medtrade spring

CONFERENCE: **FEB 26-28, 2018**
EXPO: **FEB 27-28, 2018**
MANDALAY BAY
LAS VEGAS, NV

ADVERTISING, MARKETING & SPONSORSHIP OPPORTUNITIES

Produced by:
EMERALD EXPOSITIONS

American Association for Homecare

HOMECARE WORKS

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MANDALAY BAY LAS VEGAS, NV

ONSITE ADVERTISING OPPORTUNITIES

Aisle Signs †
As attendees navigate through the exhibit hall, make your company stand out by branding your company name/logo directly on the hanging aisle sign. Make your booth location visible to all attendees.
Exclusive sponsor for all signs. $4,500
(must book by December 18)
Investment $1,000

Billboards †
Announce your company's presence and direct attendees to your booth with these impressive modern sign structures. Standing almost 12 feet tall and located where all attendees must pass by, your sign won't be missed!
Investment $2,000

Front Door Distribution * EXCLUSIVE
Have your staff pass out promotional materials to all attendees as they enter Medtrade Spring!
Investment $2,000

Logo Carpet Panels *(2 locations available)* †
Customized carpet panels with your company logo or message placed in high traffic areas.
Investment $1,000

New Product Pavilion Entry *
Do you have a new product? Attendees want to see it! Finding new products is a top priority - make sure they see yours! (Products must be less than one year old)
Investment $600

Registration Kick Panels † EXCLUSIVE
Have your company name be the first thing attendees see as they enter regisration. As the exclusive sponsor, you will receive company name and logo recognition on all Medtrade Spring registration kick panels.
Investment $3,000

ONSITE SPONSORSHIP OPPORTUNITIES

Audit "Happy" Hour *(3 available)*
Buy everyone a round by sponsoring this unique networking event. Cocktails at the end of the day make this topic a little easier to discuss among peers and experts.
Investment $1,250
Exclusive $4,000

Badge Sponsor † EXCLUSIVE
Become the exclusive sponsor for all attendee badges. Have your name/logo printed on the front of thousands of attendee badges.
Investment $6,000

Conference Pens or Pads EXCLUSIVE *(1 each)* *
With over 40 conference sessions, you will have an opportunity to reach numerous attendees by sponsoring conference notepads and/or pens. Your branded notepads and/or pens will be placed in every conference room to reach maximum exposure.
Investment $6,000

Mobile App Sponsorship
The all new Medtrade app is a great way to increase your exposure, before, during, and after the show. Attendees will use the app to navigate the show, search for products, exhibitors, speakers, and more. This exclusive sponsorship includes your full screen ad splash page and banner on the home page of the app.
Investment. $6,000

Official Show Attendee Bag * EXCLUSIVE
Leave a lasting impression on the minds of all attendees by becoming the official sponsor for our show bags. Attendees *will rely on your show bag to place all their important items in.*
Investment $6,000

† Additional costs may apply.
* Supplied by Sponsor

(Onsite Sponsorship Opportunities continue on next page)

Official Show Lanyards * EXCLUSIVE

Be the only one to have your company's name/logo around the neck of every attendee, speaker, and exhibitor. Send us your company branded lanyards, which we will then distribute at show site registration.

Investment $4,500

Power Lunch *(5 available)*

Have your company displayed before a captive audience by being a sponsor of the Medtrade Spring Power Lunch. The session will consist of interactive round table discussions on industry "hot topics" moderated by experts in each field and lunch will be provided to those in attendance.

Investment $2,000
Exclusive Sponsorship $5,000

SPONSORSHIP LEVELS

(based on onsite sponsorship spend)

Diamond $15,001

Platinum $7,501 - $15,000

Gold $4,501 - $7,500

Silver $2,001 - $4,500

Bronze $2,000 or less

Think outside the box. Go beyond the booth! Call your account representative today for details:

A-H, #
YORK SCHWAB
Account Executive
Phone: 770-291-5521
york.schwab@emeraldexpo.com

I-Z
DENA PICKARD
Account Executive
Phone: 770-291-5406
dena.pickard@emeraldexpo.com

† Additional costs may apply.
* Supplied by Sponsor

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MANDALAY BAY LAS VEGAS, NV

CONNECTING TO THE MEDTRADE SPRING AUDIENCE

PRE & POST SHOW OPPORTUNITIES

MedtradeSpring.com Advertising

Attendees rely on the Medtrade Spring website to provide them with the most up-to-date information on exhibitors, registration, conference sessions, special events and more. What better way to highlight your company, product or service to the HME industry than by placing a banner ad, including a link to your company's website in a highly visible position on the official show website.

Sizes include:

	One Month	Three Month (minimum)
Top Banner Ad (728 x 90)	$2,500	$2,000/per month
Top Side Banner Ad (300 x 250)	$1,500	$1,000/per month
Bottom Side Banner Ad (300 x 250)	$1,000	$750/month
Bottom Banner Ad (728 x 90)	$1,000	$750/month
Medtrade Countdown Clock	$1,000	$2,500 for 3 months

Medtrade Monday

This weekly e-newsletter is delivered to 15,000+ HME professionals every Monday. This is a year-round opportunity to position your company and products in front of your target audience. Contact your account executive for more information. Read more

Medtrade Monday	
Opt-ins	12,000+
Open Rate	27%
Click Rate	5%
Effective Rate	19%

*Industry Benchmarks: Open Rate 14%, Click Rate 1%, Effective Rate 9%

Attendee List Rental

The List Rental Program is an opportunity to market directly to attendees via HTML email. The list can be built with both current registered attendees as well as most recent past show attendees to maximize ROI (i.e. Medtrade 2017, Medtrade Spring 2017). Content must be approved by Medtrade Show Management. Dates are limited and are assigned on a first come first served basis.

Investment $2,650

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MEDTRADE CONNECT PACKAGES AND UPGRADES

Medtrade Connect is your online connection for maximizing your presence among potential buyers before the show. Attendees can browse products and the floor plan as well as set appointments with you. All exhibiting companies will receive a basic listing as part of the exhibit package. Take advantage of our upgraded package offerings, including additional product images, press releases, show special listing, and more. To upgrade, log into Medtrade Connect.

Features	Basic Free	Bronze $199	Silver $399	Gold $599
Online Exposure				
Premium Position at the Top of the Exhibitor List & Search Results				✔
Video Uploads Tell your story with video			1	2
Enhanced Profile Icon Shown on floor plan & exhibitor list		✔	✔	✔
Company Logo Increase your brand recognition	✔	✔	✔	✔
Featured Product Showcase Detailed descriptions, color images	1	3	5	10
Show Specials Spotlight discounts & giveaways	1	3	5	10
Press Releases What's happening at your company	1	1	5	10
Product Categories Choose those that attendees search for	8	10	10	12
Online Profile Characters Add searchable company information	500	900	1200	1500
Print Profile Characters Add company information	500	500	500	500
Website URL Add website link to eBooth Profile	✔	✔	✔	✔
Company Name, Booth Number, & Address	✔	✔	✔	✔

Exclusive Exhibitor List Sponsor

- Clickable Logo at the top of the Exhibitor List
- Banner Ad on the Online Floorplan
- Includes a Gold Listing

$1,999

Exclusive Floor Plan Sponsor

- Clickable Logo with Booth Number
- Includes a Gold Listing

$2,499

Additional Digital Promotions

Floor Plan Booth Logo - $349 Each

Make your booth stand out from others by opting to show your company or product logo in your exhibit booth on the interactive event map.*

*Your booth must be a 20x20 or larger.

Floor Plan Banner Ads - $249 Each

All attendees will check out the online event map. Catch their attention in this hot spot with a track-able banner advertisement.

New Product Pavillion Entry - $600

Medtrade's New Product Pavilion is where you will see the most innovative HME products on the markert. Visit this spot on the expo floor and cast your vote for your favorite new product.

Videos - $299 (Per Video)

Tell your story with video and engage attendees on a deeper level to get them excited about your products.

Learn more or ask questions: ExhibitSupport@a2zinc.net 443.393.2441

POWERED BY a2zinc

MEDTRADE SPRING 2018
MARKETING & SPONSORSHIP PROGRAM

- Image enhancement
- Drive sales
- Positive publicity
- Build a responsible industry leader role
- Differentiate from one's competitors
- Enhance business and VIP relations

> *We believe in the show. We think the dealers who are going to survive the challenges are the ones who will be there. It's not just a trade show anymore. It's a meeting place.*

Successful tradeshow participation often depends on your marketing efforts prior to, on show site and after the event. The right Sponsorship Opportunities can have measurable impact on your return on investment and is critical to your overall trade show success.

We have designed a comprehensive sponsorship menu that will provide you with a multi-media approach to building your brand and increasing your results from participating in Medtrade Spring. The combination of print, online and onsite sponsorship opportunities will position your company for success at Medtrade Spring 2018.

Don't delay! Opportunities are limited.