

Media Kit 2024

The Exhibition Dedicated to Medical
Device Design & Manufacturing

2024 **9.25-27**

Shanghai World Expo Exhibition &
Convention Center Hall 1 & Hall 2

Co-located Event



Quality
Expo China

ADTE

Advanced
Active Device
Tech Expo



informamarkets

Medtec China Online

Medtec China Online is the leading new media and integrated specialized platform focusing on the marketing of accurate information related to Medtec China, the exhibition for medical device design and manufacturing in China. The platform consists of



Official Website: en.medtecchina.com covering 11 categories of advancing industry news

Sourcing website (China Medical Device Manufacturer Online): cmdm.medtecchina.com

WeChat official subscription account: **MEDTECCHINA**

E-Blast: covering all audiences to Medtec China & E-newsletter visitor's database

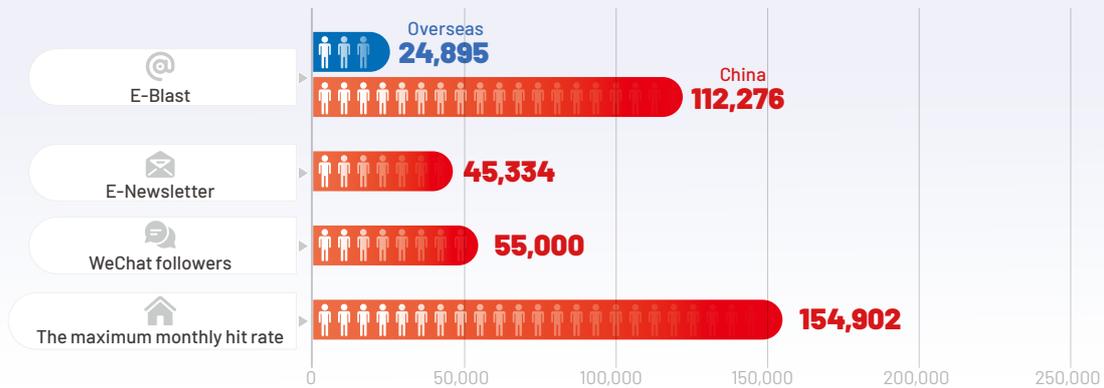


Channels: **Medtec**

Conference live-streaming Platform & Service

Medtec Show Channels: In WeChat marketing ecosystem

Global Reach By Platform:



Channels (Official Wechat)

Video Release

Video is the main use habit of online users. Medtec China has created a new promotion channel - Channels, in which company & new product videos will be published once a week. The new channel has attracted nearly 2,500 professionals in a short time and total views amounted to 53,452+. Also, the highest number of video views is 2137.



Advertising Form	Duration	Pixels	USD	RMB
Video Release in Channels	3 workdays before posting	MP4, within 5 minutes	1500	10000
Video Production & Promotion of Virtual factory tour	2 month before posting	<ol style="list-style-type: none"> We provide the team required for video production, including executive director, two camera positions (including equipment), lighting equipment and radio configuration 2.3-5 minutes video production (content includes factory location aerial shooting, company production, product shooting and interview) 3.Multi-channel promotion in Medtec China Channels like website, wechat, email, etc 	7500	50000

Video Production & Promotion of Virtual factory tour

In an effort to break down geographical barriers, Medtec China has introduced a new way of video promotion this year. Virtual factory tour combines online live broadcasting with an in-person visit experience, allowing customers to experience the products, services, and strength through a professional introduction of the factory, workshop, samples, production process, and other aspects. The audience can watch a demonstration of mechanical operation or material research and development and production. This can show the audience the strengths of the brand and the features of the product in an intuitive way and attract potential customers.

On-site booth filming and video production

A local film crew consisting of a cameraman (equipped with equipment and audio equipment) and an editor. Production and editing of a two-minute booth video, consisting of interviews, booth status and products and so on. Completion of the material within 1 day. The video Will be released on Medtec China official Channels.

Quantity: 4-6 per day USD: 1500

Data for First-time Livestreaming



Webinar Marketing

Webinar Marketing service provides sponsors with online-integrated marketing promotion services including Webinar promotions, Webinar operation services, and post-webinar reports. Through Medtec China's accurate data and online marketing channels, Webinar Marketing service will attract audiences and potential buyers for sponsors. This communication leads to the effective marketing of a company's products, technologies, services, solutions, and branding.

● Procedure

- 01 Sponsor is in charge of webinar content planning, speaker invitations, and promotional materials. Please submit all the materials for marketing one week in advance based on the agreed marketing schedule.
- 02 Medtec provides webinar operation services. The sponsor is responsible for coordinating the preparation.
- 03 A minimum of three promotions through Medtec China marketing channels including WeChat ad inserts, e-blasts, website news releases, and SMS – all of which depends on the marketing schedule set with the salesperson.
- 04 Medtec China has the authority to modify any materials from a sponsor and to repost via different marketing channels in any form or at any time.
- 05 Medtec shall create a post-webinar report for the sponsor.

Advertising orientation	Basic service	USD	RMB
Webinar marketing (above 90Min)	Webinar Operation E-blast (5000 emails) WeChat Post Exposure SMS Post-Webinar Report Others	7500	50000
Webinar marketing (within 90Min)	Webinar Operation E-blast (5000 emails) WeChat Post Exposure SMS Post-Webinar Report Others	5300	35000

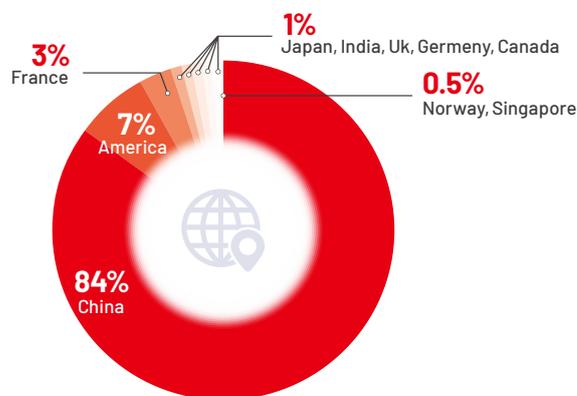
*please make promotion plan and submit the corresponding design document 30 workdays prior to the effective contract date in an acceptable format which includes JPG, GIF or HTML format, not less than 300dpi.

Website marketing

en.medtecchina.com releases selected information on the website on a daily basis. Adopting approaches such as optimization of search engine and search engine marketing, it has established a window for Chinese medical device engineers and manufacturing experts to communicate industrial information. Annual website browsing hits total 394,065 with the maximum monthly hit rate of 154,902 and UV 18,556. The profile of Internet users browsing the website includes managerial personnel, R&D and manufacturing staff, project buyers, as well as quality management personnel at medical device manufacturers.



● Website Reach by Country



Advertising orientation	Size	Duration	USD	RMB
Pop-up Ad (Multiple times)	600px(W)*400px(H) 30 days before 25th Aug 2024	10 days before publishing	2500	16500
	30 days during 8.26-9.27 2024	10 days before publishing	3500	23000
Leaderboard Ad 1 (horizontal)	570px(W)*114px(H), 30 Days	10 days before publishing	1800	12000
Leaderboard Ad 2 (horizontal)	570px(W)*114px(H), 30 Days	10 days before publishing	1800	12000
Scrolling Ad	847px(W)*515px(H), plus 100 words	10 days before publishing	1500	10000
Leaderboard Ad 3 (horizontal)	818px(W)*200px(H)	10 days before publishing	2000	13000
Block Ad 1	300px(W)*180px(H), 30 Days	10 days before publishing	1600	10500
Block Ad 2	300px(W)*180px(H), 30 Days	10 days before publishing	1600	10500
Top Rectangle 1	200px(W)*300px(H), 30 Days	10 days before publishing	1700	11200
Top Rectangle 2	200px(W)*300px(H), 30 Days	10 days before publishing	1700	11200
Second Rectangle 3	200px(W)*200px(H), 30 Days	10 days before publishing	1600	10500
Second Rectangle 4	200px(W)*200px(H), 30 Days	10 days before publishing	1600	10500

Note: Please submit the corresponding design document 10 work days prior to the effective contract date in an acceptable format which includes JPG, or GIF format, not less than 300dpi. The above browsing data statistics are up until October 2023.

China Medical Device Manufacturer Online (CMDM)

China Medical Device Manufacturer Online (CMDM) is a new Medtec China Online product, as well as an online exhibition sourcing platform aiming to continuously connect high-quality suppliers with medical device manufacturers in China, Medtec China initiated this new virtual exhibition as a supplement to physical exhibitions. Online and offline modes help both suppliers and buyers and, hopefully, the development of the Medical Device Industry in the future.

CMDM is also part of Medtec China's official website. It has accumulated 244,726 hits since its launch in December 2019. According to Google Analysis, our web visitors primarily spend time looking for ideal suppliers or productions. CMDM is an invaluable marketing channel for reaching your target customers in China.

Advertising orientation	Size	Duration	USD	RMB
Online exhibiting	380px(W)*200px(H), 3pictures+80 product introduction+300 company introduction, 30days	10 days before publishing	3500	23000
Home page bottom banner	1140px(W)*100px(H)	10 days before publishing	1700	11200
Home page top Rectangle 1	200px(W)*550px(H), 30 day	10 days before publishing	1700	11200
Home page top Rectangle 2	200px(W)*550px(H), 30 day	10 days before publishing	1700	11200
Internal page top Rectangle 3	200px(W)*550px(H), 30 day	10 days before publishing	1600	10500
Internal page top Rectangle 4	200px(W)*550px(H), 30 day	10 days before publishing	1600	10500

Note: Please submit the corresponding design document 10 work days prior to the effective contract date in an acceptable format which includes JPG, or GIF format, not less than 300dpi. The above browsing data statistics are up until October 2023.



Medtec E-newsletter for device design & manufacture technology

The E-newsletter of Medtec China online is the collection of selected articles sourced from our international media portfolio, including MD+DI, QMED and Medtec Japan.com, and selected contents with the highest reviewing quantity every month. This newsletter is directly sent through Email to the group of subscribers of 45,334 professionals in the medical industry. Such promotional opportunity enables to find your target customer group in a more accurate and effective way.

Advertising orientation	Size	USD	RMB
Full Column1	660*100, 1 issue	2500	16500
Full Column2	660*100, 1 issue	2200	14500
Advertorial	1Picture+50 words	2200	14500
Sidebar advertising 3	330*190, 1 issue	1800	12000
Sidebar advertising 4	330*190, 1 issue	1800	12000

Note: Please submit the corresponding design document 10 workdays prior to the effective contract date in an acceptable format which includes JPG, or GIF format, not less than 300dpi. The above browsing data statistics are up until October 2023.



● Release date

Email Blast	2024											
	29-Jan	28-Feb	27-Mar	30-Apr	29-May	27-Jun	31-Jul	28-Aug	30-Sep	30-Oct	27-Nov	30-Dec
	Monday	Wednesday	Wednesday	Tuesday	Wednesday	Thursday	Wednesday	Wednesday	Monday	Wednesday	Wednesday	Monday

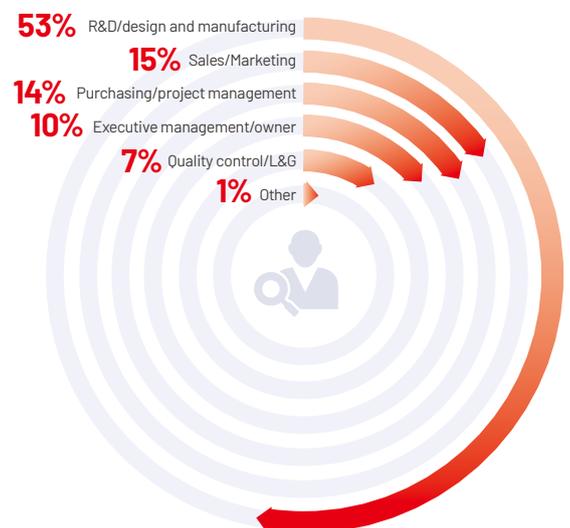
E-Blast to Medtec China Exhibition Visitors

The Medtec China exhibition is held every Autumn. As one stop of the Medtech World exhibition series, it has been successfully held in China for 17 years, which has enabled the organizer to collect a database of 137,171 professionals working at medical device manufacturing enterprises. Starting from every April, the organizer will send about 30 emails both in English and Chinese prior to the exhibition to directly invite qualified persons. In these emails, distinct contents customized for your brand will assist in improving its image in the market and directly attract more potential customers to visit your exhibition booth.

Advertising form	Duration	Database scope	USD	RMB
Customized email	1 E-blast (Chinese /English)	Designated database (Maximum 50,000 emails)	0.99/per e-mail	3/per e-mail
Graphic link	1 E-blast (Chinese /English)	Designated database (Maximum 50,000 emails)	0.49/per e-mail	1.5/per e-mail

Note: For April to September, please submit the document or graphic link in HTML format by the 5th of each month. The above data statistics are up until October 2023. Contact your sales personnel to get more detailed information of other sponsorship opportunities for the exhibition, such as advertisements in printed publications and on-site advertisements.

● Visitors by Job Description



The official WeChat account MEDTECCHINA information

The official WeChat account platform MEDTECCHINA releases on average 3-5 articles of selected industrial information every week to provide an accurate service to the 54,467 professionals in the industry with the maximum actual read volume of 5,421. WeChat is one of most popular daily social media for Chinese, you will obtain attention from your target customers to rapidly establish the branding image of your enterprise via this active and accurate marketing opportunity. With the greatest readership reaching 1,700+ this year, approximately 20 companies have quickly developed their corporate brand identities and collaborations through this marketing opportunity.

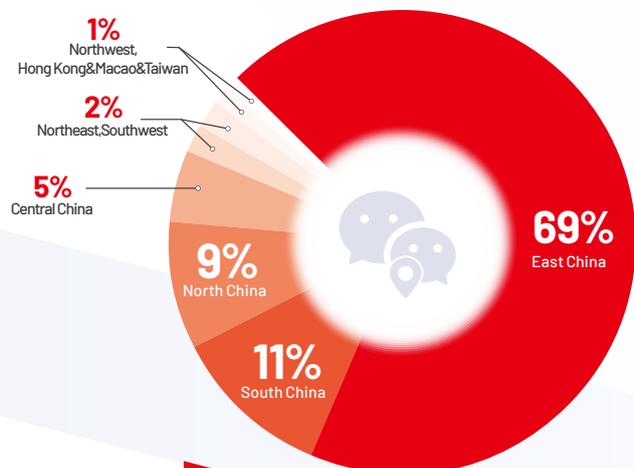
Advertising form	Duration	Pixels	USD	RMB
Advertorial (headline)	Before 24th Aug.	800-1500 words recommended	1500	10000
	1 time between 23rd Sep.-25th Aug.	800-1500 words	2300	15000
Graphic placement advertisement (headline)	Before 24th Aug.	900*500	750	5000
	1 time between 23rd Sep.-25th Aug.		1000	6600
Advertorial (second position)	Before 24th Aug.	800-1500 words recommended	1000	6600
	1 time between 24th Sep.-25th Aug.		1500	10000
	1 time between 27th -25th Sep.		2300	15000
Graphic placement advertisement (second position)	Before 24th Aug.	900*500	500	3300
	1 time between 24th Sep.-25th Aug.		750	5000
	1 time between 27th -25th Sep. (Cannot be duplicated with Advertorial (second position) at same time)		1000	6600
Advertorial (third position)	Before 24th Aug.	800-1500 words recommended	500	3300
	1 time between 24th Sep.-25th Aug.		750	5000
	1 time between 27th -25th Sep.		1500	10000
Graphic placement advertisement (third position)	Before 24th Aug.	900*500	250	1650
	1 time between 24th Sep.-25th Aug.		375	2500
	1 time between 27th -25th Sep.		750	5000
Top position in exhibition preview of WeChat post	7 workdays before posting	Information from show directory submit by exhibitor	750	5000
Countdown Picture headline position	3 workdays before posting	3216*5529, 200dpi	950	6000
Countdown Picture second position	3 workdays before posting	3216*5529, 200dpi	650	4000
Promotion in social network (Moments)	3 workdays before posting	Forward related articles & pictures to 2000+ Procurement engineer Moments	230	1500

Release time

Randomly on 3 workdays every week;
4 workdays every week 1 month prior to the exhibition

Note: For the above WeChat promotion, subscription of either single time or whole month as a package is available. Consult our sales personnel for more detailed options. Please submit prepared WeChat link 3 workdays before promotion.

● WeChat follower geographic breakdown



The above data statistics are up until December.2023

MedTech World's Media & Events Cover Medical Manufacturing Markets Across the Globe



MedtecLIVE
June 18-20, 2024
Stuttgart, Germany



Medtec Japan
April 17-19, 2024
Big Sight Exhibition Centre
Tokyo, Japan



Medtec China
September 25-27, 2024
Shanghai World Expo Exhibition
& Convention Center
Shanghai, China



MD&M WEST
February 6-8, 2024
Anaheim Convention Center
Anaheim, CA



MD&M EAST
June 10-12, 2025
Jacob Javits Convention
Center
New York, NY



MD&M Minneapolis
October 16-17, 2024
Minneapolis Convention Center
Minneapolis, MN



BIOMEDevice San Jose
November 15-16, 2023
Santa Clara Convention Center
Santa Clara, CA



BIOMEDevice Boston
September 25-26, 2024
Boston Convention & Exhibition Center
Boston, MA

Contact Us

Market Promotion

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