

MEDXPO 2026

MEDICAL INNOVATION EXPO

SPONSORSHIP & PARTNERSHIP BROCHURE

Where Healthcare Meets Innovation

EVENT DATE	VENUE	LOCATION
Nov 28 – 29, 2026	Chennai Trade Center	[Chennai, India]

WHY SPONSOR MEDXPO?

MEDXPO 2026 is positioned as a medical innovation and healthcare business platform bringing together healthcare professionals, hospitals, medical technology companies, pharmaceutical and diagnostic organizations, startups, researchers, distributors, investors and decision-makers.

The sponsorship programme is designed around four outcomes: visibility, engagement, thought leadership and business development. Sponsors can select a structured package or build a custom partnership around a specific audience, zone, conference programme, hospitality experience or digital asset.

Sponsor objectives

- Increase brand awareness and category leadership.
- Launch or demonstrate new products and technologies.
- Generate qualified leads and distributor relationships.
- Meet hospital procurement and healthcare decision-makers.
- Create executive-level networking opportunities.
- Demonstrate corporate commitment to healthcare innovation.
- Support knowledge exchange, research and the future healthcare workforce.

AUDIENCE & COMMUNITY

Audience Segment	Potential Role / Interest
Hospitals & Healthcare Groups	Procurement, administration, clinical leadership, technology adoption
Doctors & Medical Professionals	Clinical innovation, devices, diagnostics, treatment technologies
Medical Device Companies	Exhibition, launches, distribution, partnerships
Pharma & Biotechnology	Healthcare ecosystem engagement, scientific and commercial visibility
Diagnostics & Laboratory	Equipment, testing, automation, digital diagnostics
Digital Health & AI	Software, AI, interoperability, remote care, data solutions
Distributors & Dealers	Product sourcing, regional representation, channel partnerships
Investors & Entrepreneurs	Innovation discovery, startups, investment opportunities
Researchers & Academic Institutions	Research collaboration, knowledge exchange, talent
Government / Institutions	Healthcare programmes, ecosystem development, public-private collaboration
Students & Emerging Professionals	Career exposure, education and innovation

SPONSORSHIP PACKAGES

PLATINUM PARTNER

- Premium logo placement on selected major event assets.
- Main stage / conference visibility.
- Premium venue branding allocation.
- VIP Lounge access for allocated representatives.
- Priority B2B matchmaking.
- Featured website sponsor profile.
- Social media sponsor spotlight.
- Product or technology demonstration opportunity.
- Premium digital screen rotation.
- VIP invitations and hospitality allocation.
- Sponsor recognition in selected announcements.

- Dedicated sponsor servicing.

GOLD PARTNER

- Prominent logo placement on agreed event assets.
- Website and digital sponsor listing.
- Selected venue branding.
- Networking and business matchmaking access.
- VIP access allocation as specified in contract.
- Social media recognition.
- Opportunity to participate in a panel/session, subject to approval.
- Product presentation opportunity, subject to schedule.
- Digital screen exposure.
- Sponsor recognition in selected event communications.

SILVER PARTNER

- Logo on selected sponsor materials.
- Website sponsor listing.
- Selected digital event promotion.
- Networking access.
- Business matchmaking access where available.
- Selected venue branding.
- Social media recognition.
- Complimentary passes according to contract.

BRONZE PARTNER

- Logo on selected digital materials.
- Website listing.
- Sponsor recognition on selected communications.
- Networking access.
- Complimentary passes according to contract.
- Digital sponsor certificate / recognition.

5. Master Sponsorship Benefits Matrix

Benefit	Platinum	Gold	Silver	Bronze
Primary logo placement	•	•	—	—
Website sponsor profile	•	•	•	•
Main stage branding	•	—	—	—
Venue branding	•	•	—	—
Digital screen visibility	•	•	—	—
Social media promotion	•	•	•	—
VIP Lounge access	•	—	—	—
B2B matchmaking	Priority	•	•	—
Hosted buyer meetings	•	—	—	—
Product demonstration	•	•	—	—
Product launch opportunity	•	—	—	—
Conference participation	•	—	—	—
Dedicated session	—	—	—	—
VIP invitations	•	•	—	—
Dedicated account manager	•	—	—	—

6. Exclusive & Named Sponsorship Assets

Asset	What the sponsor owns / receives	Suggested commercial structure
Title Sponsor	Event naming association, top-level brand ownership, primary visibility	Exclusive
Main Stage Partner	Stage fascia, screen loops, session recognition, selected announcements	Exclusive
Conference Track Partner	Brand association with a defined conference theme/track	1 per track
Innovation Zone Partner	Brand ownership of innovation/startup showcase zone	Exclusive
VIP Lounge Partner	Lounge signage, digital screens, hospitality touchpoints	Exclusive
Networking Lounge Partner	Branding within networking environment and meeting areas	Exclusive
Startup Zone Partner	Brand association with startup and emerging innovator area	Exclusive
Registration Partner	Branding at registration and first-touchpoint communications	Exclusive
Badge / Lanyard Partner	Sponsor branding on badges/lanyards	Exclusive
Digital Experience Partner	Website/app/digital screen integrations	Exclusive
Media & Content Partner	Brand association with interviews, content and event media	Limited
Coffee / Refreshment Partner	Branding around refreshment touchpoints	Limited
Charging Station Partner	Branded charging stations	Limited
Wi-Fi Partner	Network naming / login screen branding	Exclusive

7. VIP Lounge & Executive Hospitality

The VIP Lounge is intended to create a premium environment for senior healthcare leaders, invited speakers, sponsors, investors, strategic partners and selected guests.

Lounge Services

- Premium seating and informal meeting areas.
- Private or semi-private business meeting tables.
- Complimentary refreshments during defined service periods.
- Charging points and high-speed Wi-Fi.
- Dedicated hospitality / concierge desk.
- VIP registration or priority check-in.
- Access to selected VIP networking moments.
- Introductions to selected sponsors, speakers or invited guests where appropriate.
- Reserved seating at selected sessions, subject to capacity.
- Sponsor-branded lounge assets for the designated lounge partner.

9. Onsite Branding & Experiential Opportunities

- Entrance arch / gateway branding.
- Registration counter and queue branding.
- Directional signage and wayfinding.
- Main stage backdrop / screen branding.
- Digital display screen loops.
- Escalator / lift / corridor branding where venue permits.
- Hanging banners where venue permits.
- Floor decals and branded pathways where approved.
- Networking area branding.
- VIP Lounge branding.
- Innovation Zone branding.
- Photo / social media wall.
- Charging stations.
- Water stations / refreshment points.
- Branded seating or rest areas.
- Interactive installations and product experiences.
- Product demonstration theatres.

*Venue dependency: every physical branding asset is subject to venue rules, fire/safety requirements, structural limitations, production feasibility and organizer approval.

10. Thought Leadership & Content Opportunities

Opportunity	Description	Approval
Keynote	Executive perspective on an approved healthcare/innovation topic	Organizer approval
Panel participation	Executive or technical expert on a relevant panel	Curated
Fireside chat	Moderated executive conversation	Curated
Product presentation	Educational/product-focused presentation	Content review
Live demonstration	Demonstration of approved technology or workflow	Technical + organizer
Workshop	Interactive learning session for professional audience	Agenda approval
Roundtable	Small-format invitation-based executive discussion	Organizer + sponsor
Innovation pitch	Startup / innovation showcase participation	Selection process

*Sponsorship does not guarantee editorial endorsement, clinical endorsement, regulatory approval, or a speaking slot unless explicitly stated in the signed agreement.

11. Business Development & B2B Programme

MEDXPO provides structured networking opportunities designed to help sponsors convert event participation into meaningful business conversations.

- Pre-event buyer / sponsor profile collection.
- Business matchmaking based on stated interests.
- Hosted meeting tables.
- Buyer introduction requests.
- Executive networking sessions.
- Distributor / dealer meetings.
- Hospital and institutional networking.
- Investor and startup connections.
- Post-event lead export where consent and applicable privacy rules permit.

**Lead policy: attendee data should only be shared where legally permitted and where appropriate consent has been obtained. Sponsors should receive only the data fields promised in the signed agreement.*

12. Sponsor Activation Ideas

Activation	Example
Innovation Challenge	Sponsor a challenge by inviting teams to solve a defined healthcare problem.
Live Demo Theatre	Scheduled product demonstrations in a dedicated area.
Executive Roundtable	Invite selected leaders for a moderated discussion.
Startup Pitch Session	Sponsor a curated startup showcase.
Wellness / Screening Zone	Approved non-diagnostic awareness or wellness experience.
Technology Experience	Interactive AI, VR, simulation or digital-health demonstration.
Networking Reception	Sponsor a hosted networking event.
Research Showcase	Support posters, abstracts or innovation presentations.
Student Innovation Award	Support an award for emerging healthcare innovators.
Digital Content Studio	Sponsor interviews, expert clips or educational content.

13. Sponsor Deliverables & Account Management

Every sponsor will receive a documented deliverables schedule so both parties can track commitments.

Recommended workflow

- Contract signed and sponsorship category confirmed.
- Sponsor onboarding call / briefing.
- Collection of logos, brand guidelines, company description and approved creative.
- Confirmation of booth, branding locations and hospitality allocation.
- Content / speaker submissions where applicable.
- Production proofing and final approvals.
- Pre-event sponsor checklist.
- Onsite sponsor servicing and issue escalation.
- Post-event report and agreed performance metrics.
- Lead / engagement report where contractually included.

Suggested sponsor report metrics

- Impressions / digital views.
- Website visits and sponsor profile views.
- Social reach and engagement.
- Conference session attendance.
- Booth / activation engagement.
- Scans or qualified leads where the system supports it.
- B2B meetings scheduled / completed.
- VIP hospitality usage.
- Media/content outputs.
- Post-event feedback.

14. Commercial Structure & Pricing

Partnership	Suggested Price (INR)	Availability
Title Sponsor	₹ 10,00,000	1
Platinum Partner	₹ 7,00,000	Limited
Gold Partner	₹ 5,00,000	Limited
Silver Partner	₹ 3,00,000	Limited
Bronze Partner	₹ 1,00,000	Limited
VIP Lounge Partner	₹ 1,00,000	1
Innovation Zone Partner	₹ 4,00,000	1
Main Stage Partner	₹ 2,00,000	1
Networking Partner	₹ 1,50,000	1–2
Digital Experience Partner	₹ 1,50,000	Limited

*GST and other applicable taxes are additional. Currency: INR unless otherwise agreed.

15. Payment, Cancellation & Commercial Terms

- Sponsorship is confirmed only after a signed agreement and receipt of the required initial payment.
- Recommended payment structure: 50% on confirmation, 50% by the organizer's stated final payment deadline. Alternative schedules may be negotiated for major partnerships.
- All applicable taxes are payable by the sponsor unless explicitly stated otherwise.
- Production costs outside the agreed package are chargeable separately after written approval.
- Benefits are subject to availability, venue restrictions, production feasibility and the final event programme.
- Logo, artwork, video and content approvals must be received by the stated deadlines to guarantee inclusion.
- Cancellation, postponement, force majeure and refund terms should be stated in the signed contract rather than relying on this brochure.
- Sponsor categories may be protected by exclusivity only where the contract explicitly grants category exclusivity.
- The organizer reserves the right to decline a sponsor or activation that conflicts with law, venue policy, public safety, event standards or an existing exclusive partnership.
- The organizer may modify layouts, timings and operational details when required for safety or venue compliance while making reasonable efforts to preserve contracted value.

16. Brand & Creative Submission Specifications

Asset	Recommended format / guidance
Logo	AI / EPS / SVG preferred; high-resolution PNG acceptable
Print artwork	300 DPI; CMYK; add bleed where requested by production team
Digital screen	Organizer to provide final pixel dimensions / aspect ratio
Video	MP4, H.264; duration and file size subject to screen specification
Website logo	SVG or transparent PNG
Company profile	Short description, typically 50–150 words
Social media assets	High-resolution JPG/PNG or supplied design files
Booth graphics	Final dimensions supplied after booth confirmation
Speaker headshot	High-resolution portrait JPG/PNG
Speaker bio	Short bio + title + company + approved topic

*MEDXPO will issue a final technical production manual with exact dimensions and deadlines.

17. Sponsorship Enquiry / Application

Field	Details
Organization / Company	
Contact Person	
Designation	
Email	
Phone	
Website	
Industry / Sector	
Preferred Package	
Preferred Activation / Asset	
Estimated Budget	₹
Special Requirements	

Preferred contact method: ☐ Email ☐ Phone ☐ WhatsApp ☐ Meeting

☐ I would like to receive detailed sponsorship proposals and commercial terms.

BECOME A MEDXPO PARTNER

Put your brand where healthcare innovation, business and opportunity meet.

Sponsorship & Partnerships Team

Company / Organizer:

Email:

Phone / WhatsApp:

Website:

Office:

DISCOVER • CONNECT • INNOVATE • TRANSFORM

18. Frequently Asked Questions

Can we build a custom sponsorship?

Yes. Custom partnerships can combine branding, hospitality, conference, networking, digital and activation assets, subject to availability.

Does sponsorship include a booth?

Only if the selected package explicitly includes exhibition space. Booths can also be purchased separately.

Can a sponsor receive exclusivity?

Potentially, but exclusivity must be specifically agreed in writing and may be limited by category definition.

Does sponsorship guarantee speaking time?

No. Speaking opportunities are subject to content relevance, programme design and organizer approval unless a contract explicitly states otherwise.

Can we invite clients to the VIP Lounge?

Yes, where the sponsor has guest allocations and the invited individuals meet the lounge access rules.

Can we distribute promotional material?

Generally, yes in approved sponsor/exhibitor areas, subject to venue and organizer rules.

Can we launch a product?

Selected packages may include a product launch or demonstration opportunity, subject to schedule, safety and content approval.

Will we receive attendee data?

Only where legally permitted and where the attendee has provided the relevant consent. The data fields and format should be specified in the agreement.

Can sponsorship benefits be upgraded?

Yes, subject to inventory availability and written confirmation.

Who manages our sponsorship?

Each major sponsor should have a designated organizer contact for onboarding, production and onsite servicing.