



West Concourse, Orange County
Convention Center, Orlando, Florida

NEW DATES

JULY 17-19, 2018



ENGAGE

PROMOTE

ENHANCE

PARTNER

THE **LARGEST MEDICAL
TRADE FAIR** ACROSS
THE AMERICAS

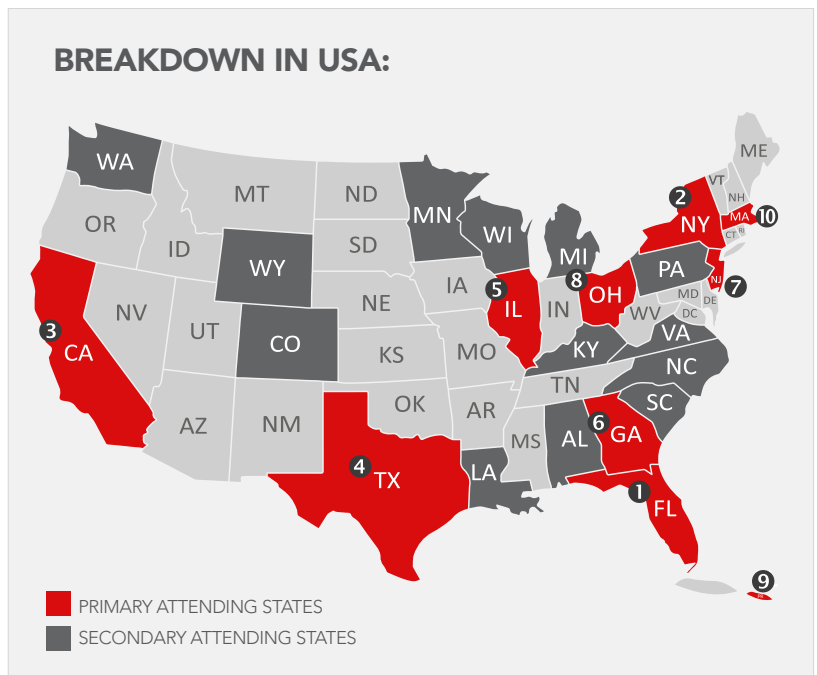
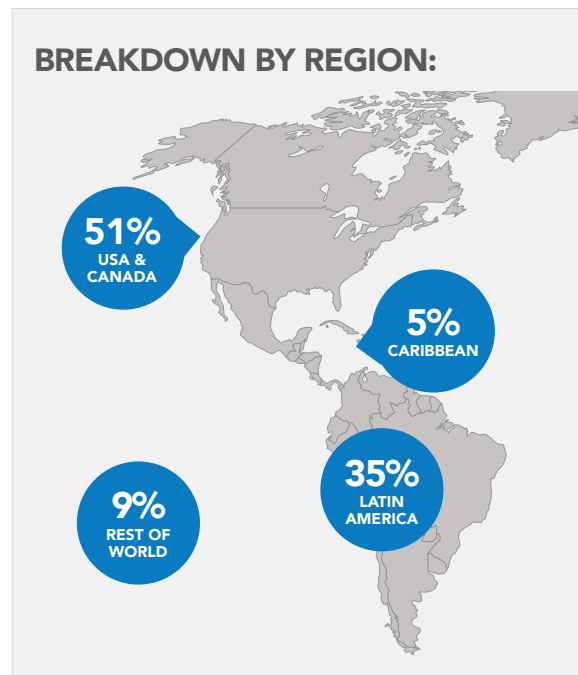
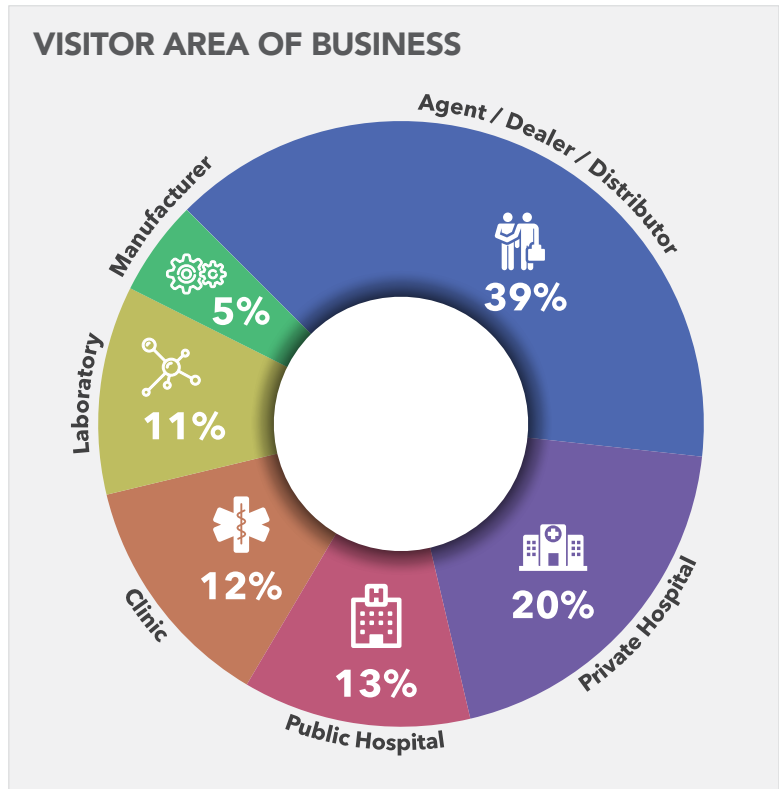
www.fimeshow.com

**HIGH IMPACT
SPONSORSHIP
OPPORTUNITIES**

WHAT TO EXPECT IN 2018

205,000 sqft floor space	1,202+ exhibiting companies	102+ participating countries	16+ national pavillions	9 conferences	24,200+ attendes
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FIME 2017 SNAPSHOT



FIME'S REACH:



138,946
website hits



email campaigns to
157,600+
contacts



4,000+
views across FIME TV
videos



direct mailings to
25,000+
contacts



telemarketing
campaigns to
19,000+
contacts

WELCOME

For 27 years, FIME has successfully served as a platform for the healthcare industry across the Americas.

With the increasing number of domestic and international distributors attending, and ever-growing competition, it is important to stand out and capitalize on your company's strengths, achievements and corporate identity.

Sponsorship has a more powerful impact on your target market than any other promotional tool and is a direct and cost-effective route to reach your target audience. A selection of high-value packages and exclusive solutions are available to help you gain brand exposure before, during and after the show for continued business.

I would be delighted to discuss these opportunities with you in more detail and welcome any creative ideas you may have for achieving your goals at FIME.

Kind regards,

Pyotr Bakass

Sponsorship Manager,
Informa Life Sciences Exhibitions

informa
life sciences exhibitions

A GLIMPSE AT THE FIME 2018 FEATURES

DEALERS AND DISTRIBUTORS ZONE

POWERED BY:

omnia
GLOBAL MEDICAL DIRECTORY

With a dedicated display wall for dealers and distributors to promote their business requirements, this zone is always bustling with meetings as exhibitors and visitors connect to discuss business.



MEDLAB AMERICAS

Showcasing more than 163 state-of-the-art lab equipment and solutions, MEDLAB Americas brings together the medical lab and diagnostics community from across the Americas to explore innovations and connect on how guarantee the fastest, safest and most accurate lab results in the business.



SEMINARS AND CME-ACCREDITED CONFERENCES

Multi-speciality conferences and seminars providing unrivalled knowledge - sharing and business-networking opportunities for healthcare and trade professionals from across the Americas.



2018 CONFERENCES



The benefit of attending FIME is the global connections are all in one room. I accomplished more in my time at FIME than several other conferences combined."

Ashley Ross, Florida Polytechnic University, United States



FIME will offer a selection of multi-track conferences and seminars providing an educational platform for unrivalled knowledge-sharing and business-networking for healthcare trade and professionals looking to do business in the Americas.

FIME Conferences

- **Medical Technology** Conference
- **Hospital Supply Chain and Procurement** Conference
- **Healthcare** Business Seminar

MEDLAB Americas Conferences

- **Clinical Microbiology**
- **Point of care Testing**
- **Haematology**

The Patient Safety & Quality Congress

- **Infectious Disease** Conference
- **Infection and Prevention Control** Conference
- **Sterile Processing** Conference

SPONSORSHIP OPPORTUNITIES

FIME sponsorship opportunities are available exclusively to exhibitors of the show. Your options are flexible in format and can be as targeted as your marketing campaign requires.

With more than 20 new options, the impact opportunities are split into three sections -- ENGAGE, PROMOTE and ENHANCE -- with a variety of pricing structures to cater to a budget fitting to your needs.

Through this brochure, follow the below 3 steps:

STEP
1

Review the sponsorship opportunities listed under each of the sections of ENGAGE, PROMOTE and ENHANCE.

STEP
2

Select the sponsorship opportunities that you feel best suit your exhibition goals and the level of engagement you would like to achieve during FIME.

STEP
3

Calculate the total US\$ investment for the FIME sponsorship opportunities that you have selected.

STEP
4

Compare your total US\$ investment to the PARTNER scheme on page 15 to see if you qualify for FIME Partner Status and review what additional benefits you receive!

ENGAGE

From workshops to networking receptions, these options let your target audience get close and involved with your brand and/or product.

PAGE 08



PROMOTE

A wide selection of tactical communication options through FIME's print and digital platforms. Promote your message to the FIME audience before, during and after the show.

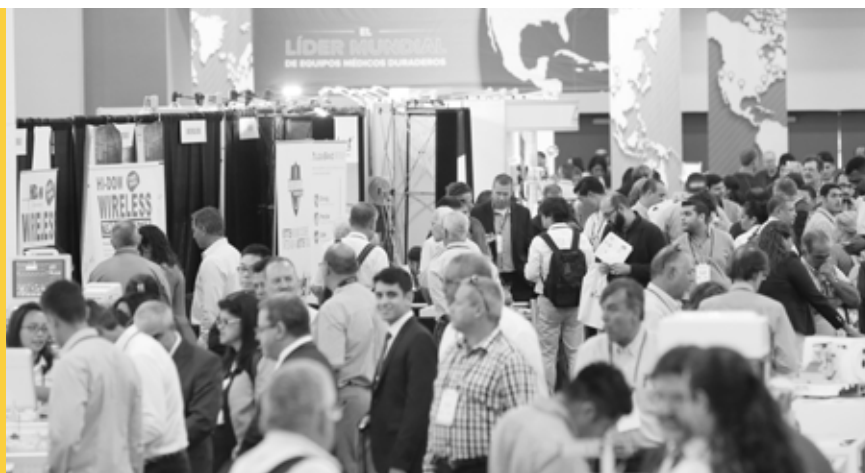
PAGE 10



ENHANCE

Stand out during FIME. These all-encompassing niche branding avenues available during the exhibition days.

PAGE 12



PARTNER

Exhibitors that spend above a certain amount are eligible for Partner Status and can benefit from advanced complimentary exposure.

PAGE 15



ENGAGE

Immerse your target audience in your brand or product by facilitating one of these highly engaging options during the exhibition.



MEET THE EXPERT

WORKSHOPS PACKAGE

\$5,000
PER DAY

Along with the provision of a room to facilitate a workshop, this package includes the listing of your workshop on the FIME website and promotion of the session to a targeted audience.



CONFERENCE PARTNERSHIP

PRICE ON APPLICATION

Be a prominent part of one of the conferences and stand out to the attending delegates by becoming a conference partner. Varying benefits are available through 3 partnership tiers and bespoke packages can be created upon request.



MEET THE EXPERT

\$5,000

Bring your target audience to your stand. We will send a dedicated email to your audience of choice to highlight your stand activation for them to interact with your onsite expert.



CONFERENCE PARTNERSHIP

OFFICIAL SOCIAL EVENTS PROGRAMME

Host an hour-long networking session with a targeted audience as part of our Official Social Events Programme which we will promote. This event can be hosted at your stand or in one of the venue premises.

- 'Happy Hour' as the show closes each day.
- 'Breakfast Session' before the show opens each day (flexible duration).
- 'Lunch & Learn'
- 'Networking Reception' (flexible duration).

PRICE ON APPLICATION

FIME TV

You have the option to promote your videos on the official FIME website and the YouTube channel for added exposure.

PREMIUM PACKAGE
\$5,000

Premium Package

- 1 pre-show welcome video before the show
- 1 corporate video advert (30 seconds) provided by the exhibitor before the show
- 2 demonstration clips recorded onsite during the show

STANDARD PACKAGE
\$2,500

Standard Package

- 1 corporate video advert (30 seconds) provided by the exhibitor before the show
- 1 demonstration clip recorded onsite during the show



WORKSHOPS

COUNTRY PARTNER

Stand out and become a country focus for one of the exhibition days. Limited to 4 slots only (1 per day), this package will offer exclusive opportunities around the following show features:

EXCLUSIVE
\$25,000

- D&D Lounge
- FIME TV
- Targeted marketing campaign
- Website and email campaign
- Print Presence
- Onsite branding elements
- Opportunity to run a social event



FIME TV

PROMOTE

Reach FIME’s attendees through these tactical communication platforms across different stage of the marketing and re-marketing campaign:



◀ PRE-SHOW ● ONSITE ▶ POST SHOW

REGISTRATION CONFIRMATION EMAILS \$7,500

Place your banner advert in the automated emails sent during registration

- Visitors: Sent to 50,000+ healthcare professionals when they register as a visitor. Exclusive.
- Delegates: Sent to delegates when they register for a conference. Maximum 1 company per conference.



VISITOR REGISTRATION CONFIRMATION PAGE \$2,500

Be one of the first messages seen once a person registers their visit by placing your banner advert on the registration confirmation page. 4 slots available



BANNER IN ESHOT TO PRE-REGISTERED VISITORS TOP BANNER POSITION \$1,750

Place your advert in the bi-weekly email sent to pre-registered visitors with updates about the show. 2 per month in April, May and June.

LOWER BANNER POSITION \$1,250



SHOW DAILY ESHOTS TOP BANNER POSITION \$2,000

Place your advert in the show daily emails sent to the entire FIME database each day of the exhibition.

LOWER BANNER POSITION \$1,500



DEDICATED ESHOTS \$5,000

Provide us with your fully branded email and we will send it to a targeted audience. Maximum 1 per company.

20 SLOTS AVAILABLE



FEATURED PRODUCT IN PRE-SHOW ESHOT \$2,250

Have your product posted on the FIME website and highlighted in one of the eShots sent to pre-registered visitors during the promotion of the event. 28 slots available



FEATURED PRODUCT IN EXHIBITION ROUND-UP ESHOT \$2,250

Highlight your product in the post-event summary email sent to the FIME database after the show.



'MISSED VISITORS' ESHOTS

\$3,500

Send a dedicated email to your target audience after the show that you didn't get a chance to meet during FIME. This opportunity is limited to one per company.



FIME WEBSITE BANNERS

Starting from
\$3,885

Place your advert on the official website, attracting more than 138,946 website page views in lead up to the show.

- Homepage banner options: Top expandable, Overlay / Peel off, Skyscraper, Square, Leaderboard
- Inner page advert
- Home Page advert - **Exclusive \$7,500**



FIME MOBILE APP

- Banner advert: In rotation and present on all pages with link to exhibitor website. 3 slots available.
- Homepage advert: Stand out at the top of the homepage in rotation on the largest space available. Also have your own dedicated information page within the app, giving users more information beyond your listing.

\$3,500

\$5,000



ENHANCED EXHIBITOR LISTINGS

\$1,750

Stand out in our highly referenced exhibitor directory, including Omnia, and printed show catalog and official mobile app.

Enhanced Profile

- Contact information
- Company logo
- 100-words company description
- 8 product categories (choose from a selection)
- Listing highlight
- Your entry will be published in the printed official show catalog, as well as our global medical online directory (www.omniagmd.com) and official FIME mobile app
- 4 months validity

Enhanced Extended Profile

\$3,500

All benefits of Enhanced profile plus:

- 12 months validity
- Marketing material upload
- Search & category priority
- Video upload (YouTube/Vimeo)



SOCIAL MEDIA PARTNER

PRICE ON APPLICATION

Scheduled posts on our social media channels: 2,838 facebook likes and 5,408 twitter followers. Display of your image in cover picture leading up to the show.



WI-FI LOGIN PAGE

PRICE ON APPLICATION

Have your brand and message be prominent on one the most popular pages visited during the show.



ADVERTS IN OFFICIAL SHOW CATALOG

Distributed throughout the show, there are several advertising options available in this essential printed exhibitor directory.

Front Cover	\$7,500
Bellyband	\$6,000
Outside Back Cover	\$5,500
Bookmark	\$5,000
Full Page Premium Advert	\$3,000
Full Page Standard Advert	\$2,500
Half Page Advert	\$1,500
Inside Back Cover	\$3,500
Inside Front Cover	\$4,000



ADVERTS IN PRE-SHOW PLANNER

The FIME Pre-Show Planner is promoted and distributed to a selective community of over 70,000 medical professionals and is the go-to resource for attendees when planning their FIME agenda. For improved coverage, we will publish your contact information in a dedicated section of the Pre-Show Planner.

Half Page Advert	\$ 1,000
Full Page Advert	\$ 2,000

Special packages are available on request!

- Book Full Page Adverts in both guides **\$4,250**
+complimentary Gold exhibitor entry upgrade
- Book Half Page Adverts in both guides **\$2,650**
+complimentary Silver exhibitor entry upgrade



EXHIBITOR MANUAL ADVERTS

PRICE ON APPLICATION

Place your advert on the homepage of this online platform referenced and used many times by more than 1,202+ exhibiting companies. 2 slots available.



EXHIBITOR PACK INSERTS

\$1,500

Get your message directly to our exhibitors by including an insert in the 1,202+ exhibitor packs given to exhibitors during build-up. 3 slots available.



ENHANCE

With the exhibition covering more than 160,000sqm, we have various diversified options for you to highlight your brand onsite at the venue during the show.



LANYARDS

FLOOR STICKERS

PRICE ON APPLICATION

Guide attendees to your booth with these 2x2m floor tiles placed along main walk ways. 40 fixed positions available.



VISITOR ONSITE REGISTRATION FORM **\$3,500**

Have your message prominent to all attendees registering onsite. A perforated design can be done with a call to action to your stand.



FIME BAGS

SOLD

Have your logo in the hands of all attendees. Visitor bags & delegate bags are the two options available.



FIME BAG INSERTS

VISITOR BAGS **\$5,000**

Include your collateral in these highly sought-after bags. Limited opportunities available.



LANYARDS

EXCLUSIVE **\$25,000**

Have your logo worn around the necks of all FIME attendees.



CARRIER BAGS



FLOOR STICKERS

◀ PRE-SHOW ● ONSITE ▶ POST SHOW



HANGING BANNERS

PERMISSION TO HANG HANGING BANNER

STARTING FROM
\$3,000

Increase the visibility of your stand location in the exhibition hall by placing a hanging banner above it. We help you with the permission from the venue.



ONSITE REGISTRATION SPONSOR

EXCLUSIVE
\$10,000

Take full branding ownership of the onsite registration desks to make an impact on all onsite registering attendees.



BADGES

VISITOR BADGES
\$ SOLD

Have your logo on the front and back of all FIME badges, required to be worn by all FIME attendees.

EXHIBITOR BADGES
\$5,000



COMPETITION SPONSOR

PRICE ON APPLICATION

FIME competitions receive a lot of attention and participation. Get your brand involved in this opportunity.



COMPETITION COUPON - PERFORATED BANNER

\$5,000

Have your message added to the competition coupon given to all attendees.



ADDITIONAL VENUE BRANDING

PRICE ON APPLICATION

We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available on page 14.



COMPETITION



REGISTRATION AREA

STATIONARY (PENS AND NOTEPADS) FOR CONFERENCES AND SEMINARS (EXCLUSIVE) \$3,500

Pens and notepads with your company logo will be placed at all entrances to the conferences and seminar rooms (unless the activity is sponsored/private). The branded stationary is then free for visitors to take with them. (Sponsor to provide/cover production costs)



'CAN I HELP YOU' TEAM EXCLUSIVE \$4,500

A professional support team will be guiding all FIME visitors, delegates and exhibitors at the event with correct routes, and they can also be employed to direct attendees to your stand. The team uniforms will be branded with your logo and stand number; an effective approach to getting your stand the maximum attention at the show.



EXHIBITOR RE-BOOKING PACKS (EXCLUSIVE) EXCLUSIVE \$2,500

Every exhibitor is given a re-booking pack for the next year's FIME show. Your logo and tagline will be marketed on these packs. You are also entitled to have the additional benefit of including an extra corporate pack or document to be given alongside these packs.



BOOTH EXTENDER \$2,500

Extend your valuable exhibition space out into the aisle! This custom, 4' x 8' full-color carpet sticker pushes your stand's visibility into the aisle right in front of your booth using your preferred graphic message. Get creative and stop buyers in their tracks. You provide the design and we take care of the rest.



AISLE SIGN

AISLE SIGNS Starting from \$20,000

As an aisle sponsor you create a convenient way for your potential customers to find you at FIME. This opportunity also raises your corporate profile outside the confines of your booth, extending brand awareness to an extended potential audience. Total 24 signs



FIRST TIMER BOOSTER \$4,000

Only available to first-time exhibitors, this combination offer will let you stand out and get noticed. Package includes:

- A booth extender
- Half page adverts in the Show Catalog
- Half page adverts in the Pre-Show
- Half page adverts in the Planner



OUTDOOR HALL BRANDING



STATIONARY

PARTNER

Once you have selected the sponsorship opportunities that you would like to take advantage of, calculate the total cost and see if you qualify for one of the partnership levels and additional complimentary benefits listed below:



	PLATINUM PARTNER INVEST \$20,000	GOLD PARTNER INVEST \$15,000	SILVER PARTNER INVEST \$10,000
Logo on large format event signage in key locations	●		
CEO interview on show website with "In the Spotlight" feature on the homepage (rotating)	●		
Product article in exhibition round-up eShot post show	●	●	
FIME Sponsors section on mobile app with description & hyperlink	●	●	
Branded visitor registration landing page on show website	●	●	Logo only
Partners page logo	●	●	●
Logo and tier on print and digital visitor promotion campaign collateral			
Medium logo on onsite signage	●	●	●
Logo on website footer with hyperlink to sponsor's website	●	●	●
Advert in the official FIME show catalog	●		

EARLY BOOKINGS RECEIVE PRIORITY
Reserve your sponsorship opportunities **today**

THINK OUTSIDE YOUR STAND!

Contact us today to reserve your sponsorship opportunities and maximize your experience at



Can't see a package that fits your needs?

I would be happy to work with you to develop a tailor-made sponsorship package that suits your needs and budget.



Organized by:

informa
life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

For more information visit: informalifesciences.com