



SEPTEMBER 27–29, 2021

# Call for Sessions Overview

Deadline to Submit:  
**Friday, March 12, 2021**

**Ready to Submit?**  
**[Click here](#)**

**Questions?**

Please email [program@advamed.org](mailto:program@advamed.org)

# 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 Info**
- **AdvaMed Member & The MedTech Conference sponsor status**
  
- **Proposed speaker info**

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

# Session Proposal Components

**Session Title** – kindly provide an informative and descriptive title for your proposed session. Please ensure that it is written exactly as you'd like to see it in print.

- 15 words max.

## **Session Description**

- 250 words max

# 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.

**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?

# Track

*Select the track for which this session would be most appropriate. If applicable, choose a second option where this session could appear.*

- **Business Strategies**
- **Digital Technologies**
  - **Global Health**
- **In Vitro Diagnostics Tests & Technologies**
  - **International**
- **Legal and Health Care Compliance Best Practices**
  - **Patient Perspectives**
  - **Payment & Health Care Delivery Issues**
- **Regulatory, Quality and Good Manufacturing Practices**
  - **Other**

# Session Organizer

Please provide full contact information for the person that will be serving as the session organizer. This person will receive all notifications and updates.

- Each organization may submit up to, and no more than, four (4) proposals.
- If selected, the session organizer will receive additional guidelines and a complete list of program deadlines.
- Upon confirmation of speakers, AdvaMed will communicate conference logistics directly with all speakers.

# AdvaMed Membership & Sponsorship

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

**AdvaMed Member** – A complete listing of AdvaMed members can be found on the website – [members](#) and [associate members](#). If you have a question about your membership status or would like information on becoming a member, please contact [Membership@AdvaMed.org](mailto:Membership@AdvaMed.org).

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

# Other Guidelines

- No session proposal should feature more than one (1) individual from the same organization.
- Sessions are not designed to promote one company's commercial interests.
- Speaker lineups must represent diverse perspectives with different companies, sectors, geographical locations, genders, etc.
- Do NOT invite your 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.
- [Click here to review the 2020 program.](#)



# Grading Criteria

*An advisory Program Committee and AdvaMed staff will review all complete, submitted proposals. Each proposal is graded according to the following criteria:*

## **Educational Content**

- *Is The MedTech Conference the right forum for this session?*
- *Will critical, timely and practical information be shared?*

## **Relevance & Timeliness**

- *Will this be a hot topic in September 2021?*

## **Novel Topic**

- *Does this session proposal offer new and important information?*

## **Speaker Expertise**

- *Are these dynamic and expert speakers?*
- *Are there one or more top, high quality speakers on session? CEOs, key thought leaders, policy makers and/or people of influence?*

## **Speaker Diversity**

- *Are speakers from different geographic regions, sectors and companies?*
  - *Are speakers ethnically, culturally and gender diverse?*
  - *Do speakers represent multiple views?*

# Timeline

**March 12:** Session Proposal Submission Deadline

**March 17 – April 9:** First Round of Proposal Review

**Week of April 19:** Second Round of Proposal Review

**May 23:** Submitters Notified

**June 9:** Session Schedule Finalized

**July 2:** Speakers Confirmed

*Deadline to submit your proposal is Friday, March 12, 2021.*

*In March and April, an advisory Program Committee and AdvaMed staff will review and score session proposals. Notifications will be sent via email in May 2021. Until you receive notification that your session has been accepted, do not invite your proposed speakers.*



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