

## Your Opportunity!

*AdvaMed 2012*, the premier conference for the medical device and diagnostics industry, will be held in Boston! A center for the MedTech and Life Sciences community, Boston is home to prominent industry leaders, innovators, and investors. For information on how you can get involved, contact us at +1.202.434.7213 or email [info@medtechconference.org](mailto:info@medtechconference.org).

### Come Solo or as Part of Delegation!

Several trade offices and organizations are expected to host delegations to *AdvaMed 2012* from Austria, Canada, France, New Zealand, Sweden, Switzerland, the UK, and others. Contact us for more information.

### Conference Planning Committees

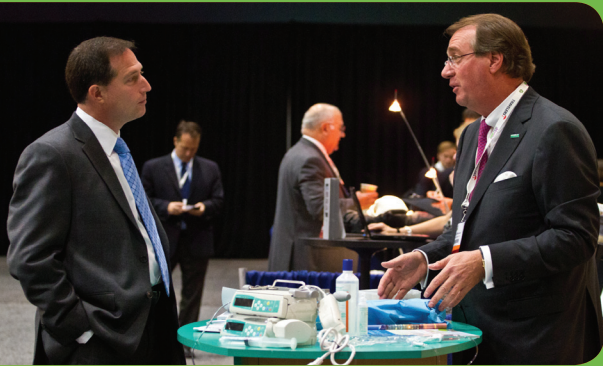
Apply to join a conference planning committee and provide strategic guidance as we develop high quality programming, recruit new delegations, and maximize business development opportunities. Companies with a strong Boston and New England presence are particularly encouraged to apply.

### Panel Proposals: Submit Ideas for the 2012 Program!

Organizing a panel at *AdvaMed 2012* is your opportunity to showcase your expertise, gain industry visibility, make valuable connections, and position yourself as a thought-leader. Panels will cover the most timely, relevant topics in the areas of policy, regulation, reimbursement, business development, compliance, finance, and international issues. Panel proposal submissions are currently being accepted at [www.AdvaMed2012.com](http://www.AdvaMed2012.com).

### Increase Your Visibility as an Exhibitor and/or Sponsor

Maximize your company's participation at the premier MedTech event by becoming a sponsor and/or exhibitor. Sponsorship and exhibit packages can be customized to fit your objectives and budget, and every package includes valuable benefits, including complimentary registrations.



Mid-Atlantic - Russia  
Business Council

Contact: Val Kogan, President, MARBC

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Since 1994, a major focus of Mid-Atlantic - Russia Business Council's (MARBC) efforts have been the establishment of the U.S. Mid-Atlantic region as a leading partner for Russian-American business and technology cooperation. Emphasizing Russian-American cooperation in lucrative fields, including advanced materials/nanotechnology, energy & environment, medical technology, pharmaceuticals & biotechnology, among others. MARBC is working with *AdvaMed 2012* to attract Russian companies to the U.S., October 1-3, 2012 for *AdvaMed 2012* in Boston, MA.



Photos: Jack Hartzman



[www.AdvaMed2012.com](http://www.AdvaMed2012.com)

# Medical Technology . Access. Insight. Opportunity.

*AdvaMed 2012* is the premier MedTech conference for CEOs, business development executives, policymakers, investors, distributors, media, and other medical device and diagnostic industry stakeholders from around the world. *AdvaMed 2012* will take place in Boston, a MedTech hub where manufacturers, researchers, investors, and key service providers all come together.

## Access: Unparalleled Networking Opportunities

*AdvaMed 2011* hosted more than 1,900 medical device and diagnostic industry executives from 38 states and 22 countries representing a range of sectors, including blood, cardiovascular, ophthalmic, IVD, diagnostic imaging, orthopedic, neurological, wound management, and surgical.

## Insight: World-Class Program & Outstanding Thought-Leaders

*AdvaMed 2011* featured 190+ thought-leaders, decision-makers, and influencers providing a world-class program that examined all the latest and most important issues—from the 510(k) process to raising capital to navigating healthcare reform.

*AdvaMed 2011* speakers included HHS Secretary Kathleen Sebelius, Jeffrey Shuren and John Taylor of the FDA, Mexican COFEPRIS Commissioner Mikel Arriola, NHS Medical Director Sir Bruce Keogh, and President George W. Bush.

## Opportunity: Business Development & Collaboration

### MedTech Partnering

MedTech companies need good partners—find yours at *AdvaMed 2012*!

*AdvaMed 2012* is your opportunity to conduct numerous one-to-one meetings over two days with leading global MedTech companies. Participation in the online partnering system is included with your full-access conference registration and enables you to view company profiles, secure onsite meetings, and continue communication even after the conference has ended.

### Company Presentations

*AdvaMed 2012* company presentations connect innovative MedTech companies and tech transfer offices with established industry business development leaders, investors, entrepreneurs, and other strategic partners.

**AdvaMed**  
**2012** THE MEDTECH  
CONFERENCE  
ACCESS. INSIGHT. OPPORTUNITY.

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## AdvaMed 2011 Quick Facts

- 1,911 attendees from 22 countries and 38 states
- 928 individual companies and organizations
- 420 CEOs, presidents and C-level executives
- 185 investors, corporate business development and other finance executives
- 944 one-to-one partnering meetings
- 86 exhibiting companies
- 62 presenting companies