

SWISS MEDTECH



# Swiss Medtech Day 2024 – Mastering Complexity

Kursaal Bern | 11 June 2024

Sponsoring documentation

Swiss Medtech | August 2023

Swiss Medtech Day 2024  
Sponsoring packages



# Overview participation options

Participation options	Price
Standard ticket	CHF 480
Discounted tickets	
• Swiss Medtech Members	CHF 320
• Students / Start-ups / Academia	CHF 180
Tabletop exhibitors (1.80x0.8m table, 1 chair, 2 free entries)	
• Swiss Medtech Member	CHF 1'800
• Non-Member	CHF 2'200
Sponsoring (view listing of benefits on next pages)	
• Sponsor	CHF 5'000
• Main sponsor	CHF 15'000
• Partner	CHF 50'000

# Advantages for partners and sponsors

- **Networking**
  - The event gathers 600+ industry professionals, including manufacturers, distributors and suppliers
  - Virtual company profile and 1:1 meetings with participants on-site and virtually
- **Visibility**
  - Sponsors will be listed in all communications and digital platforms before and during the event
  - Own sponsoring stand at the event
- **Positioning**
  - With their commitment, partners and sponsors position themselves vis-à-vis the growth industry of medical

# Sponsoring deals

Containing	Partners	Main Sponsors	Sponsors
Communication / branding before and during the event	✓	✓	✓
Sponsoring booth at event	grand	medium	small
Virtual company profile	✓	✓	✓
Premium features on digital platform	✓	✓	
Free tickets	15	10	5
Additional tickets with a 50% discount	unlimited	20	3
Own deep dive session (1x 60min)	✓		
Audience welcome (5min)	✓		
Partial involvement in sessions		✓	
Event reporting	✓	✓	✓
Number of spots	2 <b>sold</b>	4 <b>available</b>	8 <b>available</b>
Price [CHF]	50'000	15'000	5'000



# Involvement in programme content

## Partners

- Member of the Advisory Board
- Own Deep Dive Session
- Welcome to the audience

## Main sponsors

- Member of the Programme Committee (minimum contract period 3 years)
- Contribution of a speaker to a Deep Dive Session

# Visibility at venue

## Partners

- Individual creation

## Main Sponsors

- Highlighting by red carpet (approx. 10m<sup>2</sup>)\*
- Various pictograms and logo (large) hang from the ceiling
- Logo presence in the auditorium and on welcome screens
- Included: 1x high table, 2x bar stool, 1x USM shelf for decoration, 3x stools with coffee table, 1x plant
- Additional material on order
- Alternatively, sponsors may bring their own stand furnishings fitting the space


## Sponsors

- Two to three sponsors together share a red carpet (approx. 6 m<sup>2</sup>)\*
- Logo (small) hangs from the ceiling
- Included: 1x high table, 2x bar stool
- Additional material on order
- Alternatively, sponsors may bring their own stand furnishings fitting the space


## Example




# Virtual profile on virtual platform



**NETWORKING &  
REPRESENTING**





**Swiss Medtech**

Non-profit organisation  
Bern, Switzerland

OVERVIEW MARKETPLACE

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**About**

Swiss Medtech is the association of Swiss medical technology. We represent more than 600 companies. With an export share of over 70%, 16.4% of Switzerland's positive trade balance, more than 63,000 employees and the most patents per inhabitant across Europe, the Swiss medical technology industry is of great economic importance. We are committed to an environment in which medical technology can deliver top performance for the benefit of first-class medical care.

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**Representatives**


- Company profile\* with logo, brochures, links and overview of all local company representatives
- Book and manage 1:1 meetings
- 1:1 meetings on site or virtually for two days after the event
- All participants listed with their own profile
- Deposit offers and enquiries in the virtual marketplace
- End of event lead reporting (main sponsors and partners)

\*In the responsibility of the partner/sponsor to create and maintain this



# Confirmed sponsors for 2024

- Partners (2/2)

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
  
Swiss Confederation  
  
Innosuisse – Swiss Innovation Agency



- Main Sponsors (3/4)

  
Bern Economic  
Development Agency



  
zühlke  
empowering ideas

- Sponsors (4/8)

  
ANKLIN  
Excellence in Endoscopic Solutions

 csem

 creaholic

 maxon

  
MOTOREX  
Oil of Switzerland

 PISTOR

Swiss Medtech Day 2024

# Event overview



# Facts & Figures

**650+**

Experts from the medical  
technology sector

**1:1 Meetings**

Excellent networking  
opportunities

**Keynotes**

Inspiring talks

**International Focus**

Learning from pioneers

**Mastering  
Complexity**

Focus topic 2024-2026

**Deep Dives**

In-depth content discussion in  
five topical sessions

**Technology focus**

Insight into cutting edge  
technology

**Tabletop exhibition**

Diversity of medical  
technology industry

**Farewell Apéro**

Casual finale

# Focus topic Mastering Complexity (2024 – 2026)

The overarching theme for 2024-2026 is Mastering Complexity. This theme addresses the dynamic changes in the world and the challenges faced by the medical technology industry.

The Swiss Medtech Day provides a platform for discussing these challenges. By sharing experiences, best practices, and innovative approaches, participants can collaboratively devise strategies to navigate complexity and ensure the industry's future viability.

Navigating  
Global Impact

Innovative  
Responses

Sustainable  
Solutions

Embracing  
Complexity

# Mastering Complexity (2024 – 2026)

## Navigating Global Impact

Swiss medical technology industry's need to navigate the impact of global events, including the pandemic's consequences, geopolitical uncertainties, energy crises, and climate change-related challenges requiring competences in

- Corporate Agility
- Networks / Collaborations
- Global Markets

## Innovative Responses

The evolving business environment, marked by technological advancements, regulatory changes, global markets, and diverse customer needs, necessitates

- Development of innovative solutions
- Adoption of new technologies
- Collaborative engagement with partners

# Mastering Complexity (2024 – 2026)

## Sustainable Solutions

Medtech firms are tasked with creating environmentally viable alternatives. Balancing sustainability and usability, the industry must devise innovative approaches that

- Align with eco-friendly practices
- Meet market demands responsibly

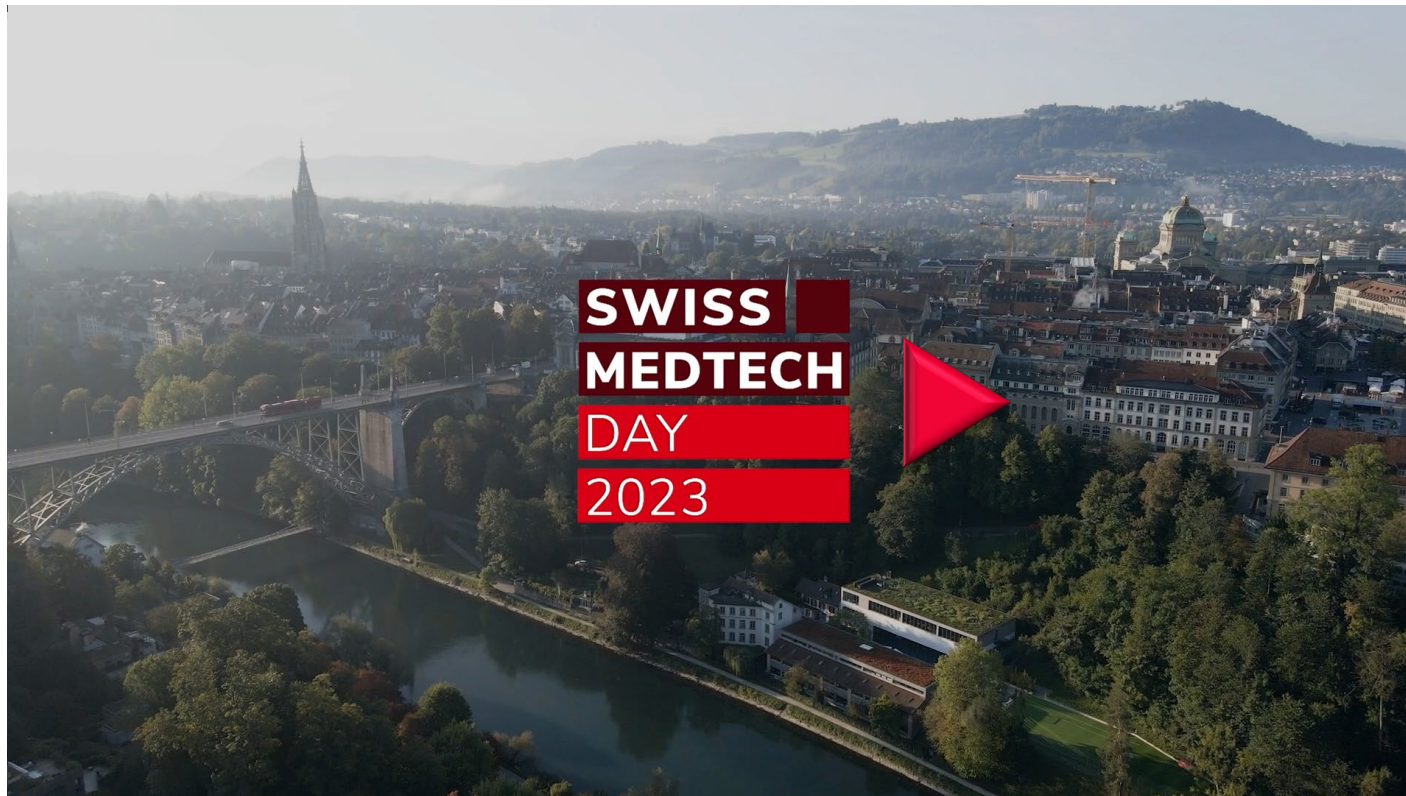
## Embracing Complexity

The industry must make informed decisions despite ambiguity and short product lifecycles, necessitating

- Adaptability to rapidly changing market conditions
- Embracing an open corporate culture
- Making informed decisions despite uncertainty



# Impressions Swiss Medtech Day 2023

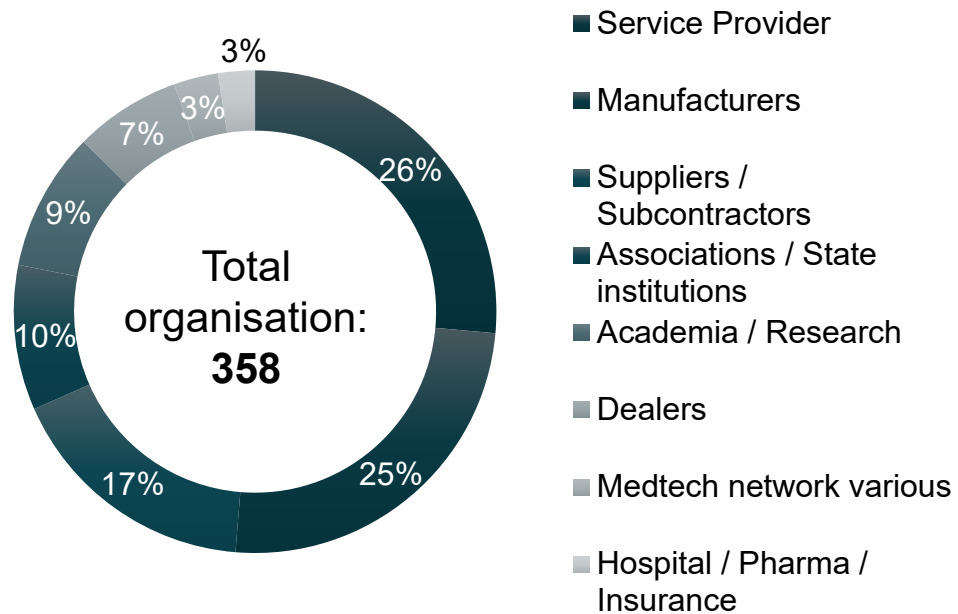


Contents [Event archive:](#)

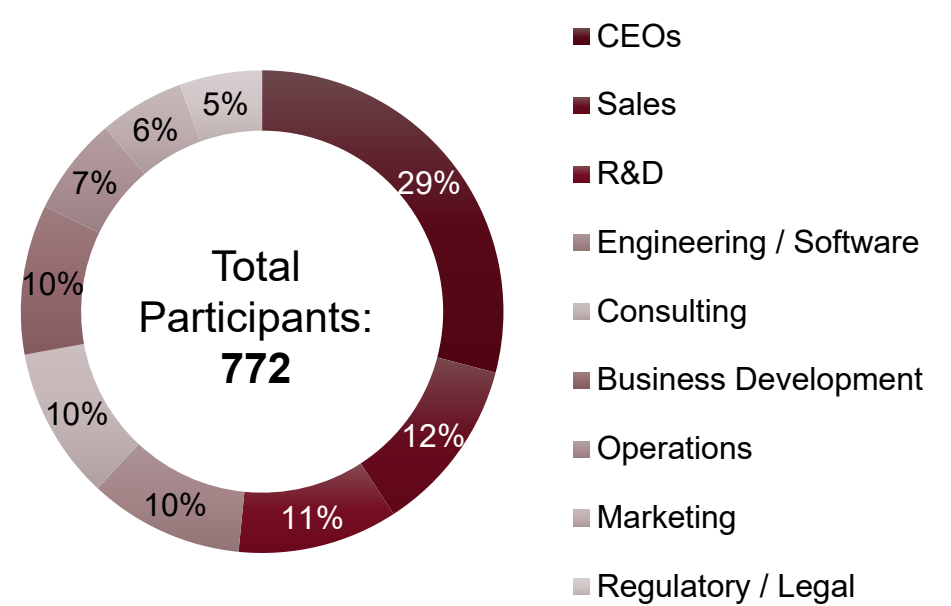
- Programme overview
- Former speakers
- Shared presentations
- Video impressions
- Photo impressions

# Target groups

## Participating organisations (2023)



## Represented functions(2023)



Swiss Medtech Day 2024  
General information



# Raison d'être

## OUR MOTIVATION

Our primary goal and our mission is to strengthen the Swiss medical technology industry.

## OUR ACTIVITIES

With Swiss Medtech Day we make an important contribution to the sustainable success and secure future of the industry.

### RAISE AWARENESS

Swiss Medtech Day is the compass for Swiss medical technology. We look to the future and identify opportunities.

### ENABLE

Industry pioneers and experts give keynotes and deep dive sessions to provide the necessary tools for tomorrow.

### NETWORK

Sharing experiences and mutual learning form the basis of new partnerships and motivate individuals to break new ground.

# Contact



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## Our boards:

- Advisory Board  
(5 members)
- Programme committee (12 members)
- [Overview all board members](#)