# MEDTECH & PHARMA PLATFORM



# **Sponsor & Exhibition Information**

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# About the Medtech & Pharma Platform and the Annual Conference

The Medtech & Pharma Platform (MPP) is a non-profit cross-sectoral industry Association with the objective to capitalize on the synergies between the pharmaceutical, medtech and tech industries by establishing a forum to exchange knowledge and collaborate in technology and regulatory areas, as well as to promote product development and innovation.

The Association aims to strengthen advocacy work for companies to reduce time to market for medicinal products, medical devices, software and combinations thereof, improve access to innovative products, better match patients' needs and expand business opportunities for these industries.

#### **MPP Annual Conference**

The MPP Annual Conference is dedicated to products and solutions combining medicinal product, medical device and software components. Since its kick-off in 2014, the Conference has been attracting an increasing number of participants, exhibitors and sponsors.

Our goal is to bring together key stakeholders from the life sciences sector and to foster greater cooperation between the pharmaceutical, medtech and tech industries. The Annual Conference seeks to achieve this goal through the following activities:

#### Knowledge exchange

Every year prominent speakers from regulatory authorities, patients' organizations, government institutions and industry share their insights in this emerging field. During the Annual Conference, sessions on different aspects of the overarching Conference theme provide participants with the opportunity to build their expertise and update their knowledge in this fast-paced and constantly evolving cross-sectoral area.

#### **Exhibition**

The Annual Conference hosts sponsor and exhibitor areas where leading companies present their company profile and make business contacts. It is an opportunity not to be missed to raise brand awareness.

#### 1-on-1 partnering

One of the trademarks of our conference is the 1-on-1 partnering. You can arrange meetings with potential business partners in the partnering areas. This offer has always been highly appreciated by our attendees, as it is a rare opportunity to find many high-profile industry players in one place.

## Why join as participant, exhibitor or sponsor

The conference offers a variety of benefits depending on which option is chosen:

## **Participants**

1-on-1 partnering Cutting-edge discussions

Networking opportunities

#### **Exhibitors**

All the above mentioned plus:

Company booth at the Congress
Center

Complementary half-page advertisement in the conference booklet

2 complimentary conference tickets

Company profile on the partnering application

### **Sponsors**

All the above mentioned plus:

Company name and logo on our communication materials and website

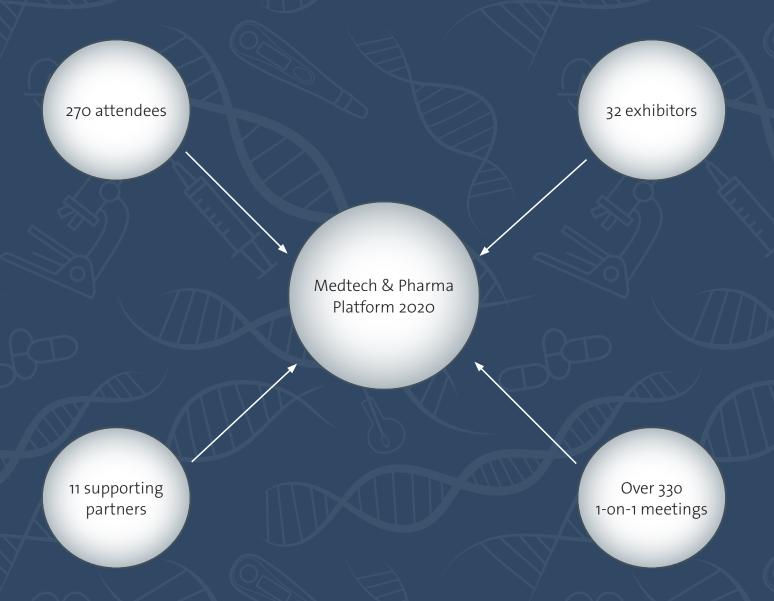
Partnering platform with company profile active one month prior to the event

Complementary full-page advertisement in the conference booklet

1 complementary conference tickets (3 in total) Visibility through
MPP regular
external
communication

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# Facts and figures of our 2020 edition



## Top countries 2020

- Switzerland
- Belgium
- Israel
- Portugal
- Germany
- United States
- **Poland**
- United Kingdom
- Ireland
- **Netherlands**
- France
- Sweden

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### Venue

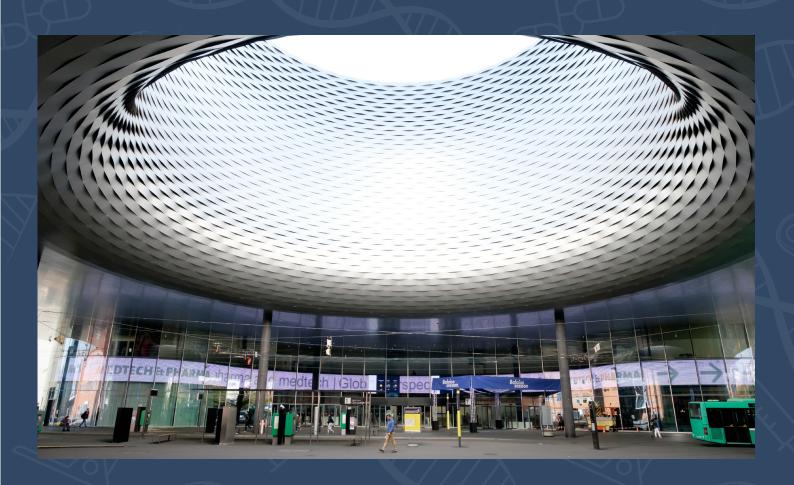
#### Basel

In 2021, the Medtech & Pharma Platform will take place in Basel. As a global hub of innovation in life sciences, Basel is an ideal location to explore cross-industry partnerships between pharma, medtech and ICT companies.

#### Venue

Congress Center Basel Messeplatz 4021 Basel Switzerland

www.congress.ch



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# **Registration fees**

## **Participants**

Rates	Early-bird rate*	Late-bird rate
Standard rate	CHF 450	CHF 500
MPP Members	CHF 400	CHF 450
Government rate	CHF 300	CHF 300
Group registration (for 3 people)	CHF 1'200	CHF 1'200

<sup>\*</sup>Valid for registrations received until the 31 August 2021

## **Exhibitors and sponsors**

Benefits	Exhibitors (1 Table top) (CHF 1'800,-)	Sponsors (1 Table top) (CHF 3'900)
Table top	incl.	incl.
Company booth at the Congress Center	incl.	incl.
Company name and logo on MPP website	incl. (on a dedicated page)	incl. (as footer on all conference website pages)
Visibility through MPP regular external communication	not incl.	incl.
On-site visibility (ceiling hanging, logo in break slides)	not incl.	incl.
Complimentary conference tickers	2	3
Complimentary advertisement in the conference booklet	1 half-page incl.	1 full-page incl.
Company profile on the partnering application	incl.	incl.
Partnering platform active one month prior to the event	not incl.	incl.

All prices are excl. Swiss VAT.

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