

The 3rd Annual Orthopaedic Design and
Manufacturing Conference and Exhibition



OrthoTec®

June 6-7, 2012

Orthopaedic Capital Center at Grace College
Winona Lake (Warsaw), IN

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OrthoTec returns in its third year as the comprehensive industry event for the orthopaedic manufacturing marketplace, featuring the collaborative design, development, manufacturing, quality, and regulatory forum.

Orthopaedics at a Glance*

- The global orthopaedic market is estimated to be worth \$30 billion.
- Currently, U.S. orthopaedic OEMs produce more than half of all orthopaedic devices used worldwide.
- The U.S. orthopaedic device manufacturing market is one of the fastest growing sectors in healthcare today.
- Orthopaedic implant demand is expected to reach \$22 billion in the next five years.
- Reconstructive joint replacement is expected to reach \$9 billion.

Steadily growing sectors such as joint replacements are joined by high-growth areas, including spinal and trauma implants as well as orthobiologics, to create a largely recession-proof marketplace. Growth is supported by well-known issues, including the aging population, the rise in orthopaedic surgery at earlier ages, and problems from the increase of arthritis, diabetes, and obesity in the global population. More than 20 percent of Americans are currently affected by arthritis, and two-thirds of them are under the age of 65. Demand will have to be met as the affected population continues to age. Arthritis-related hip and knee replacements account for most of the reconstructive joint replacements today. Suppliers to the orthopaedic market enjoy double-digit sector growth now and will continue to do so for the foreseeable future.

*Sources: Centers for Disease and Control Prevention, Freedonia Group Orthopaedic Implants U.S. Industry Study, Med-Tech Precision, National Arthritis Data Workgroup, National Institutes of Health, U.S. Department of Health and Human Services

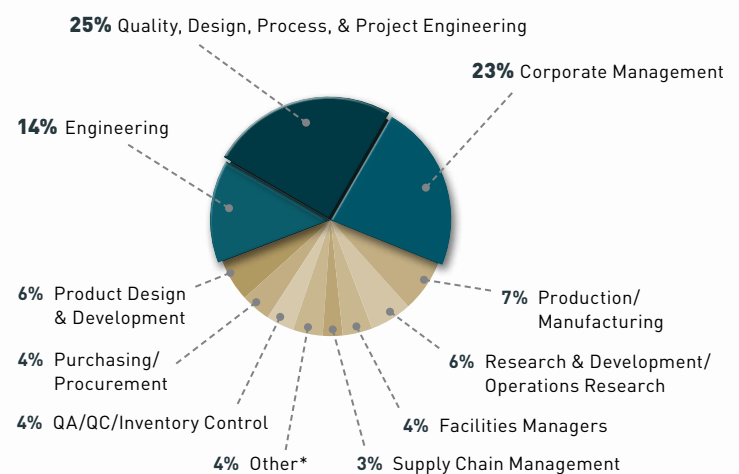
Orthopaedic Capital of the World



The Orthopaedic Capital Center at Grace College in Winona Lake (Warsaw), IN—sponsored and partially funded by Biomet, DePuy Orthopaedics, Zimmer, Paragon Medical, and Symmetry Medical—is located within minutes of the world's largest orthopaedic manufacturers' corporate offices and principal production facilities.

OrthoTec is dedicated to senior executives and design, quality, and production leaders for firms around Warsaw and nearly 100 other OEMs and dedicated facilities around the U.S. and Canada.

ATTENDEE PROFILE



*Includes: Education, Regulatory & Legal Affairs, etc.

Source: 2011 OrthoTec Attendee Registration Demographics

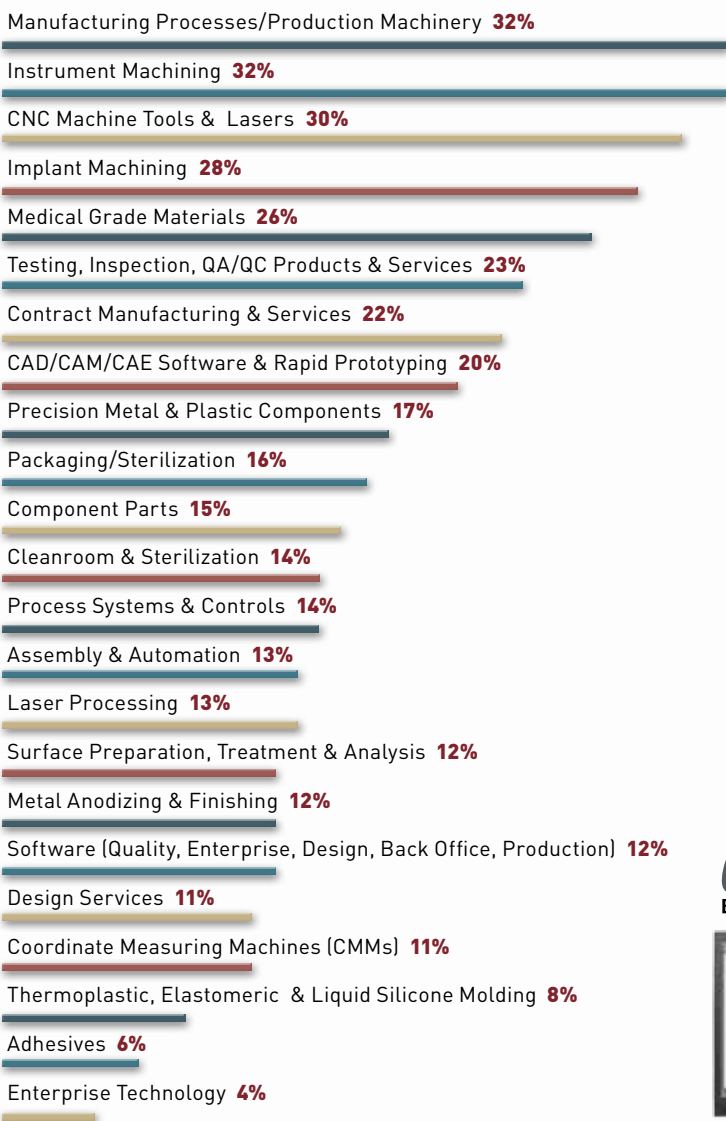


Conference Highlights

The OrthoTec Conference provides an educational and networking forum of strategic insight and case-study-based technology presentations covering all facets of the R&D, design, regulatory, manufacturing, QA/QC, and packaging processes. The conference is designed to meet the practical and actionable information needs of senior executives, design and production leaders, and supporting staff professionals. 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 schedule.



Attendees are Interested in These Products or Services



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 advanced manufacturing.

OrthoTec 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
- Digital Product Opt-ins
- Website Registrations
- Magazine Circulation Files

Campaign Elements

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



OrthoTec
 Expert orthopaedic insight





MEDTEC

BIOMEDevice
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Pharmapack

OrthoTec

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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