



THE  
**MEDTECH**  
CONFERENCE

OCTOBER 5-8, 2025  
SAN DIEGO, CALIFORNIA

Powered by



**AdvaMed**  
The Medtech Association



# 2025 Call for Sessions Guidelines & Procedures

# Steps to Submit Your Proposal

1. Review The MedTech Conference Call for Sessions Policies and Guidelines
2. Review the [Session Proposal Template](#)
  - Ensures you can complete each required section before you submit
  - Easy to circulate for feedback from your colleagues or potential speakers
3. Submit your proposal online with all the final details

## **Additional reminders before you get started:**

- Sessions will be 60 minutes in length
- Each organization may submit up to four (4) complete proposals
- You will not be able to edit your proposal once submitted

# What are we looking for?

The proposal selection process is highly competitive. Successful proposals are educational, detailed, and meet the following criteria:  
*Incomplete proposals, solo presentations, or promotional presentations will not score favorably. Sessions are not designed to promote one company's commercial interests.*

## Educational Content

- The MedTech Conference is the ideal forum for this session.
- Audience will receive actionable take-aways from this session.

## Relevance & Timeliness

- This will be a hot topic in October 2025.

## Novel Topic

- The session proposal offers new/important information or a unique perspective and/or is cross-cutting and will appeal to multiple audiences.

## Speaker Expertise

- Dynamic and expert speakers are proposed.
- One or more top, high-quality speakers are proposed (CEOs, key thought leaders, policy makers, industry influencers).

## Speaker Diversity

- Speakers are ethnically, culturally and gender diverse.
- Speakers are from different geographic regions, sectors and companies.
- Speakers represent multiple perspectives.

[Click here](#) to review the 2024 program.

# Panel Session Proposal Components

- Session title
- Session description
- Why is this appealing to attendees at The MedTech Conference?
- Track(s)
- Learning objectives
- Additional comments
- Session organizer contact information
- AdvaMed member & The MedTech Conference sponsor status
- Proposed speaker information

**Note:** *Once your application is submitted for review, you will not be able to make changes.*

# Panel Session Proposal Components

**Session Title:** Provide an informative and descriptive title for your proposed session. Kindly present your most polished draft, allowing for potential adjustments in subsequent stages.

- 15 words max.
- Title should be listed as you would like it to be published on the event website (if selected) including correct grammar, capitalization, and punctuation.
- A catchy session title can attract the attention of attendees; the proposal itself should be clear and complete to be favorably viewed by the Program Committee.

## **Session Description:**

- 250 words max.
- Provide a concise description that will explain the focus and significance of your proposed session.

# Panel Session Proposal Components

## Why is this session appealing to attendees at The MedTech Conference?

- 100 words max.
- AdvaMed is particularly interested in receiving proposals that will appeal to global senior-level medtech executives.
- If you only had one sentence to convince someone to attend your session, what would it be?

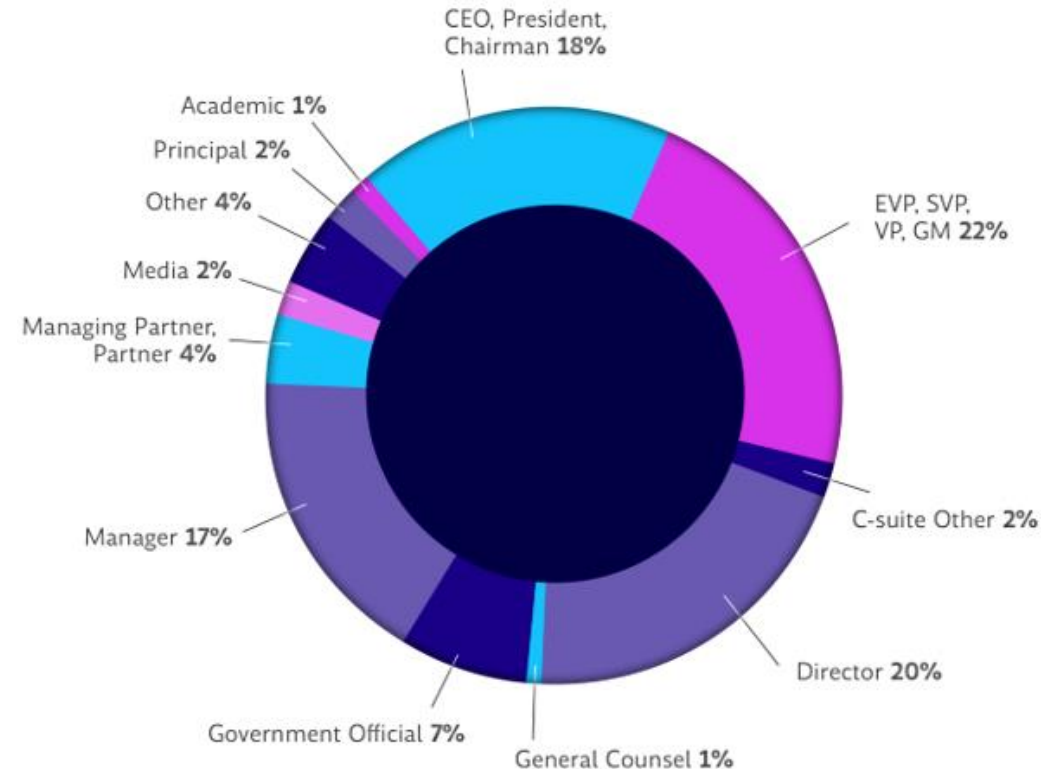
## Learning Objectives:

- Please provide three (3) learning objectives that are clear, measurable and achievable.

## Comments (optional):

- How will this session be structured? What do you expect each speaker to cover and why are those perspectives important? Anything else to add?

*The MedTech Conference 2024 Attendee Job Titles*



To view additional attendee demographics, [click here](#).

# Panel Session Proposal Components

## Proposed Speaker Information:

- Optimal panel make-up includes a moderator and 3 – 4 speakers to ensure adequate contribution from each participant within a 60-minute timeframe.
- Session proposals must reflect speakers with diverse perspectives representing different companies, sectors, geographic locations, genders, etc. *Proposals absent speaker diversity will not be scored favorably.*
- Session proposals must feature more than one (1) speaker but no more than one (1) individual from the same organization.
- Do not invite proposed speakers until you receive notification from AdvaMed that your session has been accepted.
- AdvaMed will issue all invitations to FDA and CMS speakers.
- AdvaMed is unable to provide honoraria or reimburse housing or travel expenses.

# Panel Session Proposal Components

*Select the track for which this session would be most appropriate. If your topic is cross-cutting, please select a second track. Track definitions can be viewed [here](#).*

- Business Strategies and Finance
- Digital Health Technologies
- Health Equity and Diversity
- In Vitro Diagnostic Tests and Technologies
- International
- Legal and Health Care Compliance Best Practices
- Market Access, Payment and Health Care Delivery
- Patient Engagement
- Regulatory, Quality and Good Manufacturing Practices
- Supply Chain
- Other

[Click here](#) to download  
the 2025 Session  
Proposal Template



# Session Organizer Roles & Responsibilities

The session organizer is responsible for developing and delivering the details of their panel (subject to necessary revisions from the Program Committee). They will serve as the primary point of contact for AdvaMed staff throughout the planning process. AdvaMed will provide additional details, guidelines and deadlines upon selection of your session.

## If selected, the Session Organizer will:

- Review the Policies Governing Accepted Proposals
- Join at least one planning call with AdvaMed Staff to review Session Proposal feedback, and required edits, and next steps.
- Invite and confirm speakers after approval by AdvaMed.
  - Submit all FDA/CMS speaker request to AdvaMed by Friday June 6, 2025.
- Send any session edits to you AdvaMed staff point of contact to ensure accurate session details are reflected in the online program listing.
- Schedule any necessary planning calls with the final panelists.
- If available, attend your session at the 2025 MedTech Conference!\*

*\*Session Organizers for Accepted Sessions receive a complimentary registration.*

# AdvaMed Membership & Sponsorship

*Session proposals submitted by AdvaMed members and sponsors for The MedTech Conference are given preference.*

## Already an AdvaMed Member or interested in becoming one?

- **AdvaMed Member** – A complete listing of AdvaMed members can be found on the AdvaMed website [here](#). A list of Associate Members can be found [here](#).
- If you have questions about your membership status or would like information on becoming a member, please contact [membership@advamed.org](mailto:membership@advamed.org).

## Interested in brand recognition for your thought leadership?

- **The MedTech Conference Sponsor** – Contact [sales@advamed.org](mailto:sales@advamed.org) or call Cassy Pristas at +1.571.839.4652 for more information about sponsorship opportunities.

# Policies Governing Accepted Proposals

**If accepted, submitters and sessions must abide by the following policies:**

The session organizer will serve as the primary point of contact for the AdvaMed staff and is responsible for coordinating with all other speakers involved in the session proposal.

Sessions may not showcase, advertise or promote specific products, brands or companies.

Presentations may have a visual component that may be projected for all session attendees to view (ex. PowerPoint presentation, graphs, charts, video, etc.). AdvaMed reserves the right in its sole discretion to edit any submitted materials for the purpose of promoting the session or any aspect of The 2025 MedTech Conference

Select sessions at the Event will be recorded and may be used by AdvaMed for webinars, audio, video and other communications. Speakers must agree to give AdvaMed a non-exclusive and royalty-free license to audio/video tape their speech and use any recorded information, electronic presentations or images for AdvaMed's promotional and commercial use. If you do not want to be recorded, you may choose to opt out. Recordings of these sessions will be available upon request.

All speakers must further agree that any material presented may be reproduced either individually or as part of a collective anthology of AdvaMed speeches and presentations. Speakers must represent and warrant, to the best of their knowledge, that the material presented does not infringe any copyrighted materials.

All speakers must agree that they shall not receive any compensation from AdvaMed for the Event, including the recording, but upon request, each speaker shall be entitled to a free copy of the presented session, which will be sent following the Event.

AdvaMed reserves the right to cancel a session at any time, at its sole discretion.

Sessions may be scheduled by AdvaMed for a time block that could occur at any time from Sunday, October 5, 2025, through Wednesday, October 8, 2025. Conference organizers cannot guarantee but will make efforts to accommodate scheduling requests.

Submission of a proposed session or forum means that the session organizer and the session speakers will comply with these policies governing the proposals and sessions for the Event and constitutes a commitment by the session organizer to secure approved speakers to present at the Event if selected. Failure to present at the Event after being selected to organize or speak at a session will result in exclusion from speaking or organizing a session at the AdvaMed MedTech Conference for three years following such failure.

# Program Development Key Dates

**February 21**

Session Proposal Submission Deadline

**Feb 28 – Mar 17**

First Round of Proposal Review

**Mar 24 – Apr 4**

Second Round of Proposal Review

**May 16**

Submitters Notified

**June 20**

Session Schedule Finalized

**July 9**

Confirmed Speaker Deadline

*Reminder: Until you receive notification that your session has been accepted, please do not invite your proposed speakers.*

# FAQs

## When are proposals due?

Friday February 21, 2025, at 11:59 pm PT. Extensions will not be granted.

## When will I find out if my proposal was accepted?

Friday May 16, 2025. Submitters will receive an email from [program@advamed.org](mailto:program@advamed.org).

## How many proposals are there/how many session slots are there?

The MedTech Conference program proposal process is highly competitive. The Program Committee will review hundred of proposals to select approximately 45 – 55 total panel sessions.

## How can I identify topics that align with The MedTech Conference program evaluation criteria?

More information about The MedTech Conference tracks can be reviewed [here](#). We are particularly interested in cross-cutting sessions that resonate with multiple audience types and/or sessions that speak to high-level/executive-level audiences. Additional resources:

- [The MedTech Conference 2024 program](#)
- [The MedTech Conference 2024 attendee demographics](#)

## Can I submit a proposal on behalf of someone else?

The proposal submitter will serve as the primary point of contact for all communication from AdvaMed regarding the status of the submission. Should the session be accepted, an alternative individual may assume the role of Session Organizer. Please see [Session Organizer Roles & Responsibilities \(Slide 9\)](#) for more information.

## How many proposals can I submit?

Each organization may submit up to four (4) proposals. Please make every effort to communicate internally within your organization regarding the number of proposals being submitted.

## Should I include audience Q&A or audience engagement in my proposal?

AdvaMed encourages elements of audience engagement including but not limited to: Q&A, polling, video, etc. Please describe your session format in detail in your proposal.

## How many speakers can I propose?

All sessions should include more than one (1) speaker and no more than four (4) speakers.

## Can I have more than one speaker from the same organization?

Other than relevant government agencies (FDA, CMS), no more than one (1) speaker from the same organization should be proposed. Proposals with speakers from the same organization will not score favorably.

## I don't know who I want to speak/I don't know their contact information.

Proposals absent speaker details (name/title/company) will not score favorably. It is important that the speakers proposed can be reasonably confirmed by the session organizer should the session be selected. If you do not know your proposed speakers' contact information, please provide as much information as possible. *Note: AdvaMed does not share speaker contact information submitted through the Call for Sessions.*

## Should I reach out to my proposed speakers prior to submitting?

Informal communication with potential speakers is acceptable; however, speaker confirmation is contingent upon receiving feedback from AdvaMed should your proposal be accepted by the Program Committee. Until you receive notification that your session has been accepted/additional instructions from AdvaMed, please do **not** invite your proposed speakers.