• Leading medtech trade association in Washington, D.C.
• Global presence
• 400 member companies, ranging from the largest to smallest medtech innovators and producers
• All medtech sectors represented, including diagnostics, digital health, cardiovascular, orthopedics, dental health, and more
• Focus areas: policy, regulation, SME support, trade, market access, educational events
THE MEDTECH CONFERENCE 2020

• October 4-7, 2020
• Metro Toronto Convention Centre (MTCC), Toronto, Canada
• Premier, global gathering of medtech leaders
• 3.5 days of abundant educational, networking, showcasing and business development opportunities
With 3,000 attendees representing nearly 40 countries around the world, The MedTech Conference is a must-attend event for the industry’s prominent and most promising companies.

INDUSTRY SECTORS
- **SURGICAL**
- **NEUROLOGICAL**
- **Dental**
- **OPHTHALMIC**
- **SOFTWARE**
- **Radiation Therapy**
- **WOMEN’S HEALTH**
- **Cybersecurity**
- **DIABETES**
- **Capital Equipment**
- **CARDIOVASCULAR**
- **VASCULAR**
- **ORTHOPEDIC**
- **Infectious Disease**
- **DIGITAL HEALTH**
- **Metabolic Disease/Obesity**
- **CANCER/ONCOLOGY**
- **Nutrition Products**
- **IMAGING**
- **Blood**
- **Information Security**
- **DIAGNOSTICS**
- **WOUND HEALING**

NEARLY 60% OF OUR ATTENDEES ARE EXECUTIVE LEADERS

JOB FUNCTIONS
- **BUSINESS DEVELOPMENT**
- **EXECUTIVE MANAGEMENT**
- **GOVERNMENT/LEGISLATIVE AFFAIRS**
- **INVESTMENT/FINANCE**
- **REGULATORY**
- **REIMBURSEMENT**
- **SALES**
- **LEGAL & HEALTH CARE COMPLIANCE**
ACCESS TO INDUSTRY LEADERS
CROSS-CUTTING EDUCATION

CYBERSECURITY DIAGNOSTICS Value EU MDR/IVDR
INNOVATION Capital Formation STANDARDS Digital Health ROBOTICS
TRADE Coverage CLINICAL TRIALS TENDERING
IMDRF Case for Quality PERSONALIZED MEDICINE
REAL-WORLD EVIDENCE Digital Transformation DATA UDI
SOFTWARE Machine Learning M&A Strategic Partnerships AI
510(K) Inspections ADVANCED CODE OF ETHICS
POWERFUL PLENARIES
Explore more than 150 companies and 6 presentation stages.

- CEOs Unplugged Stage
- MedTech Innovator Showcase
- Innovation Pavilion
- Patient Pavilion
- Solutions Showcase
- MedTech Exec Talks
• Make an impact!
• Showcasing and visibility opportunities available at www.themedtechconference.com
• Contact Cassy Pristas, cpristas@advamed.org for details
PAST INTERNATIONAL SPONSORS & EXHIBITORS

Australia
Belgium
Canada
China
Costa Rica
Finland
France (Rhone-Alps)
Ireland
Israel
Netherlands
U.K.
...and more
VALUABLE CONNECTIONS

One-on-one partnering powered by
EMERGING COMPANIES

700+ Early to mid-stage medtech companies submitted applications
50 Showcase companies
25 Accelerator companies
4 Finalists

GRAND PRIZE WINNER
SMEs, INVESTORS & CORPORATE BUSINESS DEVELOPMENT

Accel Leadership Seminar

Business Development / Finance Panels
• Case studies, best practices, new models for financing & collaboration

Strategic Investor Speed Networking
• Corporate BD execs & equity investors meet with the 50 MedTech Innovator Showcase companies

Innovation Pavilion
• 39 countries in 2019
• 20% of total attendance
• Dedicated assistance for international delegations
• Contact Caroline Ruggieri, cruggieri@advamed.org for details
INTERNATIONAL PROGRAMS 2019

- U.S. Market Access Seminar
- International Reception
- Opening Super-Session
- China program / dinner
- LatAm sessions / reception
- Country presentations
- Global Health Award
- Site visits post-conference
DELEGATION ORGANIZERS: YOUR OPPORTUNITIES

• Showcase the best of medtech in your region
• Attract inward investment
• Help your companies identify collaborators or investors to advance their business and market access goals
• Bring high-level public officials for visibility & networking opportunities
• Benefit from international delegation registration discounts for you and your delegates
SHOWCASING OPTIONS

- Exhibit / sponsor
- “Export Café”
- Pre-conference promotional support
- Strength in numbers!
## REGISTRATION OPTIONS

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<th>FULL ACCESS</th>
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<th>EXHIBIT PROGRAM PASS</th>
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<td>Early Bird Rate</td>
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<td>Early Bird Rate</td>
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<td>Member Less than $100M</td>
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<td>Member Over $100M</td>
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<td>Government/Academic/Nonprofit/Hospital/Investor</td>
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<td><strong>Plenary Sessions</strong></td>
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<td><strong>MedTech Connect Partnering</strong></td>
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<td><strong>Education Program – 80+ Sessions</strong></td>
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<td><strong>MedTech Innovator Showcase</strong></td>
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<td><strong>Exhibit Hall with six presentation stages, including CEOs Unplugged and MedTech Exec Talks</strong></td>
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Visit themedtechconference.com for more information.
REGISTRATION DISCOUNTS FOR INTERNATIONAL DELEGATIONS

• Flat-fee for members of official international delegations

• Option for pre-paid bulk purchase

• Discount also available for individual (non-North American) delegates
ARRIVE EARLY, STAY LATE!

- Site visits / facility tours in Western Canada (TBD)
- Market Access Seminar on Sunday, October 4 at the Metro Toronto Convention Centre.
- Site visits / facility tours in Toronto, Ontario and Montreal, Quebec on Thursday & Friday, October 8-9.
**NEXT STEPS**

- Block your calendar for the week of October 4-9 (Sunday through Friday)
- Download our international brochure from [www.themedtechconference.com](http://www.themedtechconference.com) (International Delegations tab)
  - Distribute to your in-country medtech community to solicit interest & participation
- Contact Caroline Ruggieri to discuss delegation participation & support
- Connect with our local (Canada-wide) hosts
- Plan for the long-term:
  - In 2021, the conference will be held in Minneapolis, Minnesota, USA
  - Alert your counterparts from consulates / trade offices in Minneapolis that you are working with us this year and invite them to come to the conference to see it first-hand
THANK YOU!

Caroline Ruggieri

cruggieri@advamed.org