2027 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!

MDEXPO VEGAS
APRIL 13-15, 2027

MDEXPO
NEW ORLEANS, LA
OCTOBER 17-19, 2027

RESERVE YOUR BOOTH AT **MDEXPO.COM**

HTMMIXER
POWERED BY MDEXPO

HTM MIXER MIDWEST
MAY 20-21, 2027
KANSAS CITY, MO

HTM MIXER NASHVILLE
AUGUST 6-7, 2027
NASHVILLE, TN

RESERVE YOUR BOOTH AT **HTMMIXER.COM**



MD EXPO ATTENDEE DEMOGRAPHICS

$367 Million

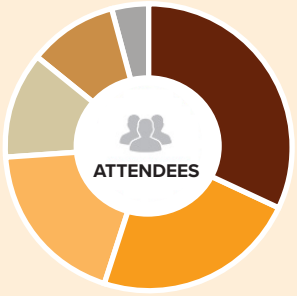
Over $367 Million in purchasing power

125

Over 125 hospital systems represented from across the country.

500+

500+ attendees averaged per show.



ATTENDEES BY TITLE

32% BMET

23% Manager/Administrator

19% Director

12% Field Service Engineer

10% Vendor/ISO

4% Students

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.
>
> **— Pranil Singh, CEO, PM Biomedical**

2027 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)**
$3,295 ***(per 10' x 8' space)***

Premium visibility located at the end of rows.

2 **Traditional Booth**
$3,095 ***(per 10' x 8' space)***

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

3 **Foyer Table Top**
$2,495

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



FOR CURRENT FLOORPLAN, VISIT **MDEXPO.COM/FLOORPLAN**



MDEXPO VEGAS
APRIL 13-15, 2027

EXHIBITOR SCHEDULE

EXHIBIT HALL SET-UP
Wednesday, April 14, 2027
8 AM-2 PM

SHOW DATES AND HOURS
Wednesday, April 14, 2027
2:30-5:30 PM
Thursday, April 15, 2027
12-2:30 PM

EXHIBIT HALL TEARDOWN
Thursday, April 15, 2027
2:30-6 PM

MDEXPO
NEW ORLEANS, LA
OCTOBER 17-19, 2027

EXHIBITOR SCHEDULE

EXHIBIT HALL SET-UP
Monday, October 18, 2027
8 AM-2 PM

SHOW DATES AND HOURS
Monday, October 18, 2027
2:30-5:30 PM
Tuesday, October 19, 2027
12-2:30 PM

EXHIBIT HALL TEARDOWN
Tuesday, October 19, 2027
2:30-6 PM

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



TechNation 20

Leadership Summit + Reverse Expo

REVERSE EXPO

SIT DOWN WITH REAL DECISION MAKERS.

2027 Reverse Expo Dates:

MD EXPO LAS VEGAS
Wednesday, April 14, 2027

MD EXPO NEW ORLEANS
Monday, October 18, 2027

Cost to attend the MD Expo Reverse Expo

$2,000 (1) person, (1) schedule
$2,500 (2) people, (1) schedule
$4,000 (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!

$829 MILLION+

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

You can't afford to miss this!

REGISTER ONLINE AT
MDEXPO.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 most influential HTM leaders from across the country.

FOR MORE INFO, VISIT
MDEXPO.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. In addition to signage at the event, your company's logo will appear on the drink tickets given to attendees to redeem complimentary alcoholic drinks at the bar.

KEYNOTE ADDRESS
$4,500

MD Expo is known for its one-of-a-kind, captivating keynote speakers that draw all attendees to this general session. The sponsor of this session will have the opportunity to speak to a captive audience of HTM professionals for up to ten minutes before the keynote speaker begins their presentation.

*Only available at MD Expo New Orleans



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. In addition to signage at the event, your company's logo will appear on the drink tickets given to attendees to redeem complimentary alcoholic drinks at the bar.

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

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

EXHIBIT HALL LUNCH
$4,000

Save attendees time and feed the needs of the industry with the Exhibit Hall Lunch sponsorship. In addition to signage at the event, your company's logo will appear on the tickets given to attendees to redeem complimentary lunch. To help draw attendees to your booth, we will coordinate a special photo opportunity during exhibit hall hours. Perfect for social media promotion!

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 30 of the most influential HTM leaders from across the country.

YOUNG PROFESSIONALS @ MD EXPO
$3,750

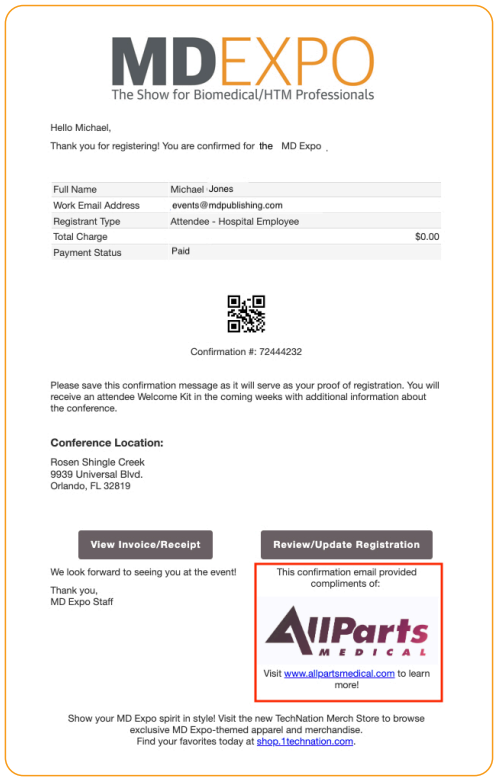
Be the exclusive host of our ever-growing group of young professionals at MD Expo! Help usher in the next generation with a happy hour complete with cocktails and hors d'oeuvres.

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 like to your website to learn more about your products and services.



MDEXPO
The Show for Biomedical/HTM Professionals

Hello Michael,

Thank you for registering! You are confirmed for the MD Expo .

Full Name	Michael Jones
Work Email Address	events@mdpublishing.com
Registrant Type	Attendee - Hospital Employee
Total Charge	$0.00
Payment Status	Paid

Confirmation #: 72444232

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:

Rosen Shingle Creek
9939 Universal Blvd.
Orlando, FL 32819

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:

AllParts MEDICAL

Visit www.allpartsmedical.com to learn more!

Show your MD Expo spirit in style! Visit the new TechNation Merch Store to browse exclusive MD Expo-themed apparel and merchandise.
Find your favorites today at shop.1technation.com.

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
$2,500 (5 AVAILABLE)

Hungry for a sponsorship? As a sponsor of the "Lunch & Learn," your company will have exclusive access to attendees during this event. Your sponsorship includes a 15-minutes time slot to share insights into your company's products and services to all attendees at the event in addition to three tables branded with you company's logo. 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!





HTM MIXER

POWERED BY MD EXPO

HTM MIXER MIDWEST

MAY 20-21, 2027
KANSAS CITY, MO

Supported by:

HTM MIXER NASHVILLE

AUGUST 6-7, 2027
NASHVILLE, TN

Supported by:

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 **midwest.htmmixer.com/sponsorships/** or **nashville.htmmixer.com/sponsorships/** for a full list and availability of our sponsorship opportunities!

Traditional Booth

$2,095

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



HTM MIXER SPONSORSHIPS

WELCOME RECEPTION
$3,000

Help kick off the conference with a great networking event featuring live music, refreshing drinks and delicious food! This is a one-of-a-kind opportunity to sponsor a unique event for our attendees. Your company's logo will appear on signs and promotional material, and a company representative will have the opportunity to make an announcement to attendees at the event.

ATTENDEE MEETING BAGS
$3,000

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.

BADGE LANYARD
$3,000

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

HAPPY HOUR
$2,500

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.



EXHIBIT HALL LUNCH
$2,500

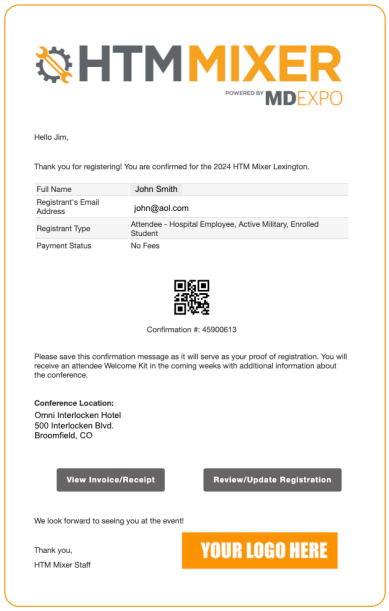
Save attendees time and feed the needs of the industry with the Exhibit Hall Lunch sponsorship. Your team will have the chance to greet attendees at the entrance of the exhibit hall and provide them with a lunch voucher compliments of your company.

EVENT WI-FI
INQUIRE FOR PRICING

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

REGISTRATION CONFIRMATION EMAIL
$1,750

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.


HTM MIXER
POWERED BY MDEXPO

Hello Jim,

Thank you for registering! You are confirmed for the 2024 HTM Mixer Lexington.

Full Name	John Smith
Registrant's Email Address	john@aol.com
Registrant Type	Attendee - Hospital Employee, Active Military, Enrolled Student
Payment Status	No Fees

Confirmation #: 45900613

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:
Omni Interlocken Hotel
500 Interlocken Blvd.
Broomfield, CO

View Invoice/Receipt | Review/Update Registration

We look forward to seeing you at the event!

Thank you,
HTM Mixer Staff

YOUR LOGO HERE

BREAKFAST
$1,500

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

EDUCATION
$1,500

As an education sponsor, your company will have the opportunity to sponsor one of HTM Mixer'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

These break stations are a great way for exhibitors and attendees to refresh themselves with snacks and drinks.

WATER STATION
$750

The water stations will be strategically located in the exhibit hall, providing a much-needed thirst quencher. Attendees will use custom cups with your company's logo.

