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Amplifying Tech Innovation Recognition Around a Trade Show

Maximizing Event Impact to Open Avenues for Partnerships and Boost Visibility

BDMT Global
TRANSFORM AND DRIVE DEMAND

Company Background

Company X is an APEC healthcare startup with breakthrough diagnostics and disease management technology that makes the monitoring and testing of a specific chronic condition more accessible, affordable, and accurate. Their technology application is the first of its kind in its respective market, bringing an entirely novel approach to the industry.

Company X is local to APEC and it had no prior market presence, with a limited U.S. network. The company was looking to build awareness of its breakthrough testing method before the sales launch. Company X's product has been undergoing clinical trials in the U.S. and expects to receive FDA market clearance according to the standard expected timeline for review and approvals.

Chronic Disease Diagnostics Industry Dynamics

As of 2024, 129 million people in the U.S. have at least one major chronic disease, according to the Centers for Disease Control. Chronic diseases include heart disease, cancer, diabetes, obesity, and hypertension. The center also reported that in the U.S., five of the top 10 leading causes of death are related to preventable and treatable chronic diseases.

In particular, receiving quality care can be difficult for patients with chronic diseases who live in rural areas. According to the National Rural Health Report, rural areas have a patient-to-primary care physician ratio of 39.8 physicians per 100,00 people while in urban areas, the ratio is 53.3 physicians per 100,000 people. For patients who have limited accessibility to care, at-home tests are essential.

However, certain chronic disease self-monitoring tests aren't always accurate and aren't inclusive. For some testing devices, results can be inaccurate based on genetic factors more common in historically underrepresented groups, leaving diverse populations in need of an accurate test.

Despite the need for a more accurate solution on the market to fill critical patient gaps, the speed of the innovation of new at-home solutions within specific chronic disease sectors is lagging. The technology created and researched by Company X in the APEC market had not yet made its way to the U.S. market.

To expand into a market in need of advanced solutions but unfamiliar with the method applied by Company X, the innovator needed a partner with a strong U.S. healthcare network and the strategic knowledge to get them there

Challenges

Company X faced five major obstacles in building momentum for their innovative technology ahead of the major trade show:

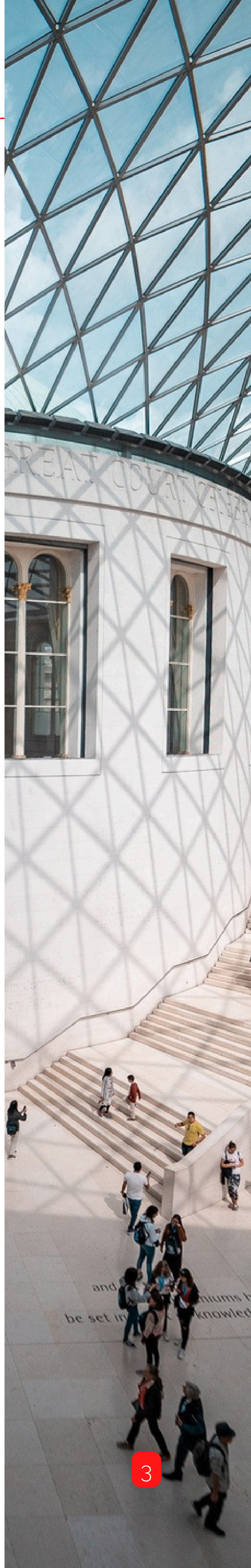
1.Breakthrough Invention Faces Barriers in Local Market: Company X integrated highly advanced technology into their chronic disease management device, making it a groundbreaking invention. However, in the U.S., only a small group of niche technology enthusiasts grasped its benefits, leaving it largely underrecognized.

2.No Prior U.S. Presence: A lack of awareness can hinder a company's expansion. Company X had a very limited U.S. network and no leads to form a local scientific board.

3.FDA Clearance Pending: Company X has limited experience in educating target audiences about tech applications and their brand without promoting the product ahead of commercial clearance.

4.Lack of Trade Show Know-How: Company X did not have the industry knowledge and experience needed to fully leverage a smaller-scale industry event by maximizing business opportunities and connecting with a niche audience.

5Limited Resources: As a startup, Company X lacked resources for full trade show efforts, but was still looking to build market momentum.



Company X faced a critical market entry crossroads: while selected to showcase their product at a niche industry trade show, they lacked the strategic vision to leverage this opportunity for maximum long-term impact. With FDA clearance pending and major trade shows on the horizon, Company X needed a partner who could rapidly transform this single event into a catalyst for market leadership.

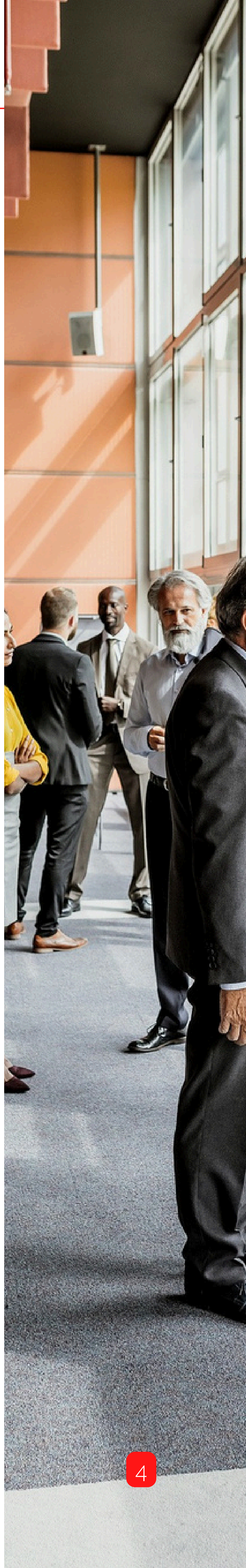
Initially, Company X planned to attend a U.S. industry trade show without a defined strategy. BDMT Global identified this as a pivotal opportunity to familiarize the U.S. market with Company X's new technology breakthrough and to build relationships with various ecosystem stakeholders, with the long-term goal of establishing Company X as a recognized leader in the U.S. for Innovation & Technology Breakthroughs.

Objectives

To fully leverage Company X's participation in the U.S. trade show, BDMT Global led strategic efforts to amplify recognition of its breakthrough technology, creating market opportunities for business expansion ahead of FDA clearance. Acting as Company X's on-site business development team, BDMT Global drove media outreach, networking, and engagement to position the company as an emerging leader in the U.S. healthcare market.

Rather than treating it as a standalone event, BDMT Global developed a strategic framework, including the following steps designed to generate positive short-term and long-term outcomes:

- Provide early product education to industry educators, researchers, providers, investors, and more potential partners, showcasing the benefits of Company X's new technology application.
- Create a foundation of market understanding and acceptance around breakthrough technology applications unfamiliar to the mainstream market.
- Build a pipeline of collaboration opportunities to activate before and upon FDA clearance.



- Receive feedback and collect insights from event attendees on initial assets to gauge market perception and adjust before Company X launches in the U.S.

- Secure conversations with healthcare ecosystem Key Opinion Leaders (KOLs) interested in new chronic disease management solutions.

- Identify and secure opportunities for media coverage and leverage Company X's prestigious presentation selection.

- Connect and engage with KOLs and thought leaders to co-create content and enhance credibility and visibility.

- Leverage an initial smaller-scale trade show to build credibility before larger events in subsequent years.

Results

BDMT Global spearheaded trade show pre-marketing and onsite expansion efforts, serving as the driving force behind Company X's U.S. market positioning and business development.

BDMT Global designed and executed a high-impact trade show strategy to build market momentum ahead of FDA clearance, maximize business opportunities, and establish Company X as a recognized industry innovator. Key achievements included:

- Developing and deploying a robust suite of pre-show assets (press releases, social media campaigns, newsletters) to build anticipation and industry awareness.

- Orchestrating high-value pre-show media interviews and briefings through targeted, high-touch outreach.

- Driving an aggressive meeting strategy, filling the on-site schedule with 1:1 and group discussions with industry leaders, decision-makers, and potential partners.

- Amplifying real-time visibility through live social media coverage, direct engagement with show speakers, and strategic networking with attendees.

- Executing a global media push, securing high-impact coverage before, during, and after the show to cement Company X's position as a key player in the industry.

- Leading strategic post-show follow-ups, ensuring momentum continued by securing next-step meetings with priority prospects and business partners.

BDMT Global was able to successfully expand business and media opportunities for Company X. U.S.-based BDMT leadership and support led to the following results, among others:

1. Media:

- Secured high-impact media placements with 7 media outlets covering technology and healthcare innovations.

- Generated extensive coverage in top-tier industry publications: Drug Delivery Business, BioSpectrum Asia Magazine, Medical Design & Outsourcing, and more.

2.Social Media Engagement and Marketing:

- Established strategic connections with 43 Key Opinion Leaders on Company X's CEO's LinkedIn in preparation for the event.

- Led growth increase for the CEO's LinkedIn post impressions by 92.7% during the week of the trade show.

- Developed and deployed strategic inbound and outbound assets to increase brand visibility, including social media posts, blogs, and newsletters.

    - Generated 754 total impressions and 42 total engagements on Company X's Linkedin from live trade show posting

    - Generated 798 total impressions and 21 total engagements on CEO's LinkedIn from live trade show posting

    - Launched a LinkedIn newsletter announcing trade show participation, resulting in 456 impressions, 218 article views, 12 engagements, and 32 new subscribers

3.Market Outreach and Engagement:

- Led targeted ABM outreach to 269 contacts in 2 months before the show, including:

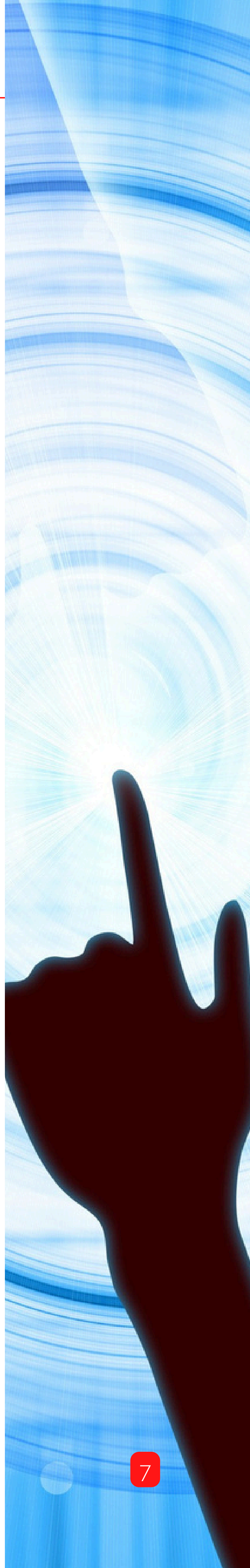
    - 54 Microfluidic and Technology Analysts + Researchers

    - 215 potential event attendees (Physicians, Investors, Entrepreneurs, and Researchers)

4.Direct End-User Engagement and Product Validation:

- Orchestrated pre-trade show meetings with 8 Key Opinion Leaders.

- Led 22 meetings with in-person event attendees and presenters, including researchers, physicians, investors, analysts, and leaders from potential partner organizations.



5.Clinical Research Opportunities:

- Engaged with multiple CROs from different regions to explore options to partner.
- Investigated cost-effective clinical research alternatives to enhance the efficiency and affordability of FDA clearance processes.
- Led introductions on behalf of Company X with other companies in different stages of clinical research to understand the different factors in successful FDA clearance.

BDMT Global used this event to increase brand visibility among the chronic disease and medical technology industries to help ensure that by the time Company X's solution is FDA-cleared, the U.S. audience will understand the benefits of the solution and its use of an innovative technology application.

BDMT Global continues to support Company X's marketing and expansion efforts after the trade show by connecting further with target partner organizations and industry leaders, securing 5 post-trade show meetings. BDMT is leveraging this new awareness of Company X in the healthcare ecosystem to secure additional media opportunities and content collaborations.

Company X's product has been undergoing clinical trials in the U.S. and expects to receive FDA market clearance according to the standard timeline for reviews and approvals.

About BDMT Global

Headquartered in Boston, Business Development & Marketing Transformation (BDMT) Global is led by a group of award-winning experts focusing on specific industries such as life sciences, medical devices, health & wellness, technology, and manufacturing. BDMT Global's outsourced business development (BD) & marketing experts combine the two most critical functions (BD + MT) for companies entering the new market, offering strategic go-to-market, business development, and full marketing execution services since 2014.

BDMT launched DAC (Digitization, Automation, Cross-Industry Collaboration) Global Bridge Series in 2021 to help expedite market expansion by connecting market leaders, global innovators across various industries, and investors through forums, partnering events, local industry events, and pitchfests.

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