

## IVAM Marketing Award Asia @ MMA

---

Compared to large corporations, small and medium-sized companies face particular challenges when launching marketing campaigns in new markets. The IVAM Marketing Award takes this into account and awards SMEs that show how to present themselves to the world even with a tight budget. IVAM has awarded the prize annually in Germany for more than 10 years and is bringing it to Asia for the second time in 2024 in cooperation with MEDICAL MANUFACTURING ASIA (MMA).

### Terms & Conditions

If you agree to be part of the IVAM Marketing Award Asia @ MMA evaluation process and be visited by our Jury during the fair, please fill the following form and submit it before July 31, 2024 to [Marketing-Award@IVAM.com](mailto:Marketing-Award@IVAM.com)!

The following page will give you an insight to the evaluation process of the jury, consisting of experts in marketing and medical technology.

For the preparation of the evaluation process by the jury we would like you to state some basic information about your company. You will find the form to fill out in the end of this document. Additional information, which describe your marketing actions best, can be attached.

Please send your completed application form to [Marketing-Award@IVAM.com](mailto:Marketing-Award@IVAM.com). Just consider to submit as soon as possible, in case the jury needs further information or important documents. We are looking forward to your submission!

All applications are due by July 31, 2024. Legal recourse is excluded.

### The Award

The winner of the IVAM Marketing Award Asia @ MMA receives the following:

- A one-year membership free of charge with the International IVAM Microtechnology Network and enjoys all benefits of membership.
- Featured as the winner in MEDICAL MANUFACTURING ASIA 2026 marketing materials (in print or digital), which will be circulated to 30,000 industry professionals.
- A prize trophy and certificate sponsored by MEDICAL MANUFACTURING ASIA.
- The winner will also be featured in all IVAM media, which have a global reach.

### Save-the-Date

The Award Ceremony will take place at the MEDICAL MANUFACTURING ASIA 2024, in Singapore. In order to win the award, attendance of at least one representative to the MEDICAL MANUFACTURING ASIA is necessary.

### Q&As

If you have any further questions and / or suggestions, please feel free to contact us via mail to [Marketing-Award@IVAM.com](mailto:Marketing-Award@IVAM.com).

**The Jury will visit your booth during the first day of MMA:**

The jury will evaluate the presentation of your products, technologies or services.

Is it informative?

Is it creative, extraordinary?

Is it entertaining, exciting?

The jury will talk to you about your goals for the fair:

Why are you exhibiting at MMA?

Who is your target group?

What are your plans for the ASEAN region?

The jury will evaluate which (modern) information and contact options you offer for your customers, e.g.

experts at the booth,

social media presence,

(digital) information material at the fair

preparation before exhibiting at the booth (awareness building and networking preparation)

**Your submission to the IVAM Marketing Award Asia @ MMA:**

**Company  
+ address**

**Contact Person  
Name:**

**Number of employees:**

**Website:**

**Email**

**Telephone**

**Short company profile:**

**Description of products, technologies, services displayed at your MMA booth:**

A large, solid blue rectangular area intended for the user to provide a description of their products, technologies, and services displayed at their MMA booth.

**Attachments:**

**Please attach 3 Powerpoint Slides:**

1. About the company
2. About the product(s)
3. Your goals and expectations for participation at MMA

**These slides might be used for the Award Ceremony.**

By sending the application for the IVAM Marketing Award Asia @ MMA you agree that your personal data will be stored and processed for the purpose of this Award. You may object to the use of your data at any time by getting in touch with us.