



# Sponsorship

The 88th China International Medical Equipment Fair  
The 35th International Component Manufacturing & Design Show  
2023 International Intelligent Health Expo  
2023 Emergency, Rescue & Safe China  
2023 International Rehabilitation and Personal Health Show  
2023 International Elderly Care and Nursing Show  
2023 International Home Care Exhibition  
2023 Animal Health China

October 28th - 31st 2023  
Shenzhen World Exhibition & Convention Center (Bao'an)



国药励展  
Reed Sinopharm  
Exhibitions



通过ISO9001质量体系认证

01

## Professional Audience / 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.

02

## Online Resources

Based on nearly 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.



Why choose  
CMEF?

Professional  
Accurate  
Comprehensive  
Deep-cultivated



## I

### **On-Site Promotion**

- 01 Opening Ceremony Stage
- 02 Conference & Forums
- 03 Information Desk at South Hall
- 04 Logo Display on Booth Map
- 05 Gift Sponsorship
- 06 Live Photo Stream

## II

### **Online Promotion**

- 01 Official WeChat Account
- 02 iCMEF
- 03 Official Website
- 04 Official WeChat Video Channel
- 05 Digital Channel Marketing



第11届中国国际医疗器械博览会

I

# On-Site Promotion

The Most Intuitive Flow

# 01

## Opening Ceremony Screen

The opening ceremony stage of the 88th CMEF is located in the South Hall at the NECC. It is the main entrance for the visitors, which will attract large traffic and high attention.

### 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. Single Day: 9000RMB/Video
- b. Two-Day Package: 15500RMB/Video
- c. Four-Day Package: 26500RMB/Video



01

# Opening Ceremony Stage

The opening ceremony stage of the 88th CMEF is located in the South Hall at the NECC. It is the main entrance for the visitors, which will attract large traffic and high attention.

## Forums / Events

- 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-Hour Package: 37000RMB
- c. Four-Hour Package: 50000RMB



02

## Conferences & Forums:

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.

# South Hall Information Desk Advertisement

The information desk with LED screen of the 88th CMEF is located at the south hall. It is the main entrance for visitors, which will attract large traffic and high attention.

## 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.
- 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/piece



# Logo Display on the 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 brand.

## 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/Exhibitor

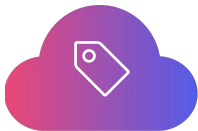


Schematic Diagram

05

## Gift Sponsorship

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



### Epidemic Prevention Supplies

- a. Companies will obtain the naming right of the 88th CMEF epidemic prevention supplies.
- b. Offer supplies according to organizer's needs.



### VIP Gift

- a. Company will obtain the naming right of the 88th CMEF VIP gifts.
- 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 leaflet in the information pack of conference.



### Bottle Water for Conference

- a. Offer bottle water according to the quantity of organizer's needs.
- b. Company will obtain the naming right of the 88th CMEF bottle water for conference.

P.S: All gifts must include exhibition logos on the product or packaging.

06

## Live Photo Stream

CMEF live photo stream provides a high exposure of more than 200,000.

### Homepage Banner

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

### Naming Right

- a. 150000RMB
- b. Exclusive live photo stream naming rights.
- c. Company logo will be displayed with the QR code of the program.





II

# Online Promtion

Full Coverage of Wide Area Traffic

01

# CMEF Official WeChat Platform – Advantages



## **Exposure to 420,000 Industrial Followers**

Top We-media platform in the medical industry

## **Popular Topic in the Industry**

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.

## **Professional and Diversified Content**

Exhibitor network, product spoilers, CMEF award, CMEF headline, etc.

Various programs are adapted to different promotion needs.

01

# WeChat Single Article

One single article with images

Published on CMEF WeChat platform

## Scheme

- 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.



# 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. Attract viewers through headlines content.

## Scheme

- 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. Composing and typesetting will cost additional charge.



## 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.

## Scheme

- 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. Composing and typesetting will cost additional charge.



01

# Other Sponsorship on WeChat

## Special Report Page Headline

a. Exclusive sponsorship of top graphics in special report page.

b. Articles are provided by exhibitors one week in advance, detailed requirement is the same as WeChat article sponsorship.

c. 100,000RMB/Issue

## Bumper Advertisements

a. Exhibitor needs to communicate with the organizer in advance of the content and release schedule.

b. Photo Size: 900\*200px

c. Price varies based on release periods.

\* The above sponsorship can be arranged in customized package, please contact for more details.



# 01 Official WeChat Account Article Price

Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
September													
				1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30								
October													
						1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					
November													
									1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30			

Single Article	
9、11/10-	25000RMB
10/1-20	30000RMB
10/21-27、11/1-3	N/A
10/28-31	

WeChat First Article in a Collection	
9、11/10-	15000RMB
10/1-20	20000RMB
10/21-27、11/1-3	35000RMB
10/28-31	N/A

WeChat Non-First Article in a Collection	
9、11/10-	12000RMB
10/1-20	15000RMB
10/21-27、11/1-3	25000RMB
10/28-31	50000RMB

Bumper Advertisement	
9、11/10-	13000RMB/Week
10/1-20	20000RMB/Week
10/21-27、11/1-3	31000RMB/Week
10/28-31	N/A

01

# The 88th CMEF Product Release Season

From July 27th to October 27th, the 88th CMEF exhibition teaser period, exhibitors' brand & product, and booth warm-up will be promoted on all CMEF official media platform.

## Official Platform

The **highest attractive** official event of this exhibition.

## Attention Lasting

3 months of **continous attention**.

## Cost Effective

All **basic content for free**.  
Additional promotion for purchase.

SCAN FOR  
MORE DETAILS



## High Exposure

This Product Release Season will be **promoted on all CMEF's official media platform** and partner media.

## Content Richness

This event is divided into **multiple categories and creative styles** to promote exhibitors' brand and products.

# iCMEF – Rotating Banner

The views of iCMEF has exceed 8,000,000. Obtain millions of brand exposure opportunities through registering on CMEF online stores. Join iCMEF homepage banner to increase company page view volume, favor rate, and business opportunity.

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.

## Price

iCMEF Homepage Rotating Banner (Long-Term)			
Date	Displaying Day	Price	Availability
06/07.01—06/07.30	30	20000	2
08.01—08.31	31	28000	2
09.01—09.30	30	45000	2
10.01—10.31	31	48000	2
11.01—11.30	30	38000	2
iCMEF Homepage Rotating Banner (Short-Term)			
Date	Displaying Day	Price	Availability
07.01—07.15	15	8000	2
07.16—07.30	16	12000	2
08.01—08.15	15	15000	2
08.16—08.31	15	18000	2
09.01—09.15	15	23000	2
09.16—09.31	16	28000	2
10.01—10.15	15	38000	2
10.16—10.31	15	45000	2
11.01—11.15	15	30000	2



# iCMEF — Homepage Product Display

The views of iCMEF has exceed 8,000,000. Obtain millions of brand exposure opportunities through registering on CMEF online store.

iCMEF homepage product display can increase company pageview volume, and business opportunities.

## Sponsorship

- Homepage Top Product Display.
- Limited to 6 spots, first come first served.

## Price

iCMEF Top Product Display Pricing		
Date	Displaying Day	Price (RMB)
June	/	3500
07.01—07.31	31	4900
08.01—08.31	31	5600
09.01—09.30	30	6650
10.01—10.15	15	7000
10.16—10.30	15	9100
10.01—10.31	31	15050
11.01—11.30	30	7000



# iCMEF — Top Company in Company Section

The views of iCMEF has exceed 8,000,000. Obtain millions of brand exposure opportunities through registering on CMEF online store.

Top company position in iCMEF company section can increase company pageview volume, and business opportunities.

## Sponsorship

- First company shown in the company section.
- Priority to 88th CMEF exhibitor.

## Price

iCMEF Top Company Display in Company Section		
Date	Displaying Day	Price (RMB)
06.01——06.30	30	5100
07.01——07.31	31	6300
08.01——08.31	31	7500
09.01——09.30	30	9900
10.01——10.31	31	12000
11.01——11.30	30	8700



# iCMEF —— Ranking in Company Section

The views of iCMEF has exceed 8,000,000. Obtain millions of brand exposure opportunities through registering on CMEF online store.

Top company position in iCMEF company section can increase company pageview volume, and business opportunities.

## Sponsorship

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

## Price

iCMEF Top Company Display in Product/Company Section				
Date	Price (RMB)	Displaying Day	Ranking	Availability
07.01——07.30	5100	30	2—6 (First Page)	4
	5400		7—15	7
	4500		15 and lower	Unlimited
08.01——08.31	6300	31	2—6 (First Page)	4
	6000		7—15	7
	5400		15 and lower	Unlimited
09.01——09.30	8700	30	2—6 (First Page)	4
	8100		7—15	7
	7800		15 and lower	Unlimited
10.01——10.31	9900	31	2—6 (First Page)	4
	9500		7—15	7
	9100		15 and lower	Unlimited
11.01——11.31	8700	30	2—6 (First Page)	4
	8500		7—15	7
	7500		15 and lower	Unlimited



# CMEF Website: Homepage 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. According to pre-registrtaion data, nearly 30% of visitors registered through the CMEF website.



# Website Homepage banner

Rotating concurrently with CMEF banner, and located at the most obvious position on the website.

## Scheme

- Website homepage rotating banner
- Linked to company iCMEF website

## Requirement

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

Homepage Rotating Banner (Long-Term)

Date	Displaying Day	Price	Availability
June	/	30000	2
07.01—07.31	31	36000	2
08.01—08.31	31	39000	2
09.01—09.30	30	45000	2
10.01—10.31	31	51000	2
11.01—11.30	30	48000	2

Homepage Rotating banner (Short-Term)

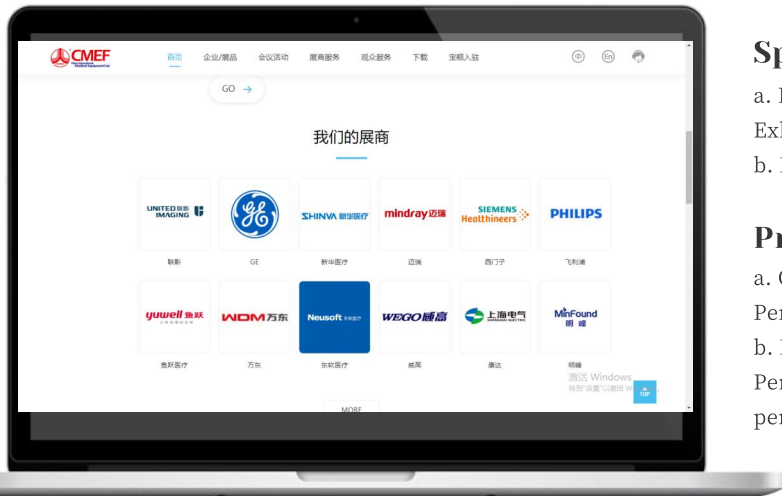
Date	Displaying Day	Price	Availability
07.01—07.15	15	18000	2
07.16—07.31	15	15000	2
08.01—08.15	15	23000	2
08.16—08.31	16	28000	2
09.01—09.15	15	33000	2
09.16—09.30	15	39000	2
10.01—10.15	15	43000	2
10.16—10.31	16	48000	2
11.01—11.15	15	39000	2

03

## 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 Ad rotation.
- b. Limited to 20 spaces per year.

### Price

- a. One Year (Include Exhibition Period): 38000RMB
- b. Half a Year (Include Exhibition Period Within the Sponsorship periods): 20000RMB

# WeChat Video Channel

## Advantages

The CMEF WeChat Video Channel aims to facilitate an original platform for video sharing and live streaming. In 2022, the channel received 200,000+ visits, and started connection with industry leaders and top We-Media accounts.

## Price

Requirement: Horizontal version, 920x1080px

File Size: within 1G



Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
September													
				1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30								
October													
						1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					
November													
									1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30			

Single Video	
9、11/10-	1000RMB/Video
10/1-20	1500RMB/Video
10/21-27、11/1-3	2000RMB/Video
10/28-31	3000RMB/Video

Two Videos (One Video/Day)	
9、11/10-	950RMB/Video
10/1-20	1350RMB/Video
10/21-27、11/1-3	1850RMB/Video
10/28-31	2800RMB/Video

Multiple Video (3 Videos and more, One Video/Day)	
9、11/10-	850RMB/Video
10/1-20	1250RMB/Video
10/21-27、11/1-3	1750RMB/Video
10/28-31	2700RMB/Video

Video Channel Live (Need to provide video or live broadcast)	
9、11/10-	3000RMB/Hour 12000RMB/Day
10/1-20	4000RMB/Hour 16000RMB/Day
10/21-27、11/1-3	6000RMB/Hour 24000RMB/Day
10/28-31	10000RMB/Hour 40000RMB/Day

## 05

# 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 )





## International Sales and Marketing

Tina Wu



Tel:

010-84556578

Email:

yiwen.wu@reedsinopharm.com



# *Look forward to our cooperation*

The 88th China International Medical Equipment Fair  
The 35th International Component Manufacturing & Design Show  
2023 International Intelligent Health Expo  
2023 Emergency, Rescue & Safe China  
2023 International Rehabilitation and Personal Health Show  
2023 International Elderly Care and Nursing Show  
2023 International Home Care Exhibition  
2023 Animal Health China  
October 28th - 31st 2023  
Shenzhen World Exhibition & Convention Center (Bao'an)



国药励展  
Reed Sinopharm  
Exhibitions



通过ISO9001质量体系认证