



# SPONSORSHIP PROSPECTUS

**NEWPORT BEACH: APRIL 19, 2023**  
**BALBOA BAY RESORT**



Be a part of medical device *commercialization* information and inspiration for medtech entrepreneurs, start-ups, and entrepreneurial organizations in Newport Beach, CA.

**Gain visibility and connect with regional medtech entrepreneurs, regulators, and influencers.**

Medical Device Playbook is Canada's premiere event for thousands of medical device entrepreneurs and professionals since 2015. Join us for the U.S. debut in Newport Beach on April 19, 2023.

Medical Device Playbook 2023 in-person events will take place in Newport Beach, Toronto and Vancouver.



Balboa Bay Resort is Newport Beach's premier waterfront retreat. It was named the #1 Resort in Newport Beach in 2022 by U.S. News & World Report and is a Forbes Four-Star and AAA Four-Diamond property.

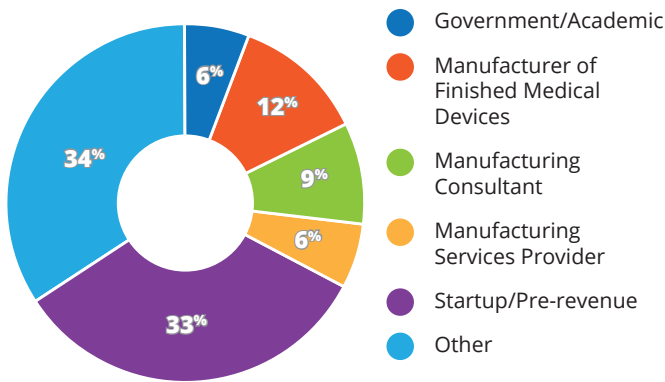
1221 West Coast Hwy,  
Newport Beach, CA  
[www.balboabayresort.com](http://www.balboabayresort.com)

# Attendees

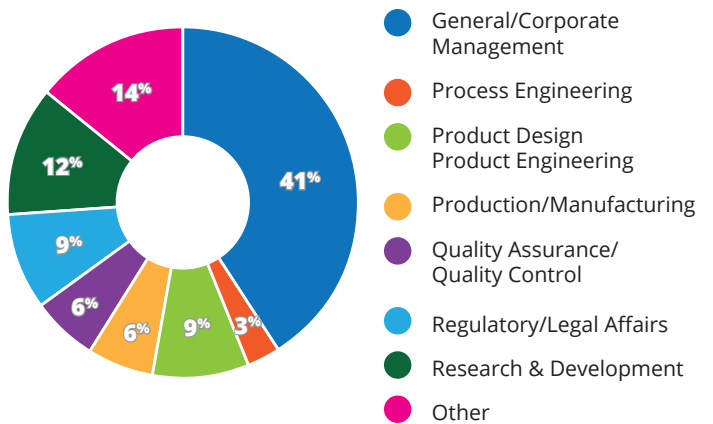
## Who Attends?

Medical Device Playbook provides an environment and positioning that establish trust and relationships with medtech entrepreneurs and start-ups from the SoCal and North American medical device community.

### PLAYBOOK ATTENDEES BY ORGANIZATION



### PLAYBOOK ATTENDEES BY TITLE



“

Great networking event of everyone in the greater Toronto area medical device community. We'll be sponsoring for years to come.

TORONTO 2022 PLAYBOOK SPONSOR

”







## Program Sponsorship

Medical Device Playbook Program Sponsorships provide brand exposure, lead opportunities, networking and the opportunity to initiate mutually beneficial relationships with med tech entrepreneurs, start-ups, leaders, and influencers.

Position your organization as a leading medtech entrepreneur supporter and service provider.

- Connect, lead, and share your expertise
- Become part of attendees' commercialization journeys
- Gain leads, resources, and insights



It gave me a better sense that we can do “the impossible” and bring safety-critical medical devices to market with a small team.

TORONTO 2022 ATTENDEE SURVEY COMMENTS



	Gold Sponsorship	Supporting Sponsorship
	<b>\$6,000 per event</b>	<b>\$3,500 per event</b>
Session Sponsorship - logo and “Sponsored by” in session descriptions and introduction.	1	No
Exhibit space	Yes	Yes
Conference passes	10	5
Senior executive participation in invite-only VIP activities	Yes	Yes
Medical Device Playbook 2023 delegate mailing-to-list	Yes	No
Corporate logo recognition and acknowledgment	Yes	Yes
Corporate profile and logo on Medical Device Playbook 2023 website	Yes	Yes

# Hospitality Sponsorships Details

## **MEDICAL DEVICE PLAYBOOK NETWORK RECEPTION SPONSORSHIP**

EXCLUSIVE SPONSOR: \$5,000 per event  
NON-EXCLUSIVE SPONSOR (2 sponsors): \$3,500 per event

Supporting the Network Reception demonstrates your company's leadership, and build relationships in a convivial setting. Benefits include corporate logo recognition in the program and website, event announcements and acknowledgment, and reception table cards with your corporate logo.

- Table top exhibit space in high traffic reception area.
- Five (5) complimentary Reception passes for corporate representatives or invited customers/guests.
- MedDevPlaybook.com website logo recognition.

## **MEDICAL DEVICE PLAYBOOK NETWORK BREAK SPONSORSHIP**

SPONSOR: \$3,500 per event

MEDICAL DEVICE PLAYBOOK attendees will enjoy morning and afternoon networking refreshment breaks compliments of the Networking Break Sponsor. Benefits include event announcements and acknowledgment, and reception table cards with your corporate logo.

- Table top exhibit space in high traffic reception area.
- Three (3) complimentary conference passes for corporate representatives or invited guests.
- MedDevPlaybook.com website logo recognition.



Fast pace, quality presentations, networking, good food.

2019 ATTENDEE SURVEY COMMENTS



### **SPONSORSHIP OPPORTUNITIES**

For more information, contact:

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