Where medtech is in motion





Today's Agenda

Maximize Your ROI at #MTC24

Partnering Tips & Event Updates

- 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. Introduction to MyMedTech and Partnering
- 6. Registered Attendee List Preview
- 7. Your MedTech Conference Checklist
- 8. Q&A

Today's Speakers

Maximize Your ROI at #MTC24

Erin Lee

Vice President, Marketing, AdvaMed

Beth Perkins

Director, Business Development & Investor Relations, Advamed

Dave BialkowskiSenior Vice President at JUJAMA

THE MEDTECH CONFERENCE | OCTOBER 15-17 | TORONTO

Powered by:



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 Educatio
n Program



Medtech
Partnering,
Investor Forum
& Networking



Dynamic
Medtech Campus
with Company
Presentations

5 Reasons to Attend The MedTech Conference

The MedTech Conference brings together more than 1,400 companies from 45+ countries in a dynamic environment designed for:

- 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
- Attend world-class education across 20+ cross cutting themes
- Access to thousands of global medtech leaders and innovators all week







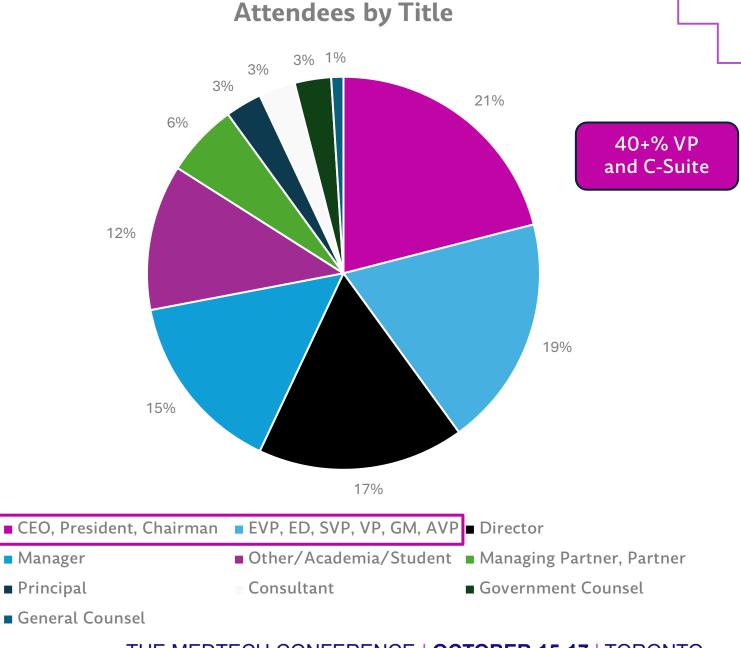


Who Can You Meet in Toronto

Less Than One Month Until #MTC24

The MedTech Conference

Attendance by Job Title



THE MEDTECH CONFERENCE | OCTOBER 15-17 | TORONTO

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 Supplier	rs 3%	Women's Health	4%
In Vitro Diagnostics	2%	Wound Management	2%

Medtech Campus Snapshot



THE MEDTECH CONFERENCE

Tips for Navigating Companies and Stages

CEOs Unplugged Stage: Don't miss candid commentary, insights, and access to expertise from top medtech industry leaders.

Patient Pavilion: Earmark these inspiring patient sessions where they share firsthand accounts of their lives changed by the latest medtech innovations.

NEW! Tech in Motion Hub: Don't miss interactive technology and product demos in an immersive area spotlighting diabetes, in-home & connected care, digital health and women's health.

sponsored by



Innovation Pavilion: Where dozens of early-stage device, diagnostic and digital health companies showcase and discuss their technologies and prototypes.

sponsored by



MedTech Innovator Stage: Meet the 2024 cohort of medical device, diagnostic, and digital health early-stage companies. Watch them present their technologies and value propositions in sector-based sessions, moderated by leading corporate executives and investors.

Solutions Showcase: Find your next partner! Hear from companies with unique solutions to a variety of challenges, from engineering and design to building and managing data infrastructure and beyond.

Company Presentations (in the Innovation Pavilion): Startups, small companies, and commercial-stage companies looking for partners and investors showcase their technologies during these company presentations.

Exhibitors & Pavilions: Take time each day to stop by and browse hundreds of companies showcasing their latest innovations and solutions. *Tip:* Use the app to find the latest list of companies with descriptions and product categories.

Partnering Area: Home to thousands of 1x1 partnering meetings held Tuesday – Thursday within the exhibit floor. Connect with companies and request meetings all week long in MyMedTech.

Hockey Challenge: Get ready to showcase your skills and compete in our exciting hockey challenge.

sponsored by



Career Hub: Great for "next gen" medtech professionals (students, recent graduates, veterans, and those new to a career in MedTech). Stop by to meet and network with recruiters from medtech leaders, a Career in MedTech Speaker Series, and cultivated networking opportunities.

AdvaMed Booth: Stop by to learn more about how AdvaMed supports its members year-round through a variety of services and initiatives designed to help the medical technology industry thrive.

Sampling of who can you meet @ MTC24













































2024 Sponsors







Johnson & Johnson MedTech

Medtronic

























Dedicated to building market leaders in healthcare

#MTC24 International Participation

* Indicates official delegation or pavilion

Confirmed Participation from 44+ Countries

- 1. Australia*
- 2. Belgium*
- 3. Belize
- 4. Burkina Faso
- 5. Brazil
- 6. Cameroon
- 7. Canada* Medtech
- 8. Chile
- 9. China
- 10. Denmark
- 11. Dominican Republic

- 12. Finland
- 13. France
- 14. Germany*
- 15. Ghana
- 16. Hong Kong
- 17. India*
- 18. Ireland*
- 19. Israel
- 20. Italy
- 21. Japan*
- 22. Korea (Republic)

- 23. Lithuania
- 24. Luxembourg
- 25. Malta
- 26. Martinique
- 27. Mexico
- 28. Netherlands*
- 29. New Zealand
- 30. Nigeria
- 31. Pakistan
- 32. Peru
- 33. Poland

- 34. Portugal
- 35. Somalia
- 36. Spain
- 37. Sweden
- 38. Switzerland
- 39. Taiwan
- 40. Ukraine
- 41. UAE
- 42. UK
- 43. USA
- 44. Vietnam

#MTC24 State Participation

Confirmed Participation from 28+ Key States - by registration

1		1 • C	•
1.	Cal	lifor	'nıa

- 3. Maryland
- 4. Illinois
- 5. New Jersey
- 6. Minnesota
- 7. New York
- 8. District of Columbia
- 9. North Carolina

- 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

Schedule at a Glance

SCHEDULE AT A GLANCE	MONDAY October 14	TUESDAY October 15	WEDNESDAY October 16	THURSDAY October 17
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 Presenations 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 & Al
- 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
 - o 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

MEDTECH IN MOTION: SHAPING THE FUTURE OF HEALTH CARE INNOVATION



MODERATOR: **Joanne Wuensch** *Managing Director*





Peter J. Arduini
President and CEO



GE HealthCare



Roy Jakobs CEO

PHILIPS



Michael F. Mahoney Chairman and CEO

Scientific Scientific



Moderated by

Joanne Wuensch

Managing Director, Citi

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)



CHAMPIONS OF RESILIENCE



LEADERSHIP, RIVALRY AND THE PATIENT JOURNEY

Martina Navratilova Chris Evert

Moderated by Sally Jenkins, Washington Post

Sponsored by





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

FDA CDRH Town Hall THURSDAY, OCTOBER 17 | 8:15 AM – 9:30 AM



Daniel Caños
Director, Office of
Clinical Evidence and
Analysis, Office of
Product Evaluation and
Quality, CDRH, FDA



Owen Faris
Acting Director, Office
of Product Evaluation
and Quality, CDRH,
FDA



Jeffrey Shuren
CDRH Center Director
Emeritus, Office of
the Commissioner,
FDA



Michelle Tarver
Acting Director,
CDRH, Office of the
Center Director,
FDA



Troy Tazbaz
Director, Digital
Health Center of
Excellence, CDRH,
FDA



MODERATOR:

Janet Trunzo

Senior Advisor to the President,
Senior Executive Vice President,
Technology and Regulatory
Affairs, AdvaMed

Hot Networking Opportunities

MONDAY, OCTOBER 14

Global Medtech Welcome Reception @ Steam Whistle Brewing

6:00 PM - 8:00 PM Steam Whistle Brewing

sponsored by

Johnson & Johnson Med Tech

TUESDAY, OCTOBER 15

MedTech Color's Seventh Annual **Networking Breakfast**

Additional Registration Required

7:30 AM - 9:00 AM **Keynote Theatre**

hosted by



MedTechColor

Medtech Campus Happy Hour

5:00 PM - 6:00 PM

Level 800, Medtech Campus

sponsored by AlixPartners

WEDNESDAY, OCTOBER 16

MedTechVets Breakfast 7:15 AM - 8:45 AM Level 700. Room 718A

hosted by



AdvaMed Women's Executive **Network Meetup**

5:00 PM - 6:00 PM Level 800, Medtech Campus

sponsored by



Johnson & DHILIPS MedTech





WATER STREET

Chairman's Reception @ Medtech Campus

5:00 PM - 6:00 PM

Level 800, Medtech Campus

sponsored by



WEDNESDAY, OCTOBER 16

AdvaMed PRIDE Leadership **Network & Allies Reception** 6:30 PM - 8:00 PM

Fairmont Royal York Hotel, Library and York Rooms

sponsored by

Johnson & Johnson Med Tech

*s*tryker*

MTC Live! Jam Session* 8:00 PM - 10:30 PM

Fairmont Royal York Hotel, Concert Hall

Limited to All-Access attendees only.

American Auth*rs

THURSDAY, OCTOBER 17

Networking Lunch @ Medtech Campus 12:00 PM - 1:30 PM Level 800, Medtech Campus



"The MedTech Conference gives equal voice to and has a focus on emerging device companies. The conference gives smaller organizations a voice and a forum to address regulatory, reimbursement and compliance challenges that directly impact our businesses."

- Cary Vance, Chairman, President & CEO, PhotoniCare, Inc.

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





#MTC24 Investor Preview

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

415 Capital

Altaris Capital Partners

Amplitude Ventures

Angel One Network

Arboretum Ventures

Archangel Network of Funds

BDC

Ben Franklin Technology Partners

Blackstone Life Sciences

Bloom Burton & Co.

Blue zone ventures

BMO

BNP Paribas

Boston Harbor Angels

Brampton Angels

Brinc

Broadview Ventures

CABHI - Baycrest Hospital

Canada Finance Ventures

Canada Pension Plan Investment Board

Centre for Aging + Brain Health Innovation

CRG

Cross Border Impact Ventures

Deerfield Management

Define Capital Inc

DW Healthcare Partners

Ecphora Capital FKS Ventures

Emerging Technology Centers

Endeavour Vision SA

Esplanade Ventures

EXPONENTIAL CAPITAL

Features Capital Felton Group

Fiddlehead Ventures

Flexpoint Ford

Forest Road Life Sciences FOS Capital Partners, LLC

Genesys Capital

Gilde Healthcare Partners

Gobi Partners

Good Growth Capital

Graphite Ventures

H.I.G. Capital

HaloHealth Physician Angel Group

Hatteras Venture Partners

HealthQuest Capital HealthTech Investors Heinz Ventures, LLC

Hunniwell Lake Ventures

IAG Capital Partners

ID3 Ventures iGan Partners Ikigai Ventures

Innovobot / Innovobot Resonance Ventures

International Finance Corporation JobsOhio Growth Capital Fund



#MTC24 Investor Preview

Continued...

KCK MedTech

Keiretesu Forum - South East

Keiretsu Forum Canada

Kineo Finance

Kolab Ventures LLC

Lakewood Holdings

Landmark Angels/FO

LaunchIt Ventures

Leva Capital Partners LP

Life Science Angels

Linden Capital Partners

Lumira Ventures

Maple Leaf Angels

MedMountain Ventures

MedTech Advantage Fund

MedTecX

Merieux Equity Partners

Meritage Venture Group

MVM Partners

NC Biotechnology Center

NEA

New Day Venture Capital

NRC - IRAP

Ontario Bioscience Innovation Investor

Ontario Centre of Innovation (OCI)

Opus8, Inc.

OrbiMed

OTPP

Partners Group Pierpoint Capital Plug and Play Alberta

Praxis Spinal Cord Institute

PRIVEQ Capital Funds

Pureland Global Venture

Redesign Health

Revival Healthcare Capital

ROG

RoundTable Healthcare Partners

Sante Ventures

Science Center

Sectoral Asset Management

She's Independent Investments

Society Ventures

Sonder Capital

Springhood Ventures

Suncoast Ventures

SV Health Investors

Taiwania Capital Management

TELUS Global Venture

TELUS Pollinator Fund

Touchdown Ventures

Tramway Ventures

Trendlines Medical Singapore Pte Ltd

Unorthodox Ventures

UPMC Enterprises

Vensana Capital Management, LLC

Water Street Healthcare Partners

Wavemaker Three-Sixty Health

Xcellerant Ventures



Corporate Reverse Pitch Presentatio

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.





















HAEMONETICS®

Johnson & Johnson Med Tech









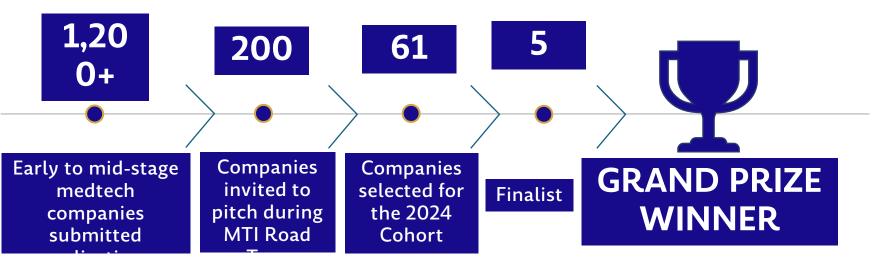






Launchpad for Medtech Emerging Companies













Partnering is Open!

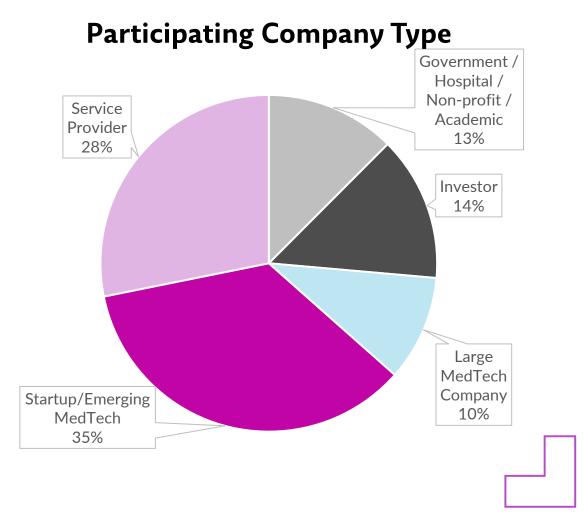
MyMedtech Preview

Partnering • Education • Networking • One-Stop-Shop

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





Jujama Demo



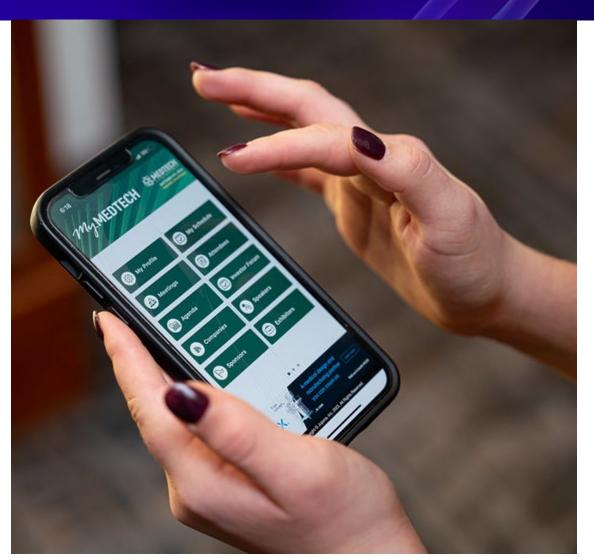
REMINDERS

Access the MyMedTech App Today!



iPhone Mobile App



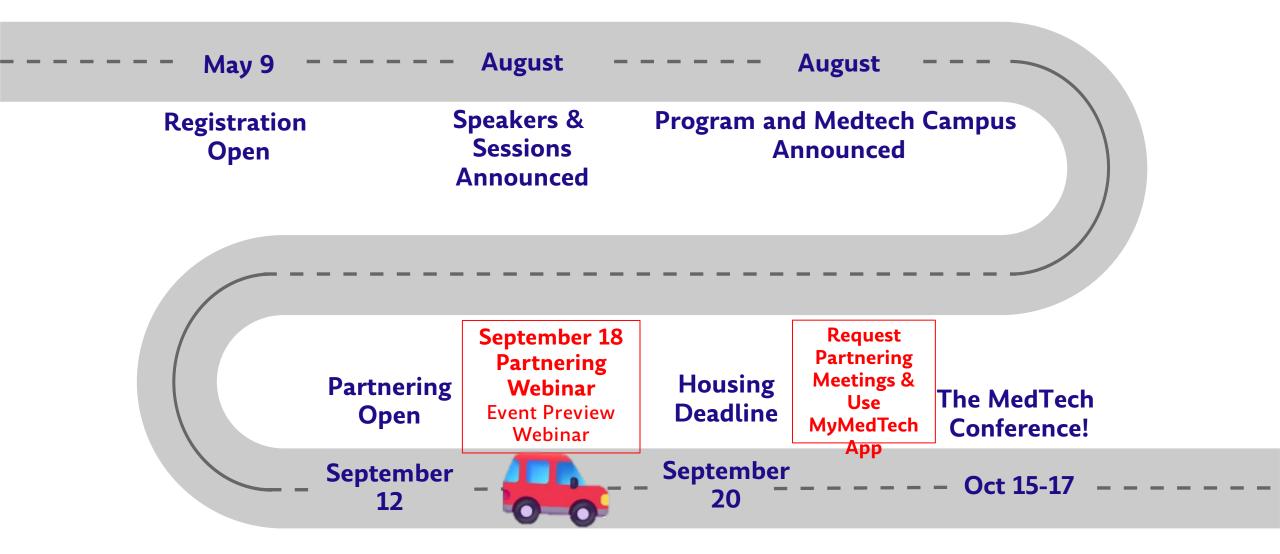


Android App





Road to Toronto - 1 Month Until Showtime



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

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	American Cancer Society
Development and Philanthropy	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

THE	MEDTECH	CONFE	RENCE

Title	Company
Chairman and CEO	Boston Scientific Corporation
Sector Manager, Health and Life Science	s 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?

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

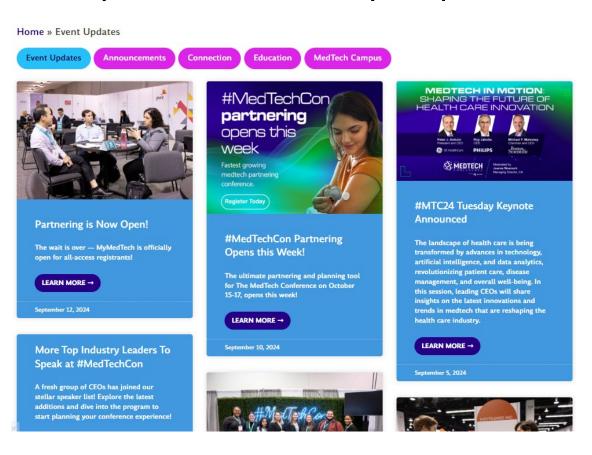
Title	Company
Chief Executive Officer	MTPConnect
	National University of
Commercialization Lead	Singapore
Chief Executive Officer	ResMed Corp.
Executive Director Medical, Access and	5 . 5
Policy	Roche Diagnostics
SVP & MD, LATAM & CANADA	Smith & Nephew
President and CEO	STERIS
President, Digital, Robotics 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.

#MTC24 Checklist

☑ Attend September 18 Webinar ☐ Review Registration Packages - "All Access Pass" is Best Value (and access to MyMedTech) https://themedtechconference.com/register/ ☐ Register and Book Housing By Friday, September 20 ☐ Download the MyMedTech App in Apple and Google Stores ☐ Login to MyMedtech (you will receive email prompt too!) □ https://themedtechconference.com/partnering/ ☐ Browse #MTC24 Event Updates – Your One Stop Shop https://tinyurl.com/MTC24Updates ☐ Request & Schedule Meetings and Build Your Schedule September 18 -October 12 ☐ Share Attendee List on Social Media + Invite Colleagues ☐ For those travelling from the US or outside of Canada, remember your passport ☐ Plan for Fun and Wear Comfortable Shoes + Take Mass Transit ☐ Plan for 4 hours a day in Education Rooms □ Lunch included in Keynote Sessions
THE MEDIECH CONFERENCE | OCTOBER 15-17 | TORONTO
□ 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



LinkedIn: Follow and join the conversation





QUESTIONS?

THANK YOU

Maximize Your ROI at #MTC24



Vice President, Marketing, AdvaMed conferenceinfo@advamed.org

Beth Perkins

Director Business Development & Investor Relations, AdvaMed conferenceinfo@advamed.org

Dave Bialkowski

Senior Vice President at JUJAMA support@jujama.com



Join us in October Register Now

themedtechconference.com