



THE  
**MEDTECH** OCTOBER 5-8, 2025  
CONFERENCE SAN DIEGO, CALIFORNIA

Powered by  AdvaMed

# MEDTECH REDEFINES

THE FUTURE OF  
HEALTH CARE





# #MTC25 Exhibitor Success Webinar

October 5-8, 2025 | San Diego, California



# Today's Agenda

1. Welcome
2. #MTC25 Event Overview
3. Exhibitor Resource Center Demo
  - Exhibitor Registration & Housing
  - Exhibitor & Booth Services
4. Expanding Your Brand
5. Reminders and Timeline



# Thank You for Your Support

## The MedTech Conference Fosters Innovation

The MedTech Conference, an AdvaMed event, serves as a catalyst for fostering innovation and collaboration within the health care technology sector. The 2025 conference in San Diego, California October 5-8, will bring together the brightest minds in the global medtech community to build a future that benefits patients around the world.

Featuring cutting-edge solutions, world-class speakers, a cross-cutting educational program, invaluable networking and next-level technology, this dynamic event is a can't-miss for the industry's prominent and most promising companies looking to reach their target audience.

## About AdvaMed, “The Medtech Association”

The Advanced Medical Technology Association (AdvaMed) is the global trade association that leads the effort to advance medical technology in order to achieve healthier lives and healthier economies around the world. AdvaMed has more than 600 members and a global presence, including in Europe, India, China, Brazil and Japan.



# Who Attends?

4,000+ entrepreneurs, academics, qualified investors, venture partners, global policymakers, business development leaders, health care providers, regulatory body representatives, innovators and executives come to The MedTech Conference to engage in critical conversations, discover solutions and amplify their impact. The inclusive environment encourages collaboration among these diverse stakeholders.



# Why Attend The MedTech Conference in 2025?

- **It's the Only Event That Brings Together the Entire Medtech Ecosystem:** CEOs, policymakers, investors, startups, regulators, and global delegations all participate—creating unmatched cross-sector value.
- **Hosted by the Global Leading Voice for Medtech:** Hosted by AdvaMed, The Medtech Association. AdvaMed is the largest global medtech association, representing more than 600 companies, ranging from multinational corporations to the smallest startups.
- **Built for Business Outcomes:** Whether you're looking for investors, customers, or partners, the conference offers structured opportunities to connect and close deals—from curated 1x1 meetings to institutional investor forums.
- **Global Reach, Strategic Focus:** Delegations from Europe, Asia, Latin America, and across the U.S. attend to explore partnerships, market entry, and technology exchange.
- **Innovation Spotlight at Every Level:** From early-stage pitch competitions to the Medtech Campus showcase and major product launches, it's where the latest breakthroughs are seen, tested, and discussed.
- **Not Just Another Trade Show:** Unlike broad healthcare expos, this is a purpose-built leadership forum that blends business, policy, and technology—focused solely on advancing medtech.





# 2025 MedTech Conference Committees



## Steering Committee



**Lisa Earnhardt**, Executive Vice President and Group President, Medical Devices, *Abbott*



**Mick Farrell**, Chairman & CEO, *ResMed*

## Host & Local Committee



**Juliana Elstad**, Chief Executive Officer and Board Member, *Vibrato Medical, Inc*



**Shaye Exner**, Vice President, Events & Sponsorship, *Biocom California*

## Program Committee



**Holly Sheffield**, President, *Cooper Surgical*



**45+**  
countries



nearly **50%**  
of attendees are executive  
medtech leaders



**25+**  
health and medtech  
sectors represented

## JOB FUNCTIONS

Business Development  
Communications  
Good Manufacturing  
Practices  
Government / Legislative  
Affairs  
Health Care Compliance /  
Global Compliance

Human Resources / Human  
Capital  
Investment / Finance  
IT  
Legal  
Management  
Marketing  
Media

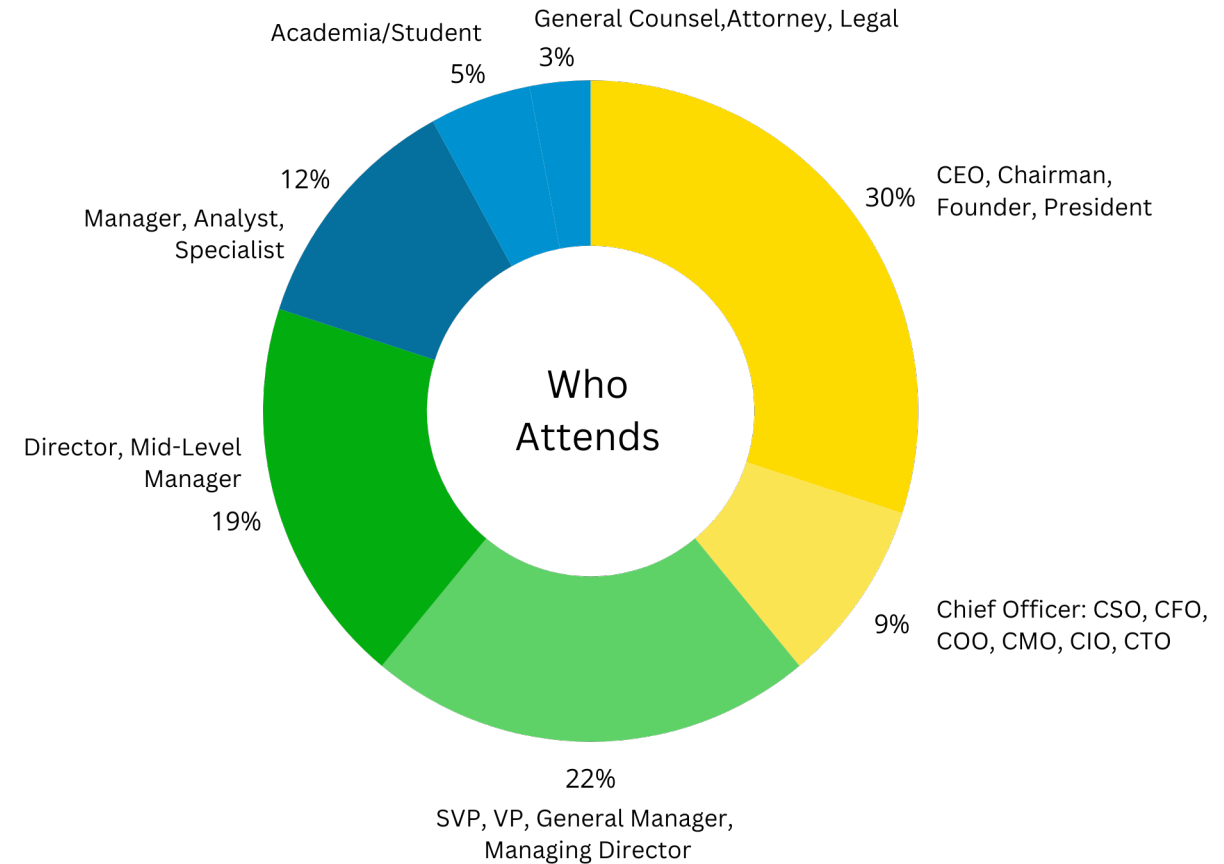
Medical / Scientific Affairs  
Policy  
Product Manufacturing  
Regulatory  
Reimbursement  
Sales  
Other

## INDUSTRY SECTORS

Anesthesia & Respiratory  
Blood  
Cardiology  
Contract Manufacturing  
Dental  
Diabetic Care  
Diagnostic Imaging  
Dialysis  
Digital Health

Drug Delivery  
Ear, Nose & Throat  
Endoscopy  
Gastroenterology  
Hospital & Health Care Supply  
In Vitro Diagnostics  
Infectious Disease  
Neurology  
Ophthalmology  
Orthopedic

Physical Medicine &  
Rehabilitation  
Patient Monitoring  
Radiation Therapy  
Surgical Devices  
Urology  
Wound Management  
Women's Health



# Join thousands of medtech leaders October 5-8, in San Diego



Unparalleled Access  
to the Medtech  
Community



Medtech Education  
& Company  
Presentations



Medtech  
Partnering,  
Investor Forum &  
Networking



Join 1,800  
Innovative  
Medtech  
Companies

*"A world-class and standard-setting medtech conference worth attending."*

**~ Stephan Ekmekjian, Johnson & Johnson**

*"No other conference provides access to leaders of global companies, early-stage technologies, investors, industry experts and more, creating a unique opportunity to network, learn about the latest technologies, trends, regulations and return energized and inspired."*

**~ Jorgen Hansen, Gravitas Medical**

*"The MedTech Conference provides unbelievable value—it's business development, networking and educational offerings are unparalleled for the medical technology industry and those that are interested in the latest innovations from leading edge companies."*

**~ Nicole Dekort, Medtech Canada**





# Medtech Education Preview

## Your Questions Answered

1. **Digital Health & AI Trends:** What's in Store for the Future of Wearables?
2. **BD & Investment Strategy:** What's Fueling the Next Wave of Medtech Deals and Investments?
3. **Manufacturing Resilience & Quality:** How Do We Set our Sights on the Future?
4. **Diagnostics & Imaging Innovation:** What's the Future of Cancer Care?
5. **Legal & Compliance Risk:** How Can I Protect My Organization?
6. **Health Care Delivery & Payment Models:** How is Hospital at Home Evolving?
7. **Championing Health Programs & Women's Health:** How will Medtech Lead?
8. **Global Access & International Policy:** What's the Latest Playbook for Navigating Tariffs?

# 2025 Sponsors



PRESENTING



DISRUPTOR



# #MTC25 Schedule

Schedule At A Glance	Saturday October 4	Sunday October 5	Monday October 6	Tuesday October 7	Wednesday October 8
<b>Exhibit Set-Up and Tear Down</b>	✓	✓			✓
<b>Networking Events</b>		✓		✓	✓
<b>Special Programs &amp; International Spotlight</b>		✓	✓		
<b>Panel Sessions &amp; Corporate Reverse Pitches</b>			✓	✓	✓
<b>New Start-up Pitch Competition</b>		✓			
<b>Keynotes</b>			✓	✓	✓
<b>1x1 Partnering Meetings</b>			✓	✓	✓
<b>Medtech Campus (Exhibit Floor)</b> Exhibit Hall CEO's Unplugged Patient Pavilion Company Presentations Innovation Pavilion Solutions Showcase MedTech Innovator Showcase Tech in Motion			✓	✓	✓
<b>Investor Forum</b>		✓	✓	✓	✓
<b>Open Night</b> <i>(Recommended for client or team dinners)</i>			✓		

# #MTC25 Exhibitor Planning Schedule

## **Exhibitor Move-in**

- Saturday, October 4, 12:00 – 5:00 pm PDT
- Sunday, October 5, 9:00 am – 5:00 pm PDT

## **MedTech Campus Hours (Exhibit Hours)**

- Monday, October 6, 9:00 am – 5:30 pm PDT
- Tuesday, October 7, 9:00 am – 5:30 pm PDT
- Wednesday, October 8, 9:00 am – 2:00 pm PDT

## **Exhibitor Move-out**

- Wednesday, October 8, 2:00 – 9:00 pm PDT

## **Registration Hours**

- Sunday, October 5, 10:00 am – 7:00 pm PDT
- Monday, October 6, 7:30 am – 6:00 pm PDT
- Tuesday, October 7, 7:30 am – 6:00 pm PDT
- Wednesday, October 8, 7:30 am – 12:00 pm PDT

PDT – Pacific Daylight Time



# The Medtech Campus

## PARTNERING AREA

PATIENT  
PAVILION



CEOS  
UNPLUGGED  
STAGE

KEYNOTE &  
LUNCH

NETWORKING  
LUNCH

INNOVATION  
PAVILION

MASSACHUSETTS  
PAVILLION

TECH IN MOTION  
HUB  
50  
YEARS

CANADA  
PAVILLION

NEXT GEN  
MEDTECH  
HQ

CALIFORNIA PAVILLION



SOLUTIONS  
SHOWCASE



MEDTECH  
INNOVATOR  
STAGE

ENTRANCE

ENTRANCE

REGISTRATION

AVAILABLE

RESERVED

\*As of June 12, 2025





THE  
**MEDTECH**  
CONFERENCE

OCTOBER 5-8, 2025  
SAN DIEGO, CALIFORNIA

# Exhibitor Resource Center Demo

Natalie Norris, AdvaMed

Katie Stein, Maritz



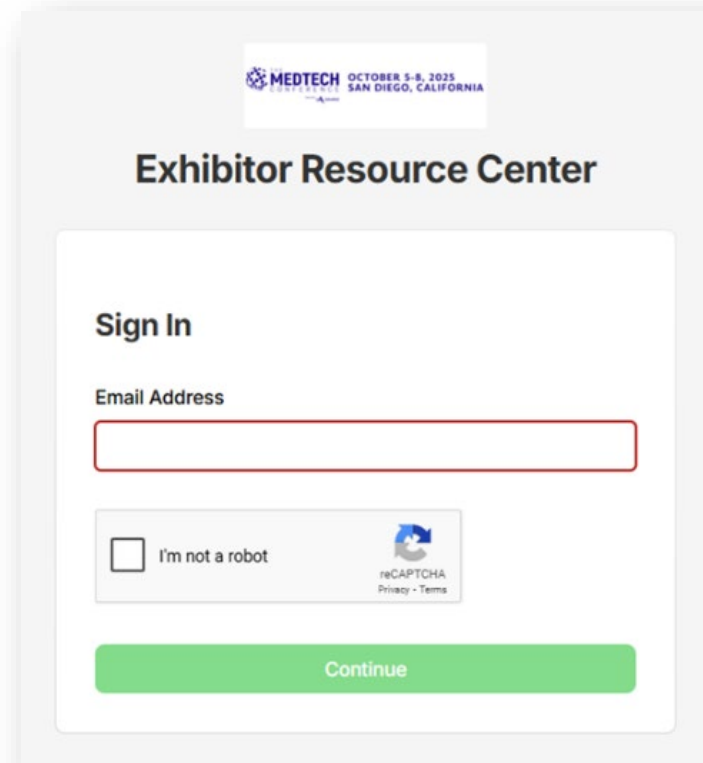
# Exhibitor Resource Center

Map Your Show: One-Stop Resource



# Exhibitor Resource Center

## One-Stop Shop




The image shows a digital form titled "Exhibitor Resource Center" for signing in. At the top, there is a banner for "MEDTECH CONFERENCE" with the dates "OCTOBER 5-8, 2025" and location "SAN DIEGO, CALIFORNIA". Below the banner, the title "Exhibitor Resource Center" is centered. The form itself is titled "Sign In" and contains an "Email Address" label above a text input field. Below the input field is a reCAPTCHA section with a checkbox labeled "I'm not a robot" and the reCAPTCHA logo. At the bottom of the form is a green "Continue" button.

**MEDTECH CONFERENCE** OCTOBER 5-8, 2025  
SAN DIEGO, CALIFORNIA

### Exhibitor Resource Center

#### Sign In

Email Address

☐ I'm not a robot   
reCAPTCHA  
[Privacy](#) - [Terms](#)

Continue



THE  
**MEDTECH**  
CONFERENCE

OCTOBER 5-8, 2025  
SAN DIEGO, CALIFORNIA

# Freeman Exhibitor Services

Josh Riley, Freeman





# Freeman Exhibitor Services

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**Everything you need to order and prepare for your show can be found on our Exhibitor portal**

[Access the portal](#)



# Event Needs in One Place

[Access the portal](#)

AdvaMed - The MedTech Conference

San Diego Convention Center | San Diego, CA | October 6-8, 2025

SHOW STATUS

PRE-SHOW

View Show Schedule

Sep 08 - 11:59 PM PT

Discount Price Deadline

87 DAYS15 HRS36 MIN

Sep 02 PRE-SHOW

POST SHOW

SHOP PRODUCTS & SERVICES

SHIPPING & MATERIAL HANDLING INFORMATION

ORDERS & INVOICES

SHIP WITH FREEMAN

CONCIERGE SERVICES

ORDER FROM PREVIOUS SHOW



Freeman<sup>1</sup>



# Event Needs in One Place

[Access the portal](#)

Scroll right to see these options

AdvaMed - The MedTech Conference

San Diego Convention Center | San Diego, CA | October 6-8, 2025

SHOW STATUS

PRE-SHOW

View Show Schedule

Sep 08 - 11:59 PM PT

Discount Price Deadline

87 EXHIBS

15 FBOs

36 MBOs

Sep 02 PRE-SHOW

POST SHOW

ORDERS & INVOICES

NOTIFICATIONS

EXHIBITOR EDUCATION

ORDER FROM PREVIOUS SHOW

SHOW MOVE-OUT

SUSTAINABLE EXHIBITING



Freeman<sup>1</sup>



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SAN DIEGO, CALIFORNIA

# Activate Your Brand

Erin Lee and Jennifer DeWitt, AdvaMed

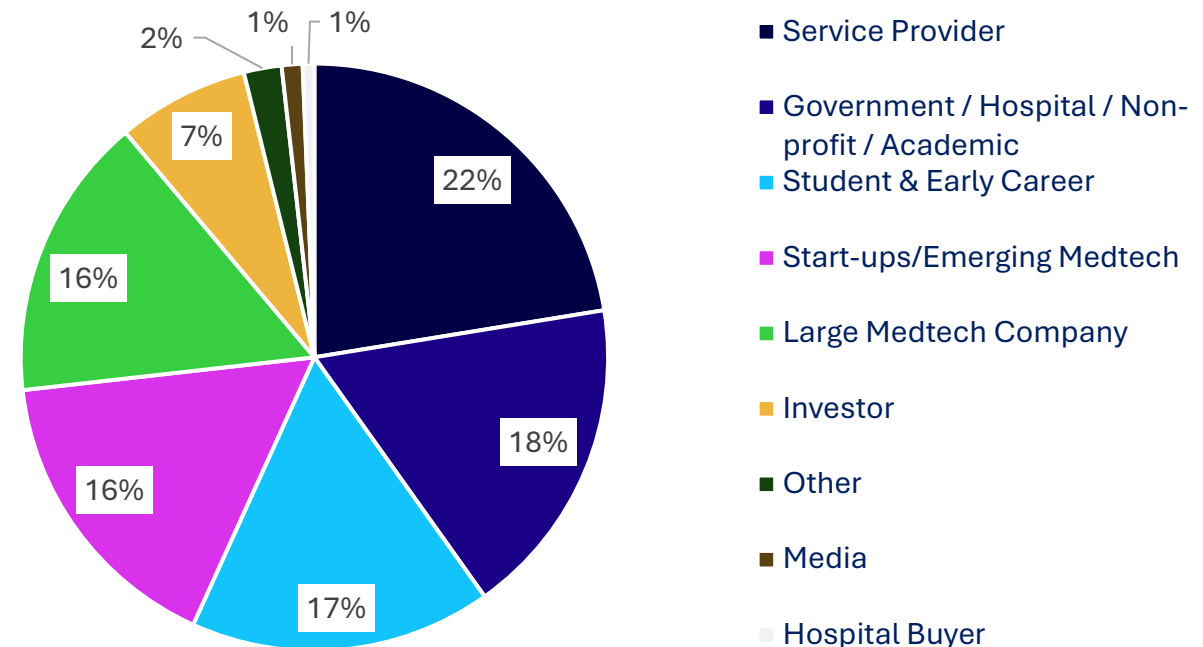


# Medtech Partnering Overview



- Dedicated space and suites in the Medtech Campus
- Meetings also scheduled at exhibit booths
- Hosted more than 2,500 meetings in 2024
- 71% of attendees used the partnering and conference planner in 2024
- Partnering has grown 50% in last year
- Start-ups / Emerging Medtech companies were the most engaged users (users with most confirmed meetings)

## Participating Company Type





# MyMedTech

## Partnering Tips



1. MyMedTech opens **August 14** for exhibitors and sponsors – **ONE WEEK EARLY** - to build out profiles
2. Your access to:
  1. Search attendees and companies
  2. Schedule meetings
  3. Build conference agenda and personal schedule
  4. Conference schedule, session updates and breaking conference news
3. Partnering & Education Webinar: **September 10**

October 5-8, 2025 | San Diego, California





# Activate Your Exhibitor Landing Page

## Help People Find Your Booth!

I'm looking forward to The MedTech Conference, the largest gathering of medtech leaders, happening October 5–8 in San Diego—hosted by AdvaMed, the medtech association!

As innovation accelerates and health care rapidly evolves, #MedTechCon is the all-in-one platform for critical conversations. With 400+ expert speakers and 100+ sessions, you'll experience four days of timely education, hands-on tech demos in the Medtech Campus, powerful business development opportunities, and unparalleled networking.

Medtech redefines the future of health care—and I'd love for you to join me in San Diego to be part of it.

[https://i.snoball.it/p/-](https://i.snoball.it/p/-influencerCode_jOrlz_campaignCode_0FhVU-/l/2)

[influencerCode\\_jOrlz\\_campaignCode\\_0FhVU-/l/2](https://i.snoball.it/p/-influencerCode_jOrlz_campaignCode_0FhVU-/l/2)

#MedtechRedefines #MedTechCon



Join me at #MedTechCon in San Diego for critical medtech education, networking, and innovation!

SAVE MY SPOT



# Activate Your Exhibitor Landing Page

## How it Works

### What is It?

- Social sharing tool that will provide a custom social post and landing page to announce you're exhibiting at #MTC25 to your network.

### How to Activate your Page?

- You'll receive an email mid-July inviting you to spread the word about your presence in San Diego
- Click the "Share with My Network" button in the email
- You'll see a social post with your company name, logo, and booth # ready to post on your preferred social platform
  - *Pro Tip: Tag @The MedTech Conference on LinkedIn to be reposted by our channel*



# Help Spread The Word about #MTC25

## 1. Generate Buzz Using the 2025 Marketing Toolkit

Take advantage of custom Exhibitor graphics for email, social, web and more to let people know about your presence on site.



## 2. Tag The MedTech Conference on LinkedIn

Mention **@The MedTech Conference** in your post for a chance to be reshared by our team and spotlighted to the full medtech community.

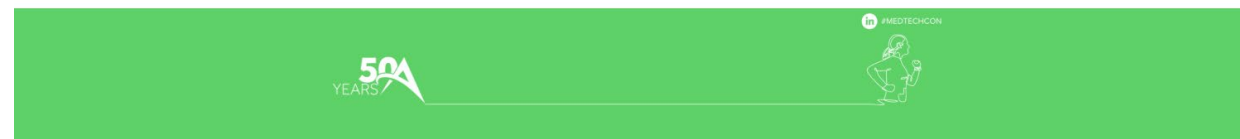
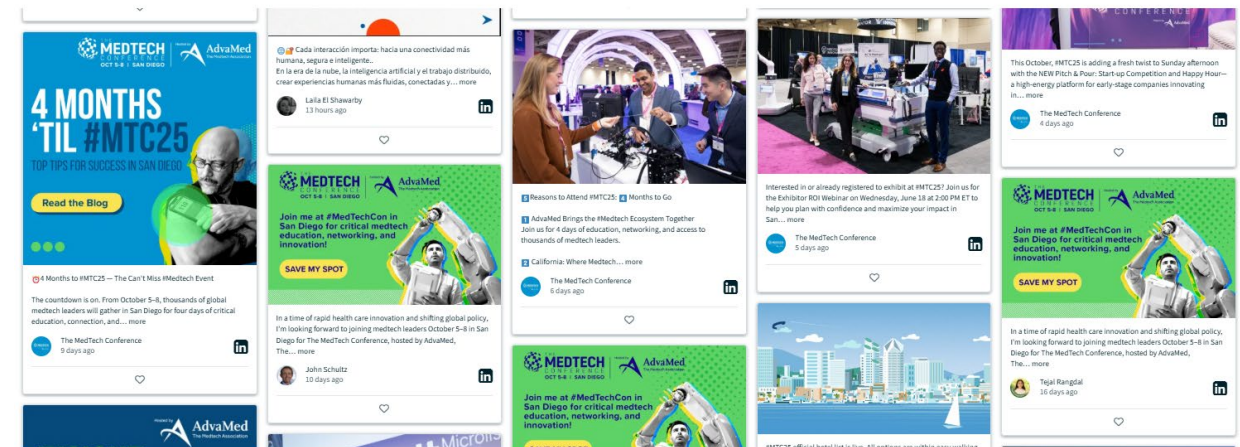
## 3. Use Official Hashtags

Add event hashtags **#MTC25** or **#MedTechCon** to your posts to get featured on the social wall on every attendee's custom Snoball landing page.

## 4. Encourage Your Team to Share

Get your team involved to help build excitement before San Diego!

See What All the Buzz Is About!



# How to Extend Your Brand Envision



VISIBILITY & VALUE ALL IN ONE PLACE

THE MEDTECH CONFERENCE

OCT 5-8 | SAN DIEGO

Hosted by

AdvaMed

The Medtech Association

Home

Facility Overview

Opportunities

Map View

Home

>

THE MEDTECH CONFERENCE 2025

COMPANY VISIBILITY OPPORTUNITIES

Expand Your Reach In Front Of A Captive Medtech Audience

If you have any questions, please [contact us](#).

Home

Facility Overview

Opportunities

Map View

Expand All

Add to Favorites

Share

HOLD

AVAILABLE

SOLD

+ Banners

12 HOLD

17 AVAILABLE

11 SOLD

+ Column Wraps

7 HOLD

5 AVAILABLE

3 SOLD

+ Escalator Graphics

1 HOLD

3 AVAILABLE

0 SOLD

+ Exterior Graphics

0 HOLD

4 AVAILABLE

4 SOLD

+ Window & Door Clings

0 HOLD

2 AVAILABLE

1 SOLD

UNITED STATES / CALIFORNIA / SAN DIEGO

San Diego Convention Center

111 W Harbor Dr, San Diego, California 92101

6195255000

Get Directions

Website

Share



# Cool Down with Hot Networking Opportunities



**SUNDAY**

## **Global Medtech Welcome Reception**

### ***NEW* Pitch & Pour Start-up Competition**

Join us for a fantastic start to your #MedTechCon experience! Meet attendees from around the world and set the stage for four days of excitement, innovation, and education.



**MONDAY**

## ***NEW* Medtech Campus Booth Crawl**

### **Open Night**

Kick off the first full day with our Opening Reception in the energetic [Medtech Campus!](#)

Plan your outing or dinner for this night to explore San Diego.



**TUESDAY**

## **Chairman's Cheers Reception @ The MedTech Campus**

### **MTC Live! @ Eve**

Take time to unwind with colleagues and friends with live entertainment at MTC Live! Jam Session. Enjoy an unforgettable evening of music and fun with your medtech community a short walk from the convention center.



**WEDNESDAY**

## **Networking Lunch @ Medtech Campus**

Wrap up your conference adventure with a Networking Lunch at the Medtech Campus! Take one last spin around the floor, chat with exhibitors, and dive into the cutting-edge tech on display before the Campus closes its doors.

**Discover cool new connections** all week long with dozens of meetups, receptions and special events!  
More announcements coming soon...



# NEW Medtech Campus Booth Crawl



Kickoff The MedTech Conference in style at the Medtech Campus Booth Crawl! From specialty cocktails to interactive food stations, sign-up to make a splash and celebrate day one of the Campus in a high-energy reception. Reach out to [sales@advamed.org](mailto:sales@advamed.org) to get involved!

## Options Include:

- **The Pop Lab: Powering Innovation** – Popcorn Cart Station
- **“Tea” in Motion** – Shaken Tea Station
- **Nacho Average Tech Stop** – Ultimate Nacho Station
- **Regula-TORI BBQ Skewer** – Korean BBQ Chicken Skewer





# Reminders & Contact Information

October 5-8, 2025 | San Diego, California

The MedTech Conference



# Badge Type Overview



Activity	Booth Exhibit Personnel	All Access
Booth Set up and Tear down	<input checked="" type="checkbox"/>	
Medtech Campus Exhibit Hall CEOs Unplugged Solutions Showcase Tech in Motion Start-up Pitch Competition Patient Pavillion Medtech Innovator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Welcome Reception	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MTC Live!		<input checked="" type="checkbox"/>
Networking Lunches	Available for purchase	<input checked="" type="checkbox"/>
Panel Sessions & Reverse Corporate Pitches		<input checked="" type="checkbox"/>
Special Programs and International Spotlight		<input checked="" type="checkbox"/>
Keynotes		<input checked="" type="checkbox"/>
1x1 Partnering Meetings		<input checked="" type="checkbox"/>
Investor Forum		<input checked="" type="checkbox"/>

## Exhibit Booth Personnel

- Access to Medtech Campus
- Participation at events on Campus
- Opportunity to purchase networking lunch pass

## All-Access

- Provides entry to all Medtech Conference events

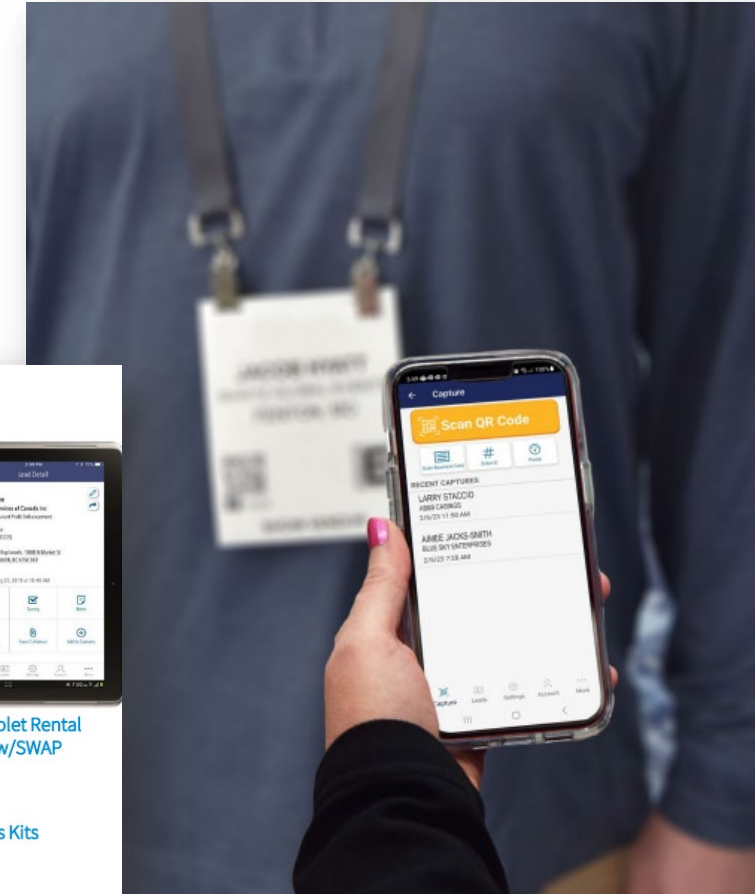
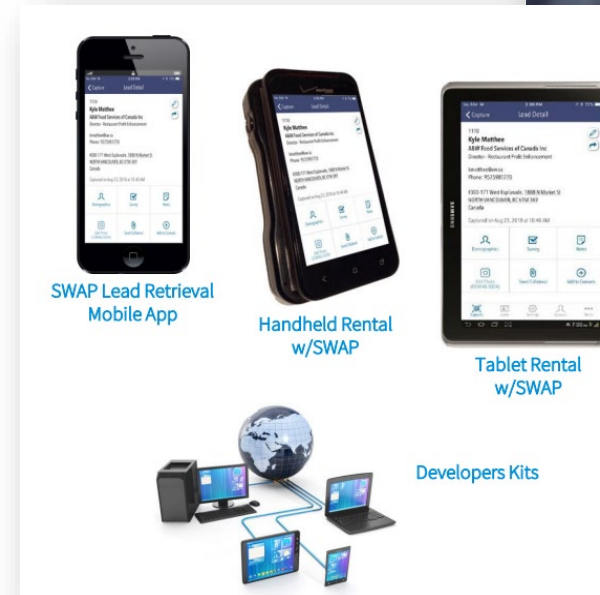
# Lead Retrieval, SWAP by Maritz



**Managing contacts and leads is your key to event success and ROI**

SWAP by Maritz tracks each visit, contact and lead in one place.

- Collect and qualify sales leads
- Quickly convert leads into sales
- Maximize ROI
- Simplify lead retrieval and collection
- Easy follow-up



October 5-8, 2025 | San Diego, California

The MedTech Conference



# Exhibitor Reminders & Deadlines

## Immediate Actions

- ✓ Log into Map Your Show
- ✓ Complete company profile for online listing, partnering, and landing page
- ✓ Confirm booth payment was made

## June 30

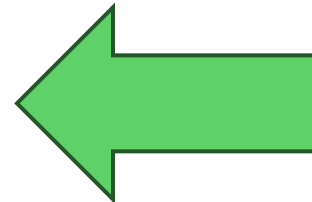
- ☐ Last day to cancel without penalty

## July – August

- ☐ July 15: Education Program Goes Live
- ☐ July 29: Lead retrieval & early bird deadline
- ☐ **July 31: Submit booth registrations**
- ☐ **August 14: Complete MyMedTech Profile**
- ☐ **August 21: MyMedTech Goes Live**
- ☐ August 23: Exhibitor housing closes
- ☐ August 26: EAC forms and insurance certificates due

## September - October

- ☐ **September 8: Freeman and Projection AV discount deadlines**
- ☐ September 12: Affiliated event request deadline
- ☐ September 4-29: Advanced warehouse shipments
- ☐ October 4-8: Show site shipments accepted



# Who to Contact



**Housing (AdvaMed or Maritz)**

[conferenceinfo@advamed.com](mailto:conferenceinfo@advamed.com)

**Registration or Lead Retrieval (AdvaMed or Maritz)**

[conferenceinfo@advamed.com](mailto:conferenceinfo@advamed.com)

**Booth Orders (Freeman)**

[exhibitorsupport@freeman.com](mailto:exhibitorsupport@freeman.com)

**Booth Questions (Map Your Show)**

[natalie.norris@advamed.org](mailto:natalie.norris@advamed.org)

**Branding or Signage Opportunities (AdvaMed)**

[sales@advamed.org](mailto:sales@advamed.org)

**AV Orders (Projection)**

[exhibits@projection.org](mailto:exhibits@projection.org)



# Handy Links



## **Login to Map Your Show**

[medtech25.exh.mapyourshow.com/7\\_0/main/login](https://medtech25.exh.mapyourshow.com/7_0/main/login)

## **Registration & Housing**

[medtech25.exh.mapyourshow.com/7\\_0/main/login](https://medtech25.exh.mapyourshow.com/7_0/main/login)

## **Freeman Exhibitor Kit (Booth Materials)**

[www.freemanco.com/store/show/landing?showID=536967](https://www.freemanco.com/store/show/landing?showID=536967)

## **Order Branding Items like Banners and Columns**

[envision.freeman.com/show/the-medtech-conference-2025/home](https://envision.freeman.com/show/the-medtech-conference-2025/home)

## **Marketing Toolkit**

[themedtechconference.com/mtc-25-toolkit/](https://themedtechconference.com/mtc-25-toolkit/)

## **General Exhibitor Resources**

[themedtechconference.com/exhibitor-guide/](https://themedtechconference.com/exhibitor-guide/)



# Thank You

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