

Description of the services included in the participation packages and additional services offered by the online platform medteclive.com

November 2025

General:

Hereinafter, MedtecLIVE GmbH shall be referred to as MedtecLIVE or the operator, and the contractual partner shall be referred to as the provider.

The participation packages are described in detail below. Unless otherwise stated, all content originates from the contractual partner ('provider') and is transmitted to the operator by the provider or stored independently via self-service. For clarity, all content that the provider must deliver or store is marked with an asterisk (*).

1. Package „Basic media entry“

The 'Basic media entry' package is the basic package for a presence on the online platform and is included in the mandatory marketing services for stand registration at MedtecLIVE. It is reserved exclusively for MedtecLIVE exhibitors. The service period begins with the start of profile maintenance approximately 5 months before the start of the trade fair and ends on the last day of the trade fair.

- **Company profile***
Company name, company logo, brief description, contact information (location, email (stored in contact form), website including link), detailed company description, classification in the product directory by storing nomenclature points, additional locations, contact persons, preview tile with logo and brief description.
- Company profile remains online after the trade fair (at least 365 days from going online)
- Contact and exchange options: online appointment booking, request invitations, direct messaging (after the end of the fair, direct message only)
- 2 included content items* (article and/or event, publication before or during the trade fair). For each item, the provider receives a credit, which can then be used to create a post or an event.
Post:
Headline, teaser text (min. 150 characters, max. 300 characters), integration of image, audio or video files, detailed text, preview tile with image and teaser text, option for thematic classification, link to exhibitor profile, contact person
Event (Reference to the provider's own event taking place at the exhibition grounds during the trade fair; alternatively, the provider's own event at another location, Prerequisite: Event must be related to MedtecLIVE):
Title of the event, date, time and location of the event, teaser text (min. 150 characters, max. 300 characters), integration of image, audio or video files, detailed description text, registration option for visitors, preview tile with image and teaser text, option for thematic classification, link to exhibitor profile, storage of speakers and moderators
- Display of your posts and events in topic pages, personalized recommendations, search, overview and programme
- Inclusion of your posts and events in the updates by e-mail to registered visitors (based on visitors' interests)

- Content will continue to be displayed on the online platform after the fair.
- Statistics and leads:
Dashboard with real-time statistics, lead table and benchmarks

2. Upgrade package „Basic“

The 'Basic' package includes all services from the 'Basic media entry' package as well as additional services for increased visibility. The "Basic" package can only be booked by MedtecLIVE exhibitors. The service period begins with the start of profile maintenance approximately 5 months before the start of the trade fair and ends on the last day of the trade fair. The 'Basic' package also includes:

- 2 additional included content items* (4 in total)
- Social media post of one of your posts by the operator via the MedtecLIVE LinkedIn channel
- Logo presence in the logo ticker on the home page of the online platform and in the online hall plan

3. Upgrade-Package „Extended“

The "Extended" package includes all services from the "Basic" package as well as additional services for increased visibility. The "Extended" package can only be booked by MedtecLIVE exhibitors. The service period begins with the start of profile maintenance approximately 5 months before the start of the trade fair and ends on the last day of the trade fair. The "Extended" package also includes:

- Premium features in the company profile:
Hero image (image across the entire width at the top of the company profile), preview tile with background image
- 2 additional included content items* (6 in total)
- Featuring content on the home page: Your content will also be displayed on the home page of the online platform.
- Logo presence in the logo ticker on the home page of the online platform even after the end of the trade fair (a total of at least 365 days after going online)
- Top-of-the-list placement in the exhibitor directory: Your profile will be displayed at the top of the exhibitor directory (between the display of exhibitors with top-of-the-list high-level placement (included in the "Premium" package, displayed at the very top) and the display of exhibitors without top-of-the-list placement); In case of multiple bookings of the package, high-level top-of-the-list placements will be displayed in alphabetical order.
- Statistics and leads:
Additional feature Interested members: You can see who interacts with your content.

4. Upgrade-Package „Premium“

The “Premium” package includes all services from the “Extended” package as well as additional services for increased visibility. The “Premium” package can be booked independently of participation as an exhibitor at MedtecLIVE. The service period begins with the start of profile maintenance approximately 5 months before the start of the trade fair and ends 365 days after going online. The “Premium” package also includes:

- 6 additional posts for publication after the trade fair period
Post:
Headline, teaser text (min. 150 characters, max. 300 characters), integration of image, audio or video files, detailed text, preview tile with image and teaser text, option for thematic classification, link to exhibitor profile, contact person
- Social media post of one of your posts after the fair by the operator via the MedtecLIVE LinkedIn channel
- Top-of-the-list placement high-level in the exhibitor directory: Your profile will be displayed at the very top of the exhibitor directory (above the display of exhibitors with top-of-the-list placement (included in the “Extended” package) and all exhibitors without top-of-the-list placement); In case of multiple bookings of the package, high-level top-of-the-list placements will be displayed in alphabetical order.
- Your profile will be proposed to visitors during registration on the online platform as a recommended profile to follow (for at least 365 days after platform launch). Only exhibitors with a Premium package will be proposed. In case of multiple bookings of the package, exhibitors will be listed in alphabetical order.

5. Additional services

The provider has the option to book additional services individually and separately. The prerequisite for this is, in the case of exhibitors participating in MedtecLIVE, at least one confirmed “Basic media entry” package; for non-exhibitors, a confirmed “Premium” package is required. The additional services may be booked via the official order form. Furthermore, credits may also be purchased within the personal publisher area of the online platform.

- Credit for one additional content item (post or event; only posts after the trade fair)
- Banner ad on the homepage of the online platform (format 5:1; displayed from booking until end of trade fair)
- Banner ad on the highlights page (format 5:1; displayed from launch of page, at least 3 months before trade fair, until end of trade fair)
- Banner ad on the ticketing page (format 5:1; displayed from launch of page, at least 3 months before trade fair, until end of trade fair)

6. Platform presence costs for providers, payment terms

The costs for the service packages and additional services defined under Sections 1–5 on the online platform apply for the specified durations (starting from the date of booking):

- Participation packages:
€0 for the “Basic media entry” package (included in the mandatory marketing services upon booth registration); prerequisite is participation as an exhibitor at MedtecLIVE; not available for non-exhibitors
€495 for the “Basic” upgrade package; prerequisite is participation as an exhibitor at MedtecLIVE; not available for non-exhibitors
€1,195 for the “Extended” upgrade package; prerequisite is participation as an exhibitor at MedtecLIVE; not available for non-exhibitors
€1,995 for the “Premium” upgrade package; prerequisite is participation as an exhibitor at MedtecLIVE; price for non-exhibitors: €2,595
- Additional services
€200 for an additional content credit
€2,500 for a banner advertisement on the homepage
€1,000 for a banner advertisement on the highlights page
€1,000 for a banner advertisement on the ticketing page

All prices are exclusive of statutory VAT. Invoice amounts are due on the date specified on the respective invoice and must be paid without deduction. All payments must be made in EURO, free of charges, and must include the invoice number.