

2024 Midwest Healthcare
Engineering
CONFERENCE & TRADE SHOW

SHAPING

A **BETTER** TOMORROW

NOVEMBER 11-12, 2024



2024 EXHIBITOR & SPONSORSHIP OPPORTUNITIES



TABLE OF CONTENTS

At the Midwest Healthcare Engineering Conference & Exhibition (MWHCEC), *shaping a better tomorrow* is at the forefront of every interaction. This is where attendees and exhibitors build genuine connections that push healthcare forward.

3

Become an Exhibitor

4

Exhibit Hall

6

Sponsorships

11

Advertising Opportunities

2024 MIDWEST HEALTHCARE ENGINEERING CONFERENCE

November 11- 12, 2024
Indianapolis, IN

Contact us:
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3502 Woodview Trace Suite 300,
Indianapolis, IN 46268



BECOME AN EXHIBITOR



MWHCEC is more than just a conference; it's a catalyst for transformative ideas and solutions that aim to improve the healthcare industry. MWHCEC is not just about the connections made but about how these connections are the building blocks for *shaping a better tomorrow*.



Pre-Event

- Pre-event attendee list
- Company name and description listed on the MWHCEC website

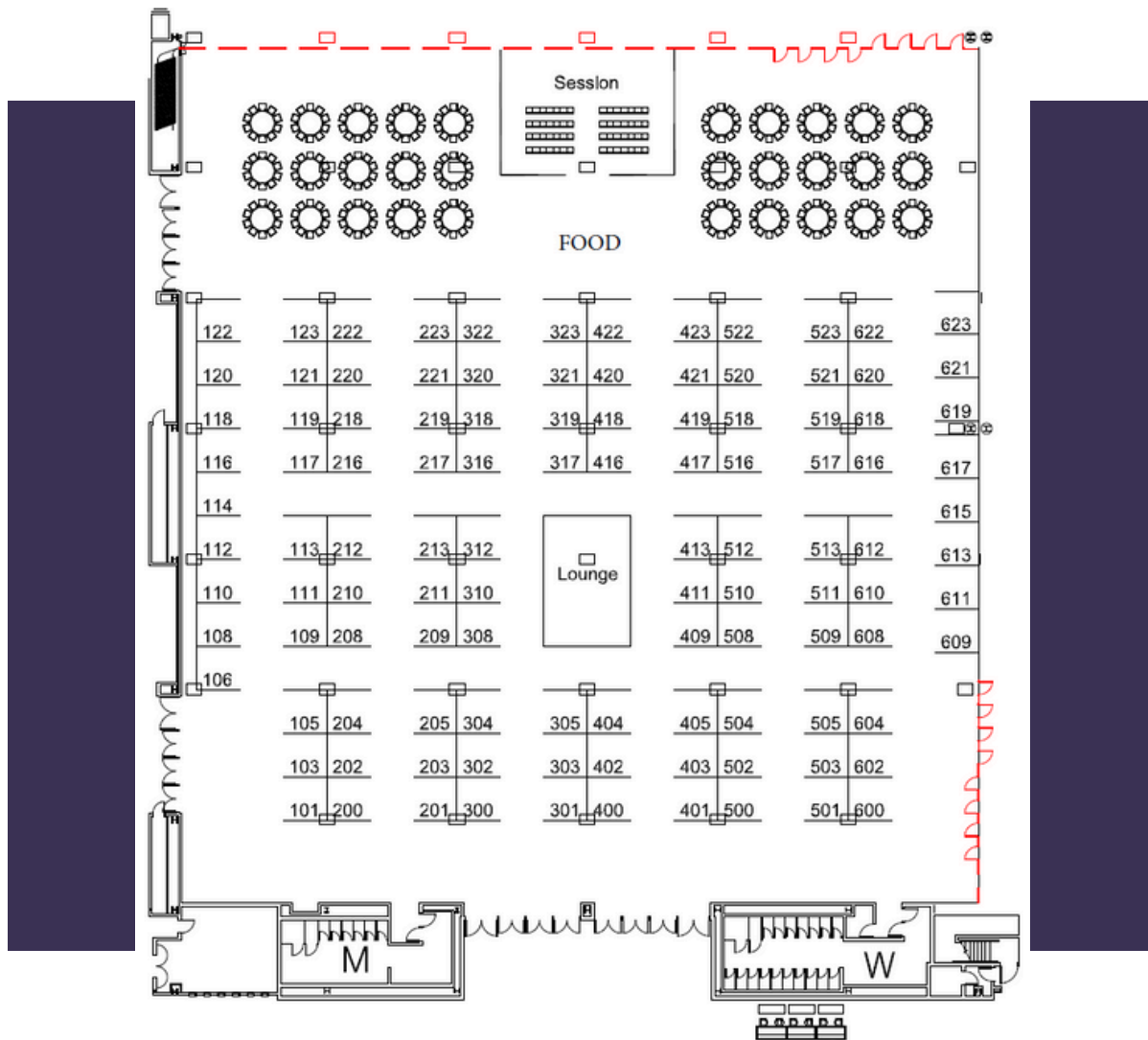
Event

- Company name, company description, and booth number listed in the event app
- Opportunity to provide a trade show prize for additional visibility
- Opportunity to be recognized as a “best booth”

Post-Event

- Post-event attendee list
- Company name and description listed on the MWHCEC website
- Hyperlink to full exhibitor listing in post-event email

EXHIBIT HALL



Trade Show Logistics & Highlights

NOV 11
MON

2:00 pm - 4:00 pm

Set-Up **hand carried items only**

NOV 12
TUE

7:00 am - 10:30 am

Set-Up

11:00 am - 4:00 pm

Show Open

2:30 pm - 3:00 pm

Prize Winners Collected

3:00pm - 4:00 pm

Prize Drawings/Toast

EXHIBIT HALL

Exhibit booths include:

- (1) Full conference registration pass
- (1) Complimentary trade show pass
- (1) 6' draped table, (1) 10' high back & (2) 3' high side draped wall, (2) Chairs, (1) Wastepaper basket, (1) Identification sign and basic carpet



Take advantage of our early-bird pricing & reserve a booth by **September 30**

BOOTH TYPE & SIZE	EARLY BIRD	REGULAR
Standard (10' X 10')	\$950	\$1,150
Corner (10' X 10')	\$1,125	\$1,325
Premium (10' X 10')	\$1,280	\$1,480

SPONSORSHIPS

2024 SPONSORSHIP OPPORTUNITIES

Did you know that **more than 90%** of attendees indicated that they had buying power for their facility? This makes it a great opportunity to network with key decision-makers. Stand out from the crowd and maximize your company's exposure by becoming a sponsor.

All conference sponsorships include:

- Premium visibility before, during, and after the Conference
- Company logo in/on the:
 - Conference App
 - Home page of the Conference website
 - Email communications
 - Main entry piece to the Exhibit Hall
- Acknowledgement of your participation during the Opening General Session and the Trade Show



SPONSORSHIPS



WIFI SPONSOR

Exclusive

\$4,500

Get connected - literally! As a WiFi sponsor, all attendees will see your company's brand when connecting any device to the Conference WiFi.

Benefits

- Sponsor WiFi for all conference attendees
- Company logo on the log-in page
- Company name as password
- Recognition as WiFi sponsor
- Company-branded login information



WATER BOTTLES

Exclusive

\$2,500

Make MWHCEC more sustainable by sponsoring water bottles. Showcase your logo on reusable bottles that can be used to reduce plastic waste at the conference and beyond!

Benefits

- MWHCEC produces the bottles with the company logo and provides them to every attendee at check-in



BAGS

Exclusive

\$3,000

Give attendees a takeaway item they can use time and time again. Sponsored conference bags will be provided at the registration desk when attendees pick up their badges.

Benefits

- Company logo on bags provided to attendees
- MWHCEC produces and distributes bags



NEW: VIP SOCIAL

Exclusive

\$1,000

Showcase your company to our elite VIP's during this special invite-only networking session.

Benefits

- 2 complimentary VIP tickets for employees at your company
- 60 seconds for company endorsement at the beginning of social
- Company logo on VIP Social signage

SPONSORSHIPS



GENERAL SESSION

2 Available

\$2,000

This is your chance to speak directly to every attendee at the conference during one of the general session keynotes.

Benefits

- Representative from your company to introduce the presenter with 60 seconds for company endorsement
- Pre-event and onsite sponsor recognition, including logo in the app, event website, and on-site signage
- Reserved prime seating at the general session
- One complimentary All-Access pass. This can be used for your company's attendees or to invite a healthcare engineer client/prospect.



WELCOME RECEPTION

Exclusive

\$2,000

Welcome attendees as the Welcome Reception Sponsor and generate recognition to propel your brand at the beginning of the conference.

Benefits

- Company logo featured on signage in event area
- Company logo on drink tickets
- Invite on behalf of sponsoring company to attendees via event app push notification



SPONSORSHIPS



COFFEE SPONSOR

5 Available

\$1,700

Become a coffee sponsor and ensure your brand is the first thing attendees see in the morning.

Benefits

- Company logo displayed next to the coffee station
- Opportunity to place collateral at station
(materials provided by sponsor)



LEADERSHIP PRE-CON SESSION

Exclusive

\$2,000

Become a sponsor of the pre-con session and get face time with attendees a day before kick-off.

Benefits

- 60 seconds for company endorsement at session opening
- Introduce each presenter
- A representative from your company to close out the session
- Reserved prime seating at the pre-con session
- 2 complimentary pre-con passes for employees of your company



CONFERENCE APP

1 Available

\$1,500

The app's widespread use throughout the conference makes it a great opportunity to elevate your brand's presence and connect directly with industry professionals.

Benefits

- Logo on event app home screen, which is usually viewed 5-10x per attendee
- Featured page in app promoting your company
- One rotating banner ad through the duration of the conference
- One push notification per day



SPONSORSHIPS



LANYARDS

Exclusive

\$1,500

Have your company logo on a piece each attendee will carry around the conference area.

Benefits

- Company logo on lanyards provided to every attendee
- MWHCEC produces and distributes lanyards



NEW: TRADE SHOW BAR SPONSOR

2 Available

\$1,500

Engage with attendees in a very social and highly visible setting by showcasing your company at the bar.

Benefits

- 60 seconds for company endorsement at the beginning of prize drawings
- Company logo on signage at the bar area
- Company logo on drink tickets



PENS

Exclusive

\$700

Put your brand in the hands of all attendees. Conference pens will be distributed at the registration desk when attendees pick up their name badges.

Benefits

- Company logo pens provided to every attendee
- MWHCEC produces the pen



EDUCATIONAL SESSIONS

Multiple Available

\$700

Sponsor an education session of your choosing to speak directly with a breakout's attendees.

Benefits

- Company representative to introduce the session
- Company logo to appear on signage placed outside the room
- Logo will appear next to the Education Session on Conference Website, and in Conference App

ADVERTISING OPPORTUNITIES

BANNER AD

4 Available

\$250

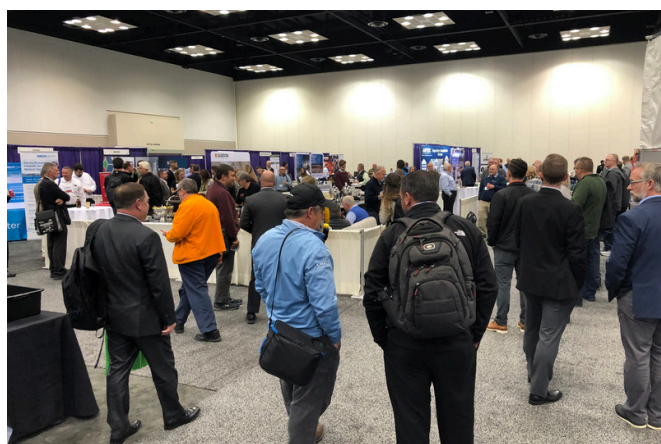
Create a banner ad to showcase your company or product and have it rotate as a footer in the event app for the duration of the event

PUSH NOTIFICATION

Multiple Available

\$150

Utilize the push notification feature in the event app to broadcast a message to all conference attendees. Each push notification may include a call to action and link to a webpage.



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