



国药励展  
Reed Sinopharm  
Exhibitions



通过ISO9001质量体系认证

# CMEF

## Marketing Cooperation Program



医疗器械制造展



国际智慧健康展



应急救援展



康复及个人健康展



国际养老展



家用医疗展



宠物健康展

# Content



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# 01

## Platform Advantages

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# Platform Advantages

## Professional Visitors / End User

As a global comprehensive service platform covering the whole industrial chain of medical devices, CMEF attracts professional visitors such as distributors, agents, manufacturers and hospital end users from all over the world to visit, purchase and seek for cooperation. Regardless of online traffic and on-site visitors, CMEF is a leading exhibition in the Asia-Pacific region. It can help enterprises to achieve a wide range of brand exposure in the shortest time.

## Online Resources

Based on over 40 years of experience, CMEF has accumulated rich online resources. The annual PV of the official website is over 2 million, and it is growing steadily at over 16.3% annually. The official WeChat account has more than 420,000 followers. The database includes over 1 million quality data entries, in which the international data covers nearly 200,000 data entries, and more than 150 countries and regions.

# 02

## On-Site Sponsorship

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# Sponsorship

Opening Ceremony Stage

Photo - Live Streaming

Information Desk Ads

CMEF Live

Booth Map Logo Display

Conference

Gift Sponsorship

Distributor Club



# 01 Opening Ceremony Stage

The opening ceremony stage is located near the venue entrance. It is the main entrance for the visitors, which will attract large traffic and high attention.

## Video Sponsorship

- a. Video clips should be at least 1080p and no longer than 3 minutes in length. The recommended video screen size is 1920x1080.
- b. Video contents must comply with relevant laws and regulations.
- c. Video will be played rotationally during opening hours.
- d. The final broadcast timetable will be made by the organizer. It will be played at least 5 times a day.

## Price

- a. One day: 9000RMB/Video
- b. Two days: 15500RMB/Video
- c. Three days: 26500RMB/Video



# 01 Opening Ceremony Stage

The opening ceremony stage is located near the venue entrance. It is the main entrance for the visitors, which will attract large traffic and high attention.

## Forums/Events on Opening Ceremony Stage

- a. The opening ceremony stage can be used as a venue for forums and events during non-organizer used hours.
- b. Due to limited space, the slot is limited to three exhibitors each day.
- c. The final event timetable will be made by the organizer and adjusted according to the condition.

## Price

- a. One hour: 23000RMB
- b. Two hours: 37000RMB
- c. Four hours: 50000RMB





# Information Desk Advertisement

Entrance hall is also a comprehensive area for information exchange and event hosting. It has a high visitor volume and attention; therefore, we will place a LED screen at the information desk to provide additional display area for exhibitors.

## Video/Photo Sponsorship

- a. Video length should be no longer than 60s in length, at least 1080p, and within 1G. The recommended video screen size is 1920x1080 (vertically).
- b. The display content is limited to dynamic/static logo promotion.
- c. Video will be played by turns, and at least 180 times a day.
- d. The final broadcast timetable will be made by the organizer.
- e. The content must comply with relevant laws and regulations.

## Price

10000RMB/Video



# 03

## Logo Display on Booth Map

Brand logo will be shown on the electronic and on-site booth maps, allowing the booth to be easily found and deeper impression of the brands.

### Sponsorship

- a. Logo will be displayed on the electronic and on-site booth maps issued by the organizer.
- b. The logo size is corresponded to the booth area on a pro-rata basis.
- c. Exhibitor needs to provide high resolution logo beforehand.

### Price

For single exhibition: 10000RMB



Schematic Diagram (Past CMEF Booth Map)

# Gift Sponsorship

CMEF provides exhibitors with gift sponsorship opportunities, which is the best chance for company branding and product promotion.



## CMEF Visitor Gift

- a. Sponsorship for visitor gift at CMEF information desk: 20000RMB
- b. Offer creative gifts according to the organizer's need.



## VIP Gift

- a. Naming right for VIP gift: 20000RMB
- b. Offer VIP gifts according to the quantity requested by the organizer.
- c. The value of a single gift is not less than 300RMB.
- d. Company can add 5000RMB to place a flyer in the information pack of conference.



## Bottle Water for Conference

- a. Naming right for CMEF Medcongress bottle water: 20000RMB
- b. Offer bottle water according to the organizer's need.

# Photo - Live Streaming

CMEF photo - live streaming can provide high exposure.

## Homepage Banner

- a. First: 25000RMB
- b. Second: 23000RMB
- c. Third: 20000RMB

## Naming Right

- a. 150000RMB
- b. Exclusive naming right
- c. Logo display on the QR code for photo-live streaming.



06

# CMEF Live - Onsite Interview

Media center is located at the entrance hall. On-site interview service available.

## Content

- a. CMEF's Live broadcast brand, CMEF Live, will cooperate with People's Daily Health, China Economic Network and China Machine Press to set up a live broadcast room at the exhibition site.
- b. One-stop services such as early outline, live shooting, video production, post writing, promotion and release.

## Price

10000RMB - 50000RMB



07

# Conference

**MEDCONGRESS®**

Accurately focus on potential customers to enhance the academic impact of the industry

As an influential professional medical devices exhibition in the world, adhering to the purpose of "trade, innovation, learning, exchange" and giving full play to the characteristics and advantages of "exhibition and conference" integration of innovation, CMEF will hold more than 80 themed forums and conferences during the same period.

The content covers many fields such as medical imaging, in vitro diagnosis, intelligent health, new medical infrastructure, medical insurance reform, hospital informatization, emergency, social medical management, doctor groups, intelligent manufacturing, and innovation investment.

**Sponsoring the conference forum will help enterprises build the position of industry leaders, accurately focus on potential customers, and enhance industry influence.**

80+  
**Conferences & Forums**

600+  
**Industrial Experts**

10000+  
**Professional Visitors**

300+  
**Hot Topics**



# Conference Sponsorship

(Prices are for single conference sponsorship only)

	Sponsorship Option	Scheme	Price	Quantity
1	<b>Title Sponsorship to a Designated Conference</b>	<ul style="list-style-type: none"> <li>The naming right of a designated conference.</li> <li>The exposure of the sponsor's name and logo, including backboard, printing materials and online promotion, etc.</li> <li>A 30-minute speech on the conference given by the guest invited by the sponsor.</li> <li>Priority for other sponsorship.</li> <li>A full-page Ad in the CMEF Conference Manual for sponsorship over 200,000RMB.</li> </ul>	Forum size of 100-200 people: 150000RMB  Forum size of 200+ people: 200000RMB	Exclusive
2	<b>Sponsor of a Satellite Meeting</b>	<ul style="list-style-type: none"> <li>A 40-minute satellite meeting for a designated main conference.</li> <li>Lunch cost is not included, additional purchase is required.</li> </ul>	60000RMB	Exclusive
3	<b>Make a Speech at a Designated Conference</b>	<ul style="list-style-type: none"> <li>A 20-minute speech on a designated conference.</li> <li>The sponsor can invite their executive or expert for a speech. The content of the speech should be pre-viewed by the organizer.</li> <li>The content of the speech should be pre-viewed by the organizer. Product promotion is not recommended.</li> </ul>	Forum size of 100-200 people: 20000RMB  Forum size of 200+ people: 30000RMB	2 Company /Forums

\* All above sponsorships can be purchased in customized package, please contact for more details.

# Conference Sponsorship

(Prices are for single conference sponsorship only)

	Sponsorship Option	Scheme	Price	Quantity
4	<b>Reception for a Designated Conference Expert</b>	<ul style="list-style-type: none"><li>Responsible for expert reception and associated cost, such as itinerary, ticket booking, local transportation.</li><li>Fee does not include any of the reception costs.</li></ul>	20000RMB	Exclusive
5	<b>Hotel Sponsorship Designated Conference Guest</b>	<ul style="list-style-type: none"><li>Responsible for expert accommodation and the associated cost, such as hotel reservation, service during the stay.</li><li>The organizer can help with hotel reservation.</li><li>Fee does not include hotel fees and is subject to actual settlement.</li></ul>	20000RMB	Exclusive
6	<b>Dinner Sponsorship for a Designated Conference</b>	<ul style="list-style-type: none"><li>Title sponsorship for a designated forum dinner.</li><li>Responsible for dinner reservation, arrangement and reception service.</li><li>Fee does not include dinner cost and is subject to actual settlement.</li></ul>	20000RMB	Exclusive
7	<b>Sponsorship to Designated Conference Gift</b>	<ul style="list-style-type: none"><li>Responsible for expert gift on a designated conference</li><li>The fee does not include gift cost. The sponsor needs to purchase the necessary quantity of gifts.</li><li>The gift should be confirmed by the organizer.</li></ul>	20000RMB	Exclusive

\* All above sponsorships can be purchased in customized package, please contact for more details.



# Conference Sponsorship

(Prices are for single conference sponsorship only)

	Sponsorship Option	Scheme	Price	Quantity
8	<b>Designated Conference Bottle Water Supply</b>	<ul style="list-style-type: none"> <li>Responsible for bottle water on a designated conference.</li> <li>The fee does not include the bottle water cost. It needs to be purchased separately by the sponsor.</li> </ul>	20000RMB	Exclusive
9	<b>Designated Conference Notebook and Pen Set</b>	<ul style="list-style-type: none"> <li>Responsible for notebook and pen set for a designated conference.</li> <li>The fee does not include the notebook and pen set cost. It needs to be purchased separately by the sponsor.</li> </ul>	20000RMB	Exclusive
10	<b>Brand Exposure at a Designated Conference</b>	<ul style="list-style-type: none"> <li>Brand exposure such as a display board on the conference venue.</li> <li>The display board is made by the organizer, while the design is provided by the sponsor.</li> </ul>	20000RMB	Unlimited
11	<b>Full-page Ad in the information pack of a designated Conference</b>	<ul style="list-style-type: none"> <li>The full-page Ad is provided to the organizer 3 days prior to the conference</li> </ul>	20000RMB	Unlimited
12	<b>Conference and Event Live Steaming</b>	<ul style="list-style-type: none"> <li>Conference and event live-streaming on iCMEF.</li> <li>Fee includes live streaming device (one</li> </ul>	25000RMB	Unlimited

\* All above sponsorships can be purchased in customized package, please contact for more details.

# 08

## Join CMEF Distributor Alliance

CMEF will set-up a distributor alliance area in the exhibition hall. Providing an area for exhibitors and distributors.

### Options

- a. Company booklet can be placed in the display area onsite.
- b. Distributors WeChat Group promotion. Given priority in matching for relevant request.
- c. Free 30000 email through EDM for limited time for distributors.
- d. Exclusive naming right for areas on-site (Logo display and booth directory)

### Price

a+b: 5000RMB

a+b+c: 15000RMB (limited space, first come first serve)

a+b+c+d: 30000RMB (Only 1)



# 03

## Online Marketing

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# Online Marketing

Official WeChat Account

CMEF Video Channel

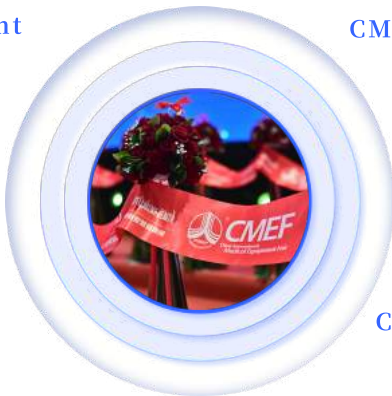
iCMEF

Digital Marketing Channel

CMEF Website

Customized Marketing Event

Visitor Registration Page



01

# CMEF Official WeChat Platform



## Hot Topics in the Industry

CMEF WeChat platform is popular in the industry with 2,000,000+ views annually. The average pageviews during the exhibition period is 10,000.



## Around 500,000 Followers

Top We-media platform in the medical industry



## Professional and Diversified Content

CMEF WeChat platform is very popular in the industry with over 2,000,000 views annually. The average pageviews during the promotion period is 10,000.

# WeChat Single Article

One single article with image. Attract full attention.

## Requirements

- Articles are provided by exhibitors one week in advance.
- The organizer needs to review, and can modify the article after discussion with exhibitors.
- Due to limited space, each exhibitor can only send two articles each week on a "first come, first served" basis.
- No restrictions on the format for pictures, texts, videos, etc. The provided content needs to be typeset. Composing and typesetting will cost additional charge.

Timeslot	Price
1 Month Before & After Exhibition Period	25000RMB/Article
3 Days Before & After Exhibition Period	N/A
Exhibition Period	
All other times	20000RMB/Article



01

# WeChat First Article in a Collection

First article in a multi-article collection, published in CMEF WeChat Platform, along with pre-exhibition focus information.

## Requirement

- Articles are provided by exhibitors one week in advance.
- The organizer needs to review, and can modify the article after discussion with exhibitors.
- Due to limited space, each exhibitor can only send two articles each week on a "first come, first served" basis.
- No restrictions on the format for pictures, texts, videos, etc. The provided content needs to be typeset. Composing and typesetting will cost additional charge.

Timeslot	Price
1 Month Before & After Exhibition Period	15000RMB/Article
3 Days Before & After Exhibition Period	25000RMB/Article
Exhibition Period	N/A
All other times	10000RMB/Article



01

# WeChat Non-First Article in a Collection

Non-first article in a multi-article collection, published in CMEF WeChat Platform, along with exhibition trailer and highlights. Attract traffic through exhibition information and strategy.

## Requirements

- Articles are provided by exhibitors one week in advance, or reposted from the WeChat platform of exhibitors.
- The organizer needs to review and be able to modify the article after discussion with exhibitors.
- Due to limited space, each exhibitor can only send two articles each week in the "first come, first served" basis.
- No restriction on the format for pictures, texts, videos, etc. The provided content needs to be typeset. Additional charge for composing and typesetting.

Timeslot	Price
1 Month Before & After Exhibition Period	10000RMB/Article
3 Days Before & After Exhibition Period	20000RMB/Article
Exhibition Period	45000RMB/Article
All other times	7000RMB/Article





01

# WeChat - CMEF News

CMEF News provides exhibitor news, long-term column.

## Requirements

- a. Exhibitor needs to provide news content one week in advance. Content is limited to company top news such as new product release, strategic plan, awards and etc.
- c. Maximum 5 news per week.

## Price

500RMB/News



# 01 Other WeChat Sponsorship

## Special Section Naming

- a. Exclusive top article in the special section. Special Section content will be displayed in all articles during exhibition period.
- b. Exhibitor needs to provide content one week in advance. Refer to Single Article Sponsorship for details.
- c. 100,000RMB/Exhibition



## Special Section Banner

- a. Exhibitor can discuss with the Organizer for more details.
- b. Photo size: 900\*200px
- c. Price is shown below

Timeslot	Price
1 Month before and after exhibition period	15000RMB/Week
3 Days before and after the exhibition period	26000RMB/Week
All other times	8000RMB/Week
Exhibition period	N/A



\* All above sponsorships can be purchased in customized package, please contact for more details.

## 02

# Channel - Video Broadcast

CMEF Channel can provide live broadcasting, video broadcasting, and photo broadcasting. Linked with CMEF WeChat Account, which has millions of flow.

## Video Requirements

Resolution  $\geq 1080P$ , MP4, Max file size is 2G

Timeslot	Single Video	2 Video	3 or More Video
All other times	1000RMB/Post	900RMB/Post	800RMB/Post
1 Month before and after exhibition period	1500RMB/Post	1350RMB/Post	1200RMB/Post
3 Days before and after exhibition period	2000RMB/Post	1800RMB/Post	1600RMB/Post
Exhibition period	3000RMB/Post	2700RMB/Post	2400RMB/Post



# Channel - Photos Broadcast

CMEF Channel is connected with CMEF WeChat Account. Photos can be shared in WeChat Moment.

## Photo Requirement

png/jpg/jpeg, max file size is 15M.

Timeslot	Individual Post (Max 9 pics)	Photo Collection (cover photo)	Photo Collection (Not cover photo)
All other times	1000RMB/Post	500RMB/Post	300RMB/Post
1 Month before and after exhibition period	1500RMB/Post	750RMB/Post	500RMB/Post
3 Days before and after exhibition period	2000RMB/Post	1000RMB/Post	700RMB/Post
Exhibition period	3000RMB/Post	1500RMB/Post	1000RMB/Post



## 02

# Channel - Live Broadcast

CMEF Channel can provide live broadcasting, video broadcasting, and photo broadcasting. Linked with CMEF WeChat Account, which has millions of flow.

## Requirement

Provide stable streaming source or video with resolution  $\geq 1080P$  in MP4 format.

Timeslot	By Hour	Full-day	Replay
All other times	1000RMB/Hours	4000RMB/Broadcast	1000RMB/Broadcast
1 Month before and after exhibition period	1500RMB/Hours	6000RMB/Broadcast	
3 Days before and after exhibition period	2000RMB/Hours	8000RMB/Broadcast	
Exhibition Period	Contact for more details		



## 03

# iCMEF - Rotating Banner

Obtain millions of brand exposure opportunities through registering on CMEF online stores. Join iCMEF homepage banner to increase company page view volume. Non-exhibitor first-time price: 5000RMB/year (more gifts available upon registration)

## Sponsorship

- Homepage Rotating Banner
- Linked to company iCMEF page

## Requirement

- The image needs to be provided one week in advance. The organizer has the right to review and modify the image.
- Banner is played after the main CMEF banner.
- Size: 750x300px
- Limited to 2 per timeslot.

Timeslot	Price
One month before and after exhibition	25000RMB/Month
Exhibitor month	29999RMB/Month
All other times	20000RMB/Month



# iCMEF - Homepage Product Display

Obtain millions of brand exposure opportunities through registering on CMEF online stores. Join iCMEF homepage banner to increase company page view volume. Non-exhibitor first-time price: 5000RMB/year (more gifts available upon registration)

## Sponsorship

- a. Homepage Rotating Banner
- b. Linked to company iCMEF page

Timeslot	Price
One month before and after exhibition	1000RMB/Week
Exhibition month	2000RMB/Week
All other times	800RMB/Week

## Requirement

- a. The image needs to be provided one week in advance. The organizer has the right to review and modify the image.
- b. Banner is played after the main CMEF banner.
- c. Size: 750x300px
- d. Limited to 2 per timeslot.



# iCMEF - Exhibitor Live Broadcasting

Obtain millions of brand exposure opportunities through iCMEF

## Live Broadcasting Format

Exhibitor Broadcasting / Organizer Broadcasting  
(Exhibition area highlight is only in the Organizer's live broadcasting format)

## Price

5000RMB/20Minutes/Exhibitor

\* If the actual live time exceed the contract time, additional charge will be applied when it exceeds over 10 minutes (5000RMB/20 Minutes).

## Playback

The playback of the live streaming will be available online until the end of exhibition period. The playback will be provided to the exhibitor.





# iCMEF - Ranking in Company Section

Obtain millions of brand exposure opportunities through registering on CMEF online stores. Join iCMEF homepage banner to increase company page view volume. Non-exhibitor first-time price: 5000RMB/year (more gifts available upon registration)

## Sponsorship

- Higher ranking in the company section.
- Limited space, first come first served.

Timeslot	Ranking	Price
Exhibition period	Top 3	4000RMB/Month
	Others	3800RMB/Month
1 Month before and after the exhibitor	Top 3	3000RMB/Month
	Others	2800RMB/Month
All other times	Top 3	2200RMB/Month
	Others	2000RMB/Month



# CMEF Website - Rotating Banner

CMEF official website covers the most up-to-date exhibition information, with an annual PV of 2,000,000+. Homepage banner, as the most noticeable location on the website, has the highest attention.

## Sponsorship

- a. Website homepage rotating banner
- b. Linked to company iCMEF page.

## Requirement

- a. The image needs to be provided 1 week in advance. CMEF has the right to review and modify the image.
- b. Banner is played after the main CMEF banner.
- c. Size: 1920\*650px.
- d. Limited to 2 images per period.

Timeslot	Price
One month before and after exhibition	27000RMB/Month
Exhibition month	31000RMB/Month
All other times	25000RMB/Month



[www.cmeff.com.cn/en](http://www.cmeff.com.cn/en)

# Website — Our Honored Exhibitor LOGO

CMEF official website has an annual PV of 2,000,000+.

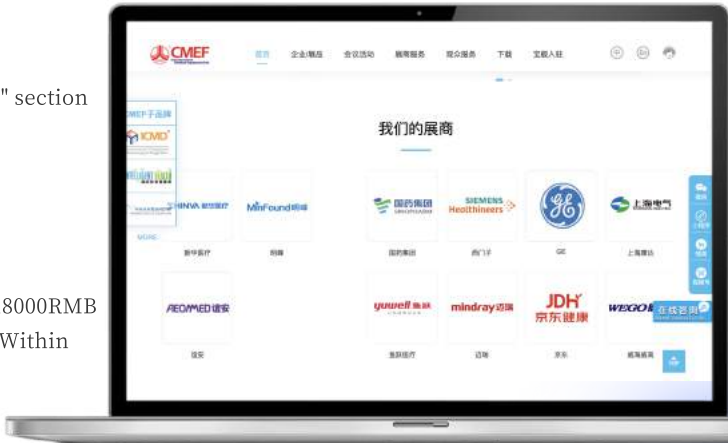
Listing your logo with superior exhibitors on the platform of CMEF.

## Sponsorship

- a. Display in the "Our Honored Exhibitors" section as Ads rotation.
- b. Limited to 20 spaces per year.

## Price

- a. One Year (Include Exhibition Period): 18000RMB
- b. Half a Year (Include Exhibition Period Within the Sponsorship perios): 10000RMB



# Digital Channel Marketing

CMEF CRM database consists of distributors, agents, purchasers, medical institutions, and other industrial visitors. Digital channel marketing could increase exhibitors' brand exposure to promote themselves and bring business opportunities.

## EDM Release

- a. Word: 1000 Words and under
- b. Picture: 2-4
- c. Data Volume: 40000-50000

## Price

15000RMB

(Including EDM production and releasing )



# Visitor Registration Page

Visible to all CMEF visitors.

## Requirement

- a. Exhibitor needs to provide content one week in advance.
- b. Organizer has the right to review the banner and suggest modification to the exhibitor.
- c. Limited quantity, first come first serve.
- d. Photo Requirement: 1800\*600, jpeg or png

## Price

89th CMEF: 100,000RMB

90th CMEF: 50,000RMB



# 04



## Contact Us

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International  
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# Thank You

Look forward to cooperate with you



医疗器械制造展



国际智慧健康展



应急救援展



康复及个人健康展



国际养老展



家用医疗展



宠物健康展