

2026

EXHIBITOR PROSPECTUS

THE SHOW FOR BIOMEDICAL/HTM PROFESSIONALS

MD Expo strives to provide healthcare technology management professionals with a unique, intimate and rewarding conference second to none. Clinical engineers, biomedical technicians, directors and managers, procurement/asset managers and others responsible for medical technology will gather in a one-of-a-kind warm and welcoming environment to network with peers, learn the latest technologies and advances in HTM. Find out what everyone has been talking about; this is one event you can't afford to miss!



MD EXPO
BALTIMORE
APRIL 7-9, 2026



MD EXPO
Orlando, FL • October 13-15, 2026

RESERVE YOUR BOOTH AT [MDEXPOSHOW.COM](https://mdexposhow.com)



HTM MIXER

POWERED BY **MD EXPO**

HTM MIXER ARIZONA

MAY 7-8, 2026
SCOTTSDALE, AZ

HTM MIXER NORTHWEST

JULY 31 - AUGUST 1, 2026
BELLEVUE, WA

RESERVE YOUR BOOTH AT [HTMMIXER.COM](https://htmmixer.com)



MD EXPO ATTENDEE DEMOGRAPHICS

**\$367
Million**

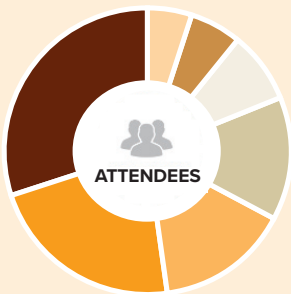
Over \$367 Million in purchasing power

125

Over 125 hospital systems represented from across the country.

500+

500+ attendees averaged per show.



ATTENDEES BY TITLE

38% BMET

22% HTM Directors

15% HTM Managers

14% Field Service Engineer

11% Vendor/ISO

Exhibiting at the MD Expo exposes your company to attendees looking for service and equipment options. It also provides an abundance of social and networking opportunities outside of the exhibit hall where valuable **professional relationships are developed.**

TOP REASONS TO EXHIBIT

1 GROW YOUR BUSINESS

Generate new leads and strengthen your existing relationships.

2 FOSTER RELATIONSHIPS

MD Expo is the ideal venue for making a great first impression or a convenient way to connect with existing customers who are in attendance.

3 LAUNCH NEW PRODUCTS

Launch new products and highlight your existing services.

4 NETWORK

Network with over 500 HTM professionals. There is nowhere else where you can command this kind of audience, under one roof, at one time.

5 OBTAIN CUSTOMER FEEDBACK

MD Expo offers the perfect opportunity to engage attendees for customer feedback. Dedicated exhibit hall hours and multiple networking events ensure a captive audience.

6 BRAND AWARENESS

Build brand awareness within our unique community.



The vibe was amazing. People were actually standing and waiting in line to come see us.

— Pratil Singh, CEO, PM Biomedical

2026 BOOTH RATES

Amplify your brand's impact at the MD Expo by exploring our array of sponsorship options. Strategically align your organization with this premier event, driving increased visibility and engagement among the influential HTM community. Unlock unparalleled opportunities to showcase your solutions, forge meaningful connections, and cement your position as an industry leader.

At MD Expo, unlike other conferences, **your booth package includes all of the essentials** for a successful exhibit! A 6' skirted table, two chairs, carpet, and booth personnel registrations are all included in our affordable exhibit pricing!

BOOTH AMENITIES

All booths are 10' wide x 8' deep and include the following:

- One draped exhibit area
- (1) 6' skirted table and (2) chairs
- (1) wastebasket
- (1) booth identification sign
- The show floor IS CARPETED
- (2) registrations for the conference; additional conference registrations may be purchased
- Inclusion of company profile in the conference Show Guide

NOTE: Electricity IS NOT included

Booth Payment(s):

Payment methods for exhibit booth reservations include credit cards or payment by check. Invoices are due within 14 days of the invoice being issued.

Refund policy:

All booth space cancellations or reductions in space must be in writing. If cancellation is received 91 days or more prior to the event, a refund, minus a \$250 cancellation fee will be made. No refunds will be made for contracts cancelled 90 days or less before the event. If a purchase order (terms net 20) is issued, this will be considered the same as cash, and all rules regarding the refund policy will apply. In the event of cancellation/withdrawal, MD Publishing shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the canceled exhibitor.

1 Premium Booth (dark gray) \$3,095 (per 10' x 8' space)

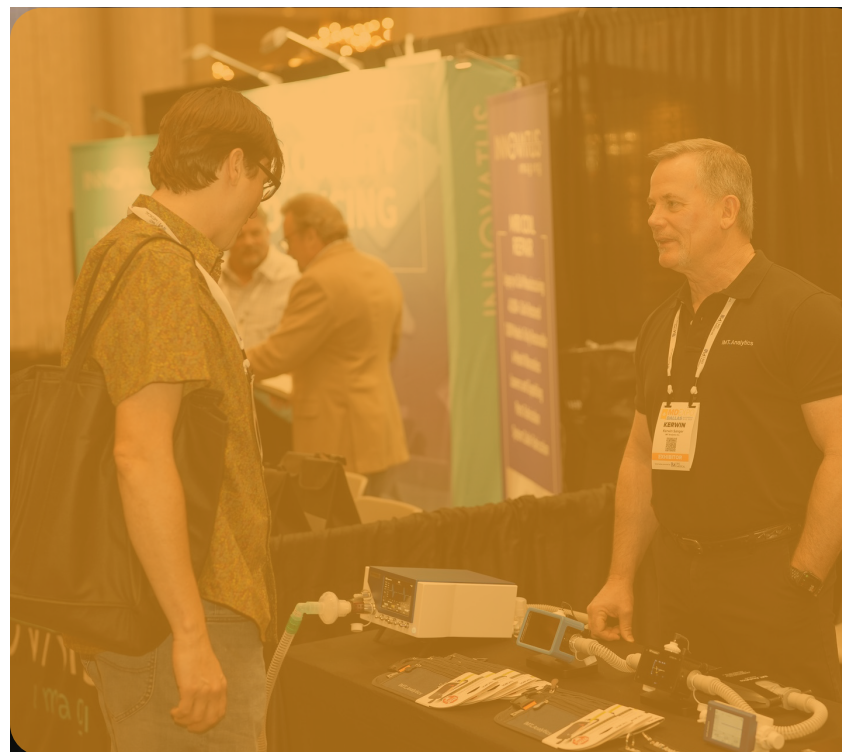
Premium visibility located at the end of rows.

2 Traditional Booth \$2,895 (per 10' x 8' space)

Excellent visibility at an affordable price, located throughout the hall.

3 Foyer Table Top \$2,295

Located just outside the exhibit hall, near the registration desk.



FOR CURRENT FLOORPLAN, VISIT [MDEXPOSHOW.COM/FLOORPLAN](https://mdexposhow.com/floorplan)



MD Expo is a place of community, education and renewal. It is where you go to see old friends and meet new ones, learn about new technologies and career opportunities in the industry.

— Jewel C. Newell, Project Manager, Kaiser Permanente



On the first day we had 119 lead scans and there were some prospects that we had been looking to connect with that we actually got follow up meetings with so ultimately a win for us!

— Meredith Darbyshire, Senior Marketing, Manager PartsSource



EXHIBITOR SCHEDULE

EXHIBIT HALL SET-UP

Wednesday, April 8, 2026
8 AM-2 PM

SHOW DATES AND HOURS

Wednesday, April 8, 2026
2:30-5:30 PM
Thursday, April 9, 2026
12-2:30 PM

EXHIBIT HALL TEARDOWN

Thursday, April 9, 2026
2:30-6 PM



EXHIBITOR SCHEDULE

EXHIBIT HALL SET-UP

Tuesday, October 13, 2026
8 AM-2 PM

SHOW DATES AND HOURS

Wednesday, October 14, 2026
2:30-5:30 PM
Thursday, October 15, 2026
12-2:30 PM

EXHIBIT HALL TEARDOWN

Thursday, October 15, 2026
2:30-6 PM



Leadership Summit + Reverse Expo

REVERSE EXPO

SIT DOWN WITH REAL DECISION MAKERS.

2026 Reverse Expo Dates:

MD EXPO BALTIMORE

Wednesday, April 8, 2026

MD EXPO ORLANDO

Wednesday, October 14, 2026

Cost to attend the MD Expo Reverse Expo

\$1,500 (1) person, (1) schedule

\$2,000 (2) people, (1) schedule

\$3,000 (2) people, (2) schedules

NOTE: All participants must be registered exhibitors. The "schedule" refers to the opportunity to make requests for appointments and then have a custom schedule generated based on the requests made.



I attended the Reverse Expo, it was my second time attending. It was awesome, it's exactly what we come here for, to connect with our customers, to see old friends, meet some new ones, learn what's going on in the industry and to make those connections. It was incredible.

- Webb Clark, Senior Account Manager, PartsSource



ANNOUNCING! MD EXPO WILL NOW HOST A REVERSE EXPO AT BOTH THE SPRING AND FALL CONFERENCES.

The Reverse Expo will allow medical equipment sales and service vendors who are registered exhibitors of MD Expo a unique opportunity to meet with 20+ Supply Chain, Procurement, and Healthcare Technology Directors **from America's most prestigious hospitals and health systems**. Meet with real decision makers, have one on one interaction, and network with these high-level executives.

We provide a unique and optimal environment to start the relationship at the Reverse Expo. Then throughout MD Expo's exhibit hall, networking events, classes and entertainment, build and establish a real rapport and bond with key decision-makers. It's the perfect recipe for maximizing your time and ROI!



2025 Reverse Expo buyers had a combined purchasing power of over \$829 million.

You can't afford to miss this!

REGISTER ONLINE AT
[MDEXPOSHOW.COM/REVERSE-EXPO](https://mdexposhow.com/reverse-expo)



GOLD SPONSORSHIPS

ELEVATE YOUR PRESENCE AT MD EXPO

Amplify your brand's impact at the MD Expo by exploring our array of sponsorship opportunities. Strategically align your organization with this premier event, driving increased visibility and engagement among the influential HTM community.

FINALE PARTY

\$7,500

Theme To Be Determined

The perfect conclusion to a great MD Expo, our final party will be a festive celebration complete with great food, music and drinks! Your company's logo will appear on the drink tickets given to attendees to redeem complimentary alcoholic drinks at the bar. The sponsorship will also include signage and special announcements at the event recognizing your company and a commemorative keepsake for all attendees!

ATTENDEE MEETING BAGS

\$6,500

Having your logo on the bags carried by attendees is a highly visible way of demonstrating your commitment to the industry. You'll also be providing a valuable keepsake that attendees will carry with them long after the meeting ends.

MD EXPO BADGE LANYARDS

\$6,500

Lanyards will be available for all attendees and exhibitors. Lanyards provide your company with high visibility throughout the meeting.

LEADERSHIP SUMMIT DINNER

\$6,000

Host our Leadership Summit participants for dinner their first evening and have direct access to over 30 of the best and brightest HTM leaders from across the country.

FOR MORE INFO, VISIT

[MDEXPOSHOW.COM/FLOORPLAN](https://mdexposhow.com/floorplan)

GOLD PACKAGE INCLUDES:

- (3) additional booth personnel
- Logo on MD Expo website
- Special recognition announcements
- Signage at sponsored event
- Logoed promotional items (when applicable)
- Inclusion on the Door Prize Raffle card
- Pre- and post-show attendee list

WELCOME RECEPTION

\$5,000

Help launch the conference with a great networking event. Your team will have the chance to greet attendees at the entrance of the exhibit hall and provide them with a drink ticket compliments of your company.



SILVER SPONSORSHIPS

SILVER PACKAGE INCLUDES:

- (2) additional booth personnel
- Logo on MD Expo website
- Special recognition announcements
- Signage at sponsored event
- Logoed promotional items
- Inclusion on the Door Prize Raffle card
- Pre- and post-show attendee list

EXHIBIT HALL GRAND OPENING \$4,500

Help kick off the exhibit hall. Your team will have the chance to greet attendees at the entrance of the exhibit hall and provide them with a drink ticket compliments of your company.

REUSABLE WATER BOTTLE \$4,000

Help keep attendees hydrated! Your logo will appear on the reusable water bottle given to attendees to use throughout the conference as well as after the meeting ends.

EVENT WI-FI TBD PER EVENT \$4,500

Every attendee will receive a card to access the network for complimentary wi-fi compliments of our sponsor. You even select the password for access!

EXHIBIT HALL LUNCH \$4,000

Save attendees time and feed the needs of the industry with the Exhibit Hall Lunch sponsorship. Your team will have the chance to greet attendees at the entrance of the exhibit hall and provide them with a lunch voucher compliments of your company.

LEADERSHIP SUMMIT BREAKFAST \$3,500

Host our Leadership Summit participants for breakfast with a short presentation during the morning talks. You will have direct access to over 25 of the best and brightest HTM leaders from across the country.

YOUNG PROFESSIONALS @ MD EXPO \$3,500

Be the exclusive host of our ever-growing group of young professionals at MD Expo! Help usher in the next generation with a happy hour complete with cocktails and hors d'oeuvres.

WELCOME KIT SPONSOR \$3,000


MD Expo sends a custom welcome kit to each attendee prior to the event. As a sponsor your company can include a message, brochure, or giveaway (sticker, promo code, ticket, etc) with each kit.

HEADSHOT LOUNGE \$3,000

A photographer will be on-site to provide attendees with a professional headshot during designated times each day of the conference and your company can be a part of it! As the sponsor of the headshot lounge, your company will receive signage and attendees who get a headshot will receive an electronic copy of their headshot with a message from your company.

REGISTRATION CONFIRMATION EMAIL \$3,000


After attendees register for the conference they will receive an auto-generated confirmation email like the one shown below, and your company can have exclusive placement with an outbound link to your website to learn more about your products and services.



Dallas, TX • November 10-12, 2025

Hello Chris,
Thank you for registering! You are confirmed for 2025 MD Expo Dallas.

Full Name	
Registrant's Email Address	
Registrant Type	Exhibitor
Total Charge	\$0.00
Payment Status	No Fees



Confirmation #: 60144818

Please save this confirmation message as it will serve as your proof of registration. You will receive an attendee Welcome Kit in the coming weeks with additional information about the conference.


Conference Location:
Renaissance Dallas Addison Hotel
15201 Dallas Pkwy
Addison, TX 75001

[View Invoice/Receipt](#) [Review/Update Registration](#)

We look forward to seeing you at the event!

Thank you,
MD Expo Staff

This confirmation email provided compliments of:



Visit www.allpartsmedical.com to learn more!

BRONZE SPONSORSHIPS

BRONZE PACKAGE INCLUDES:

- Logo on MD Expo website
- Special recognition announcements
- Signage at sponsored event
- Post-show attendee list
- Pre-show attendee list only available in conjunction with a booth purchase

BREAKFAST \$2,500

A great way to start off each day! A continental breakfast is served for attendees to fuel them for the day ahead.

LUNCH & LEARN \$1,750 (5 AVAILABLE)

Hungry for a sponsorship? Join us for the “Lunch & Learn,” where your company will have access to attendees during this exclusive event. Your sponsorship includes two tables at the event with a company representative at each table to share insights into your company’s products and services. ONLY sponsoring companies will be allowed access to the event.

EDUCATION \$1,750

As an education sponsor, your company will have the opportunity to sponsor one of MD Expo’s incredible speakers. A company representative will begin the session with a few words about your products or services and then introduce the speaker prior to the start of their session. Brochures/sales materials are permitted to be distributed to attendees.

BREAK STATION \$1,500

An MD Expo favorite, these break stations are a great way for exhibitors and attendees to refresh themselves with snacks and drinks throughout the conference.

SHOW BAG INSERT \$1,250

You provide the material; we place it in the show bag of each conference attendee. A great way to get your message out to everyone!




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HTM MIXER NORTHWEST

JULY 31 - AUGUST 1, 2026
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What are HTM Mixers?

Think of it as MD Expo 2.0 – a slightly modified, smaller, shorter-duration event that still provides valuable continuing education, networking and vendor engagement opportunities.

HTM Mixers serve as a regional conference for HTM professionals eager to earn continuing education credits, explore solutions in an exhibit hall and network with peers.

Visit arizona.htmmixer.com/sponsorships/ or northwest.htmmixer.com/sponsorships/ for a full list and availability of our sponsorship opportunities!

Traditional Booth

\$1,995

Includes:

- (1) 6' skirted table
- (2) chairs
- (2) booth personnel
- Company listing on the conference website

Sponsorships include the following:

- Logo on HTM Mixer website
- Special recognition announcements
- Signage at sponsored event
- Logoed promotional items (if applicable)
- Pre- and post-show attendee list

