

# The Midwest's Complete Resource for Medical Design and Manufacturing

## Medical Design & Manufacturing<sup>®</sup> **MD&M** **CHICAGO**

Sponsored by:

**MDDI**  
MEDICAL DEVICE AND DIAGNOSTIC INDUSTRY

Medical Product Manufacturing News  
**MPMN**

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Quality Matters to the Medical Device Industry



**NEW SUMMER DATES**  
Summer Timeframe on Even Years  
Fall Timeframe on Odd Years

**June 19-21, 2012**  
McCormick Place North  
Chicago, IL

  
**UBM**  
Canon

**[MDMChicago.com](http://MDMChicago.com)**

Next 

# Medical Design & Manufacturing<sup>™</sup>

# MD&M

## CHICAGO

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### NEW SUMMER DATES

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The five states surrounding the event—Illinois, Indiana, Wisconsin, Ohio, and Michigan—are home to 2,000-plus medical OEM facilities annually producing \$25 billion worth of medical devices and equipment and employing more than 48,000 people.†



## Attract New Buyers in the Midwestern Marketplace

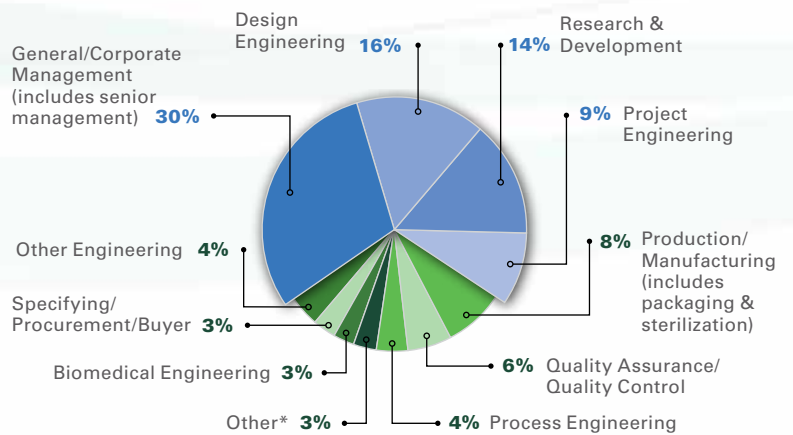
Your next business partnerships start here. MD&M Chicago targets well over 75,000 medical design and manufacturing professionals who have sourcing objectives for their near-term and active projects. The medical manufacturing industry, which continues to see steady growth, is again demonstrating its long-established track record which makes it a desirable marketplace.

MD&M exhibitors are suppliers of raw materials, software, manufacturing machinery, components, subassemblies, and contract services used to design and produce the next-generation of life-saving, life-enhancing medical devices.

### Face-to-Face Marketing

MD&M Chicago is your face-to-face opportunity for new business, offering the lowest cost-per-qualified-contact and provides access to top management decision makers and more senior titles than can otherwise be achieved.

### Meet professionals from key job areas:



\*Includes: Manufacturing MIS/ERP, Regulatory/Legal Affairs, Education  
Source: MD&M Chicago 2011 Attendee Registration Demographics

†Source: Annual Survey of Manufactures, Geographic Area Statistics, Statistics for All Manufacturing by State, 2010 and 2009



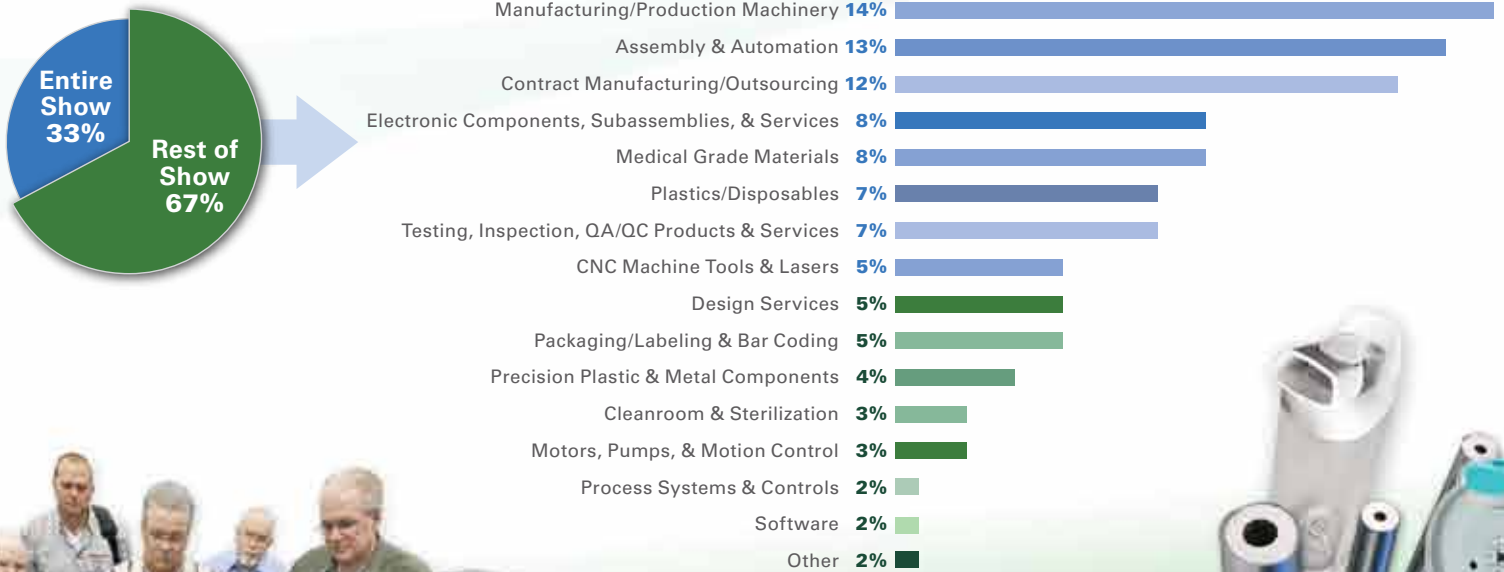
## VIP Attendee Program

MD&M Chicago boasts a comprehensive VIP Attendee Program which targets key executives from important medical OEMs in the region, with special communications via telephone calls, direct personalized mail, and electronic outreach. This group is designated "VIP" and treated with a personalized concierge approach, including special amenities such as complimentary food and beverage, computer and Internet access, expedited registration process, and a VIP attendee center.

### Here are just some of the companies in attendance:

Abbott Laboratories	CIVCO Medical	Honeywell Sensing and Control	Smiths Medical
Abbott Molecular	Cook Biotech	Hospira	Stryker
Accellent	Cook Medical	Invivo	Stryker Instruments
Angiotech	CORPAK MedSystems	Medline	Stryker Medical and EMS
Bausch & Lomb	Covidien	Medtronic	Surge Cardiovascular
Baxter Healthcare	Dentsply	Merz Aesthetics	Teleflex
Bayer Healthcare	Dentsply Professional	Paragon Medical	Teleflex Medical
Becton Dickinson	Dentsply Rinn	Philips Healthcare	Terumo Cardiovascular Systems
Biomet	Ethicon Endo-Surgery	Procter & Gamble	Terumo Heart
Boston Scientific	Evenflo	Richard Wolf Medical Instruments	Terumo Medical
C. R. Bard	Fenwal	Roche Diagnostics	TP Orthodontics
Cardinal Health	GE Healthcare	Sage Products	Wahl Clipper
Carefusion	Helix Medical	Siemens Healthcare	Welch Allyn
CareFusion NeuroCare	Hollister	Siemens Healthcare Diagnostics	...and more

MD&M Chicago is the comprehensive resource for qualified medical design and manufacturing professionals evaluating, sourcing, and purchasing the latest in innovative products and services. MD&M Chicago delivers decision makers from your target markets who have immediate buying needs. Senior executives, R&D staff, and design engineers will be sourcing and recommending:



Source: MD&M Chicago 2011 Attendee Registration Demographics

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

## Event Features



Top suppliers of packaging solutions present the machinery, materials, systems, supplies, and support services for every medical device packaging application.



This pavilion provides medical OEMs with the products, services, and tools they need to guarantee a quality-assured market-ready device.

## PrecisionTec | LASERTEC

Solutions for orthopaedic, surgical instrument, and cardiovascular devices. Exhibitors will showcase how lasers and CNC machining are meeting the close-tolerance demands of the medical technology industry.

## Co-located Shows Deliver Bonus Meeting Opportunities!

MD&M Chicago co-locates with Assembly & Automation Technology Expo, Design & Manufacturing Midwest, Contract Manufacturing Expo, SensorTec, and Sustainability in Manufacturing. The overall exhibition presents design through packaging solutions to key manufacturing professionals from the Midwest's major manufacturing sectors.



4,848 attending companies conducted 52,775\* project development meetings with 789 exhibitors during the 2011 co-located event.

## Attendee Marketing Campaign

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

MD&M Chicago benefits from UBM Canon Media Division's "Master Audience File"—the most comprehensive database of advanced manufacturing executive and engineering titles available, with 1.3 million records drawn from:

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

## Campaign Elements

- Email
- E-newsletters
- Digital Advertising
- Direct Mail
- Print Advertising
- Social Media
- VIP Program
- Websites

## Conference Sponsorship

Conference sponsorship offers you the opportunity to enhance your presence at MD&M Chicago. To find out how you can gain access to an unrivalled audience of senior engineers from the largest medical device companies and demonstrate your expertise, contact [ubmconferences@ubm.com](mailto:ubmconferences@ubm.com).

## Exhibitor Promotions

We offer a full roster of marketing options to help you take full advantage of your exhibition experience and capitalize on your visitor meetings in the Midwest market. To discuss your options, please contact [canonpromos@ubm.com](mailto:canonpromos@ubm.com).



**MEDTEC**

**BIOMEDevice**  
An MISIM Event



**Pharmapack**

**MEDevice**  
forum

Founded in 1978, UBM Canon is the leading trade show producer, publisher, and digital media company for the world's \$3 trillion advanced, technology-based manufacturing industry. We produce national and international trade events and conferences annually, connecting thousands of exhibiting suppliers with tens of thousands of OEM buyers from around the globe.

Our industry-leading publications for the advanced manufacturing market leverage the brand credibility and reach of more than 30 electronic and print publications, with more than 600,000 global readers. UBM Canon Publications sponsor and promote our entire scope of trade events.

UBM Canon trade shows for the medical manufacturing industry include Medical Design & Manufacturing (MD&M) in Anaheim, CA, Philadelphia, PA, Chicago, IL, Minneapolis, MN, Orlando, FL, Fort Worth, TX, and São Paulo, Brazil; BIOMEDevice in Northern California and Boston, MA; MEDevice in San Diego, CA; OrthoTec in Winona Lake (Warsaw), IN and Zürich, Switzerland; Pharmapack in Philadelphia, PA and Paris, France; and the MEDTEC exhibitions in the U.K., Ireland, Germany, France, China, Japan, India, and Italy.

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

*CANON COMMUNICATIONS LLC was acquired by UBM in October 2010.*

*Following the acquisition, CANON COMMUNICATIONS was renamed UBM Canon.*



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