



CMEF Marketing Cooperation Program



Platform Advantages

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Professional Visitors and End Users

As a premier global platform spanning the entire medical device industry chain, CMEF draws a diverse audience of distributors, agents, manufacturers, and hospital end-users from around the world for sourcing, purchasing, and partnership opportunities. Whether online or on-site, CMEF stands out as a top-tier exhibition in the Asia-Pacific region, offering rapid and extensive brand exposure for participating companies.



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Online Resource

With over 40 years of development, CMEF has earned industry-wide recognition for its professionalism. The CMEF official website receives over 2 million page views annually, with a sustained year-on-year growth rate of over 16.3%. Its official WeChat platform has attracted nearly 500,000 followers. The CMEF database now contains high-quality data at the million-level, while its international database covers over 150 countries and regions, with more than 200,000 entries.

Onsite Sponsorship



Opening Ceremony Stage — Video Display, Event Hosting, and etc

The opening ceremony stage is located near the venue entrance. It is the main entrance for the visitors, which will attract large traffic and high attention.



Photo Live Streaming — Home Page Banner/ Splash Screen Ads

live photo streaming deliver exceptional visibility and high exposure, effectively capturing the attention of your target audience.



Information Desk Advertisement — Displays more than 180 times each day

Entrance hall is a comprehensive area for information exchange and event hosting. It has the highest visitor volume and attention; therefore, placing video at the information desk gives the most exposure.

Item	Price (RMB)		
Video Display @ Opening Ceremony Stage	9000RMB (1 Day)	15500RMB (2 Days)	26500RMB (4 Days)
Event @ Opening Ceremony Stage	2300RMB (1 Hour)	37000RMB (2 Hours)	50000RMB (4 Hours)
Photo Live Streaming	Home page banner: 25000RMB/Exhibition	Splash Ad 【Only One】 : 50000RMB/Exhibition (Free banner Spot)	
Information Desk Advertisement		10000RMB/Video	

On-Site Sponsorship

Logo Display on Booth Map —Electronic and on-sit map

Brand logo will be shown on the electronic and on-site booth maps, allowing the booth to be easily found and deeper impression of the brands.



Gift Sponsorship —Visitor Gift/VIP Gift/Conference Water

CMEF provides exhibitors with gift sponsorship opportunities, which is the best chance for company branding and product promotion.



Distributor Alliance Club —Info Placement/WeChat Group Post/EDM/ Exclusive Naming Right

It serves as a dynamic platform on-site. It is a renowned destination for professionals to network and explore new opportunities, making it an indispensable component of the event.



Item	Price (RMB)		
Logo Display on Booth Map	10000RMB/Exhibition		
Gift Sponsorship	20000RMB/Exhibition (Sponsorship Fee Only)		
Distributor Alliance Club	Info Placement+Distributor WeChat Group Post: 5000RMB	Info Placement+Distributor WeChat Group Post+EDM(3000 Data): 15000RMB	Exclusive Naming Right [Only One] (All items included): 30000RMB

Online Marketing

Over 2,000,000 PV Yearly
Around 500,000 Followers
Leading Healthcare Self-media Platform



CMEF Official WeChat Platform

WeChat First Article in a Collection

WeChat Non-First Article in a Collection

CMEF News

WeChat Article Banner Section

CMEF Channel

Video Posting

Video Broadcast



- Articles are provided by exhibitors one week in advance.
- The organizer needs to review, and can modify the article after discussion with exhibitors.
- Allow reposting the original articles from the corporate official account.
- First come, first served
- No restrictions on the format for pictures, texts, videos, etc. The provided content needs to be typeset.

Composing and typesetting will cost additional charge.

Item	All other times	1 Month Before & After Exhibition Period	1 Week Before & After Exhibition Period	Exhibition Period
First Article	10000RMB/Article	15000RMB/Article	25000RMB/Article	N/A
Non-First Article	5000RMB/Article	10000RMB/Article	20000RMB/Article	40000RMB/Article
CMEF News	500RMB/Article			
Banner	8000RMB/Week	15000RMB/Week	26000RMB/Week	N/A
CMEF Channel	1000RMB/Video	1500RMB/Video	2000RMB/Video	3000RMB/Video
Video Broadcast	2000RMB/Hour	2500RMB/Hour	4000RMB/Hour	5000RMB/Hour

Online Marketing

Visitor Registration Page

Intuitive advertising display targeting all pre-registration and on-site attendees



Email Digital Marketing

CMEF CRM database consists of distributors, agents, purchasers, medical institutions, and other industrial visitors. Digital channel marketing could increase exhibitors' brand exposure to promote themselves and bring business opportunities.



CMEF Live - Onsite Interview

CMEF Live, in partnership with media outlets such as People's Health, Xinhua Net, and China Economic Net, will set up a live-streaming studio at the exhibition site. Through interviews and exhibition tours, they will discuss market trends with industry leaders and corporate elites, helping exhibitors elevate their brands. A one-stop service, including planning, production, and promotion, will be provided.

Price: 10000RMB - 50000RMB

Item	Price (RMB)
Visitor Registration Page	100000RMB [The 91st CMEF] 50000RMB [The 92nd CMEF]
Email Digital Marketing	15000RMB [40000-50000 database] (Production fee included)

Online Marketing

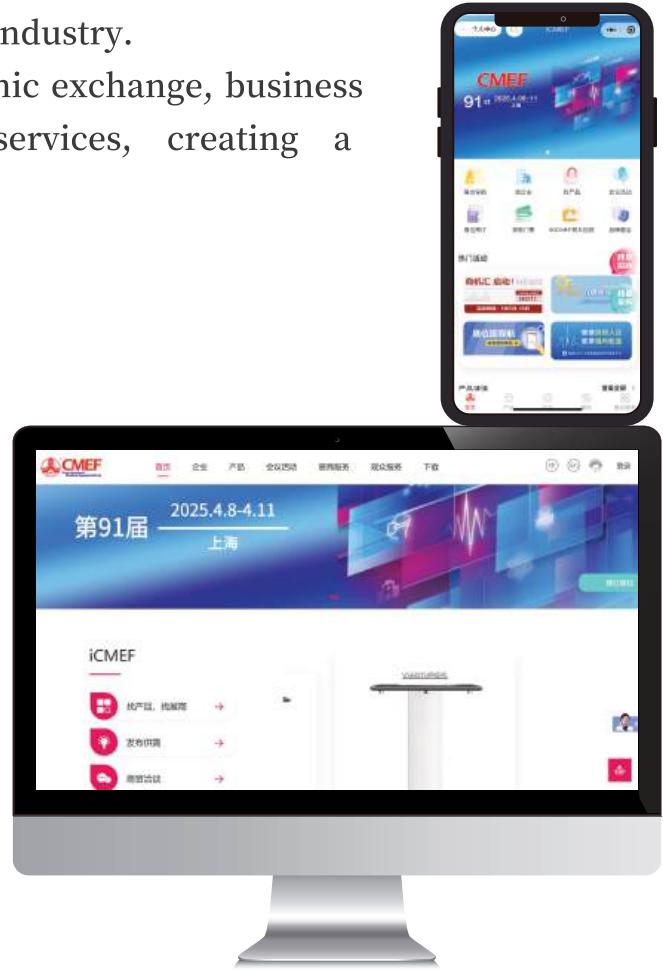
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High Brand Exposure
iCMEF 10,000,000+PV
Website 2,000,000+PV Yearly

CMEF, a key industry technology hub, drives digital and intelligent development through both online and offline initiatives. It has launched iCMEF, a global online platform for the healthcare industry.

iCMEF integrates technological innovation, academic exchange, business networking, trend insights, and exhibition services, creating a boundaryless online space for the industry.

- iCMEF banner
- iCMEF Product Display
- iCMEF Live
- iCMEF Exhibitor Ranking
- iCMEF & Website
- Website Logo Display
- Website Banner



Item	All other times	One Month Before & After Exhibition Period	One Week Before & After Exhibition Period	Exhibition Period
iCMEF Banner	20000RMB/Month	25000RMB/Month		29999RMB/Month
iCMEF Product Display	800RMB/Week	1000RMB/Week		2000RMB/Week
iCMEF Live	5000RMB/30 Mins			
iCMEF Ranking	2200RMB/Month 【Top 3】 2000RMB/Month 【Others】	3000RMB/Month 【Top 3】 2800RMB/Month 【Others】		4000RMB 【Top 3】 3800RMB 【Others】
Website Banner	25000RMB/Month	27000RMB/Month		31000RMB/Month
Website Logo Display	18000RMB/Year 10000元RMB/Half Year			

International Marketing

WeTalk Global Stage



“ Your Best Choice for Global Connection!

CMEF has created a dynamic international platform, gathering global healthcare professionals to exchange ideas and explore collaboration opportunities.

Join the WeTalk Global Stage to showcase your brand and products, gaining valuable exposure and expanding your global influence.



Social Media (LinkedIn/Facebook/Instagram)

— Over 30,000 Followers



CMEF English Website Banner

— Best spot to attract all international visitors

Email Marketing Banner

— Each mailing reaches up to 50,000 - 70,000 recipients, covering international audiences from industries such as dealers, agents, purchasers, and medical institutions.

Item	Price		
Item	All other times	One Month Before & After Exhibition Period	Exhibition Period
WeTalk Global Stage	7500RMB/30Minutes 13000RMB/ One Hour 20000RMB/ 2 Hours 8500RMB/Hour (3 Hour & Above)		
Social Media	5000RMB/Post	7000RMB/Post	N/A
English Website banner	12000RMB/Month	20000RMB/Month	
Email Marketing Banner	1500RMB/Email	2000RMB/Email	N/A

Conference Sponsorship

MEDCONGRESS®

As an influential professional medical devices exhibition in the world, adhering to the purpose of "trade, innovation, learning, exchange" and giving full play to the characteristics and advantages of "exhibition and conference" integration of innovation, CMEF will hold more than 80 themed forums and conferences during the same period.

The content covers many fields such as medical imaging, in vitro diagnosis, intelligent health, new medical infrastructure, medical insurance reform, hospital informatization, emergency, social medical management, doctor groups, intelligent manufacturing, and innovation investment.

Sponsoring the conference forum will help enterprises build the position of industry leaders, accurately focus on potential customers, and enhance industry influence.

160+ Conferences

1200+ Industry Experts

20000+ Visitors

600+ Hot Topics



Item	Scheme	Price	Quantity
Title Sponsorship	<ol style="list-style-type: none"> 1. The naming right of a designated conference. 2. The exposure of the sponsor's name and logo, including backboard, printing materials and online promotion, etc. 3. A 30-minute speech on the conference given by the guest invited by the sponsor. 4. Priority for other sponsorship. 5. A full-page Ad in the CMEF Conference Manual for sponsorship over 200,000RMB. 	<p>Size: 100--200 people 150000RMB</p> <p>Size: 200+ people 200000RMB</p>	Exclusive
Sponsor of a Satellite Meeting	<ol style="list-style-type: none"> 1. A 40-minute satellite meeting for a designated main conference. 2. Lunch cost is not included, additional purchase is required. 	60000RMB	Exclusive
Make a Speech	<ol style="list-style-type: none"> 1. A 20-minute speech on a designated conference. 2. The sponsor can invite their executive or expert for a speech. 3. The content of the speech should be pre-viewed by the organizer. 4. Product promotion is not recommended. 	<p>Size: 100--200 people 20000RMB</p> <p>Size: 200+ people 30000RMB</p>	2 Company / Conference
Reception for a Designated Conference Expert	<ol style="list-style-type: none"> 1. Responsible for expert reception and associated cost, such as itinerary, ticket booking, local transportation. 2. Fee does not include any of the reception costs. 	20000RMB	Exclusive
Hotel Sponsorship Designated Conference Guest	<ol style="list-style-type: none"> 1. Responsible for expert accommodation and the associated cost, such as hotel reservation, service during the stay. 2. The organizer can help with hotel reservation. 3. Fee does not include hotel fees and is subject to actual settlement. 	20000RMB	Exclusive
Dinner Sponsorship	<ol style="list-style-type: none"> 1. Title sponsorship for a designated forum dinner. 2. Responsible for dinner reservation, arrangement and reception service. 3. Fee does not include dinner cost and is subject to actual settlement. 	20000RMB	Exclusive
Notebook and Pen Set	<ol style="list-style-type: none"> 1. Responsible for notebook and pen set for a designated conference. 2. The fee does not include the notebook and pen set cost. It needs to be purchased separately by the sponsor. 	20000RMB	Exclusive
Brand Exposure	<ol style="list-style-type: none"> 1. Brand exposure such as a display board on the conference venue. 2. The display board is made by the organizer, while the design is provided by the sponsor. 	20000RMB	Exclusive
Full-page Ad in the information pack	<ol style="list-style-type: none"> 1. The full-page Ad is provided to the organizer 3 days prior to the conference 	20000RMB	Unlimited
Live Streaming	<ol style="list-style-type: none"> 1. Conference and event live-streaming on iCMEF 2. Fee includes live streaming device (one) 	25000RMB	Unlimited

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