



CONVERGENCE

Building Momentum for Growth

OCT. 14-15 MEDTECH2015

Panel Speaker Prospectus

MedTech's annual conference features more than 70 dynamic and influential speakers from the bioscience and medical technology industry.

MEDTECH 2015 is the premier leadership conference and technology showcase of New York State's bioscience and medical technology industry. This annual conference embodies the robust collaborative opportunities and vast business potential that the state's Bio/Med community has to offer. MEDTECH 2015 fuses the region's abundant capabilities and expertise into a full, energetic gathering of talented professionals.

MEDTECH 2015 focuses on the need to re-think the way players interact in the healthcare industry – from development through adoption – leveraging the strengths of non-traditional partnerships to produce ground breaking results. In today's ever evolving healthcare marketplace, identifying untapped potential is essential for success. Partnerships emerge through investments, consolidation and public-private collaborations, bringing together payers, providers and patients to improve care and reduce costs. At the heart of this convergence is creativity, building momentum for growth. Through purposeful collisions – industry and academia; entrepreneurs and business leaders; domestic and abroad – convergence drives progress through the development of new technology, product enhancements and radical innovation.

Panel Presentations

At the core of MEDTECH 2015 are three series of concurrent panel sessions. Panels typically feature one moderator and three to four industry experts blending CEOs and business executives, scientists, engineers and intellectuals for a range of perspectives. Each 60-minute session combines a panel discussion with audience Q&A.

Dynamic speakers and compelling content are the cornerstones of MEDTECH 2015. Some remarkable speakers from past conferences have included:

- > **Kenneth Adams**, *President and CEO, ESD*
- > **John Babitt**, *Partner, Life Sciences, E&Y*
- > **Lisa Spellman**, *HIMSS Senior Director*
- > **Tom Hook**, *President and CEO, Greatbatch*
- > **Christopher Cleary**, *VP, Corp. Development, Medtronic*
- > **Andy Schaudt**, *National Center for Human Factors in Healthcare, MedStar Institute for Innovation*
- > **Roger Kitterman**, *Managing Partner of the Innovation Fund, Partners HealthCare*
- > **Joseph Smith**, *Chief Medical Officer and Chief Science Officer, West Health*

Speaking at MEDTECH 2015

MEDTECH 2015 seeks speakers who can successfully:

- > Engage an audience with insightful, focused content
- > Speak to specific challenges, experiences and best practices for growing Bio/Med business in the current economic and regulatory environment
- > Contribute to discussions around issues within the pharmaceutical, biotech and medical technology industry
- > Provide actionable recommendations for evolving business strategies

Topics for 2015 will range from technical sessions about convergent technologies and product design, regulatory requirements and business operations to broader dialogues about connectivity, new market opportunities and building successful partnerships.

FAQ: Speaking at MEDTECH 2015

What are your programming formats?

We use the term "session" to describe presentations at MEDTECH 2015, though there are two types of programming: plenary sessions and breakout panel sessions. Concurrent panels will occur during three breakout sessions on the second day of the conference (Thursday, Oct. 15).

As a panelist, do I have to pay for my conference pass?

All speakers will receive a complimentary, full conference pass for the duration of MEDTECH 2015.

How long does my session last?

Breakout panel sessions include three series of three concurrent panels. The breakout panel sessions are 60-minutes including time for audience Q&A.

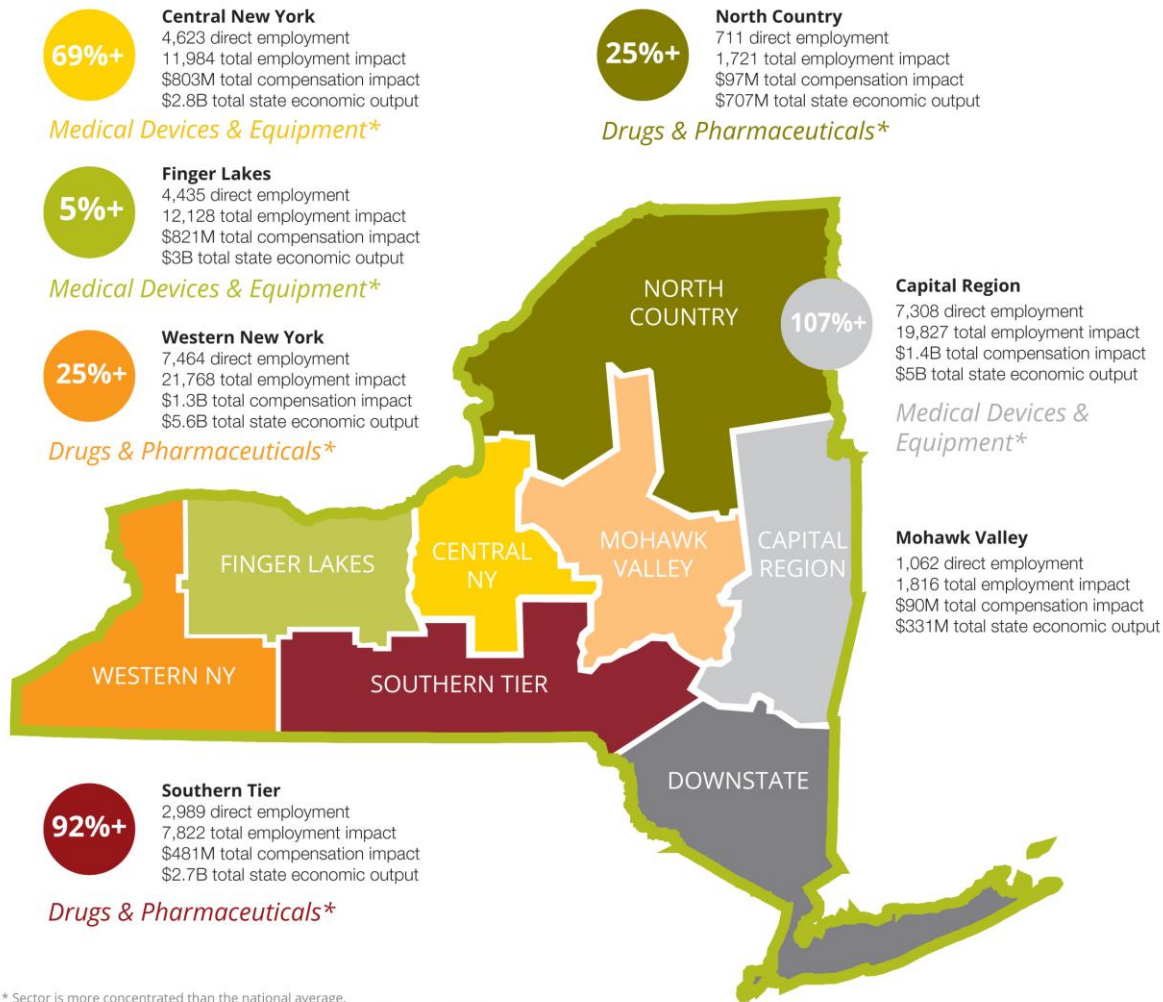
Will there be a recording of my session?

No. However, as there will be a photographer on site, you will be asked to sign a release document upon agreeing to present at MEDTECH 2015.

Showcase your expertise and engage with an elite audience of industry professionals as a speaker at MedTech's annual Bio/Med leadership conference.

About the New York Bio/Med Industry

Bioscience and medical technology (Bio/Med) is a key industry in New York State. Thriving business and groundbreaking research make New York State one of the richest Bio/Med regions in the country.



About the Attendees (snapshot from MEDTECH 2014)

Who attends

- > Presidents and CEOs
- > Senior Executives and Business Management
- > Business Development Professionals
- > Sales and Marketing Departments
- > R&D Teams and University Labs
- > Finance, Private Equity & VC Professionals
- > Operations & Manufacturing Teams
- > Regulatory & Risk Management Professionals
- > Human Resources Leadership
- > Government Affairs Departments
- > Intellectual Property Attorneys
- > University Students
- > Elected Officials and Public Opinion Leaders

73% of attendees are current MedTech members

85% of attendees rated their overall experience as very good to excellent

85% of attendees are likely to attend next year's conference

Contact

For more details or to express interest in speaking, contact: Nichole Wenderlich Owens; nowens@medtech.org.