



25th-26th June 2025  
Coventry Building  
Society Arena  
Coventry

EXHIBIT, CONNECT, THRIVE: YOUR GATEWAY  
TO THE UK HEALTHCARE MARKET

## 2025 SPONSORSHIP OPPORTUNITIES



*"We find the EBME Expo incredibly beneficial as a business as we get to engage with our key customers within the biomedical engineering space. It is amazing, it's a really worthwhile investment the conversations we have had are super"*

Huw Harrison Nihon Kohden

**New  
sponsorship  
opportunities  
available.**

### CONTACT US:



02475 460 142



[info@ebme-expo.com](mailto:info@ebme-expo.com)



[sunel.ahmed@btob-events.com](mailto:sunel.ahmed@btob-events.com)

# INTRODUCTION

The EBME Expo 2025 will once again be taking place at the CBS Arena. Even with the increased capacity the exhibition will sell out and we expect to be operating a waiting list by March. Taking this into account we have created a sponsorship brochure so that companies can take advantage of some of our exclusive sponsorship opportunities onsite at this year's event, not to mention some of our digital offerings also.

Please have a look through the opportunities below and contact the team should you wish to discuss offerings further. We look forward to hearing from you!

## EBME EXPO – SPONSORSHIP PACKAGES

The tiered sponsorship packages are designed as a guide only and can be customised to meet the exact requirement of the sponsor. Your relevant account manager will be able to discuss options in more detail with you, adding and removing elements to the package to ensure that you receive the package that your business requires.

## TIERED SPONSORSHIP OPPORTUNITIES

### PRE EVENT BENEFITS

	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsor's website, in appropriate tier	✓	✓	✓
Exclusive e-shot to our database	2	1	
Logo inclusion on all visitor and exhibition promotion (print and digital)	✓	✓	✓
Featured article on website news story	2	1	
Social media posts (Facebook, LinkedIn & Twitter)	2	1	

### ON-SITE

Logo on all onsite signage	✓	✓	X
Full page advert in showguide	Inside Cover	Premium	Standard
Gold entry in show catalogue	✓	✓	✓
Speaker slot (pending conference chairman approval)	✓	✓	
Roll up banners onsite (artwork to be provided by sponsor)	2	1	1

### POST SHOW BENEFITS

Dedicated 'Thank you' email from sponsor	✓	✓	
Logo included in post show report	✓	✓	✓
Logo shown in appropriate tier on website for 3 months	✓	✓	✓
Social Media posts (Facebook, LinkedIn & Twitter)	3	2	1

### PRICE

£15,000	£10,000	£7,000
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# EXCLUSIVE ONSITE OPPORTUNITIES

## Lanyard Sponsor - £8,500 - SOLD

Be the exclusive lanyard sponsor of the EBME Expo 2023. You can design the lanyards in your own brand colours and with your company logo. The Lanyards will be given out to all attendees of the event. (Production of lanyards is not included in the price.)

## Visitor bag sponsor - £8,000

Branded bags to be distributed at the registration area to all guests. Bags will need to be provided by the sponsor.

## Registration Area Sponsor - £9,000

Exclusive entrance branding, this would include for your brand be the first seen by all attendees and exhibitors as they enter the exhibition. This will ensure the registration booths will be showcasing your logo, literature/fliers to be handed out at registration, roll up banner positioning exclusive to sponsor and branded pens, uniforms to be used by registration staff (pens and uniform to be provided by sponsor).

## x 2 Catering Area Sponsors - £8,500

Exclusive branding for the one guaranteed area of the exhibition to have a captured audience for a substantial period of time – The Catering Area! Exclusive distribution of sponsors literature, logo on F&B menus and exclusive positioning of two roll up banners.

## x 3 Coffee Area Sponsors - £2,500

Coffee Area Sponsor x3 available. Exclusive branding of coffee area and distribution point. Includes one roll up banner, literature distribution (literature content and production to be arranged by exhibitor) and logo on signage.

## Conference Sponsor - £10,000

Exclusive branding for one conference area. Package includes 2x roll up banners, literature seat drop, branding on conference holding page and dedicated speaking slot (pending approval by conference chairman). Exclusive to one company per conference.

- EBME Conference – **AVAILABLE**
- Operating Theatre Conference – **AVAILABLE**
- Training/Procurement Conference – **AVAILABLE**

## Drinks Reception Sponsor - £10,000

Be the exclusive Drinks Reception Sponsor of the EBME Expo 2024. The perfect opportunity to showcase your brand, this will include 5x floor tiles around the expo, 2x Roll up banners, Logo on 2.4m x 2.4m banner and holding screens plus drinks provided to Exhibitors, Speakers and Conference Delegates.





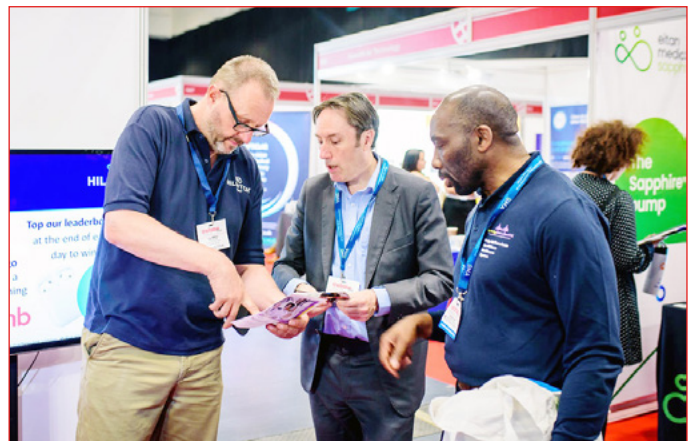
# WORKSHOP

Host your own programme or workshop with a focused audience onsite at the EBME Expo.

The workshops will be held in one of three rooms located just off the exhibition floor, and each room is booked on a daily basis. The sponsor can use the workshop opportunity to repeat the same presentation throughout the day, or put together a full day program. Please note the rooms and days are booked on a first come, first served basis.

- Room hire and AV set up for one day
- Onsite signage and directional signage
- Dedicated registration page on [www.ebme-expo.com](http://www.ebme-expo.com)
- Roll up banner to be placed outside the workshop (artwork provided by sponsor)
- Dedicated emailer including registration details and programme info sent to all registered guests
- All registered guests will register using an online form and be received in real time by the workshop host
- Tannoy announcements onsite

**PRICE - £4,000**



## NORTH ENTRANCE LIGHT BOXES



Brand the space on the approach to the building

Dimensions –  
900mm x 1250mm

**Price – £500**

## OUTSIDE BANNER SPACE



Brand the banner space on the approach to the building

Dimensions –  
11060mm x 2810mm - 20mm bleed

**Price – £5,000**

## NORTH ENTRANCE SMALL WINDOW GRAPHIC



Be the first brand people see when entering the exhibition

Dimensions –  
1090 mm x 640 mm

**Price – £3,000**



## COMMON WEALTH CONVENTION CENTRE PAVILION LED SCREEN



Be the first brand people see when entering through the south entrance

Dimensions –  
3840px x 2160px

**Price – £8,000**

## NORTH ENTRANCE BOLLARD COVERS



Brand the banner space on the approach to the building

Dimensions –  
240mm x 1000mm

**Price – £1,500**

## ESCALATOR BARRIER GLASS

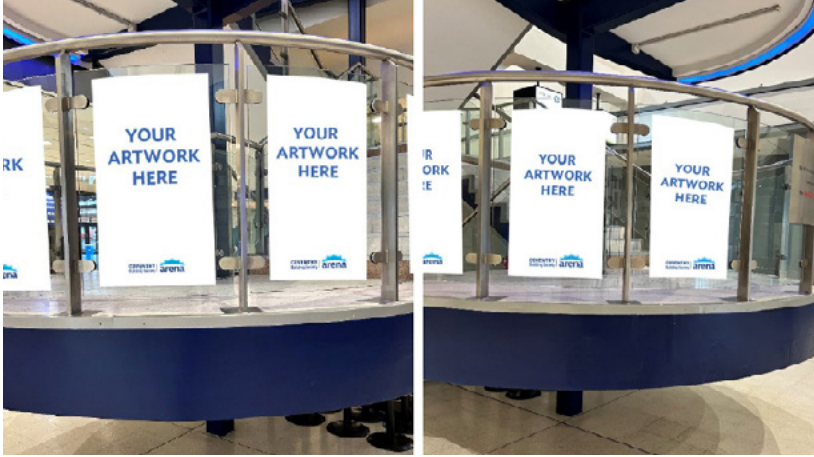


Brand the escalator outside the main entrance to the exhibition

Dimensions –  
1400mm (w) x 650mm (l)

**Price – £1,500 (includes 2 banners)**

## STAIR BARRIER GLASS



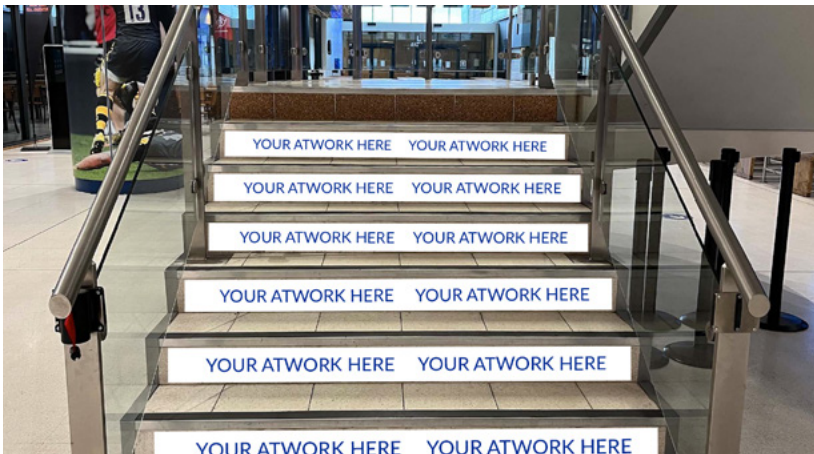
Brand the circular level of the stairs in the main atrium

Dimensions –

500mm (w) x 800mm (h)

**Price - £1,250 for 2 or £1,750 for 4**

## ATRIUM STEP RISERS



Atrium main staircase

Dimensions –

1650mm (w) x 120mm (h)

**Price - £2,250 for 20**

## ATRIUM PILLAR BRANDING



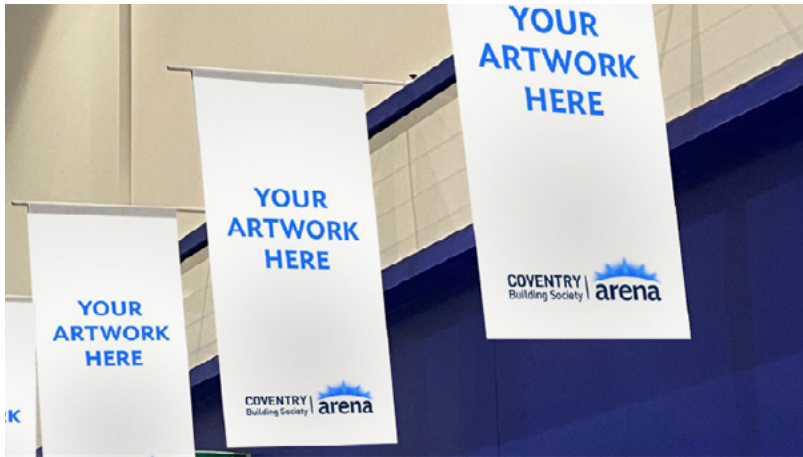
Brand the pillars in the main foyer area immediately outside the exhibition entrance

4 panels of 3900 mm x 2800 mm

**Price - £6,500 each**



## ATRIUM FLAGS



Brand the flags positioned immediately outside the exhibition entrance

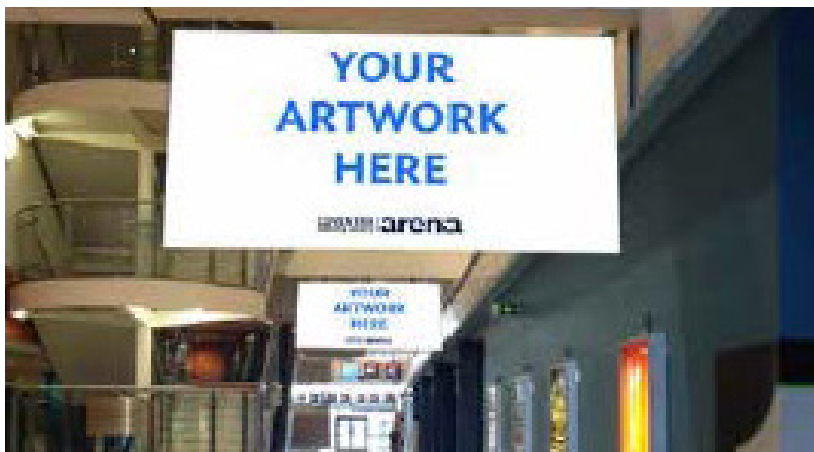
Dimensions –  
750mm x 1500mm

**£3,000 – 6 flags**

**£4,500 for 10 flags**

**£15,000 for 46 flags**

## ATRIUM DROP-DOWN BANNERS



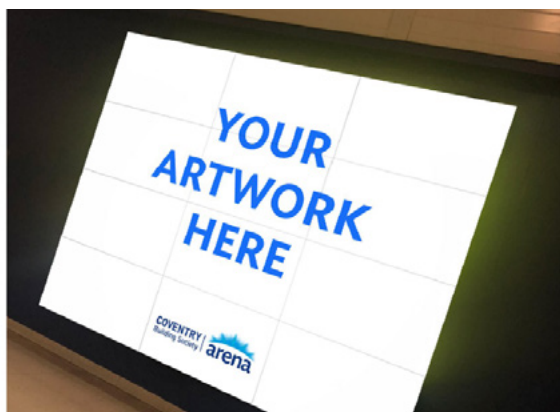
Large banner located immediately outside the exhibition entrance

(1 sided)

Dimensions –  
2250 (w) x 1500 (h)

**Price – £2,500 each or £4,000 for two**

## VIDEO WALL



Main sponsor board on main atrium wall at main entrance to CBS Arena

Dimensions –  
4:3 (2880px x 2160px)

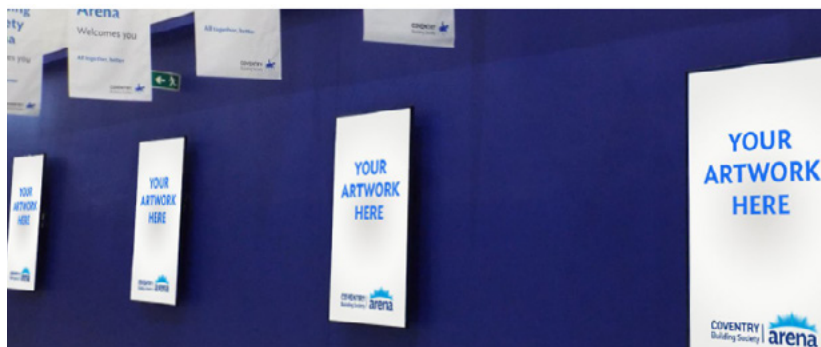
**Price – 10 second video sole use only – £5,000**





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## ATRIUM DIGITAL POSTER SITES

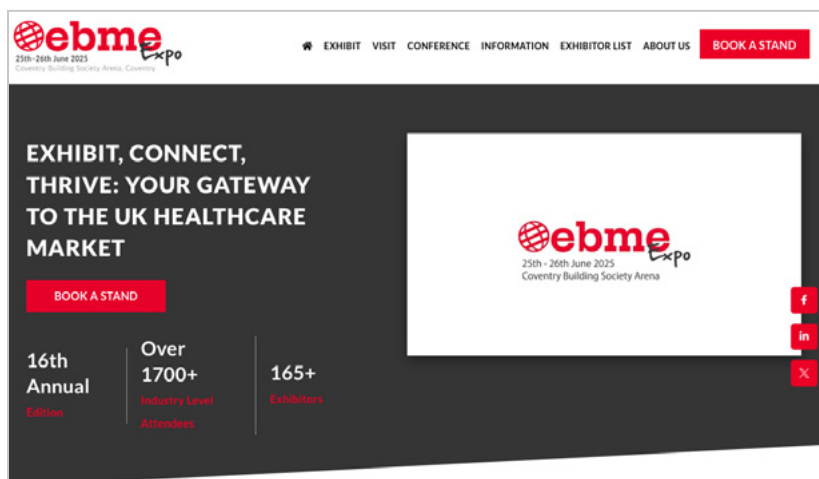


Brand one of or a group of digital poster sites along the foyer and entrance to the exhibition  
9:16 (1080 x 1920 or 720 x 1280 pixels)

### Price

**1 X Sole use - £2,000**  
**4 X Sole use - £6,000**

## WEBSITE HOMEPAGE ADVERT



Have your company logo positioned at the top of the EBME Expo website homepage.  
Exclusive to 2 companies only.

**Price - £3,000 for 3 months**

## ONLINE REGISTRATION SPONSOR

Boost your brand visibility as the Online Registration Sponsor! Be the first brand thousands of trade professionals see as they register

For EBME Expo, ensuring maximum exposure and driving traffic to your stand!

**Price - £5,000**

## Log in Page Sponsor

**Price – £2,000**



This is exclusive to one company.



**Price – £2,000**



**Price – £2,000**



This is exclusive to one company.

**Push Notification- £500 per notification** (limited to 5 notifications in total)



# WEBINAR

A webinar will enable you to host an online presentation to a captured audience of clinical engineers and EBME managers. The webinar will be hosted using the zoom platform, and the package will consist of the below;

## Key Health Solutions/BC Group Webinar – Ultrasound Transducer Safety and Patient Monitor Testing

Join the upcoming webinar for free



**Key|Health Solutions**

**Topic:**

Ultrasound Transducer Safety and Patient Monitor Testing

**When:**

Wednesday 20th September, 1pm

**Synopsis:**

Overview of Ultrasound transducer safety testing using the ULT-2020 and Patient Monitor testing using the SA-2600 and NIBP-1040. We will discuss the need and test method for testing ultrasound transducer testing and provide a demonstration for safety and performance testing of a patient monitor.

**Speaker:**

Lucio Simoni holds a master's degree in computer engineering and is the Vice President and BC Group's engineering business leader for nearly 30 years. He has led the design and development teams for almost every BC Biomedical production that bears the BC Logo. Lucio's key role is to continue to drive results by designing top quality test equipment for Biomed in a demanding marketplace.

**Interested in attending this webinar?**

Please register your interest by completing the form below:

Full Name



- 2 x 1 hour webinar sessions
- We will provide an e-shot to our database and a registration form on the [www.ebme-expo.com](http://www.ebme-expo.com) website for people to register, all registrations will be forwarded to a designated email address provided by the sponsor.
- Recorded session will be posted on EBME Expo social media and will also be included in a round up email sent to all attendees.
- Analytics from session to be provided to the sponsor.

**PRICE - £3,000**

**Please contact us for any  
further information about our  
sponsorship and advertising  
opportunities**

**E:** [sunel.ahmed@btob-events.com](mailto:sunel.ahmed@btob-events.com)

**T:** 02475 460 142