

# MEDTECH

CONFERENCE

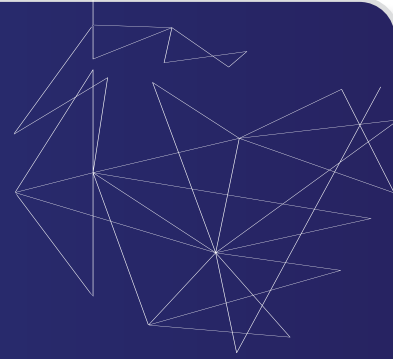
PROSPECTUS



- [MedTechConference.org.au](http://MedTechConference.org.au)
- [events@mtaa.org.au](mailto:events@mtaa.org.au)
- 02 9900 0675



**Medical Technology**  
ASSOCIATION OF AUSTRALIA



# Invitation to MedTech Conference

Dear Colleagues,

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

MTAA's MedTech Conference is the premier event in the world of medical technology, where pioneers, thought leaders, and innovators from across the globe gather to explore the latest breakthroughs and developments. As the healthcare industry undergoes rapid transformation, this conference serves as the ultimate platform to discover cutting-edge solutions and strategies that are shaping the future.

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.

Both the MedTech Conference and MedTech Industry Awards 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



**23-24 October 2024**

The Conference will feature an extensive 2-day program from 23-24 October 2024



**ICC Sydney**

MTAA will host this year's conference in-person at the International Convention Centre (ICC) Sydney, 14 Darling Drive, Sydney NSW 2000.

## Why Sponsor



**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**

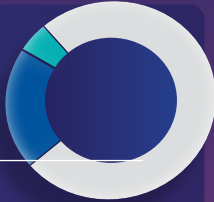


# Attendees and Marketing Reach

**322**  
Attendees

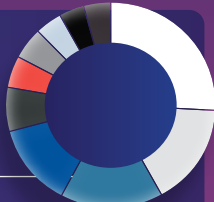
**Audience type** as %

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%



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

The MTAA MedTech 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

 **20**  
NEWSLETTERS SENT  
LAST YEAR

 **33%**  
NEWSLETTER OPEN RATE

## Social Media

Sponsors can expect to have their logo placed on all social media posts related to the Conference.

 **12,000+**  
LINKEDIN FOLLOWERS

 **2,100+**  
X (TWITTER) FOLLOWERS

 **68**  
CONFERENCE POSTS LAST  
YEAR

# Sponsorship Breakdown

# Australian MedTech Industry Awards

	Major Partner	Supporting Partner	WiMT Sponsor	Networking Sponsor	Session Sponsor	Exhibitor Booth	Major Awards Sponsor	Kerrin Rennie	Outstanding Achievement	WiMT (Individual)	WiMT (Company)	WiMT (Female in Leadership)
Availability	2	3	1	1	2	10	1	1	1	1	1	1
Member Price (inc. GST)	\$16,280	\$12,370	\$9,770	\$8,470	\$5,210	\$3,620	\$11,000	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500
Non-Member Price (inc. GST)	\$23,290	\$17,700	\$13,970	\$12,110	\$7,450	\$4,710	\$15,730	\$7,870	\$7,870	\$7,870	\$7,870	\$7,870
<b>TICKETS</b> <i>Access to the event</i>							<b>New for 2024: Priority seating with Board members</b>					
Full Registration	2	2	1	1	1	2	-	-	-	-	-	-
Awards Dinner	2	2	-	-	-	-	4	2	2	2	2	2
<b>PROMOTIONS</b> <i>Specific promotions on your organisation</i>												
LinkedIn/Twitter Announcement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LinkedIn/Twitter Posts	1 p/m	1 p/m	-	-	-	1 p/m	-	-	-	-	-	-
Exhibitor Booth	Yes	-	-	-	-	Yes	-	-	-	-	-	-
30sec Feature on Showreel	Yes	Yes	-	-	-	-	-	-	-	-	-	-
30sec Intermission Video	Yes	Yes	Yes	Yes	-	-	Yes	Yes	Yes	Yes	Yes	Yes
Newsletter Features	1 p/m	1 p/m	-	-	-	-	Yes	Yes	Yes	Yes	Yes	Yes
Flyers/Handouts	Yes	Yes	-	-	-	Yes	Yes	-	-	-	-	-
Session Introduction	Yes	-	Yes	Yes	Yes	-	Yes	-	-	-	-	-
In-Event Announcement	Yes	-	-	-	-	-	Yes	-	-	-	-	-
<b>BRANDING</b> <i>Your logo presented on event material</i>												
Program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Holding Slide	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
Website Sponsor Page	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	Session only	-	Session only	Session only	Session only	Session only	Session only	Session only
Media Wall	Yes	Yes	-	-	-	-	Yes	-	-	-	-	-
Welcome Signage	Yes	Yes	-	-	-	-	Yes	-	-	-	-	-
Name Tags	Yes	Yes	-	-	-	-	Yes	-	-	-	-	-
Lanyards	Yes	-	-	-	-	-	-	-	-	-	-	-



# Major Partner

\$16,280 for Members | \$23,290 for Non-Members (inc. GST)

Availability: 2

TICKETS	
Full Registration	2
Awards Dinner	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
LinkedIn/Twitter Post	1 per month
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

## Maximum Exposure

As the official Major Partner of the MedTech 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, an exhibition booth, and key promotional activities and branding opportunities.

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



## 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 content 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 the Conference to meet with 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](mailto:events@mtaa.org.au) | 02 9900 0675



# Supporting Partner

\$12,370 for Members | \$17,700 for Non-Members (Inc. GST)

Availability: **3**

TICKETS	
Full Registration	2
Awards Dinner	2
Networking Sessions	2
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
LinkedIn/Twitter Posts	1 per month
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

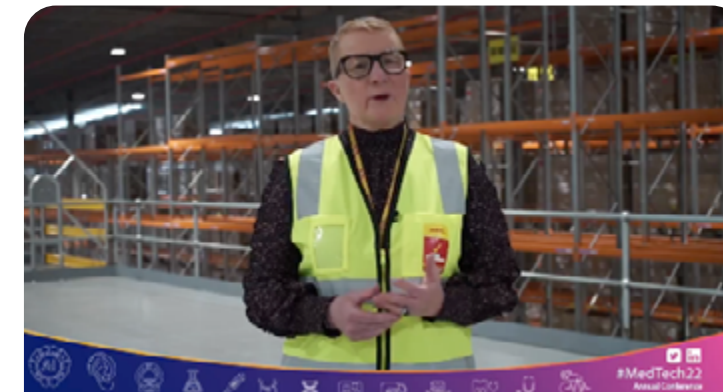
Supporting Partners sponsorship provides exceptional value to any organisation wanting to reach the MedTech community.

It offers opportunities with high brand exposure and promotion of your organisation in the lead-up to, during and post the event.



## Intermission Videos

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



## Showreel Feature

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

## 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.

## Contact MTA

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## Women in MedTech (WiMT) Sponsor

\$9,770 for Members | \$13,970 for Non-Members (Inc. GST)

Availability: 1

TICKETS	
Full Registration	1
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
Exhibitor Booth	Yes
30sec Intermission Video	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
Newsletter	Session Only
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

### Sponsorship with Aligned Values

Demonstrate your commitment to diversity, inclusion and equity 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.



## Networking Sponsor

\$8,470 for Members | \$12,110 for Non-Members (Inc. GST)

Availability: 1

TICKETS	
Full Registrations	1
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
Newsletter	Session Only
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes



### Connect your Brand with a MedTech Community

Connect with MedTech attendees by sponsoring the Networking Sessions during the conference.

### Social Media Posts

Leverage the MTAA brand to elevate your message or brand. MTAA will post your message to thousands of engaged followers.



### Contact MTAA

For sponsorship queries and bookings, please contact Jackie Lee at [events@mtaa.org.au](mailto:events@mtaa.org.au) | 02 9900 0675



## Session Sponsor

\$5,210 for Members | \$7,450 for Non-Members (Inc. GST)

Availability: **2**

TICKETS	
Full Registration	1
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
Session Introduction	Yes
BRANDING	
Program	Yes
Holding Slide	Yes
Newsletter	Session Only
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes

**A Delicate Balance Act:**  
How Hybrid Can Evolve into a Win-Win

Audrey McGibbon will discuss the complexity and increased emotive concerns of working-from-home and the practical strategies to assist teams and employers to make hybrid work.

Monday, 30 October 2023 at 13:45pm - 14:30pm



**Audrey McGibbon**  
Founder and CEO,  
EEK & SENSE

## Associating your Brand with Key Sessions

Subject matter experts and associate businesses have the opportunity to sponsor an existing session or present a topic you believe is important to MedTech. As a sponsor, your logo may be promoted on relevant marketing material and, if you have a presenter, will be promoted to the MedTech community as a speaker of the Conference.

This sponsorship does require a conversation with MTAAs first on topics and presenters.



## Session Introduction

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

## Exhibitor Booth

\$3,620 for Members | \$4,710 for Non-Members (Inc. GST)

Availability: **10**

TICKETS	
Full Registration	2
PROMOTIONS	
Exhibitor Booth	Yes
LinkedIn/Twitter Announcement	Yes
LinkedIn/Twitter Post	1 per month
BRANDING	
Program	Yes
Holding Slide	Yes
Flyer/Handouts	Yes
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes



## Hundreds of Decision-Makers Under One Roof

Have your sales and marketing team connect directly with the MedTech community. The majority of attendees are senior managers and department heads, your business will be reaching out to decision-makers of the industry.

Each exhibition booth is prominently positioned in the exhibitor area with a charging station to encourage attendees to 'charge and chat' - perfect for breaks and networking sessions.



## Contact MTAAs

For sponsorship queries and bookings, please contact Jackie Lee at [events@mtaa.org.au](mailto:events@mtaa.org.au) | 02 9900 0675



**150+**  
Attendees

**Audience type** as %

Members	85%
Non-Members	7%
Government	8%

**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%

The Medical Technology Association of Australia will engage in a targeted marketing and communications campaign before, during and after the evening event.

**Connect with an Engaged Audience**

The MedTech Industry Awards attracts over 150 attendees from Industry and Government to celebrate the incredible individuals, companies and technology that MedTech has to offer.

Sponsors will have the opportunity to present the award winners and engage directly with the audience on why these awards are important to your organisation. Leveraging the MTAA brand, sponsors established a short communications plan and promote their messages via MTAA's social media and newsletter channels, and engage directly with the Australian MedTech audience online.



**Branding and Value Alignment**

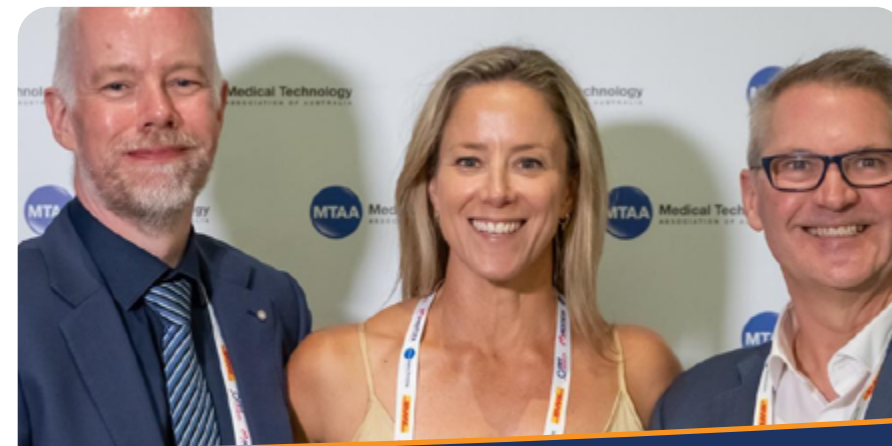
MTAA maximises your brand in every opportunity available.

Sponsors will have the opportunity to present the award winners as well as speak directly with the audience on your activities that support these acknowledgements.

Key brand placement will also be available on the MTAA and Awards/Conference website with targeted social media messages and printed banners in the room also included.

Our Marketing team welcomes additional messaging, in all formats, promoting your programs/initiatives that demonstrate your support for the Awards and its categories.

Speak with our Events and Marketing team on creative ways your message can stand out.





## Major Awards Sponsor

\$11,000 for Members | \$15,730 for Non-Members (Inc. GST)

Availability: **1**

TICKETS	
Awards Dinner	4
PROMOTIONS	
LinkedIn/Twitter Announcement	Yes
30sec Intermission Video	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	Session Only
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 receive priority seating with any of the MTAA Board members of your choice. You will also have the opportunity to connect directly with other key industry leaders, be part of the introductions to the Awards and have your brand linked to all promotions with the Awards evening before, during and after the event.



## 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 Intermission Video	Yes
Newsletter Features	Yes
BRANDING	
Program	Yes
Holding Slide	Award Only
LinkedIn/Twitter posts	Yes
Website Sponsor Page	Yes
Website Home Page	Yes
Newsletter	Session Only

## Award Sponsorships

Each award recognises outstanding individuals and organisations.

### KERRIN RENNIE AWARD

For organisations who align with the qualities of innovation, commercialisation and the end-user benefits of technology.

### OUTSTANDING ACHIEVEMENT AWARD

For organisations focused on career growth opportunities and who understand the qualities/values of good professionals.

### WOMEN IN MEDTECH CHAMPIONS AWARD (INDIVIDUAL)

For organisations with existing diversity, equality and inclusion programs.

### WOMEN IN MEDTECH CHAMPIONS AWARD (COMPANY)

For organisations with existing diversity, equality and inclusion programs.

### WOMEN IN MEDTECH - EMERGING WOMEN IN LEADERSHIP AWARD

For organisations focused on female career opportunities, especially young female achievers in MedTech.

## Contact MTAA

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