

SPONSORSHIP OPPORTUNITY: *MedTech Boston 40 Under 40 Healthcare Innovators*



Background

MedTech Boston and Medstro are planning our fourth annual “MedTech Boston 40 Under 40 Healthcare Innovators” awards night to be held in May 2018. We have already received over 200 nominations and are preparing the list of finalists to be announced in MedTech Boston in early April. For details on our winners from the previous three years, visit the 40 Under 40 page on MedTech Boston (<https://medtechboston.medstro.com/40-under-40-healthcare-innovators/>).

Announcement

The annual 40 Under 40 announcement is by far the most popular story in MedTech Boston every year, garnering over **100,000 page views**. Additionally, the list is publicized widely. We have a social media reach of over 175,000 followers and influencers that include startups, clinicians, investors, engineers, thought leaders, and technology and healthcare organizations. We have an e-mail list of over 14,000 opt-in subscribers, a monthly readership of 20,000+, and deep engagement across 8 handles on Facebook, LinkedIn, and Twitter that regularly receive likes and shares.

Awards Night

Held annually for the last three years, our event draws crowds of 400+ attendees, the vast majority of which are C-Level executives and decision makers at Series A and Series B funded startups and healthcare and technology organizations. In each of the past three years, we have sold out. Sponsoring a MedTech Boston event can help you deliver your message to a highly curated audience of healthcare innovators seeking professional services.



Levels of Sponsorship

Executive Sponsor

- Customized social media package for maximum visibility and brand exposure. Package includes a dedicated promotional email blast to MedTech Boston’s 14,000+ opt-in subscribers; two tweets, two Facebook posts, and two LinkedIn posts.
- 2-minute speaking slot w/slide at the beginning of the awards ceremony to share business message and increase product awareness
- Branding on award plaques that are regularly displayed in the office and on desks of the winners and shared on social media by MedTech Boston and the innovators themselves.
- Table at event on which to display informational material, promote services and distribute swag
- Large logo placement and company description on 40 Under 40 landing page, which typically receives up to 100,000 views
- Large logo placement in six event email communications (14,000+ subscribers), program distributed at event to 400+ guests and opening event slide.
- Contact info for all event attendees

Drink Sponsor

- Customized social media package to our following of over 175,000 Series A and B funded startups, physician entrepreneurs, investors, and major players in the healthcare ecosystem. Package includes one tweet, one Facebook post, and one LinkedIn post.
- Branding at the bar station
- Table at event on which to display informational material, promote services and distribute swag
- Large logo placement and company description on 40 Under 40 landing page, which has previously received up to 100,000 views
- Large logo placement in six event email communications (14,000+ subscribers), program distributed at event to 400+ guests and opening event slide.
- Contact info for all event attendees

Food Sponsor

- Customized social media package to our following of over 175,000 Series A and B funded startups, physician entrepreneurs, investors, and major players in the healthcare ecosystem. Package includes one tweet, one Facebook post, and one LinkedIn post.
- Branding at the bar station
- Table at event on which to display informational material, promote services and distribute swag
- Large logo placement and company description on 40 Under 40 landing page, which has previously received up to 100,000 views
- Large logo placement in six event email communications (14,000+ subscribers), program distributed to 400+ guests at event and opening event slide.
- Contact info for all event attendees

Gold Sponsor

- Table at event on which to display informational material, promote services and distribute swag
- Medium logo placement and short company description on 40 Under 40 landing page, which has previously received up to 100,000 views
- Medium logo placement in four event direct email communications (14,000+ subscribers), program distributed to 400+ guests at event and opening event slide.
- Contact info of all event attendees

Silver Sponsor

- Small logo placement and short company description on the 40 Under 40 landing page, which has previously received up to 100,000 views
- Small logo placement in two event email communications (14,000+ subscribers), program distributed to 400+ guests at event to 400+ guests and opening event slide.

References

- [2015 MedTech Boston 40 Under 40 Healthcare Innovators](#)
- [2016 MedTech Boston 40 Under 40 Healthcare Innovators](#)
- [2017 MedTech Boston 40 Under 40 Healthcare Innovators](#)
- [3 Minute Sizzle Reel – Medstro’s “Google Wearables in Healthcare Pilot Challenge”](#)
- [3 Minute Sizzle Reel – Medstro’s “Boston Scientific Connected Patient Challenge”](#)
- [3 Minute Sizzle Reel – Medstro’s “Philips Wearables & Chronic Care Challenge”](#)

Sponsors of Previous MedTech Boston and Medstro Events

- Google
- Boston Scientific
- Philips Healthcare
- Anthem, Inc.
- Partners Healthcare
- Massachusetts Life Sciences Center
- Brigham and Women's Hospital
- Johns Hopkins Technology Ventures
- Optum Labs
- Massachusetts Technology Leadership Council

Contact

If you are interested in sponsoring the "MedTech Boston 40 Under 40 Healthcare Innovators" please contact:

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