

The Medical Industry's Trusted
Resource for Project Acceleration

BIOMEDevice

==== An MDM Event



EXPOSITION & FORUM

November 10–11, 2010

San Jose McEnery Convention Center

San Jose, CA



BIOMEDeviceShow.com

Can attending BIOMEDevice make a difference to your business?

We certainly think so...

BIOMEDevice moves beyond a typical exposition—this is your comprehensive resource for exploring the latest industry issues and developments, meeting with world-class suppliers, and discovering solutions to all of your medical product and biopharmaceutical development needs.

We invite you to bring your most pressing medical product development challenges, and leave with the tools and knowledge you require to compete in today's ever-changing, fast-paced marketplace.

- Modernize business practices
- Simplify and improve your supply chain
- Increase productivity and shorten time to market
- Remain competitive and evaluate new partnerships
- Reduce costs and increase margins

Join us in November and find out why BIOMEDevice is the trusted resource for medical product development.



Registering Has Never Been Easier!

1. Online Anytime at BIOMEDeviceShow.com

Registering is a snap. Simply use your personalized QuikReg number located above your name on the mailing panel.

2. Invite a Colleague to Join You

Do you have colleagues that might want to attend? We've provided you with an invitation, but they may also register online anytime using Promo Code: BD

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BIOMEDevice

An **MM** Event

Knowledgeable Suppliers — Superior Quality and Expertise

BIOMEDevice maximizes your time by gathering more than 300 of the world's best and most qualified suppliers under one roof. They know your industry, understand your objectives, and are ready to help you bring that new device to market and accelerate your business's revenue cycle.

Timely and Relevant Information Your Business Needs to Thrive

Learn about the newest tools and technologies and take your projects to the next level. These concise and informative technology presentations take place both event days and cover a wide range of topics in order to address your particular development challenges. View the complete schedule at BIOMEDeviceShow.com.



Evolve. Compete. Accelerate.

Design, Build, Test, and Package — Hands-On Access You Won't Find Anywhere Else

From initial start-up and R&D through end-product marketing, only BIOMEDevice offers the immediate access you need to step up competitiveness and reduce costs.

- Automation/Robotics
 - Cleanroom Equipment and Supplies
 - CNC Machine Tools
 - Coatings
 - Components
 - Contract Manufacturing Services
 - Custom Molding
 - Design Services
 - Electronic Components
 - Laboratory Equipment and Supplies
 - Medical-Grade Materials
 - Medical-Grade Packaging Materials
 - Medical Tubing
 - Metal and Plastic Component Fabrication
 - Micro Motors
 - Outsourced Services
 - Packaging Equipment
 - Plastic and Silicone
 - Precision Metal Components
 - Pumps/Valves
 - Specialty Adhesives
 - Sterilization Equipment/Services
 - Subassemblies
 - Surface Treatment
 - Testing Equipment/Services
 - Software
- ...and so much more!*

Additional Resources Integral to Biotech, Biopharma, and Medical Product Development

Source additional products and services instrumental to medical, biotech, and biopharmaceutical manufacturing at these special event features:

NEW!

Biomaterials

Quality

Contract Manufacturing & Outsourcing



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FORUM

The Forum will bring together medical technology executives to examine the most timely and critical issues surrounding emerging, enabling, and converging technologies.

Medical technology executives will walk away with the information they need to stay ahead of their competition through a series of keynote presentations, case studies, and high-level technology sessions within the following sector-specific areas of: Cardiovascular, Neurotechnology, Healthcare Reform, and Innovation & Connectivity.

Who Should Attend:

Medtech professionals with responsibilities within Engineering, Manufacturing, Product Development, Quality, Regulatory Affairs, and Research & Development.

Key Benefits of Attending:

- Hear novel approaches to the diagnosis and treatment of brain and nervous system disorders created through rapidly evolving technology.
- Discuss the good tenets of cardiovascular device design.
- Explore the opportunities and challenges connectivity present for medical device manufacturers.
- Examine the impact of healthcare reform on the future of medical technology.
- Analyze major trends related to medical device design, engineering, commercialization, and health care reform.

Register today and save with early-bird rates!

Registration Options	Early-Bird Discount Rate (By October 15, 2010)	Post-Deadline & On-Site Rate (After October 15, 2010)
Half Day	\$150	\$250
Two Half Days	\$250	\$350
One Day	\$250	\$350
One and a Half Days	\$350	\$450
Two Days	\$450	\$550



Join innovators and industry leaders at this year's Forum as they share in-depth knowledge on topics critical to next-generation technologies.

Wednesday, November 10, 2010

8:30 A.M.–12:00 P.M.	Neurotech
8:45–10:00	Keynote & Keynote Panel — Innovation in Neurotechnology One fifth of the American population suffers from a neurological disorder, and many neurological diseases go undiagnosed. We have made incredible advances in our understanding of how the brain works in recent years, and with the emergence of new engineering techniques the impact on patients' quality of life will be greatly improved. Examine novel approaches to the diagnosis and treatment of brain and nervous system disorders created through the rapidly evolving technology. <i>Moderator: Casey Lynch, Managing Director, NeuroInsights, Director, NIO</i> <i>Speakers: Bret Schneider, MD, Department of Psychiatry, Department of Neurosurgery, Stanford University School of Medicine</i> <i>Shawn Lyndon, CEO, Orasi Medical</i> <i>Robert Ford, VP, Technology Development, Cerephex</i>
10:00–10:15	Networking Break
10:15–10:45	Combination Products For More Targeted Delivery and Increased Efficacy Novel stent technologies for the treatment of coronary artery disease (CAD) at or near bifurcations.
10:45–11:15	Neurostimulation Technology Examine wireless neurostimulation technology platforms treating neurological disease with use of a minimally invasive implantable device. <i>Martha Morrell, M.D., Chief Medical Officer, NeuroPace</i>
11:15–12:00	Case Study: Examine key challenges to getting a product past key milestones in the development and approval of the product.
12:00 P.M.–1:30 P.M.	VIP Keynote: The Future of Medical Technology Examine the impact of health care reform on the future of medical technology. Discuss critical challenges to the industry and how innovative leadership in the field is addressing the issues through strategic initiatives. <i>Speaker: Robert E. Grant, CEO and President, Surgical Business, Bausch & Lomb</i>
1:45 P.M.–5:00 P.M.	Device Innovation & Connectivity
1:45–3:00	Keynote — Device Innovation: Key Opportunities and Challenges for Device Manufacturers Innovative medical technology is leading the charge to improve health outcomes through preventative medicine, earlier diagnosis, and more effective disease management. This session will examine what opportunities and challenges connectivity present for medical device manufacturers. The session will also discuss the impact of the regulation on the effort to put HIT in the mainstream of healthcare delivery.
3:00–3:15	Networking Break
3:15–3:45	MedTech Funding & Commercial Opportunities Examine the funding and commercial opportunities for enabling medical technologies. <i>Melinda Richter, Executive Director, Executive Director, San Jose BioCenter</i>
3:45–4:15	Innovation in POC Diagnostics Innovative medical device designed for rapid, non-invasive disease diagnoses and health status monitoring utilizes novel chip technologies, nano materials, and sensing architecture.
4:15–5:00	Case Study: Medical Device Regulatory Landscape and Its Impact on Innovation Examine how the changing regulatory landscape will impact innovation in the medical device industry. <i>Speaker: Kenneth K. Kleinhenz, Vice President Regulatory Affairs & Quality Assurance, Cytori Therapeutics</i>

Thursday, November 11, 2010

8:30 A.M.–12:00 P.M.	Cardiovascular
8:45–10:00	Keynote & Panel — Innovations in Cardiovascular Devices The development of medical devices for patients with cardiovascular disease requires a multifaceted process that involves a highly competitive landscape and complex regulatory landscape. This panel will examine innovation in cardiovascular device technology and discuss the intense market competition, improved design, and new materials driving the next generation minimally invasive cardiovascular devices. <i>Moderator: Andrew Becker, MD, PhD, President, Becker Pharmaceuticals</i> <i>Speakers: Corinne Nevinny, Corporate Vice President, Cardiovascular, Edwards</i> <i>Robert White, President, TyRx</i> <i>John Dobak, President, Medical Technology Development</i>
10:00–10:15	Networking Break
10:15–10:45	Innovative Technologies Improve Ease of Use and Patient Outcomes Novel stent technologies for the treatment of coronary artery disease (CAD) at or near bifurcations.
10:45–11:15	Utilizing the Bodies Response as a Mechanism of Action (MOA) The latest technology is considered the first drug coated vessel closure device in the market utilizes a drug to neutralize heparin in the tissue adjacent to the device to facilitate quick and efficient vessel closure.
11:15–12:00	The Future of Cardiovascular Devices This session will examine the good tenets of cardiovascular device design and examine the key challenges and opportunities presented in this field. <i>Ivan Vessley, PhD, Founder & Chief Scientific Officer, ValveXchange, Inc.*</i>
12:00 P.M.–1:30 P.M.	Lunch
1:45 P.M.–5:00 P.M.	Regulatory and Healthcare Reform
1:45–3:00	Regulatory Reform <i>Speaker: To Be Announced</i>
3:00–3:15	Networking Break
3:15–4:15	Keynote & Panel — Healthcare Reform: Medical Device Industry Perspective This panel session will examine the impact of the healthcare reform legislation on the industry. How will these new changes impact the pricing and reimbursement of your products? <i>Speakers: Jessica Grossman, President, Gynesonics, Principal at JG Limited LLC</i> <i>Kirk Seward, Director, President, CTO, Mercator MedSystems</i> <i>John Ridge, Director Reimbursement, Ventana Medical*</i>
4:15–5:00	Prospering in a post-reform world One of the most important pieces of health legislation since Medicare is now the law of the land. Agile organizations will take advantage of key opportunities available now as the rest of the industry tries to find its bearings. This presentation will provide an update on meaningful details in the legislation and their ramifications for your organization by addressing: <ul style="list-style-type: none"> • Overview of reform, including its major components and implementation timeline • Implications of health reform for your organization (opportunities, challenges and contingency planning) • Specific recommendations for the medical device industry on strategies to cope with the new requirements <i>Todd Evans, Director, Health Industries Advisory Services, PricewaterhouseCoopers</i>

* Invited

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 - Contract Manufacturing & Outsourcing**



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General Information

Exposition Dates

Wednesday–Thursday
November 10–11, 2010
10:00 AM–4:00 PM

Forum Dates

Wednesday–Thursday
November 10–11, 2010
8:30 AM–5:00 PM

Location

San Jose McEnergy Convention Center
150 West San Carlos Street
San Jose, CA 95113

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Swipe your badge at the giveaway booth during your visit and enter for your chance to win a gift card in one of our hourly drawings or a sleek new iPad in our grand prize drawing at the end of each day. Stop by the booth throughout your visit to see if you've won!



Pssst...Pass it on!

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Know Before You Go

- Preview resource features and highlights
- Get a sneak-peek at the new products that will be on display
- See a complete list of qualified suppliers
- Learn more about this year's Forum
- Make hotel and travel arrangements
- Quick and easy registration!



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Use the Find It! Search Tool to Locate the Right Suppliers

Finding suppliers on the show floor is just a click away with the Find It! search tool. Find exhibiting suppliers offering the products, technologies, and services you are looking for. Search by any term, and then maximize your time at the event by printing out the list of exhibitors with booth numbers that match your inquiry.



*Get a headstart and visit **BIOMEDeviceShow.com** before the event and create your customized list!*

What can one day at this year's BIOMEDevice mean to your business?



- The medical industry's most qualified suppliers, all under one roof
- Hands-on access to the tools critical to your medical product development needs
- In-depth presentations and live demonstrations from the experts
- Time saved. Source suppliers and their products in a matter of hours, not months

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