

Introducing

MEDevice forum • San Diego

Featuring:

BIOMATERIALS | IMPLANTS | NANOMED
Conferences

Including the

Supplier Showcase



SEPTEMBER 13-14, 2011

San Diego Convention Center / Upper Level Ballroom

MEDeviceForum.com



NEXT 

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San Diego, CA

UBM Canon, the world's leading exposition organizer, conference producer, and media company for the international medical device manufacturing industry, is pleased to introduce MEdDevice Forum, a dedicated conference series and supplier showcase coming to San Diego in September 2011.

At nearly \$95 billion in 2010, the U.S. medical device market represents a healthy and consistent marketplace for manufacturers. California is the leading state for sector shipments by value, at \$16 billion outranking the next state by three times. With more than 70,000 people, medical device manufacturing companies in California directly employ more people than any other state in the country, plus California employs more than twice as many biotech workers than any other state.

San Diego has been ranked as one of the top clusters in overall life sciences (medical devices, biotech, and pharmaceuticals) as well as the top biotechnology cluster in the country, largely due to its economic impact, comprehensive R&D, and recent growth/expansion over the last decade. Altogether, the life science industry in San Diego is responsible for 55,600 jobs and \$5.8 billion of gross product in the metro region.

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Join us in beautiful San Diego for this exclusive networking opportunity with one of the nation's elite medical device audiences. This comprehensive conference series and intimate supplier showcase will provide a unique setting for in-depth meetings and valuable business opportunities.



Data Sources: Espicom Business Intelligence USA Medical Device Market Intelligence Report 2010 and Milken Institute America's Biotech and Life Science Clusters: San Diego's Position and Economic Contributions

Photos courtesy of SDCCC, Corporate Helicopters, and Timothy Hursley



Conference Highlights

The MEDevice Forum event features three conferences focusing on biomaterials, implant technology, and nanotechnology applied to medical device development. Topics will range from enabling technologies for next generation design and manufacturing, emerging materials and applications, quality and testing, product development and regulatory issues, FDA updates, and more.

Design, engineering, and R&D professionals will hear applications-based presentations from the industry's leading authorities. Speakers will include knowledgeable and recognized industry experts and panelists from emerging to multinational companies, as well as academia, clinicians, and venture capital, legal, regulatory, and enabling technology companies. Networking opportunities, along with complimentary lunch and refreshments, will be built into the comprehensive program.



Sample Conference Topics

APPLICATIONS FOR BIOMATERIALS

- *Polymers in Biomedical Applications*
- *Selecting High Performance Polymers for Medical Applications*
- *Materials Selection–Biomaterial Classes and Properties: Mechanical, Physical, Biocompatibility*
- *Combinations Devices*
- *Regulatory and Compliance Realities of Combination Products*
- *Antimicrobial-Device Combinations: Efficacy, Safety, and Regulatory Considerations*
- *Smart PEEK Materials and Advanced Processing*
- *Machining, Molding or Both: Considerations in Medical Device Manufacturing*
- *Composites in Medical Devices*
- *Resorbable Injection Micro Molding*
- *Challenges Related to Packaging Combination Devices*
- *Biomaterials: Cardio Vascular, Ophthalmic, Orthopaedic, Spine, and more*
- *Drug Delivery*

DESIGN OF IMPLANTS

- *Materials for Implants and other Demanding Biomedical Applications*
- *Implantable Textiles*
- *Developing Resorbable Implants*
- *Bioabsorbable Composites for Orthopedic Devices*
- *Orthopaedic Markets: Hip, Knee, Shoulder, Trauma, Spine*
- *Dental/Craniofacial Materials*
- *Implant Pathology*
- *Manufacturing Processes and Validation for Next Generation Implants*
- *New Product Commercialization in Orthopedics*
- *Biologics, Nanotechnology, and New Technologies in Orthopedics*
- *Custom Implants*
- *Orthopedic Implants Using Additive Manufacturing*
- *PEEK Biomaterials for Orthopedic and Spine Applications*

NANOMEDEVICE

- *Nano Materials and Nanobiomaterials*
- *Applications of Nanomaterials in Medicine*
- *Nanotechnology-Based Diagnostic Tools and Analytical Techniques*
- *Molecular Electronics and Nanoscale Diagnostic Devices*
- *Implanted Micro/Nano Devices for Prevention and Treatment of Disease*
- *Regenerative Medicine, Stem Cells, and Tissue Engineering*
- *Cell/Organ Therapies*
- *Surface and Nano-scale Characterization of Biomedical Materials*

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 device design and manufacturing.

The MEDevice 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

- E-mail
- E-newsletters
- Digital Advertising
- Direct Mail
- Print Advertising
- Web Sites

VIP Attendee Program

The VIP marketing program targets executives from key medical OEMs with special, focused communications via telephone calls, direct personalized mail, and electronic outreach. VIPs are treated with a personalized concierge approach, as well as offered special amenities, above and beyond the standard registration.

MEDevice will draw from the region's key medical companies and design and manufacturing professional titles.

3M ESPE
Abbott Laboratories
Abbott Medical Optics
Abbott Vascular
Advanced BioHealing
Alcon Laboratories
Allergan
ArthroCare
Baxter Healthcare
Beckman Coulter
Bio-Rad Laboratories
Biosensors International

Boston Scientific
BREG
CardioNet
CareFusion
Covidien
Cytori Therapeutics
DENTSPLY
Dexcom
Digirad
DJO
Edwards Lifesciences
Endologix

ev3
Gen-Probe
Genzyme
Greatbatch
Illumina
Johnson & Johnson
Medtronic
Medtronic CoreValve
NuVasive
Quest Diagnostics
Quidel
St. Jude Medical
...and more

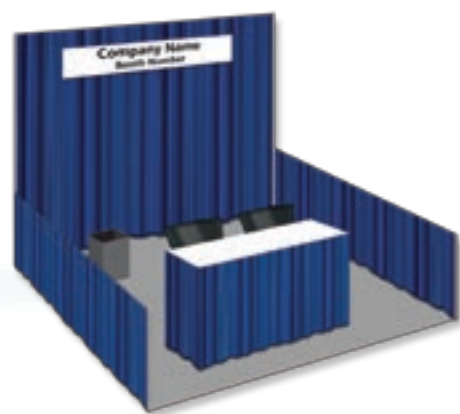


Due to the intimate nature of this event and ballroom space constraints, participation is strictly limited to 90 exhibitors — Book your exclusive space now

Complete Booth Package

Your complete exhibitor booth package for this exclusive networking conference-led event includes:

- 10' x 10' booth space
- On-site meeting tracker device unit (lead retrieval)
- Two exhibitor staff show badges
- Lunch vouchers provided for two exhibit staff
- One 6' draped table and two side chairs
- One 500W electrical outlet and one wastebasket
- Booth header with company name and booth number
- Pipe and drape with 8' backwall and 3' sidewalls in show colors



A select group of exhibitors will have the opportunity to present in a series of free technology presentations that will take place in the ballroom area. These *Innovation Briefs* offer conference delegates and attendees informative, convenient presentations lasting 20-40 minutes, followed by 5-10 minutes of Q&A, by expert speakers from exhibiting companies.

Presentation slots are limited, and those selected will be incorporated in the extensive email outreach campaign to prospective and pre-registered attendees. These valuable presentations are complimentary with attendee registration and conveniently positioned right on the ballroom floor.

Also included with booth package:

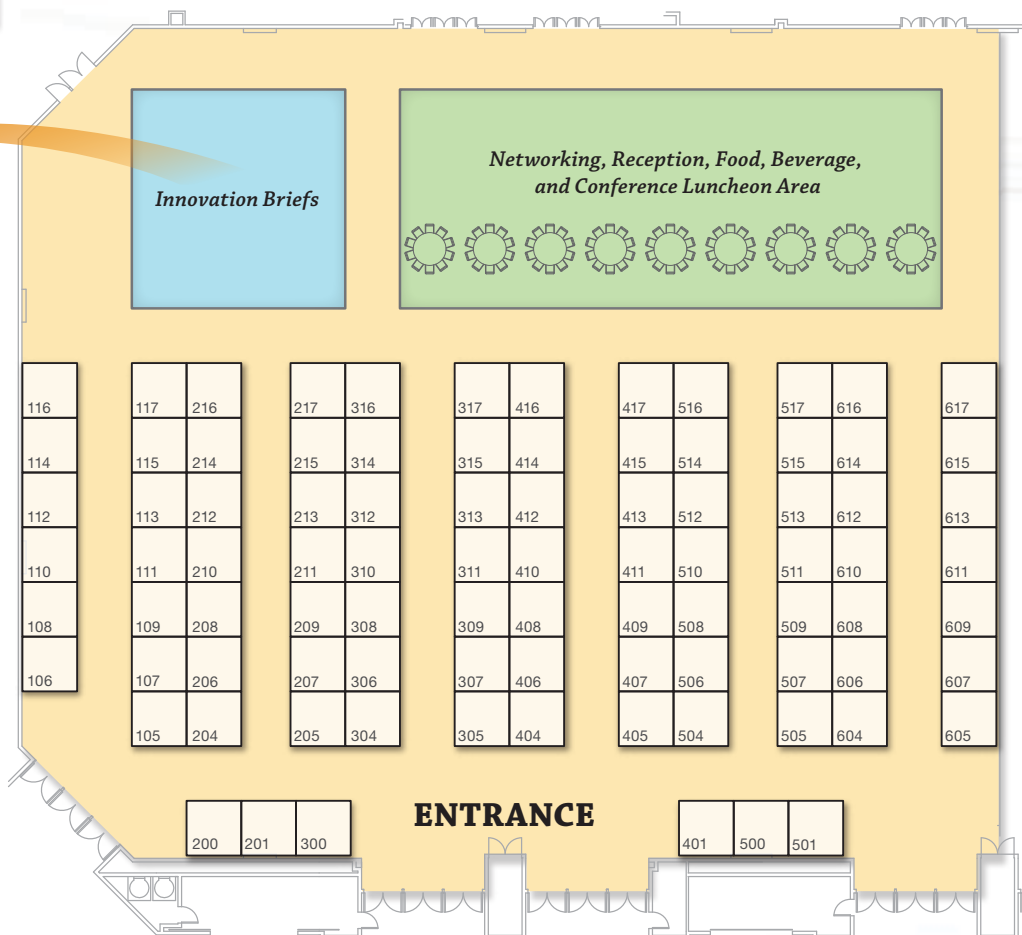
On-Site Marketing

- Premier directory listing with company logo and 50-word description in Show Directory
- Participation in the on-site networking reception on Tuesday from 3:30-5:00, including complimentary beverages and snacks

Pre-Show Promotions

- Complimentary pre-show emailing to registrants and prospective attendee database, including an open/click report and lead generation = the contact information for the people who click on your email will be forwarded to you to set up meetings at the show
- Complimentary mailing list access for direct mail purposes
- Electronic spotlight on Web site featuring 100 words describing company capabilities and one photo of company or product information

UPPER LEVEL BALLROOM





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Founded in 1978, UBM Canon is the leading trade show producer, publisher, and digital media company for the manufacturing industry. UBM Canon shows annually connect thousands of exhibitors with tens of thousands of OEM buyers worldwide.

UBM Canon's industry-leading publications for the advanced manufacturing market sponsor and promote the UBM Canon family of trade shows. UBM Canon publications are read by more than 300,000 design and manufacturing professionals worldwide.

UBM 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, and Fort Worth, TX; the BIOMEDevice shows in Northern California and Boston, MA; the OrthoTec shows in Winona Lake (Warsaw), IN and Zürich, Switzerland; Pharmapack in Philadelphia, PA and Paris, France; PharmaTec in Mumbai, India; and the MEDTEC exhibitions in the U.K., Ireland, Germany, France, China, Japan, India, Malaysia, and Brazil.

UBM Canon's extensive manufacturing portfolio also includes shows 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.

UBM Canon is a United Business Media company. For more information, visit www.ubm.com.



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