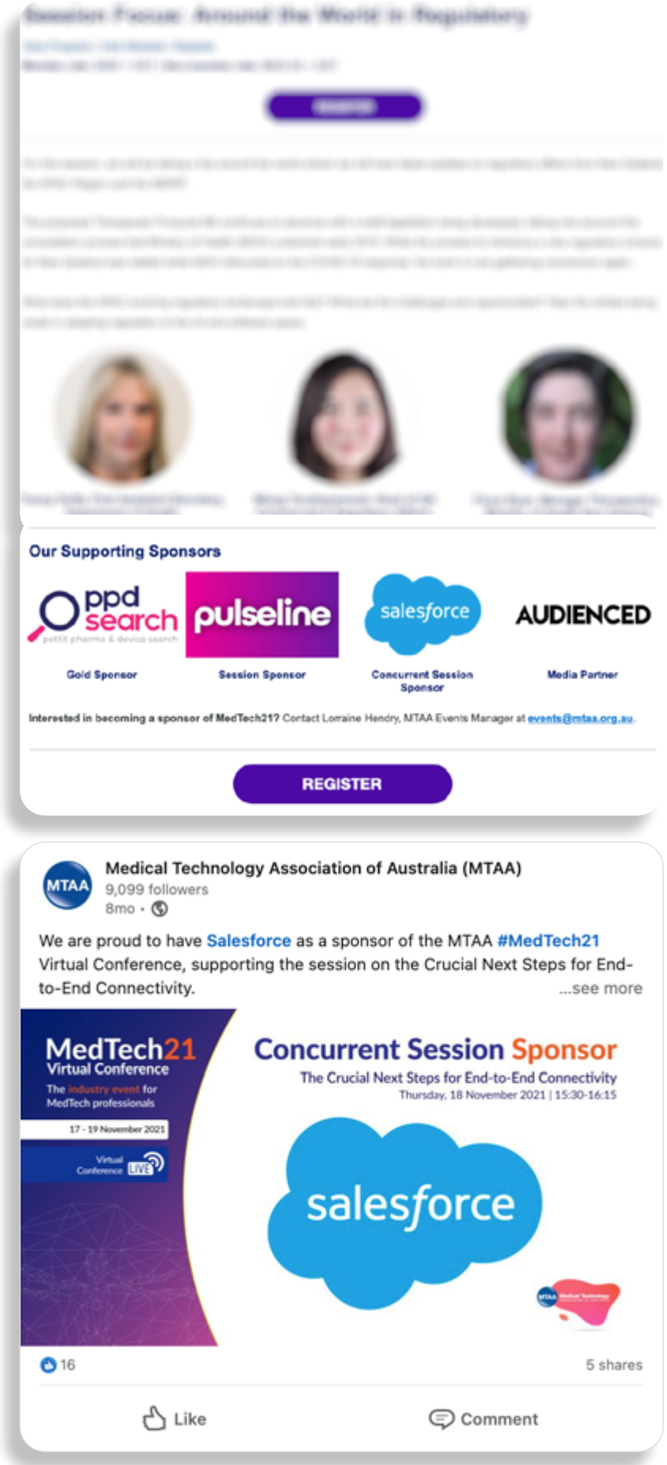
Audience demographics are based on last face-to-face conference.

The Medical Technology Association of Australia will engage in a targeted marketing and communications campaign in the lead-up to, during and post-event.

Target a room full of influencers, leaders, and decision-makers

MTAA Annual Conference attracts a combination of medical device manufacturers and suppliers, MedTech affiliates, MTAA associates, and Australian government bodies.

These attendees hold senior positions, from small to large organisations, and are leaders and influencers within their sector.



Newsletter

Thousands of MedTech professionals receive MTAA's Conference newsletters. Every edition promotes our sponsors and drives traffic to their landing page and/or company website.

8,400+
EMAIL SUBSCRIBERS

21
NEWSLETTERS SENT LAST YEAR

31%
NEWSLETTER OPEN RATE

Social Media

Sponsors can expect several placements of their logo on MedTech22 social media post.

9,000+
LINKEDIN FOLLOWERS

2,000+
TWITTER FOLLOWERS

61
CONFERENCE POSTS LAST YEAR

MedTech22 Annual Conference Prospectus

Sponsorship Breakdown

Australian MedTech Industry Awards

	Major Partner	Supporting Parner	WiMT Sponsor	Networking Sponsor	Keynote Speaker	Panel Session	Exhibitor Booth	Major Awards Sponsor	Kerrin Rennie	Outstanding Achievement	WiMT (Individual)	WiMT (Company)	WiMT (Female in Leadership)
Availability	2	3	1	3	3	3	6	1	1	1	1	1	1
Member Price (inc. GST)	$13,750	$10,450	$8,250	$7,150	$5,500	$4,400	$3,200	$11,000	$5,500	$5,500	$5,500	$5,500	$5,500
Non-Member Price (inc. GST)	$19,663	$14,944	$11,798	$10,225	$7,865	$6,292	$4,160	$15,730	$7,865	$7,865	$7,865	$7,865	$7,865
TICKETS													
Full Registration	2	2	-	-	-	-	1	-	-	-	-	-	-
Awards Dinner	2	2	-	-	-	-	-	4	2	2	2	2	2
Networking Drinks	2	2	4	2	1	1	4	-	-	-	-	-	-
PROMOTIONS													
LinkedIn/Twitter Announcement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Exhibitor Booth	Yes	Yes	Yes	-	-	-	Yes	-	-	-	-	-	-
30sec Feature on Showreel	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
30sec Intermission Video	Yes	Yes	-	-	-	-	-	-	-	-	-	-	-
Newsletter Features	1 p/m	1 p/m	-	-	-	-	-	Yes	Yes	Yes	Yes	Yes	Yes
Flyers/Handouts	Yes	Yes	-	-	-	-	-	Yes	-	-	-	-	-
Session Introduction	Yes	-	Yes	Yes	Yes	Yes	-	Yes	-	-	-	-	-
In-Event Announcement	Yes	-	-	-	-	-	-	Yes	-	-	-	-	-
BRANDING													
Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Holding Slide	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Award only	Award only	Award only	Award only	Award only
LinkedIn/Twitter posts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website Sponsor Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website Home Page	Yes	Yes	-	-	-	-	-	Yes	Yes	Yes	Yes	Yes	Yes
Newsletter	Yes	Yes	-	-	Session only	Session only	-	Yes	Yes	Yes	Yes	Yes	Yes
Media Wall	Yes	Yes	-	-	-	-	-	Yes	-	-	-	-	-
Welcome Signage	Yes	Yes	-	-	-	-	-	Yes	-	-	-	-	-
Name Tags	Yes	Yes	-	-	-	-	-	Yes	-	-	-	-	-
Lanyards	Yes	-	-	-	-	-	-	-	-	-	-	-	-

CLICK EACH COMPONENT TO LEARN MORE

MedTech22 Annual Conference Prospectus

Major Partner

$13,750 for Members | **$19,663** for Non-Members (inc. GST)

Availability: **2**

TICKETS	
Full Registration	2
Awards Dinner	2
Networking Drinks	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
Exhibitor Booth	Yes
30sec Feature on Showreel	Yes
30sec Intermission Video	Yes
Newsletter Features	1 per month
Flyers/Handouts	Yes
Session Introduction	Yes
In-Event Announcement	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes
Website Home Page	Yes
Newsletter	Yes
Media Wall	Yes
Welcome Signage	Yes
Name Tags	Yes
Lanyards	Yes

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Maximum Exposure

As the official Major Partner of the MedTech22 Annual Conference, the MTAA Event Manager and Marketing Manager will collaborate with you to deliver maximum return on investment.

The Major Partner package offers the full array of conference perks with all-access tickets, promotional activities and branding opportunities available.

Brand exposure is the top priority for Major Partners in the lead-up to, during and post the event.

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Session Introduction

Introduce a session that is aligned with your organisation's values and activities.

Newsletter Features

Advertise your products, your mission, and your support for the Industry to over 8,400 subscribers. Your article will be published on the MTAA website, newsletter and social media channels.

Announcements

Share exclusive offers, draw attention to your booth, or promote a simple message about your organisation using In-Event Announcements.

Exhibition Booth

Have your sales and marketing team join MedTech22 to meet with Conference attendees face-to-face. The majority of attendees are senior managers and department heads meaning you are speaking to decision-makers almost every time.

Major Partners receive a booth in the exhibition area prominently positioned with a number of networking opportunities.

Contact MTAA

For sponsorship queries and bookings, please contact Jackie Lee at **events@mtaa.org.au** | **02 9900 0675**

MedTech22 Annual Conference Prospectus

Supporting Partner

$10,450 for Members | **$14,944** for Non-Members (Inc. GST)

Availability: **3**

TICKETS	
Full Registration	2
Awards Dinner	2
Networking Drinks	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
Exhibitor Booth	Yes
30sec Feature on Showreel	Yes
30sec Intermission Video	Yes
Newsletter Features	1 per month
Flyers/Handouts	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes
Website Home Page	Yes
Newsletter	Yes
Media Wall	Yes
Welcome Signage	Yes
Name Tags	Yes

Premium Exposure

Supporting Partners sponsorship provides exceptional value to any organisation wanting to reach the MedTech community. It offers branding opportunities with high-level exposure in the lead-up to, during and post the event.

Supporting Partners receive a booth in the exhibition area prominently located in the Exhibition Hall with several networking opportunities available.

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Intermission Videos

Each break will feature intermission videos promoting your organisation in front of an engaged audience.

LinkedIn/Twitter Posts

Leverage the MTAA brand to elevate your message or brand. MTAA will post your message and publicise it to thousands of engaged healthcare and government followers.

Flyers/Handouts

Distribute your printed marketing material at the entry of the conference or on the tables in the main conference area. Complementing the other promotional activities, flyers/handouts will allow attendees to learn more about your organisation during and after the conference.

TIP: We recommend including your business card with every flyer/handout.

All Access Tickets

Complete your experience with an all access pass to the Conference. Learn the latest issues affecting MedTech, celebrate with industry leaders during the Awards Dinner, and connect with like-minded professionals at every networking event.

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Women in MedTech (WiMT) Sponsor

$8,250 for Members | **$11,798** for Non-Members (Inc. GST)

Availability: **1**

TICKETS	
Networking Drinks	4
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
Exhibitor Booth	Yes
30sec Feature on Showreel	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

Sponsorship with Aligned Values

Demonstrate your commitment to diversity, inclusion and equal opportunity by exclusively sponsoring the Women in MedTech (WiMT) sessions.

Share your story as you introduce the sessions, promote your message, and have your presence seen in front of MedTech's most influential leaders and advocates.

You will also have a booth in the exhibition area prominently located in the Exhibition Hall with several networking opportunities available.

Note: This sponsorship does not extend to the Australian MedTech Industry Awards.

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Networking Sponsor

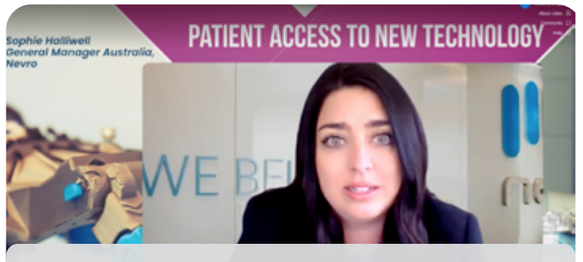
$7,150 for Members | **$10,225** for Non-Members (Inc. GST)

Availability: **3**

Connect your Brand with a MedTech Community

Connect with MedTech attendees by sponsoring the networking drinks during the conference.

CLICK HERE TO LEARN MORE



Showreel Feature

Demonstrate your product or advertise your mission and vision statement with a 30 second message on how your organisation is helping create a healthier Australia.

TICKETS	
Networking Drinks	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
30sec Feature on Showreel	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

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Keynote Speaker

$5,500 for Members | **$7,865** for Non-Members (Inc. GST)
Availability: **3**

TICKETS	
Networking Drinks	1
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
30sec Feature on Showreel	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

Associating your Brand with Key Sessions

Sponsor a particular session that resonates with your brand values and activities. Have your logo present, introduce the keynote or panel session and possibly join the panel.

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Panel Session

$4,400 for Members | **$6,292** for Non-Members (Inc. GST)
Availability: **3**

TICKETS	
Networking Drinks	1
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
30sec Feature on Showreel	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

Exhibitor Booth

$3,200 for Members | **$4,160** for Non-Members (Inc. GST)
Availability: **6**

Hundreds of Decision-Makers Under One Roof

Have your sales and marketing team meet with the MedTech community face-to-face. The majority of attendees are senior managers and department heads meaning you are speaking to decision-makers almost every time.

Each Exhibition Booth features a prominently position booth in the exhibitor area. Each booth includes a charging station to encourage attendees to 'charge and chat' with exhibitors during the breaks and networking sessions.

CLICK HERE TO LEARN MORE

TICKETS	
Full Registration	1
Networking Drinks	4
PROMOTIONS	
Exhibitor Booth	Yes
LinkedIn/Twitter Announcement	Yes
30sec Feature on Showreel	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

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Australian MedTech Industry Awards

Major Awards Sponsor

$11,000 for Members | **$15,730** for Non-Members (Inc. GST)
Availability: **1**

TICKETS	
Awards Dinner	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
30sec Feature on Showreel	Yes
Newsletter Features	Yes
Flyers/Handouts	Yes
Session Introduction	Yes
In-Event Announcement	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes
Website Home Page	Yes
Newsletter	Yes
Media Wall	Yes
Welcome Signage	Yes
Name Tags	Yes

Premium Sponsorship

Associate your organisation with excellence in MedTech and celebrate industry's achievements.

You will be seated at the VIP table to connect with key industry leaders, be part of the introductions to the Awards, and have your brand linked to all promotions with the Awards.

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Specific Awards Sponsor

$5,500 for Members | **$7,865** for Non-Members (Inc. GST)
Availability: **1 Per Award**

TICKETS	
Awards Dinner	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
30sec Feature on Showreel	Yes
Newsletter Features	Yes
BRANDING	
Program	Yes
Holding Slide	Award Only
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes
Website Home Page	Yes
Newsletter	Yes

Targeted Sponsorship

Sponsor an Award which resonates with your values and activities. Your brand will be associated with the award category and you will have the opportunity to present the winner with the trophy to acknowledge their achievement.

CLICK HERE TO LEARN MORE

Award Sponsorships

Each award recognises outstanding individuals and organisations.

- **Kerrin Rennie Award**
- **Outstanding Achievement Award**
- **Women in MedTech Champions Award (Individual)**
- **Women in MedTech Champions Award (Company)**
- **Women in MedTech: Emerging Women in Leadership Award**

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