

# Sponsorship and advertising opportunities



**AM Expo and Swiss Medtech Expo  
September 14 to 15, 2027, Messe Luzern**



Hall 1: AM Expo



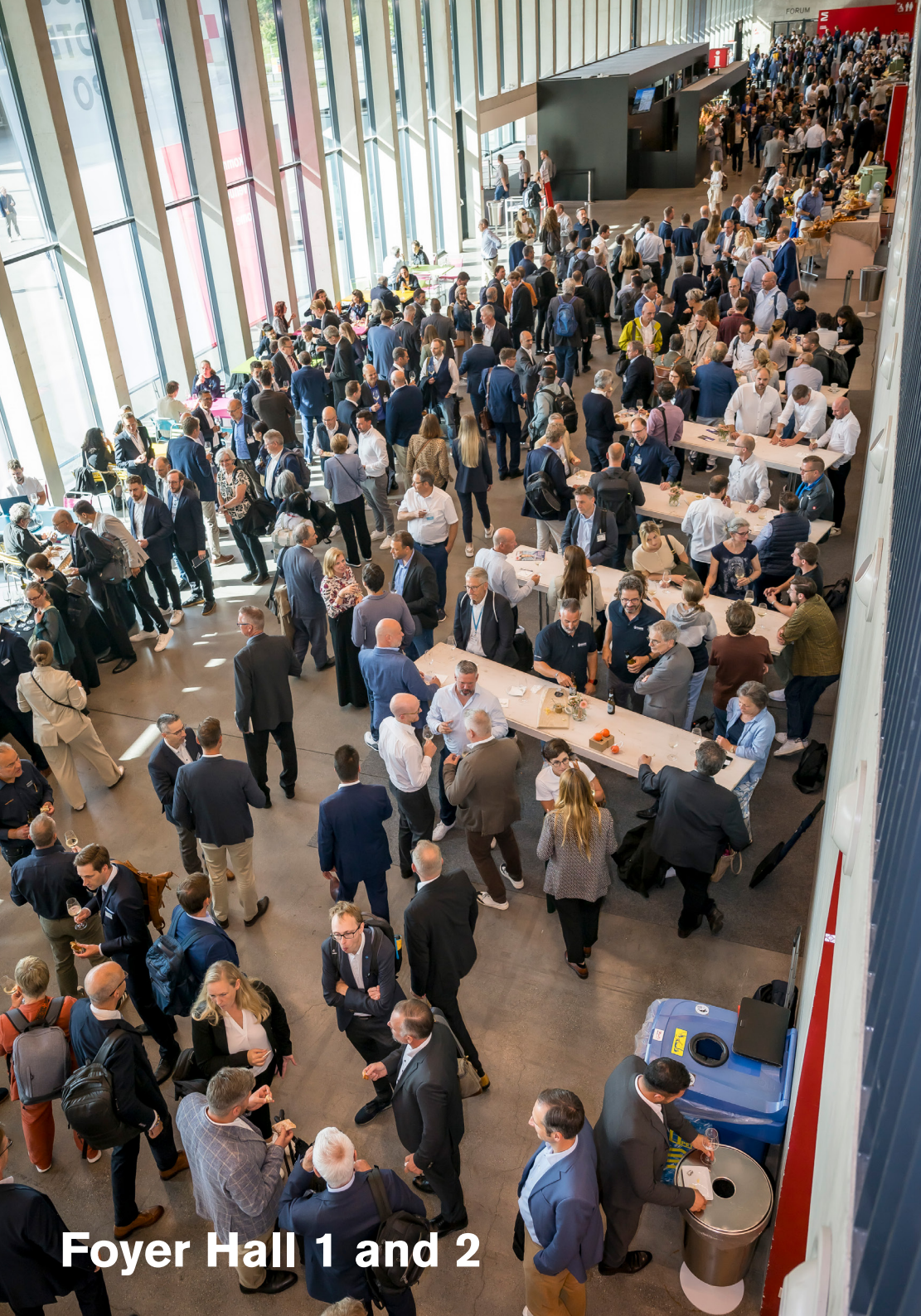
Hall 2: Swiss Medtech Expo

# Symposium

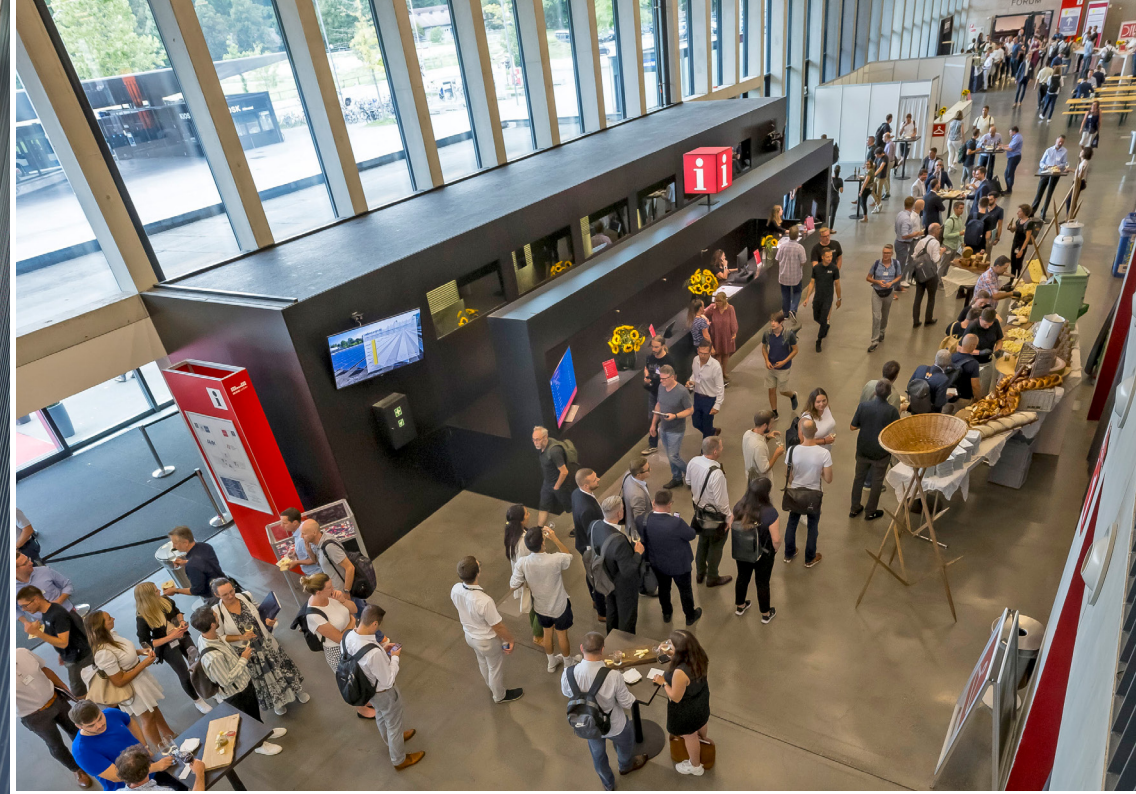
|                                     |                             | Main sponsor |        |              |         | Sponsor            |                    |
|-------------------------------------|-----------------------------|--------------|--------|--------------|---------|--------------------|--------------------|
|                                     |                             | Yes          |        | No           |         | Yes                | No                 |
| Exhibitor*                          |                             | 1   15'000.– |        | 1   20'000.– |         | 2   8'000.–        | 2   12'000.–       |
| Number of sponsors   Price in CHF   |                             |              |        |              |         |                    |                    |
| Services                            | Equivalent value in CHF CHF |              |        |              |         |                    |                    |
| On-site presence: Symposium         |                             | Hall 1       | Hall 2 | Hall 1       | Halle 2 | Hall 1 oder Hall 2 | Hall 1 oder Hall 2 |
| – Logo at the Symposium             | 3'000.–                     | ✓            | ✓      | ✓            | ✓       | ✓                  | ✓                  |
| – Short interview at the Symposium  | 1'000.–                     | ✓            | ✓      | ✓            | ✓       | ✓                  | ✓                  |
| – Distribution of giveaways         | 500.–                       | ✓            | ✓      | ✓            | ✓       | ✓                  | ✓                  |
| – Screen advertising: full screen   | 1'500.–                     | ✓            | ✓      |              |         | ✓                  |                    |
| – Screen advertising: banner        | 500.–                       |              |        | ✓            | ✓       |                    | ✓                  |
| On-site presence: at the trade fair |                             |              |        |              |         |                    |                    |
| – Minimum presence (4 m²)           | 1'900.–                     |              |        | ✓            |         |                    | ✓                  |
| Online presence                     |                             |              |        |              |         |                    |                    |
| – Communication package¹            | 850.–                       | ✓            |        | ✓            |         | ✓                  | ✓                  |
| – «Content plus» package            | 1'090.–                     | ✓            |        |              |         | ✓                  |                    |
| – «Logo plus» package               | 490.–                       |              |        | ✓            |         |                    | ✓                  |
| – Visitors' newsletter              | 1'000.–                     | ✓            |        | ✓            |         | ✓                  | ✓                  |
| – Credit on video of presentation   | 1'000.–                     | ✓            |        | ✓            |         | ✓                  | ✓                  |

\* You have registered as an exhibitor for AM Expo or Swiss Medtech Expo 2027.

<sup>1</sup> Includes: Exhibitor profile and three posts on the fair's website | Presence on AM Expo 365 and Swiss Medtech Expo 365 (until the next fair)  
 Opportunity to give a presentation at the Symposium | Video recording of the presentation and publication on AM Expo 365 and Swiss Medtech Expo 365  
 Free advertising materials and vouchers for free admissions



Foyer Hall 1 and 2



# Wine & Cheese Party

|                                                |                             | Main sponsor |              | Sponsor     |              |
|------------------------------------------------|-----------------------------|--------------|--------------|-------------|--------------|
|                                                |                             | Yes          | No           | Yes         | No           |
| Exhibitor*                                     |                             |              |              |             |              |
| Number of sponsors   Price in CHF              |                             | 1   12'000.– | 1   18'000.– | 2   7'000.– | 2   10'000.– |
| Services                                       | Equivalent value in CHF CHF |              |              |             |              |
| <b>On-site presence: foyer</b>                 |                             |              |              |             |              |
| – Logo on buffet and tables                    | 1'000.–                     | ✓            | ✓            | ✓           | ✓            |
| – Distribution of giveaways                    | 500.–                       | ✓            | ✓            |             |              |
| – Screen advertising: full screen              | 1'500.–                     | ✓            | ✓            |             |              |
| – Screen advertising: banner                   | 500.–                       |              |              | ✓           | ✓            |
| <b>Online presence</b>                         |                             |              |              |             |              |
| – «Content plus» package                       | 1'090.–                     | ✓            |              |             |              |
| – «Logo plus» package                          | 490.–                       |              |              | ✓           |              |
| Communication activities relating to the event |                             |              |              |             |              |
| – Mention on the website                       | 1'000.–                     | ✓            | ✓            | ✓           | ✓            |
| – Visitors' newsletter                         | 1'000.–                     | ✓            | ✓            | ✓           | ✓            |
| – Social Media                                 | 1'000.–                     | ✓            | ✓            | ✓           | ✓            |

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Screen advertising



Short presentation



Megaposter in the foyer



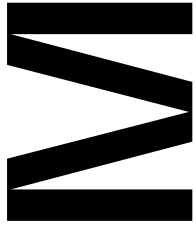
Posters in washrooms/toilets

# Advertising opportunities

|                                                                    | Exhibitor* | Yes      | No            |
|--------------------------------------------------------------------|------------|----------|---------------|
| Services                                                           | Number     |          |               |
| <b>Megaposter in the foyer</b>                                     | 1          | 4'500.–  | 5'500.–       |
| <b>Screen advertising</b>                                          |            |          |               |
| – Screen advertising: full screen                                  | 5          | 1'500.–  | 2'500.–       |
| – Screen advertising: banner                                       | 5          | 500.–    | 950.–         |
| <b>Posters in washrooms/toilets</b>                                |            |          |               |
| – 1 package of 30 posters                                          | 5          | 950.–    | 1'500.–       |
| <b>Short presentation</b>                                          | 3          | included | 4'500.–       |
| – Presentation of customer project or application at the Symposium |            |          |               |
| – Minimum presence (4 m <sup>2</sup> )                             |            |          |               |
| – Communication package <sup>1</sup>                               |            |          |               |
| <b>Online presence: Trade fair marketing</b>                       |            |          |               |
| – «Premium» package                                                |            | 2'690.–  |               |
| – «Content plus» package                                           |            | 1'090.–  |               |
| – «Content plus» package                                           |            | 490.–    |               |
| – Banner ad on the home page                                       | 3          | 1'500.–  | not available |

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MESSE  
LUZERN

# We're here for you



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Facts and figures about the



can be found here:  
[am-expo.ch](http://am-expo.ch) | [medtech-expo.ch](http://medtech-expo.ch)