



VOICE OF INDUSTRY

Sponsorship Pack 2025/2026

Medilink Midlands offers sponsors a variety of options that meet their specific needs and budgets, whilst maximising the benefits of our network and events.



Collaborate with us

| Sponsorship Levels | Platinum | Gold | Silver | Bronze |
|--|----------|---------|--------|--------|
| Business Awards - Headline | ✓ | | | |
| Business Awards - Award Category | | ✓ | ✓ | ✓* |
| Medilink UK Awards - Award Category | ✓ | | | |
| MTI Expo | ✓ | ✓ | | |
| Innovation Day - Headline | ✓ | | | |
| Innovation Day - Event | | ✓ | ✓ | ✓* |
| Strategic Innovation Gateway | ✓ | ✓ | | |
| Patron Social | ✓ | ✓ | | |
| Member Forum Host | ✓ | ✓ | | |
| Summer/Winter Networking | | | ✓ | ✓ |
| Costings +VAT (payment plans available) | £15,000 | £10,000 | £7,000 | £5,000 |

* Choice of either

Events

Build your sponsorship package by supporting our event activity

What's included?



Marketing

Logo included on all promotional material across digital and printed media pre-to-post event.



Networking

From judging, to free places to attend our events, there are ample opportunities to make new connections.



Speaking slots

Put your expertise on the stage by contributing to the agenda and engage in valuable discussions.



Brand awareness

Your brand will be at the forefront of supporting the medtech and life sciences industry.

Sponsors have the option to decline any of the offers included within the packages, however, we cannot replace.

All sponsor packages are subject to availability and return of contract.

The Medilink Midlands Business Awards provide a stage to acknowledge medtech, life sciences and healthcare innovations, and a chance to come together to celebrate the successes across the community.

As part of our sponsorship package, we invite organisations to be part of our timeline right from the start of the entry process, all the way through to the event itself, to guarantee as much exposure as possible.

The award categories are:

Advances in Digital Healthcare

Delivering Innovation in Health & Care

Export Achievement

Excellence in Innovation

Outstanding Achievement

Partnership between Academia & Business

Start-Up

Sustainability

CSR Champion

Innovation in Service Delivery



Branding

- Branding on all award promotional material, digital & print
- Digital sponsor badge artwork
- Logo inclusion on; promotional e-mail campaigns, pre-event & awards ceremony presentation, winners' certificates, award trophy, of sponsored category
- Pull up banners at pre-event & awards ceremony

PR & Marketing

- Pre & post-event press release coverage
- Short social media clip interview
- Dedicated feature in awards email campaign & MM website news article, including company profile/website link
- Dedicated social media posts pre, during and post-event
- Sponsor photo with award host and winner
- Post awards sponsor report

Networking:

- Invited to participate in both rounds of judging (shortlisting the finalists for all category awards and selecting the category winners).
- Sponsored award category announcement at:
 - Finalists Announcement Event (13.3.25) including two free tickets
 - Awards Ceremony (15.5.25) including five tickets & bottle of fizz
 - Five minute speaking opportunity included in Platinum package only

Cost per award (category sponsorship) : £4,000 + VAT

*Option to gain national exposure to sponsor Medilink UK Awards category - additional £1,000 +VAT (subject to availability).

The MedTech Innovation Expo is a leading national expo and conference focused on the manufacturing, technology, and innovation sectors. It provides a platform for businesses, researchers, and industry professionals to connect, network, and showcase the latest advancements in these fields.

Medilink Midlands hosts the largest exhibition stand, ideally located at the centre of the expo, acting as the hub for international discovery talks, 1:1 meetings with industry, academia, NHS and the Medilink Midlands team.

| Sponsorship Levels | Gold | Silver | Bronze |
|--|----------------|---------------|---------------|
| Pre event | | | |
| Logo inclusion: social media, MM website | ✓ | ✓ | ✓ |
| Promotional video interview | ✓ | ✓ | ✓ |
| MM marketing Exhibitor Bulletin, Newsletter, Events Bulletin, International partnerships | ✓ | ✓ | ✓ |
| At event | | | |
| Co-branded stand 'International Pavilion' hosted by MM | ✓ | | |
| Dedicated meeting area | ✓ | | |
| Speaker slot | ✓ | ✓ | |
| Access to International Pavillion | ✓ | ✓ | ✓ |
| Costings +VAT (Payment plans available) | £10,000 | £5,000 | £2,500 |

Medilink Midlands Innovation Day is our flagship event of the calendar year.

The Innovation Day Conference & Expo brings together innovators, businesses, academics and suppliers from the medtech and life sciences sector to expand their knowledge and identify new opportunities amongst the network of innovation-driven exhibitors and attendees.

HEADLINE SPONSORSHIP

Our headline sponsorship offers one organisation maximum exposure throughout all event, marketing and pr activities.



Branding

- Branding on all promotional material, digital & print
- Branding on stage design
- Digital sponsor badge
- Logo inclusion on; promotional e-mail campaigns, Business Awards pre-event & ceremony presentation
- Pull up banner on display in main event space and registration desk

PR & Marketing

- Press release coverage x1
- Short social media clip interview
- Dedicated feature in Innovation Day email campaign & MM website news article, including sponsor company profile/website link
- Dedicated social media posts pre, during and post-event
- Sponsor photo with event host
- Post-event sponsor report

Networking:

- Exhibition stand at event
- 15 minute speaking slot during main presentation

Price - £7,500 +VAT

“As experts in this field, we understand the importance of supporting local initiatives that help businesses, researchers, and innovators thrive in a rapidly evolving industry. We are proud to be part of an event that brings together key stakeholders to share knowledge and shape the future of life sciences in the Midlands and beyond.”

Penningtons Manches Cooper

In addition to our Headline Sponsor, there are further options for organisations to get involved with Innovation Day.

EVENT SPONSORSHIP

Branding

- Branding on all promotional material, digital & print
- Digital sponsor badge
- Logo inclusion on; promotional e-mail campaigns, Business Awards pre-event & ceremony presentation
- Pull up banner at event

PR & Marketing

- Press release coverage x1
- Short social media clip interview
- Dedicated feature in Innovation Day email campaign & MM website news article, including sponsor company profile/website link
- Dedicated social media posts pre, during and post-event
- Sponsor photo with event host

Networking

- Exhibition stand at event
- Workshop hosting

Price - £2,500 +VAT

“Innovation Day is hugely important for members, patrons and the healthcare industry as a whole, delivering a great platform for organisations and individuals to network, build relationships and share knowledge.”

V Formation

Strategic Innovation Gateway

The Medilink Midlands Strategic Innovation Gateways (SIGs) create an environment for innovation, knowledge exchange, business opportunities and networking.

Delivered in partnership with a select consortium of experts from academia, clinicians and industry, the SIGs help to create intelligence and data used to inform policy making and influence national and regional strategies for the sector.

There are 2-3 SIG events scheduled to take place in 2025.

Branding

- Branding on all digital promotional material
- Logo displayed during presentations at the event
- Pull up banner on display in main event space



PR & Marketing

- Short social media clip interview
- Dedicated social media posts, pre-SIG, during and post
- Contact details (and hyperlinks) included in pre and post-event comms
- Hyperlink and company profile from Medilink Midlands website to sponsor company website

Networking

- Speaker opportunity for one senior representative to join the panel discussion
- Three free places for sponsor representatives to attend.

Price - £1,500 +VAT

Patron Social

6 March 2025

Patron Socials provide an opportunity to build and maintain strategic relationships within the Medilink Midlands membership community.

Branding

- Branding on all digital promotional material
- Logo inclusion on promotional email campaigns and event presentation
- Pull up banner on display in main event space for Business Awards pre-event and ceremony

PR & Marketing

- Short social media clip interview
- Dedicated social media posts pre and post-event
- Contact details (and hyperlinks) included in pre and post-event comms

Networking

- Two free places to attend the Patron Social Event
- One free place to attend the finalists announcement event happening on Thursday 13th March 2025

Price - £1,500 +VAT

Membership socials are an informal and fun way to build and maintain relationships within the Medilink Midlands network.

Branding

- Branding on all digital promotional material
- Logo displayed during any presentations at the event
- Pull up banner on display in main event space

PR & Marketing

- Short social media clip interview
- Dedicated social media posts pre and post-event
- Contact details (and hyperlinks) included in pre and post-event comms
- Hyperlink and company profile from Medilink Midlands website to sponsor company website

Networking

- 10-minute speaking slot
- Two free places to attend the Summer/Winter Event

Price - £2,500 +VAT

***OR £4,000 +VAT for both Summer and Winter events**

Member Forum

Member Forums are an ideal opportunity for members to connect, generate ideas and hear first-hand updates around Medilink Midlands activity. A chance to have your voice heard and input into how your membership can better support our network within the medtech and life science sector.

Member Forum sponsors agree to provide and cover costs of a suitable meeting room which can accommodate at least 25 people (seated), light refreshments and a tour of facilities/mini workshop, in exchange for the following:

Branding

- Branding on all digital promotional material
- Pull-up banner on display during the event

Marketing & PR

- Hyperlink and company profile from Medilink Midlands website to sponsor company website
- Contact details (and hyperlinks) included in pre and post-event comms

Networking

- 10-minute speaking slot
- Two places to attend



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TECH

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Interested in getting involved?

Get in touch with the team today



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