

Nextech EDGE



**10TH ANNUAL
USER CONFERENCE**

MARCH 21–23, 2024 | LAS VEGAS

800+ ATTENDEES

35+ COMPANIES

6 UNOPPOSED EXHIBIT HOURS

2 EPIC EVENTS

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MEETING CONTACTS

Jenna Williams, CMP | Sr. Director, Corporate Events

Jordan Morrell | Tradeshow & Events Coordinator

Logan Ohm | Tradeshow & Events Coordinator

Email: edge@nextech.com

MORE INFO | www.nextechedge.com

GENERAL INFORMATION

Meeting Location

CAESARS PALACE

3570 S Las Vegas Blvd, Las Vegas, NV 89109

(866) 227-5938

Discounted room rates of **\$199 Sun-Thu** and **\$299 Fri-Sat** are available through **Feb. 29**

Exhibit Hours*

REGISTRATION

Thursday, March 21

1:00 PM – 7:00 PM

INSTALL

Thursday, March 21

1:00 PM – 7:00 PM

DISMANTLE

Saturday, March 23

3:30 PM – 9:00PM

EXHIBIT HOURS

Friday, March 22

7:00 AM – 5:00 PM

Saturday, March 23

7:00 AM – 3:30 PM

*Hours subject to change

Networking Events

Exhibitors are invited to multiple networking events.

SOCIAL MEETUPS

Thursday, March 21 | 5:00 PM – 7:00 PM

WELCOME RECEPTION

Thursday, March 21 | 7:00 PM – 10:00 PM

AFTER-HOURS EVENT

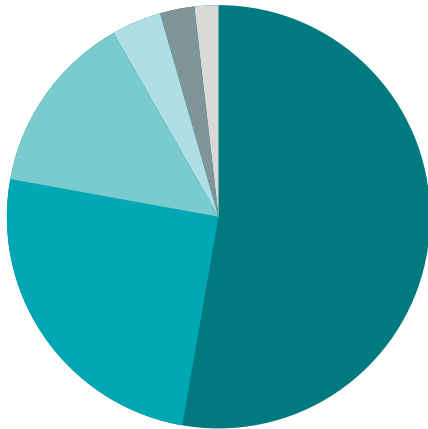
Friday, March 22 | 7:00 PM – 11:00 PM

More information on networking events can be found on the website: nextechedge.com

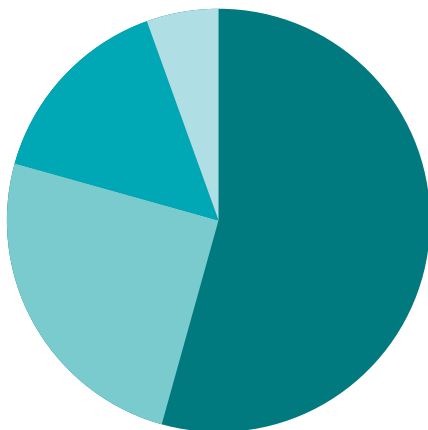
ATTENDANCE OVERVIEW

Meeting Attendance

ATTENDANCE BY SPECIALTY



ATTENDANCE BY ROLE



2023 Exhibitors



- Abyde
- BirdEye
- Brevium
- Concord Technologies
- CorEvitas
- DermPRO
- Health iPass
- Inga Ellzey Billing Companies
- Marsden Advisors
- Medco Data
- Ophthalmic Mutual Insurance Company
- ProMedical IT
- Promptly
- PX Technology
- rater8
- Red Spot Interactive
- Revival Health
- SamaCare
- SolutionReach
- Specialty Consulting Services
- Topaz Systems
- Topcon Healthcare
- Verana Health
- Weave
- Zeiss

Attendees: **800+**

EXHIBIT & SPONSORSHIP OPPORTUNITIES

Exhibit Space

STANDARD BOOTH

\$5,500 (Before Dec. 15)

\$6,000 (After Dec. 15)

Includes:

- 10x10 booth space
- 2 corporate representative badges
- Website, printed program and digital app listings
- Listed stop on the attendee expo hall incentive bag insert
- In app Lead Retrieval for unlimited devices
- Breakfast, lunch, and evening event meals included for staff
- Admission to Welcome Reception and After-Hours Event

ADDITIONAL BADGES

\$900 before Dec 15

\$950 after Dec 15

In app Lead Retrieval average number of scans:

75 for Standard Exhibitor

110+ for Top Sponsor

Top Sponsor Levels

	GOLD \$35K	SILVER \$25K	BRONZE \$15K
EXHIBIT SPACE			
Upgrade to 10x20 Booth	1	1	1
Total Badges (Staff & Speakers)	8	6	4
AGENDA			
Sponsor Led Session	2	1	1
Session Sponsor	-	1	-
PRE/POST COMMUNICATION			
Website & Mobile App Digital Booth Upgrade	✓	✓	✓
Acknowledgment on All Attendee Communication	✓	✓	✓
Inclusion in Top Level Sponsor Email to Attendees	✓	✓	✓
Highlight in Monthly Attendee Update Email	✓	✓	-
Email Sent to Attendees on Your Behalf	✓	-	-
ON SITE ADVERTISING			
Branded Sponsorship Item	Custom	Custom	-
Program Ad	Full page	1/2 page	1/2 page
Stop on Attendee Exploration	Mandatory	Pick One	Pick One
Acknowledgment at Opening & Closing Session	✓	✓	✓
Top Sponsor Thank You Meeting Space Sign	1	1	1
Bag Insert	1	1	1

LOOKING FOR MORE?

Ask about our **custom Platinum Sponsorship.**

Email: edge@nextech.com

ADDITIONAL EXPOSURE OPPORTUNITIES

Pre/Post-Show Communication

PRE-SHOW MAILER – \$2,500

Send a pre- or post-show mailer directly to attendees utilizing our mail house. (Printing and shipping costs are not included.)

EMAIL TO ATTENDEES ON YOUR BEHALF – \$3,000

Layout and draft the exact email you would like sent to attendees before or after the show. Promote products, show specials, sessions, demos and more.

This is a great way to introduce your company and let attendees know you'll be at EDGE.

Session Opportunities

SESSION SPONSOR – \$750

Is there a session on the main agenda that aligns with your company's products or services? **Consider sponsoring for added meeting exposure!** We'll list you as the sponsor on the agenda and include an intro as well as outro to the presentation promoting your offerings and booth at the show.

DEDICATED SESSION – \$5,000

Gain maximum face time exposure for your company when you lead a session at EDGE. Your 45-minute session description and speaker's bio will be listed online, in the app and on-site agenda. We will also highlight your session in an attendee newsletter prior to the show and send you the list of contacts after the show.

80  AVERAGE BOOKMARKS PER SESSION

45  AVERAGE SESSION ATTENDANCE

4.7  AVERAGE SESSION RATING

Signage & Swag Opportunities

BAG INSERT – \$1,500

Make an impact starting at registration. Provide a standard insert, brochure or awesome take home tchotchke. **There are no limitations to creativity; the only rule is it has to fit in the bag!**

MEETING SPACE SIGNAGE

With 100,000 square feet of meeting space in addition to outdoor event space, the branding opportunities at EDGE are endless. **All on-site signage is completely customizable with options to fit any company's budget.**

PROMOTIONAL ITEMS

Looking for a unique way to leave a lasting impression on attendees? From coffee cup sleeves to sponsoring the photo booth at our welcome reception, **we have options for everyone's budget that will guarantee memorable exposure.**

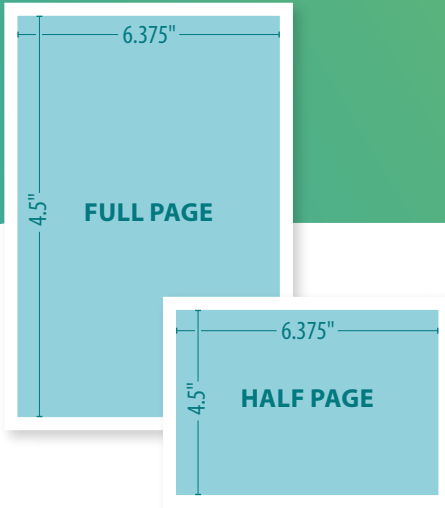
NOTE: While some marketing add-ons include engagement exports, **we do not offer an attendee list for the meeting.** Lead Retrieval services will be available to collect attendee information during the conference.

LOOKING FOR MORE?

Contact us for more information about **custom signage and sponsorship items.**

Email: edge@nextech.com

ADVERTISING OPPORTUNITIES



Print Advertising

HALF PAGE PROGRAM AD – \$1,000
FULL PAGE PROGRAM AD – \$1,500

Distributed to every attendee on site, **the show program is the ideal place to feature your company's products and services.**

Hotel Room Options

ROOM DROP – \$6,000

Have your marketing materials or promotional items delivered to attendee rooms on the day of your choice at the conference. **This is a sure way to get your company noticed.**

CUSTOM KEY CARDS – \$5,000

First impressions are "KEY"! Brand the hotel key cards for EDGE attendees. Be their first touch point for the meeting and extend that impression as guests use their hotel key throughout their stay.

DIGITAL UPGRADE STATS:

Average virtual booth bookmarks: **80+**
 Average # of ad engagements = **30**
 Average # of document downloads = **10**



Digital Advertising

DIGITAL BOOTH UPGRADE – \$500

Increase attendee interaction with your company by **upgrading your listing in the meeting app and online.**

Top Sponsors enjoy a complimentary Digital Upgrade and a priority listing.

	STANDARD LISTING	DIGITAL UPGRADE
WEBSITE		
Logo	✓	✓
Contact Information		✓
Company Description		✓
PROGRAM		
Logo	✓	✓
Booth #	✓	✓
Contact Information		✓
Company Description		✓
MEETING APP / VIRTUAL BOOTH		
Logo	✓	✓
Booth #	✓	✓
Team Members Linked	✓	✓
Website Link	✓	✓
Company Description		✓
Additional Contact Information		✓
Social Media Links		✓
Custom Header—Image or Video		✓
Custom Background Image		✓
Advertisement		✓
Documents & Links		✓

JOIN US IN VEGAS!

Top Reasons to Exhibit

- 1** Expose your company to **800+ medical professionals**, made up of key decision makers.
- 2** Take advantage of **six unopposed exhibit hours**, where attendees will be in the expo hall with exhibitors for meals.
- 3** The Nextech Sales Station is located in the expo hall, **generating additional booth traffic**.
- 4** Your company will be included on our **“Exploration” card** as a **recommended stop** for attendees to win giveaways.
- 5** Participating companies are invited to attend **multiple networking events**, great for networking outside the expo hall.
- 6** **All meals are included for exhibitors**, saving your company per diem.
- 7** Exhibitors are invited to take advantage of **discounted room rates at the official show hotel**.
- 8** Your company will be listed on the **official website, mobile app, and on-site program**.
- 9** **Affordable advertising and lead generation options** are available to increase exposure and improve ROI.
- 10** Did we mention there's an **after hours networking event at a Cirque du Soleil show?**



COMPLETE THE AGREEMENT