

Northern California's Leading Resource for Medical Device  
and Biopharma Development and Manufacturing

# BIOMEDevice

==== An **MDM** Event

EXPOSITION & CONFERENCE

**December 6–7, 2011**

San Jose McEnergy Convention Center | San Jose, CA



[BIOMEDeviceSanJose.com](http://BIOMEDeviceSanJose.com)

# BIOMEDevice

An M&M Event

## The 5th Annual Industry Event for Northern California's Medical Device Market

The combination drug-device industry is valued at well over \$8 billion, with the United States being the single largest individual market. Established combination devices such as drug-eluting stents, orthopaedic implants with growth factors, metered-dose inhalers, and transdermal drug delivery products are being joined by a host of new applications across the entire device marketplace. Continued partnerships between biopharmaceutical manufacturers and medical OEMs in developing exciting new drug-device technologies will lead the way to continued lucrative growth.

BIOMEDevice, now in its fifth year, returns to this dynamic growth sector, located in the heart of California's Bay area, recognized as one of the nation's largest concentrations of medical device manufacturing. Home to more than 2,244 medical device and biopharma manufacturers, the region is frequently cited as hosting the largest community of medical device start-ups in the country.

This year's BIOMEDevice will connect over 350 leading OEM suppliers to this valuable innovative medical device manufacturing region. The BIOMEDevice audience includes thousands of medical design and manufacturing professionals, biopharma development and manufacturing professionals, and senior executives focused on new product innovation and development.

### California's Biomedical Industry

**2,244** Number of California biomedical companies

**\$114 billion** Total estimated revenues

**268,000** Total estimated employment

**\$19.4 billion** Total estimated wages and salaries paid

**\$2.6 billion** Total estimated venture capital investment in California biomedical companies

**\$15.4 billion** Total biomedical exports

Source: California Healthcare Institute's California Biomedical Industry 2011 Report



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## 2011 Event Features

### Quality

As the regulatory landscape evolves, so too must medical device manufacturers. Exhibitors in this special focus area will present a wide array of sophisticated quality control/quality assurance, test, inspection, and measurement solutions to guarantee a safe, quality-assured and market-ready healthcare product.

### Contract Manufacturing

This feature showcases leading providers of contract R&D services, custom molding, custom CNC metals processing, specialty electronic contract manufacturing, and full-service, turnkey contract manufacturing.

### Biomaterials

Biomaterials developments are driving progress in lifesaving and life-enhancing combination product medical devices. This special-focus area highlights suppliers who are leading the way in innovative materials, products, and services used to assess, repair, and enhance function in combination products.

## Exhibitor Categories

Automation/Robotics  
Cleanroom Equipment and Supplies  
CNC Machine Tools  
Coatings  
Components  
Contract Manufacturing Services  
Custom Molding  
Design Services  
Electronic Components

Laboratory Equipment and Supplies  
Medical-Grade Materials  
Medical-Grade Packaging Materials  
Medical Tubing  
Metal and Plastic Component Fabrication  
Micro Motors  
Outsourced Services  
Packaging Equipment  
Plastic and Silicone

Precision Metal Components  
Process Systems, Controls, and Automation  
Pumps/Valves  
Specialty Adhesives  
Sterilization Equipment/Services  
Subassemblies  
Surface Treatment  
Testing Equipment/Services  
*...and more*

## BIOMEDevice Forum

The BIOMEDevice Forum will focus on key areas and opportunities for developing innovative medical products in today's business, regulatory, technology, and reimbursement climates. Attendees are general management, R&D, product development, engineering, and quality professionals within the medical device industry.

**BIOMEDeviceSanJose.com**



## What do last year's exhibitors have to say?

*San Jose is always a good show for us, and 2010 was no exception. We conducted more meetings than in 2009. The proportion of visiting design/development engineers—our target audience—was noticeably higher. The single-hall layout gives visitors the time to walk the same aisle more than once and explore smaller booths like ours.*

—LARRY KAUFMANN, PRESIDENT, REPEXACT

*The novel ideas and energy that come from the dedicated medical device engineers in Northern California have helped contribute to the growth of biomaterials in devices across a variety of therapeutic segments. Biomedical Structures is committed to BIOMEDevice San Jose.*

—TODD BLAIR, NATIONAL SALES MANAGER, BIOMEDICAL STRUCTURES (BMS)

*This was the second time that we attended BIOMEDevice in San Jose, CA. At last year's event, we found this show ideal to make us known by medical instrument manufacturers in the Bay Area. We had good traffic at the booth and most of the contacts had projects to discuss. Inquiries were received immediately following the show, and quotations have been sent to several companies for various new projects. It is without hesitation that we reserved a booth for the 2011 edition.*

—CHRIS FARINE, VP SALES & MARKETING, CERAMARET SA

*This year's BIOMEDevice show was our most successful outlet to introduce our newly developed extrusion and micro technologies to those engineers working on next-generation medical devices.*

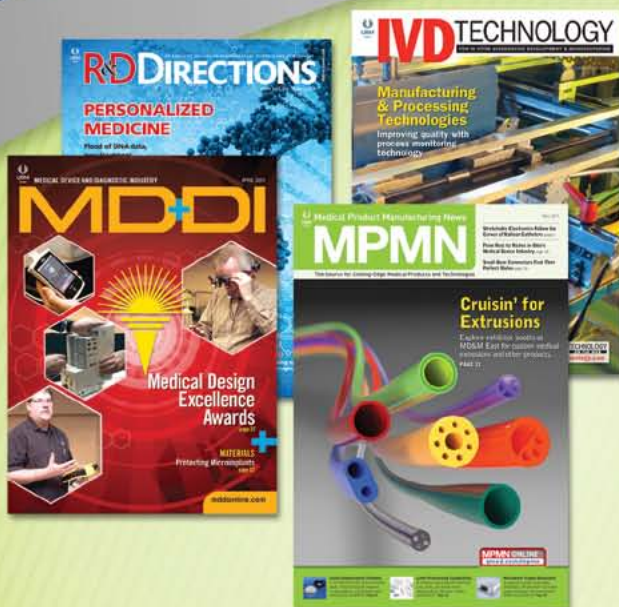
—ARI KETTUNEN, PRESIDENT, DIABLO SALES & MARKETING

*Because we specialize in the medical sector, BIOMEDevice was great fit for us, and we saw a positive ROI from the show less than a month later.*

—BRYAN McCREEDY, VP SALES & MARKETING, DC ELECTRONICS

*BIOMED San Jose turned out to be one of the best shows in 2010 for Metrigraphics. Overall show traffic was excellent, with the right people and the right applications. It was the right timing for meeting and discussing potential applications of our techniques and processes to their design projects. We are a niche supplier, but we received almost 40 leads, which for us and a two-day event is excellent. We have already had follow-up on several of those leads with technical personnel. A must attend for 2011.*

—FRED PITMAN, MARKETING & SALES DIRECTOR, METRIGRAPHICS



## Attendee Marketing Campaign

UBM Canon maximizes the power of events, print and digital publications, and online and database products to reach the most decision-making professionals involved in medical design and manufacturing.

The BIOMEDevice attendance campaign draws from UBM Canon Media's "Master Audience File," containing 1.3 million records in the most comprehensive and current database of advanced manufacturing executive and engineering titles. The database is comprised of:

- Trade Show Registration Files
- Web Site Registrations
- Digital Product Opt-ins
- Magazine Circulation Files

## Campaign Elements

- Email
- Enewsletters
- Digital Advertising
- Direct Mail
- Social Media and Networking
- Print Advertising
- VIP Attendee Program
- Web Sites

## Who Attends BIOMEDevice?

See a partial list of last year's attending companies...

ABBOTT DIAGNOSTICS	CIRTEC MEDICAL SYSTEMS	OPTISCAN BIOMEDICAL
ABBOTT LABORATORIES	COAGUSENSE	OSSEON THERAPEUTICS
ABBOTT VASCULAR	CONCENTRIC MEDICAL	PACIFIC BIOSCIENCES
ACCESS CLOSURE	CORDIS J&J	PENUMBRA INC.
ACCLARENT	COVIDIEN CORPORATION	PROTEUS BIOMEDICAL
ACELRX PHARMACEUTICALS	CREGANNA-TACTX MEDICAL	PULMONX
AGILENT TECHNOLOGIES	DIRECT FLOW MEDICAL	PULSAR VASCULAR
ALEXZA PHARMACEUTICALS	ESI	RELIEVANT MEDSYSTEMS
ALIGN TECHNOLOGY	GUIDED DELIVERY SYSTEMS	SADRA MEDICAL
AMERICAN MEDICAL SYSTEMS	HANSEN MEDICAL	SANMINA-SCI
ANGIOSCORE	HITACHI CHEMICAL DIAGNOSTICS	SEA MEDICAL SYSTEMS
ARTHROCARE	INTARCIA THERAPEUTICS	SIEMENS
AVANTEC VASCULAR	INTUITIVE SURGICAL	SIEMENS HEALTHCARE DIAGNOSTICS
BAXTER HEALTHCARE	JOHNSON & JOHNSON	SIEMENS MEDICAL SOLUTIONS USA
BAYSPEC	MAQUET CARDIOVASCULAR	ST. JUDE MEDICAL
BD BIOSCIENCES	MEDTRONIC	STRYKER ENDOSCOPY
BIOCARDIA	MICROPOINT BIOSCIENCE	THORATEC
BIOCARE MEDICAL	MICROVENTION	VAPORE
BIOMIMEDICA	MICRUS ENDOVASCULAR	VELOMEDIX
BIO-RAD LABORATORIES	MID LABS	VENOUS HEALTH SYSTEMS
BOSTON SCIENTIFIC CORPORATION	NANOVASC	VOLCANO CORPORATION
CARDIOKINETIX	NEOTRACT	VYTRONUS
	NOVARTIS	XLUMENA
	OPTIMEDICA	ZOSANO PHARMA

...and so many more!



## Your Connection to New Business Opportunities

**BIOMEDevice**  
An M&M Event

Medical Design & Manufacturing®  
**M&M**

**MEDTEC**

**OrthoTec**

**Pharmapack**

**MEDevice**  
forum

Medical Design & Manufacturing®  
**M&M**  
ONLINE

### Our Story—

Founded in 1978, UBM Canon has grown from a one-magazine publishing firm to a world-leading trade event producer, publisher, and digital media company for the manufacturing industry. UBM Canon events connect thousands of exhibitors with tens of thousands of OEM buyers worldwide annually. While the company continues to grow and steadily expand its scope of markets, UBM Canon remains committed to providing the most relevant, comprehensive partnering opportunities to professionals in all areas of the complex industries it serves.

UBM Canon's industry-leading publications for the advanced manufacturing market sponsor and promote the UBM Canon family of trade events. UBM Canon publications are read by more than 500,000 design and manufacturing professionals worldwide.

Canon trade shows for the medical manufacturing industry include the Medical Design & Manufacturing (MD&M) shows in Anaheim, CA; New York, NY; Chicago, IL; Minneapolis, MN; Orlando, FL; Fort Worth, TX; and Sao Paulo, Brazil. The event lineup also includes the BIOMEDevice events in Northern California; Boston, MA; and Paris, France; the OrthoTec conferences in Winona Lake (Warsaw), IN, and Zurich, Switzerland; and the MEDTEC exhibitions in the U.K., Ireland, Germany, France, China, Singapore, Malaysia, India, and Japan. New to UBM Canon's family of events are the MEDevice Forum conferences in Barcelona, Spain, and San Diego, CA; and MD&M Online.

UBM Canon's extensive manufacturing portfolio also includes trade exhibitions and conferences for packaging, process technology, design engineering, assembly technology, plastics processing, quality assurance, and electronics for a wide array of industries. UBM Canon's signature strategic co-location of these advanced manufacturing events has resulted in the largest design and manufacturing resources in the United States.



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