

Where **medtech** is in motion



THE
MEDTECH
CONFERENCE

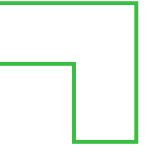
OCTOBER 15-17, 2024
TORONTO, CANADA

Powered by  AdvaMed

The MedTech Conference 101 Webinar

Get Ready for
the Ultimate
Medtech
Experience

1. AdvaMed Welcome & Introduction to #MTC24
2. Who You Can Meet at The MedTech Conference
3. What's New & Medtech Campus Highlights
4. Education & Networking Snapshot by Day
5. #MTC24 for Small Companies and Investor Overview
6. Registered Attendee List Preview
7. Your MedTech Conference Checklist
8. Q&A



Powered by:



AdvaMed
The Medtech Association

IMAGING

DIGITAL HEALTH

DIAGNOSTICS
(Dx)

ACCEL

MedTech's Voice: AdvaMed is the world's largest association of medical technology companies, and one of the top ranked associations in Washington, D.C.

We have over 500 members that are medical device manufacturers, diagnostics companies, digital health, imaging, and healthcare software providers.

We are the unified, member driven voice in front of lawmakers and regulators on a global scale. Our aim is to **foster a business and regulatory environment** that supports the innovative industry we represent.

Join the fastest growing medical technology and partnering event

October 15-17 in Toronto



**Unparalleled Access to
the Medtech
Community**



**Cross-cutting
Medtech Education
Program**



**Medtech
Partnering,
Investor Forum &
Networking**



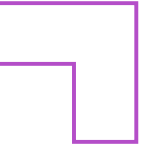
**Dynamic Medtech
Campus with
Company
Presentations**

Why Toronto: A Vibrant Global Medtech Hub

*Medtech Canada: Our official event
partner*

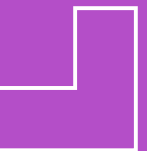


1. **Canada's medtech market is the 8th largest in the world.**
2. **International Collaboration:** Meet and connect with investors, policymakers, academics, executives and visionaries from 40 countries.
3. **Access to Thousands Focused on medtech:** Network with thousands of subject matter experts and decision makers throughout the education program, medtech campus and partnering.
4. **Research and innovation hub:** Meet early-stage innovators and entrepreneurs from international universities and hospitals and innovative companies showcasing the latest technology and unveiling new products.
5. **Doing Business Globally:** Dive into the issues and opportunities in key global markets, including our annual U.S. Market Access Seminar for international companies seeking to launch in the U.S
6. **A vibrant venture capital and private equity scene:** Connect with numerous investors interested in funding healthcare and medtech startups.



Who Can You Meet in Toronto

Less Than 70 Days Until #MTC24



5 Reasons to Attend The MedTech Conference

The MedTech Conference brings together more than 1,400 companies from 40 countries in a dynamic environment designed for:

1. Find investors and partners for your company in the new Medtech Campus
2. Advance your team's global medtech business development
3. Showcase or promote your cutting-edge technology innovations
4. Attend world-class education across 20+ cross cutting themes
5. Access to thousands of global medtech leaders and innovators all week

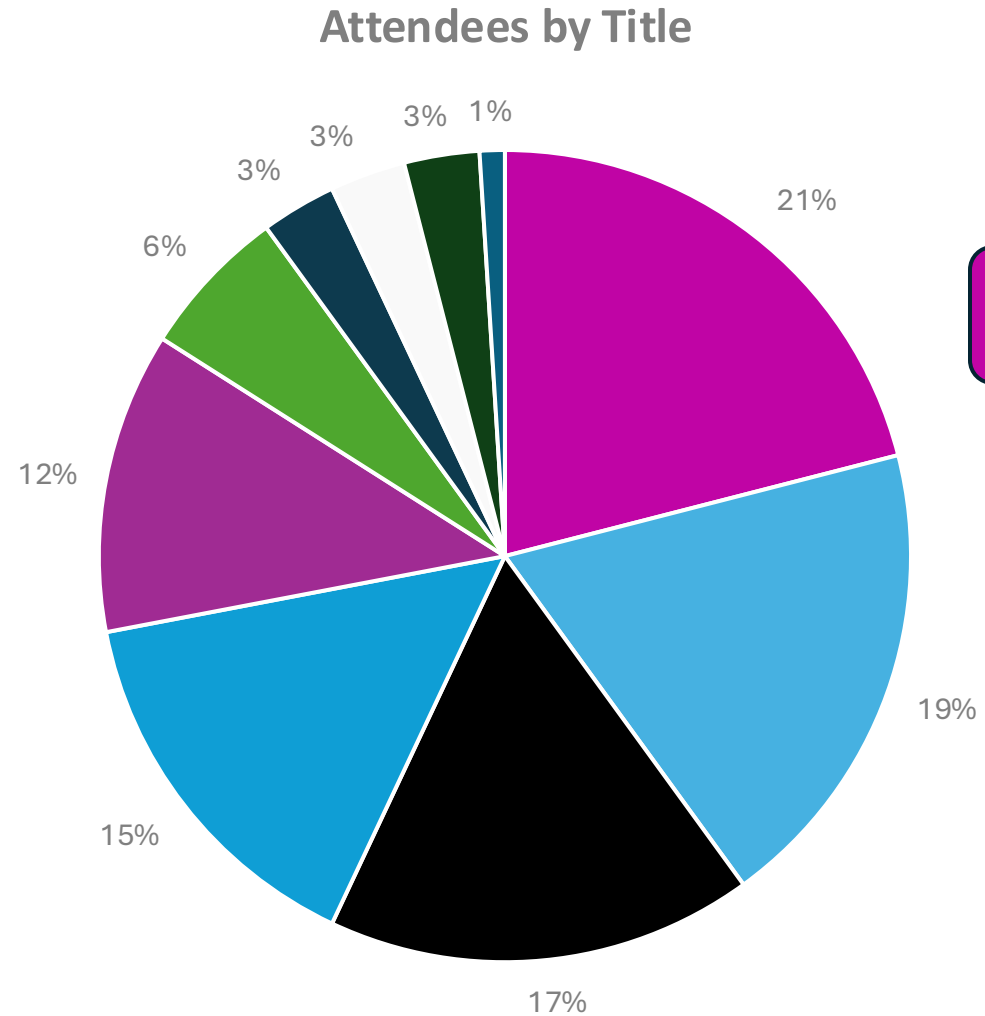


Unparalleled Access to MedTech Leaders & Innovators



The MedTech Conference

Attendance by Job Title



40+% VP and C-Suite

- CEO, President, Chairman
- EVP, ED, SVP, VP, GM, AVP
- Director
- Manager
- Other/Academia/Student
- Managing Partner, Partner
- Principal
- Consultant
- Government Counsel
- General Counsel

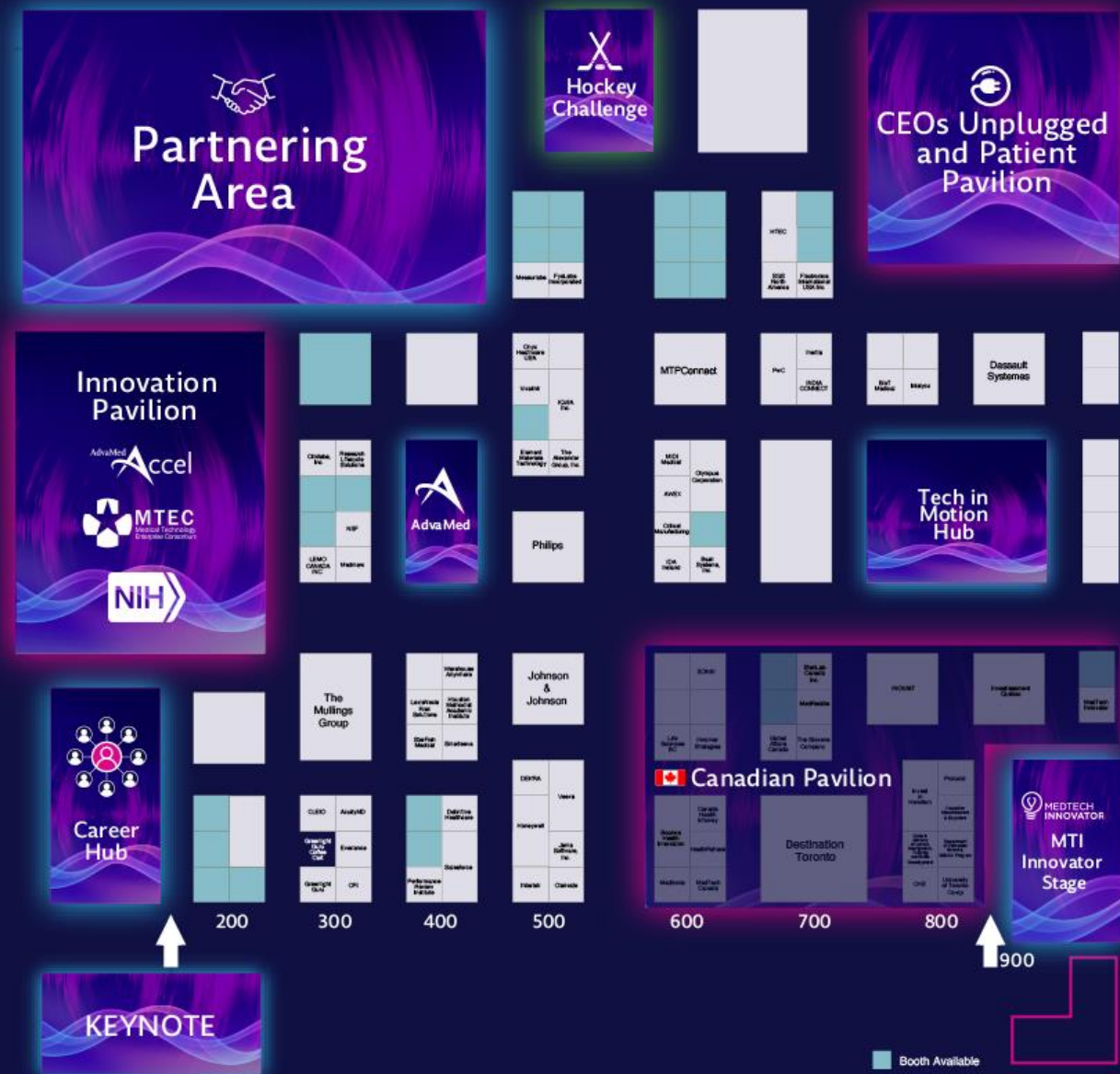
Diversity of MTC Attendance By Sector

Blood	2%	Infectious Disease	2%
Cardiology	7%	Instruments and Accessories	10%
Diabetic Care	3%	Neurology	3%
Diagnostic Imaging	4%	Ophthalmology	1%
Dialysis	2%	Orthopedic	11%
Digital Health	8%	Patient Monitoring	5%
Drug Delivery	3%	Physical Medicine & Rehabilitation	1%
Ear, Nose & Throat	3%	Radiation Therapy	1%
Endoscopy	4%	Surgical Devices	10%
Gastroenterology	3%	Urology	5%
Hospital & Health Care Suppliers	3%	Women's Health	4%
In Vitro Diagnostics	2%	Wound Management	2%

Explore the Medtech Ecosystem at MTC 2024

Don't Miss The New Medtech Campus

1. Sold Out Exhibit Hall
2. Thousands of Partnering Meetings
3. CEOs UnPlugged and Patient Pavilion
4. Solutions Showcase
5. Innovation Pavilion
6. Career Hub
7. New Tech Hub
8. MedTech Innovator Showcase
9. Networking Receptions & Meetups



Sampling of who can you meet @ MTC24



2024 Sponsors

PRESENTING



DISRUPTOR



#MTC24 International Participation

Confirmed Participation from 30+ Key Countries

1. Algeria
2. **Australia***
3. **Belgium***
4. Brazil
5. **Canada***
6. Cayman Islands
7. Chile
8. Dominican Republic
9. France
10. **Germany**
11. Ghana
12. **India**
13. **Ireland***
14. Israel
15. **Japan**
16. Korea (the Republic of)
17. Mauritius
18. **Netherlands**
19. New Zealand
20. **Singapore***
21. Sweden
22. Switzerland
23. **United Kingdom**
24. **United States**
25. Burkina Faso
26. Cameroon
27. Nigeria
28. Pakistan
29. United Arab Emirates
30. Vietnam

#MTC24 State Participation

Confirmed Participation from 28+ Key States - by registration

1. California
2. Massachusetts
3. Maryland
4. Illinois
5. New Jersey
6. Minnesota
7. New York
8. District of Columbia
9. North Carolina
10. Texas
11. Virginia
12. Florida
13. Pennsylvania
14. Washington
15. Ohio
16. Colorado
17. Oregon
18. New Hampshire
19. Arizona
20. Michigan
21. Missouri
22. Georgia
23. Tennessee
24. Connecticut
25. Utah
26. Wisconsin
27. Alabama
28. Indiana

MyMedtech Planner and Partnering

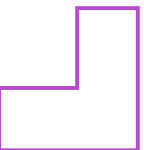
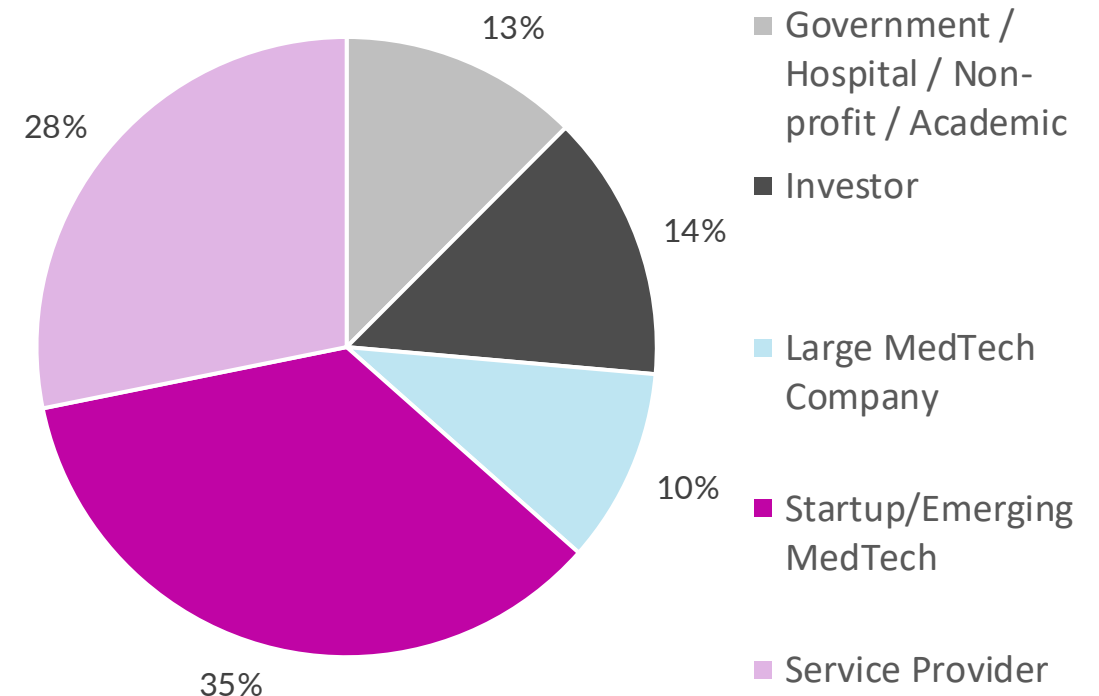


- One Stop Shop – Arrive with a Plan
- View full attendee list, send messages, meeting requests
- Dedicated space and suites in the Medtech Campus for meetings
- Hosted more than 1,250 meetings in 2023
- 74% of attendees used the partnering and conference planner in 2023
- Partnering has grown 20% in last year

Partnering Opens: Sept. 12

MyMedTech Webinar: Sept. 18

Participating Company Type



Schedule at a Glance

SCHEDULE AT A GLANCE	MONDAY <i>October 14</i>	TUESDAY <i>October 15</i>	WEDNESDAY <i>October 16</i>	THURSDAY <i>October 17</i>
Networking Events				
Pre-event Programs & International Spotlight				
Panel & Super Sessions				
Keynote Presentations				
1x1 Partnering Meetings				
Medtech Campus Exhibit Hall CEOs Unplugged & Patient Pavilion Reverse Pitches Company Presentations Innovation Pavilion Solutions Showcase MedTech Innovator Showcase				
Investor Forum				

Quality Education & Actionable Takeaways

With a carefully crafted program featuring more than 100 sessions, there's no better place to hear perspectives and gain valuable insight into today's and tomorrow's medtech industry trends.



Panel Sessions

Deep dives into the hottest topics developed by industry experts



Keynote Sessions

High-profile speakers from medtech and beyond take the big stage at The MedTech Conference to offer insights and inspiration.



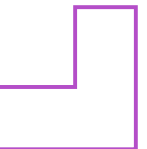
Special Programming

Curated, timely, and in-depth programs for targeted medtech audiences



Investor Forum

Where medtech innovators can connect with qualified members of the investment community to discuss their promising new ventures.



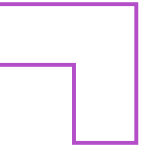
Quality Education & Actionable Takeaways



Key Session Topics Include:

- Business Strategies
- Finance
- Digital Health & AI
- Health Equity
- In Vitro Diagnostics
- Global & International
- Legal and Health Compliance
- Market Access, Payment
- Patient Engagement
- Regulatory, Quality and Good Manufacturing Practices
- Supply Chain
- Workforce and Diversity

90% of attendees rank MTC education program as “excellent”!



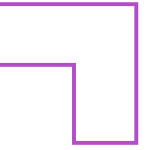
Monday Education Preview



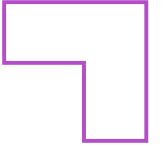
Conference pre-program on October 14,
open to all registration types kicks off at 9 AM

- Doing Business Globally Special Program
- Patient Engagement Workshop
- Children's National Pediatric Symposium
- U.S. Market Access Seminar
- Canadian Market Access Seminar
- Plus country presentations from
 - Germany, Singapore, India

Global Medtech Welcome Reception to follow!



Tuesday Education Preview



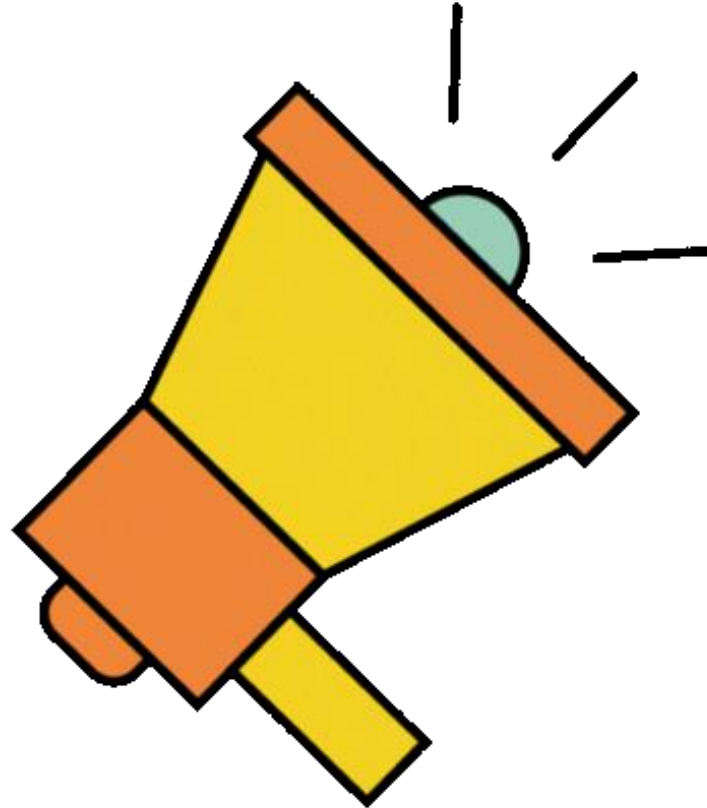
Key Sessions

- Product Liability in Europe: Understanding and Planning for the EU's Recent Compliant-Friendly Shift Market Access and Digital
- Immersive Therapeutics: Bringing Regulated XR Applications from the Lab into the Real World
- Is China+1 a Quality Opportunity or Threat for Medical Device Manufacturers?
- Revolutionizing Medtech: Exploring Groundbreaking Models for Driving Innovation
- Venture Investors Taking Innovations to the Next Level

Speakers to Watch

- **Essex Mitchell**, COO, [Hologic](#)
- **Duke Rohlen**, CEO and Managing Director, [Ajax](#)
- **Kevin Chien**, GM, Medtech, [Salesforce](#)
- **Nicole DeKort**, CEO, [Medtech Canada](#)
- **Taha Kass-Hout**, Chief Technology Officer, [GE Healthcare](#)
- **Michelle Jump**, CEO, [MedSec](#)

WHO WILL KEYNOTE #MTC24 ON TUESDAY



CHAMPIONS OF RESILIENCE



**Martina
Navratilova**



**Chris
Evert**

LEADERSHIP,
RIVALRY AND
THE PATIENT
JOURNEY

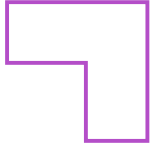
Moderated by Sally Jenkins, *Washington Post*

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Wednesday Preview



Key Sessions

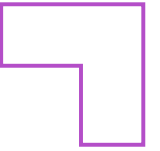
- Regulator Perspectives – The Journey from International Harmonization to Reliance
- CMS's Goldilocks Dilemma With CED: Getting Their Coverage with Evidence Development Policy Just Right
- Exploring the Frontiers of IVD Innovation
- Best Practices for Incorporating Diverse Patient Perspectives in Patient-Centered Design and Regulatory Decision Making
- Pulse of the Industry: Medical Technology Report 2024
- AdvaMed Accel Leadership Seminar

Speakers to Watch

- **Valerie Dixon**, Managing Director – Healthcare Banking, [Morgan Stanley](#)
- **Nate Hwang**, Chief Compliance Officer, [W. L. Gore, Medical](#)
- **Michael Arena**, Vice President, Operations, [FUJIFILM Sonosite, Inc.](#)
- **Andrea Wainer**, Executive Vice President, Rapid and Molecular Diagnostics, [Abbott](#)
- **Graeme Tunbridge**, Senior Vice President Global Regulatory and Quality, Medical Devices, [British Standards Institution \(BSI\)](#)

WEDNESDAY LUNCHEON KEYNOTE ANNOUNCED NEXT MONTH

Thursday Preview



Key Sessions

- **CDRH Towh Hall Morning Keynote**
- MedTech M&A 2024 - Moving Onwards and Upwards!
- Investment Landscape for Diagnostic Testing: Perspectives of Manufacturers, Laboratories and Venture Capital
- Navigating US Healthcare Reimbursement: Bringing Digital Health Technologies to Market
- Securing Tomorrow's Healthcare: Global Perspectives on Medical Device Cybersecurity

Speakers to Watch

- **Jennifer Kozak**, VP of Business Development MedTech, [J&J](#)
- **Jim Almas**, VP & National Medical Director for Clinical Effectiveness, [LabCorp](#)
- **Ken Bahk**, CEO, [Lakewood Holdings](#)
- **Michelle Tarver**, Acting Director, Center for Devices and Radiological Health, [U.S. Food & Drug Administration](#)

JOIN US FOR A NETWORKING LUNCH IN THE MEDTECH CAMPUS

Cool Down with Hot Networking Opportunities

MONDAY



Global Medtech Welcome Reception @ Steam Whistle Brewing

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.

TUESDAY



Opening Reception @ The MedTech Campus

Kick off the first full day with our Opening Reception in the energetic [Medtech Campus](#)! Don't miss this opportunity to explore the campus while connecting with medtech enthusiasts, engaging in meaningful conversations, and raising a glass to keeping medtech in motion.

WEDNESDAY



Chairman's Reception @ The MedTech Campus MTC Live! Jam Session Fairmont Royal York

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.

THURSDAY



Networking Lunch @ Medtech Campus

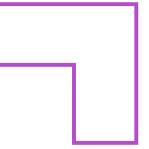
Wrap up your conference adventure with a Networking Lunch at the Medtech Campus! Take one last spin around the floor, chat with exhibitors, and dive into the cutting-edge tech on display before the Campus closes its doors.



I think The MedTech Conference is the single most focused ecosystem for medtech investors trying to smartly deploy capital in early stage and growth stage companies in this category.

-Paul LaViolette, Managing Partner and COO, SV Health Investors

What Does #MTC24 Offer Small Companies?



- Global access and the opportunity to meet potential investors and hundreds of medtech executives, suppliers and policymakers under one roof.
- Effective networking and education using our partnering tool, MyMedTech to identify key meeting targets and build your conference agenda.
- Specialized Programming
 - Accel Leadership Seminar
 - Company Presentations
 - Medtech Innovator Showcase
 - Innovation Pavilion

Medtech Investor Forum



Designed to attract key members of the medtech and healthcare investment community

Investor Company Categories:

VCs, Family Offices, Angel Investors • Private Equity • Investment Bankers • Institutional Investors • Analysts

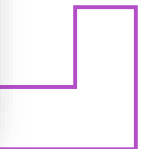
Tailored Investor Content Includes:

- Sessions on Strategies to Raise Early-stage Capital, Venture Investing, MedTech M&A, Role of Strategic Investors, EY Pulse of the Industry, etc.
- Corporate Reverse Pitch Presentations
- Fireside Chats with leading industry CEOs
- MedTech Innovator Showcase & Finals
- Company Presentations from pre-revenue and commercial-stage companies
- Medtech Campus featuring Innovation Pavilion
- Investor Reception



THE MEDTECH CONFERENCE

OCTOBER 15-17 | TORONTO



#MTC24 Investor Preview

VCs • Angel Investors •
Private Equity • Investment
Bankers • Institutional
Investors • Analysts • Family
Offices

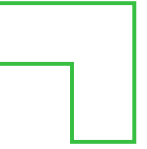
415 Capital
Alliance of Angels
Altaris Capital Partners
Arboretum Ventures
Blackstone Life Sciences
Blue zone ventures
BMO
BNP Paribas
Boston Harbor Angels
Broadview Ventures
CABHI - Baycrest Hospital
Centre for Aging + Brain Health Innovation
Cross Border Impact Ventures
Ecphora Capital
Esplanade Ventures
EXPONENTIAL CAPITAL
Fiddlehead Ventures
H.I.G. Capital
HealthQuest Capital
iGan Partners
JobsOhio Growth Capital Fund
KCK MedTech

Linden Capital Partners
MedTecX
NC Biotechnology Center
NEA
New Day Venture Capital
NRC - IRAP
Pierpoint Capital
Praxis Spinal Cord Institute
Pureland Global Venture
Sante Ventures
Science Center
Sectoral Asset Management
She's Independent Investments
Sonder Capital
Suncoast Ventures
Taiwania Capital
TELUS Global Venture
Touchdown Ventures
UPMC Enterprises
Vensana Capital
Wavemaker Three-Sixty Health
Xcellerant Ventures

Corporate Reverse Pitch Presentations

Hear the about the latest in medtech, direct from the top companies in our industry.

These 15-minute presentations feature global business and corporate development executives presenting their companies' strategic priorities.



2024 Participating Companies (as of 8.7)



Boston
Scientific



CooperSurgical®



Edwards



GE Healthcare



HAEMONETICS®

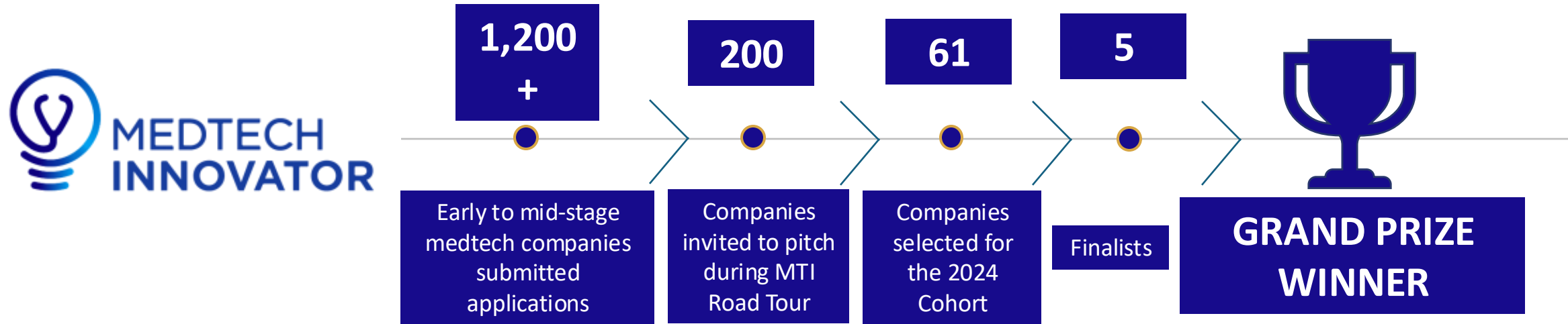
Medtronic

OLYMPUS

SIEMENS
Healthineers

TERUMO BLOOD AND CELL
TECHNOLOGIES

Launchpad for Medtech Emerging Companies



#MTC24 Attendee List Sample – are you on the list?

Join this impressive list when you register by August 13

Title	Company
Director, Market Access	Abbott
CEO	AccurKardia
CEO	Ajax Health
President and CEO	Alliance for Aging Research
Managing Director	Altaris Capital Partners
Senior Manager, US Public Policy	Amazon
Senior Vice President, Alliance Development and Philanthropy	American Cancer Society Cancer Action Network
Co-founder & President	AppliedVR Inc.
Managing Partner	Arboretum Ventures
SVP, Chief Medical and Scientific Officer	Baxter International Inc.
President	Baylis Medical Technologies
President	Baylis Medical Technologies, Inc.
Executive Managing Director	Bayshore Healthcare
Chief Scientific Officer	BD
President, BD-Canada	Becton Dickinson
Managing Director and Partner, BCG X Healthcare	Boston Consulting Group

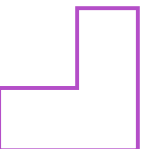
Title	Company
Chairman and CEO	Boston Scientific Corporation
Sector Manager, Health and Life Sciences	Brampton
CEO	BVMed
Vice President and Chief Innovation Officer	Children's National Health System
Director, Product Marketing MedTech	Dassault Systemes
Global MedTech Practice Leader	Deloitte
Partner	DLA Piper
Head Public Affairs	Edwards Lifesciences
VP, Global Health Economics & Reimbursement	Edwards Lifesciences Corporation
President & CEO	embecta
President, Health Solutions at Flex	Flextronics International USA Inc.
President & CEO	FUJIFILM SonoSite, Inc.
President and Chief Executive Officer	GE Healthcare
Regulatory Affairs Lead	Google LLC
President/Chief Executive Officer	Harmac Medical Products, Inc.
President and CEO	HealthPRO Canada
Vice President, Materials Management	HealthPRO Canada
Chief Operating Officer	Hologic, Inc.

#MTC24 Attendee List Sample – are you on the list?

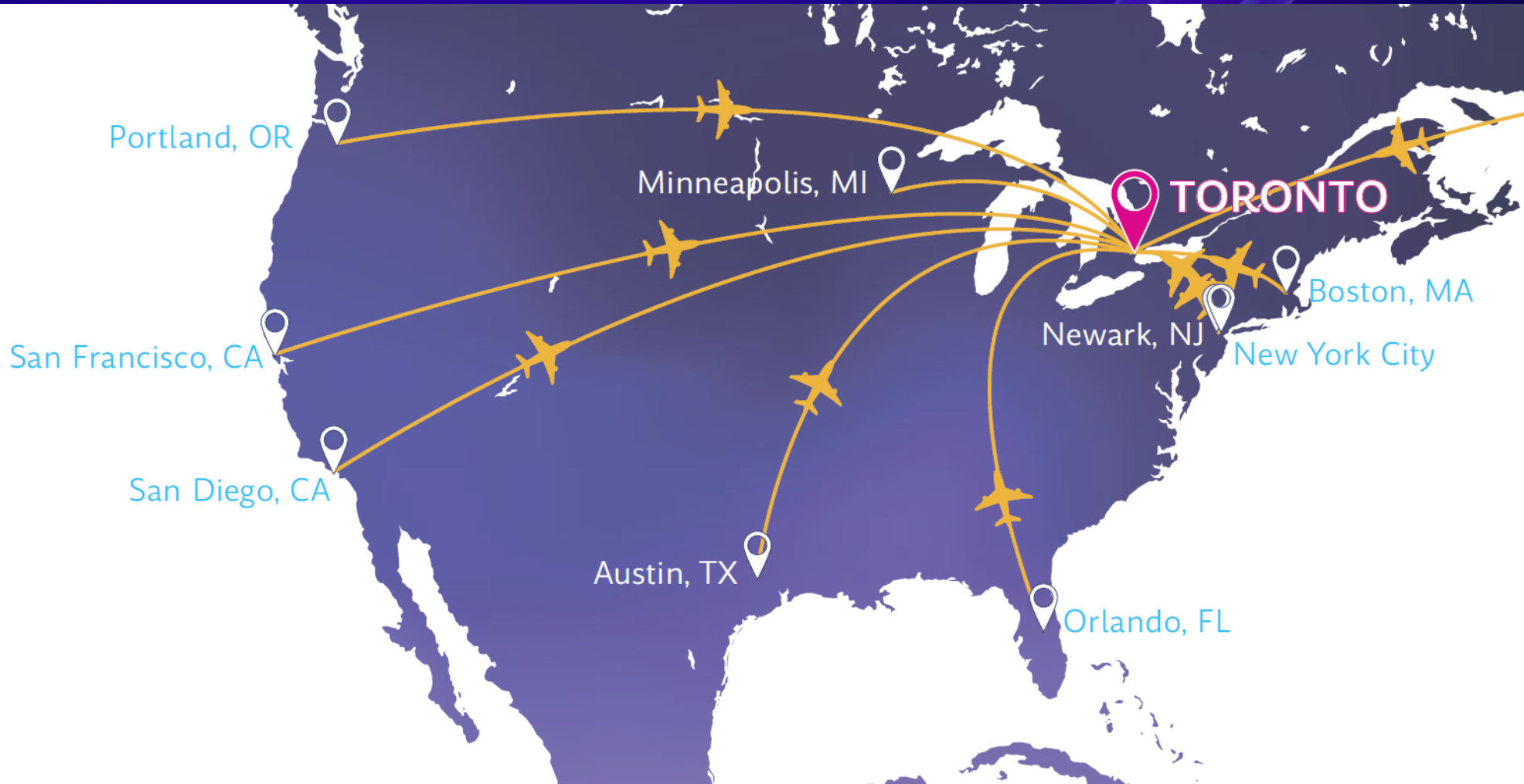
Join this impressive list when you register by August 13

Title	Company
Global Head of Regulatory Policy and Intelligence	Hologic, Inc.
Chairman, President and Chief Executive Officer	Hologic, Inc.
Head of Federal Government Affairs	Insulet Corporation
VP, MedTech Market Measurement	IQVIA Inc.
SVP, Corporate Strategy & Chief of Staff	iRhythm Technologies
Vice President, Regulatory Law, MedTech	Johnson & Johnson MedTech
VP, Strategy & Transformation	KARL STORZ Endoscopy-America, Inc.
Senior Director - Portfolio Strategy & Investment	March of Dimes
Head of Medical Devices	Mass General Brigham
Technology Transfer Manager	McGill University
President & CEO	Medtech Canada
Vice President, Global Health Policy & Health Law Counsel	Medtronic
Vice President Business Development	Microsoft Corporation
Director, Managing Life Sciences	Microsoft Corporation
Managing Director	Morgan Stanley

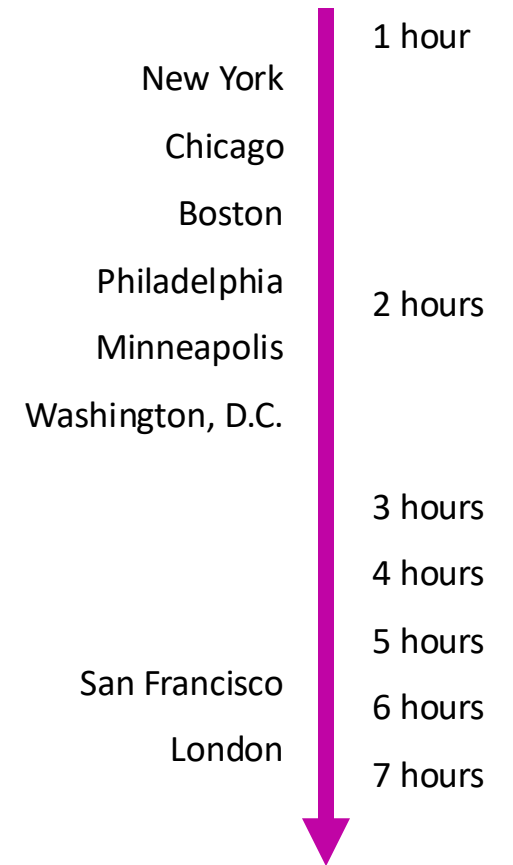
Title	Company
Chief Executive Officer	MTPConnect
Commercialization Lead	National University of Singapore
Chief Executive Officer	ResMed Corp.
Executive Director Medical, Access and Policy	Roche Diagnostics
SVP & MD, LATAM & CANADA	Smith & Nephew
President and CEO	STERIS
President, Digital, Robotics and Enabling Technologies	Stryker Corporation
Director of Patient Science & Engagement, CDRH	U.S. Food and Drug Administration
Strategic Partnerships Manager	University of British Columbia
Associate Director Public Affairs - Ontario	Vertex Pharmaceuticals
STUDENT	WESTERN UNIVERSITY
VP Privacy Officer	Zimmer Biomet, Inc.



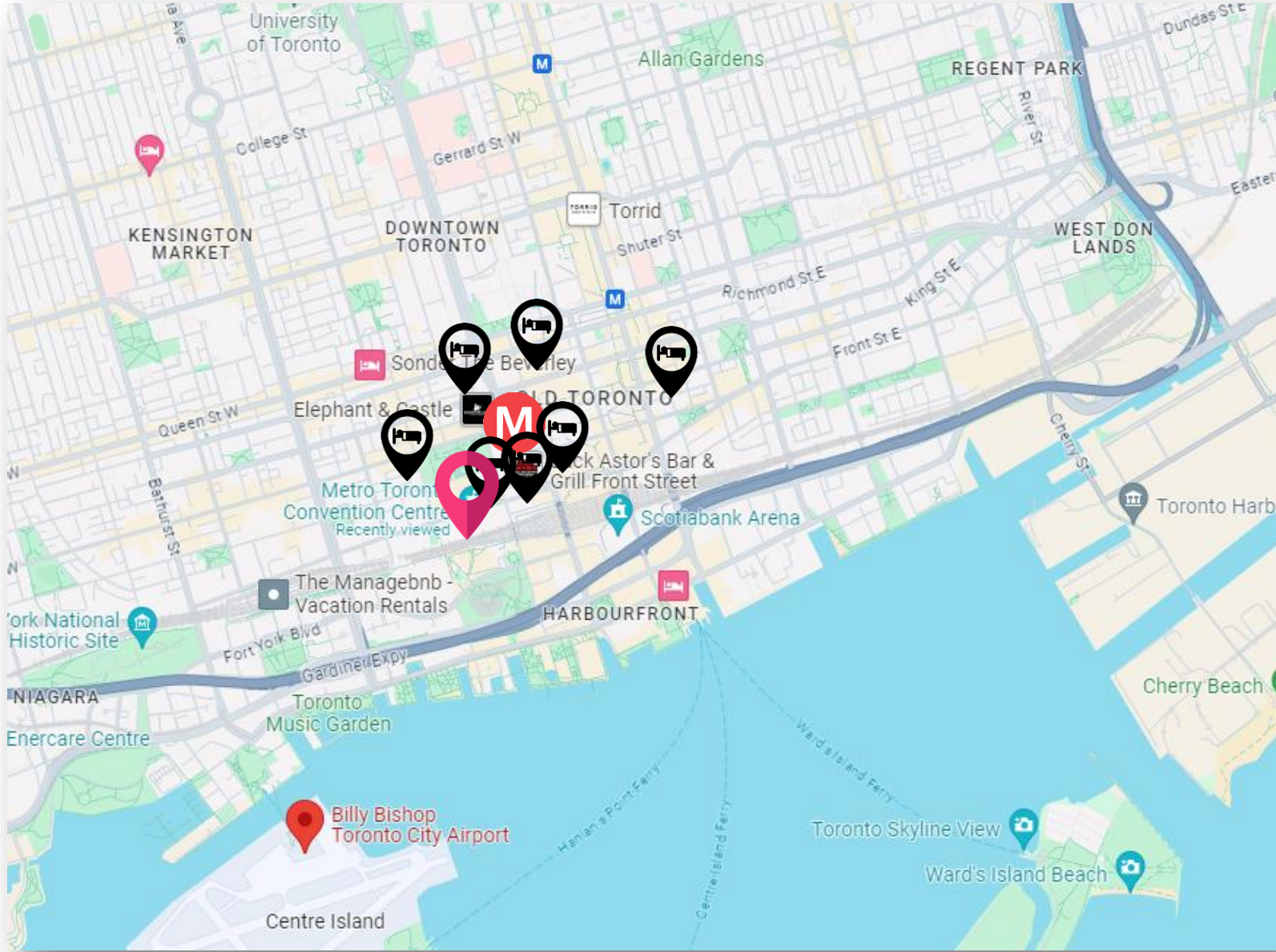
Travel to Toronto with Ease



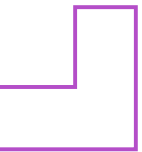
Time to Toronto



Navigate Downtown Toronto With Ease

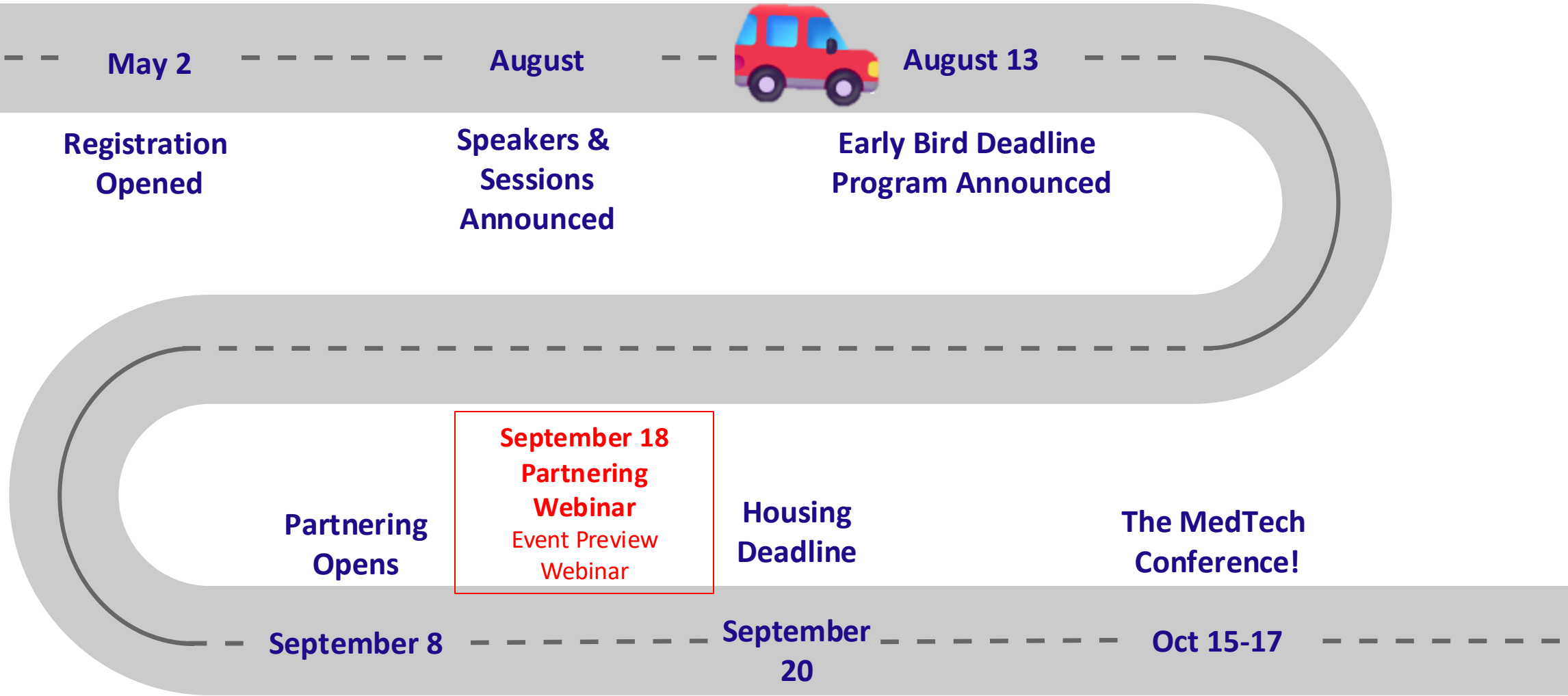


- ✓ 6+ Hotels in Walking Distance to CC
- ✓ Easy Metro from Billy Bishop
- ✓ Evening Receptions a few blocks from CC
- ✓ Negotiated Rates Guaranteed During Registration
- ✓ Book Early!



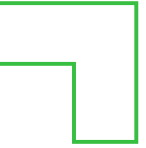
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Road to Toronto – 2 Months Until Showtime



#MTC24 Checklist

- Browse #MTC24 Event Updates – Your One Stop Shop
 - <https://tinyurl.com/MTC24Updates>
- Review Education Program Online Beginning August 8
- Review Registration Packages – All Access is Best Value (AdvaMed Members)
 - <https://themedtechconference.com/register/>
- Review Hotel List And Travel Planning Tips
 - <https://tinyurl.com/MTC24Travel>
- Register by August 13 to Save and Join Attendee List
- Share Attendee List on Social Media + Invite Colleagues
- Attend September 18 Webinar and Login to MyMedtech
- Request & Schedule Meetings and Build Your Schedule by October 12
- Plan for Fun and Wear Comfortable Shoes + Take Mass Transit
- Plan for 4 hours a day in Education Rooms
 - Lunch included in Keynote Sessions
- Plan 4 hours a day in the Medtech Campus + Receptions and Networking



Follow #MTC24 News + Join The Online Community

Event Updates: Your one-stop shop for news

Home » Event Updates

Event Updates | Announcements | Connection | Education | MedTech Campus

The Clock is Counting Down

Early bird pricing ends August 13!

Register Now

Final Week for Early Bird Pricing!

We're just one week away from the end of early bird pricing for The MedTech Conference in Toronto October 15-17. Don't miss out—register before August 23 to secure your all access pass at the lowest rate possible and join other executives and innovators at this premier event!

[LEARN MORE →](#)

August 6, 2024

Travel Made Easy: Getting to Toronto for The MedTech Conference

Planning your trip to #MedTechCon in Toronto? Discover how easy it is to get there with insights from Ray Briscuso our EVP of Conferences & Events. Drawing from his own personal travels to Canada in preparation for #MTC24, Ray shares everything you need to know for a smooth journey. Read the full blog for more!

[LEARN MORE →](#)

August 2, 2024

THE MEDTECH CONFERENCE KEYNOTE: LEADERSHIP & RIVALRY

WHO WILL KEYNOTE AT #MTC24?

Presented by HOLOGIC

Who Will Keynote at #MTC24?

Keynote Announced Wednesday, Aug 7! Join the MTC101 Webinar for the Live Update RSVP for the MedTech Conference 101 Webinar on Wednesday, August 7 at 11:00 AM ET to help you

[LEARN MORE →](#)

July 31, 2024

EDUVENTS | IOVIA MEDTECH | Johnson & Johnson MedTech

McKesson & Company | Medtronic | ZIMMER BIOMET

10 New #MTC24 Sessions Just Announced

Each year at The MedTech Conference, Advamed is dedicated to offering outstanding opportunities for the entire medtech ecosystem and this year is no exception! Our cross-cutting program covers dozens of

[LEARN MORE →](#)

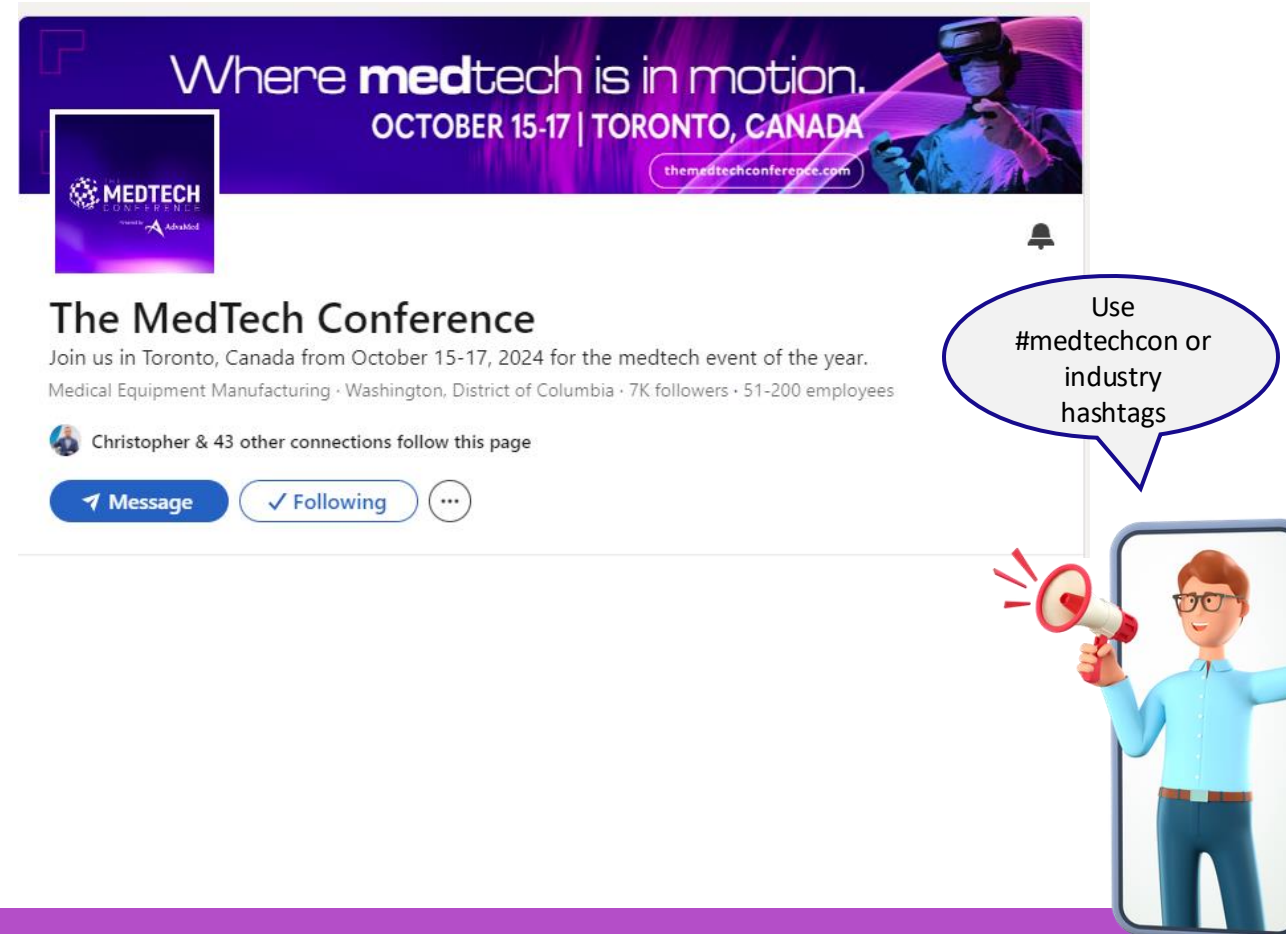
10 Essential Tips for Exhibiting at The MedTech Conference

Welcome to the ultimate guide for exhibitors at the MedTech Conference 2024 in Toronto! Whether you're a seasoned exhibitor or a first-timer, these ten tips will help you make the most of your

The Countdown is On: Less than 3 Months to #MedTechCon

The MedTech Conference is just around the corner! From October 15-17, join over 3,500 medtech professionals from more than 40 countries in Toronto for an action-packed

LinkedIn: Follow and join the conversation




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