

REGISTRATION BROCHURE



Energising Innovation and Investment within the Global Medtech Industry



Medical Technology Innovation Centre

21-23 June, 2009
University of Hertfordshire
Hatfield, UK

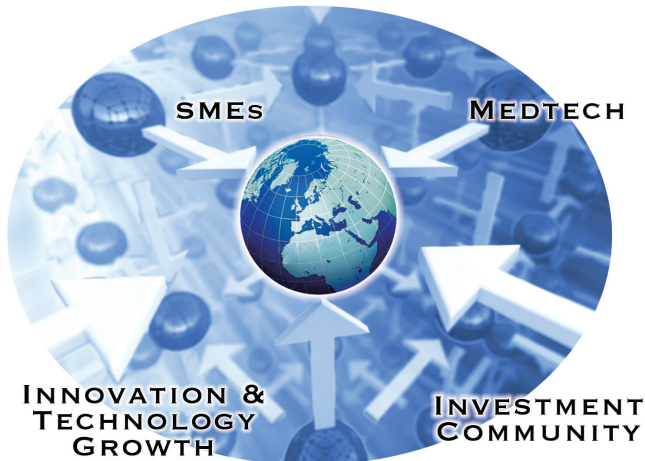


www.MedtechSymposium.com

Revised 21 January, 2009

The 2009 International Medtech Symposium

Energising Innovation and Investment within the Global Medtech Industry



Sunday, 21 June 2009
Monday, 22 June 2009
Tuesday, 23 June 2009

Symposium Overview

The Symposium Mission:

*To mobilise integrated medtech development
to enhance the International Value Chain*

The Symposium Goal:

The 2009 International Medtech Symposium will bring international leaders from industry, finance, government and academia together for a two-day symposium on the future of the medtech industry. The focus will be on new innovation drivers and opportunities for growing medtech international value chains.

The Medical Technology Innovation Centre (MTIC)

The MTIC is a fully integrated international medtech development and resource centre that focuses on:

- World class medical technology product development practice
- Technology management and control
- Medtech innovation
- Product clinical evaluation and regulation
- IP management, marketing and commercialisation
- Training and education to meet medtech industry needs

Attendance will be from a Broad Spectrum of Medtech Sub-sectors

The 2009 International Medtech Symposium is expected to attract over 300 attendees from a broad spectrum of medtech sub-sectors. Delegates will be from international medical device companies, SMEs, the investment community, the legal sector, as well as supply-chain specialists. In addition, high level government representatives, including from the EU Commission, will be in attendance. Delegates will attend from Asia, Europe and North America.

Attendees will represent all sectors of the medtech industry, including:

- CEOs, CTOs, CFOs of established medtech corporates including divisional heads of top 20 medtech companies
- Middle-level executives of large corporates in business development, finance, marketing and R&D functions
- The investment community including VCs, private equity groups, investment banks, private placement specialists, private wealth management groups and angel consortia
- The medtech supply chain (manufacturing, B2B components manufacturers, distributors)
- Technology and finance specialists of healthcare organisations
- Technology brokers, buyers & suppliers of healthcare services
- Academia from life sciences and healthcare, business management, engineering

The 2009 International Medtech Symposium

Symposium Highlights:

The Symposium will showcase world renowned companies and highly respected speakers all committed to further developing the global medtech environment. The Symposium will begin with a check-in dinner event and Industry Showcase on Sunday, 21 June 2009. Monday and Tuesday will include Plenary and Seminar sessions with an optional tour of the Simulation Centre on Tuesday. The majority of events will be staged on-site at the De Havilland Conference Centre with a VIP dinner off-site at Hatfield House on Monday evening.

Opening Dinner & Exhibits:

Network with exhibitors over cocktails and a buffet on Sunday evening at the Industry Showcase.

VIP Reception at Historic Hatfield House

The Royal Palace of Hatfield (circa.1485) is where Princess Elizabeth was living in 1558, upon being notified that she was to be Queen Elizabeth I.

Join members of the EU Ministry and leaders from around the world for an unforgettable evening in this historical setting. Network over champagne, dine in the historic Old Palace Banquet Hall and hear presentations from distinguished speakers providing a future outlook of the global medtech market.

SME Presentations

Seven SMEs will present innovative and exciting products and technologies under development with investment opportunities.

High Impact Format!

Exhibit Hall open over 5 hours for delegate interaction and networking

- **Four plenary sessions** will be offered facilitating industry leaders to discuss future investing and SME trends
- **Two seminar tracks** will each offer three sessions to reflect the diverse medtech industry
- **SME Showcase** will feature innovative and exciting presentations from several Small and Medium Enterprises
- **Exhibits** allow attendees to connect with industry and have one-on-one conversations with a select few companies during the opening dinner reception and again over breakfast and lunch on day one
- **Optional Simulation Centre Tour**

Optional Sightseeing Tours

The following pre-symposium tours are offered at a special rate for your convenience. NOTE: The tours are non - refundable and you are responsible for travel to and from your chosen event.

All Around London Hop On Hop Off Double Decker Bus Tour



Saturday, 20 June 2009

Depart: 10:00, 12:00, 14:00

Sunday, 21 June 2009

Depart: 10:00

Departure Point: Green Park Underground on Picadilly next to the Ritz Hotel

Price: £21.00

Description: More than just a sight-seeing tour! Hop-on and Hop-off as much as you wish enjoying lively English commentary that brings London's history into colorful, dramatic life. This family owned and operated company is the only open top tour that has won the coveted visit London's Sightseeing Tour of the Year three times! We have superb live guides, or you can try our award-winning "Sights and Sounds" commentary, digitally-recorded in eight languages! There really is no better way to see all that the capital city has to offer!

The City, Crown Jewels, London Tower, St. Paul's and Thames River Cruise



Saturday, 20 June 2009 and Sunday, 21 June 2009

Depart: 12:40 (arrive at 12:15 to board motorcoach).

Departure Point: 4 Fountain Square, The Colonial Walk, 123-151 Buckingham Palace Road, London UK SW1W 9SH

Return: 18:40

Price: £68.00

Description: Enjoy a tour of the City, the Crown Jewels, the Tower of London and much more. This tour also includes a sightseeing river cruise on the Thames. Join us as we see the Crown Jewels and take a tour of St. Paul's Cathedral. All entrance fees are included with this tour.

The Hatfield House Rose Weekend & Summer Garden Show



Saturday, 20 June 2009

Time: 10:00 - 17:00

Price: £10.50

Description: Enjoy the season with a glorious celebration of roses and summer flowers at the infamous Hatfield House Rose Weekend and Summer Garden Show.

Session Descriptions

For Sponsorship and Exhibitor Opportunities contact The Event Group, Incorporated at 001-763-548-1307 or SponsorshipSales@eventshows.com



Plenary Session 1

Keynote Address: Technology Innovation & Finance

This address will offer a recent history overview of the medtech industry, highlighting the key corporate, financial and technological developments across sectors. An assessment of the current state will review where the industry sits now and offer insights as to the immediate changes that are likely to affect this sector. This address will also include a review of new technological horizons and financial paradigms for the future as well as insight into new emerging clusters and growth trends for the next decade with a special focus on the role of SMEs. The address will conclude with a review of what key factors are important in securing future success and growth for both SMEs and corporates in the medtech sector.



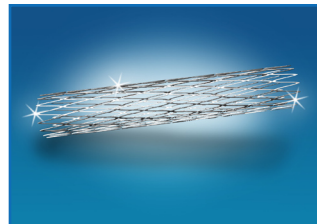
Plenary Session 2

An Overview of how SMEs are Fairing around Key International Economies including Central Europe and Asia, as well as the United States

This session will offer an overview of the key new developments in SME clusters within these regions, including a discussion on how these SMEs are becoming more competitive, enabling them to deliver sustainable growth. This session will also explore how manufacturing, academia, private industry and the State are co-investing into these clusters and what the rest of the world can learn from these models.

How Corporates are Thinking

Although the medtech sector continues to grow and evolve, it is also under considerable strain from health economy cost pressures and reforms. How will the industry handle changes into the future? What are the new models of development and cross-sector partnerships that corporates will embrace? What is the role of industrial conglomerates as they become increasingly more involved in the sector? How are corporates handling technological changes and fusion?



Plenary Session 3

How Investment Groups are Thinking

Given the changing economic environment and fluxes that are now becoming evident in the new global economy, this session will focus on identifying the critical issues and constraints – as well as the significant growth opportunities for investment groups that are active in the medtech sector. In addition, this Symposium will also explore *new investment cohorts* that are seeking involvement into this sector over the next 2-3 years; and consider how this will change the outlook for investment into the sector.

What is Hot in Evolution of New Technology Offerings

This session will cover a range of new technology areas that promise to enhance the global medtech value chain. The focus will also include an outline of prospects for these new medtech arenas, clarifying how these will evolve and change healthcare. A key aspect of this session will include an analysis of the benefits of fusion between technologies and different sectors that will impact medtech innovation.



Plenary Session 4

The New Medtech Value Chain

What value chains in the medtech industry have evolved over the past decade? How are emerging value chains going to accelerate and enhance innovation and financial growth in the sector? What are the new roles of investment groups, corporates, SMEs and governments in the new value chains? What is the role of unrelated industrial sectors in accelerating and enhancing these value chains?

The Value of Integrated Product Development & Strategic Management in Medtech

Through a review of various case examples, this session will explore what makes a medtech development plan fail, why integrated product development is important and what the key drivers are for integrated product development success.

European Innovation Agenda - Beyond 2010

What is Europe's vision as to the future of the European medtech industry? How can government and regional clusters create a sustainable and competitive European industry? What are the key successes building on the Lisbon agenda?

Critical Next Steps

This final session will summarise the main outputs of the Symposium and will facilitate a debate for future strategies for directing the growth of innovation and investment into the sector.



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or SponsorshipSales@eventshows.com

Seminar Descriptions

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Seminar Descriptions

TRACK 1

Financial & Market Modelling – “Novel Methods for the Medtech Industry”

This seminar will offer a review of traditional valuation models of match companies as well as an introduction to new emerging models and techniques. Other topics of discussion will explore how financial modelling can enhance innovation growth in companies and secure better fundraising options, how corporates, angels and VC's value innovation in this sector, what models private equity prefer and how financial models can be developed to better analyse technology valuation.

Clinical Research Innovation – “Imperatives for a Global Market”

What is the new role of clinical research programmes in future match development programmes? What is new in crafting good clinical programmes? How can you design clinical trials to enhance valuations and improve match product reimbursement? What are the latest trends in designing and executing international match clinical trial programmes?

Manufacturing Translation – “Building in Efficiencies from the Start”

This seminar will explore the importance of well designed manufacturing translation programmes, describing how careful design of manufacturing strategies can create greater success in match developments. The seminar will also discuss the role of contract manufacturing for the next decade in match and how early manufacturing partnerships can enhance and accelerate match innovation.

TRACK 2

Intellectual Property Management – “Issues for SMEs for the New Decade”

What makes a successful match SME? What changes will occur in the next decade? How can SMEs drive further efficiencies and enhance growth? What makes good corporate partnerships work for SMEs? How does one get the best from fundraising programmes for SMEs?

Technology Adoption & Diffusion – “Getting Efficiency out of Market Development”

This seminar will offer a review of global technology adoption and diffusion activities around the world, as well as discuss how one can create a successful technology adoption strategy that will gain reimbursement and enhance sales. The seminar will also investigate the art and science of successful market development in the new world of international match markets.

Regulatory Strategy – “Protecting whilst Innovating”

There have been many key regulatory strategic changes within the match sector that have had a significant impact on innovation. This seminar will discuss how we can create a successful and dynamic regulatory strategy that matches innovation cycles in growth sectors, as well as explore how we can make the best of the current regulatory environment while increasing competitiveness.



Symposium Schedule

This symposium content and schedule are unique. We will utilise an innovative, multi-sectorial approach to the medtech industry and will tackle issues from a different perspective to other symposia. We will:

- Examine fully how best to enhance growth and success in the SME value chain
- Examine in full the current paradigms between SMEs and the investment community
- Analyse key growth sub-sectors and deliver an examination of dynamic growth parameters

Day 1	
Sunday, 21 June 2009	
14:00 – 18:00	Exhibitor Set-Up
14:00 – 23:00	On-site Residential Check-In
18:00 – 21:00	Exhibit Hall Open. Event Registration & Dinner with Exhibitors
Day 2	
Monday, 22 June 2009	
7:30 – 8:30	Exhibit Hall Open. Registration & Cold Pastry Buffet
8:30 – 10:00	Opening Plenary Session <ul style="list-style-type: none"> • Welcome • Keynote: Technology Innovation & Finance
10:00 – 10:20	Refreshment Break
10:30 – 12:00	Seminar Track 1, choose among <ul style="list-style-type: none"> • Financial & Market Modelling – Novel Methods for the Medtech Industry • Clinical Research Innovation – Imperatives for a Global Market • Manufacturing Translation – Building in Efficiencies from the Start
12:00 – 13:45	Exhibit Hall Open. Exhibitor Luncheon.
14:00 – 15:30	Plenary Session #2 <ul style="list-style-type: none"> • An Overview of how SMEs are Fairing around Key International Economies including Central Europe and Asia, as well as the United States • How Corporates are Thinking
15:30 – 15:45	Refreshment Break
15:45 – 17:30	Investing in SMEs - Presenting Companies
18:00 – 18:15	Transportation to VIP Reception
18:15 – 19:15	Champagne Networking Reception at The Hatfield House Old Palace Banquet Hall
19:15 – 22:15	Dinner & Presentations at The Hatfield House – Old Palace Banquet Hall <ul style="list-style-type: none"> • The Value of Building Cross Regional Relationships to Foster Growth in National Medtech Markets • Imperatives for Value Realisation for Investors (VC or PE) • The Evolving Relationships between SMEs and Corporates in the Medtech Industry
Day 3	
Tuesday, 23 June 2009	
7:15 – 8:45	Simulation Centre Tours
7:30 – 9:00	Breakfast
9:00 – 10:30	Plenary Session #3 <ul style="list-style-type: none"> • How Investment Groups are Thinking • What is Hot in Evolution of New Technology Offerings
10:30 – 10:50	Refreshment Break
10:50 – 12:20	Seminar Track 2, choose among <ul style="list-style-type: none"> • Intellectual Property Management – Issues for SMEs for the New Decade • Technology Adoption & Diffusion – Getting Efficiency out of Market Development • Regulatory Strategy – Protecting whilst Innovating
12:30 – 13:30	Networking Luncheon
13:30 – 15:30	Plenary Session #4 <ul style="list-style-type: none"> • The New Medtech Value Chain • The Value of Integrated Product Development & Strategic Management in Medtech • European Innovation Agenda – Beyond “2010” • Critical Next Steps

Registration Form

Register Online at www.medtechsymposium.com

STEP 1 Personal Profile

Please submit one form per attendee (photocopy as needed)

Name		Date
Organisation		
Company Position		
Mailing Address		
City	State/Province	
Country	Postal Code	
Direct Phone (include Country code)	Fax	
E-mail Address		

Please indicate if you request one of the following:

- Vegetarian lunch Special needs accommodation
 Other _____ (please specify what we can provide)

Attendee Demographics (please select one)

- Chairman Marketing VP/Director Non Executive Director
 R & D VP/Director CEO/President General Counsel
 CTO Regulatory CFO
 Clinical Business Dev. VP/Director Finance VP/Director
 Product Dev. Manager Other _____

Organization Type (please select one)

Medical Device

- Manufacturer Distributor SME
 PHARMA/Med Device Clinical B2B/Supply Chain
 Regulatory

Financial

- VC Private Equity Group Investment Bank
 Private Wealth Mgmt. Angel

Other

- Legal Telecommunications Academic
 Government Other _____

Organisation Size in Revenues (please select one)

- £billion + £500 million - £1billion £250 million - £500 million
 £10 million - £250 million £1 million - £10 million Start-up
 N/A

How did you hear about the event? (please select one)

- Mailer Printed Brochure Email
 From a colleague U of H Newsletter Advert
 Website

STEP 2 Registration Options

*Early registration discount effective through 10 May, 2009

Please indicate your registration choices below:

Full Symposium 21-23, June 2009

Industry Showcase Reception, Plenary sessions, Seminar sessions, SME presentations, Simulation Centre Tour

- £*550 (Early registration) £650 (after 10 May, 2009)

Day Two Only 22, June 2009

Two Plenary sessions, one Seminar session, Exhibitor Luncheon, SME Presentations

- £300

Day Three Only 23, June 2009

Two Plenary sessions, one Seminar session, Networking Luncheon, Simulation Centre Tour

- £275 Industry Showcase & VIP Reception may be purchased separately

Industry Showcase 21, June 2009

Network with exhibitors over Cocktails and Buffet on Sunday evening

- £50

VIP Reception 22, June 2009

Network over dinner and champagne while hearing from distinguished speakers at Historic Hatfield House

- £55 (special rate with full symposium package) £95 a la carte rate

Academic** 22-23, June 2009

Plenary & Seminar sessions, SME presentations, Exhibitor & Networking luncheons, Simulation Centre Tour

- £325

Student** 22-23, June 2009

Plenary & Seminar sessions, SME presentations, Exhibitor & Networking luncheons, Simulation Centre Tour

- £250

** To qualify for this rate, you must be a full-time faculty member or student at a University. Proof of current enrollment in qualified program is required.

Housing Options

- £95 On-site, Dormitory**- Private bath w/shower, complimentary wireless, access to world class sports village, including olympic pool and climbing wall. No in-room television. *NOTE: All rooms are Single, Non - Smoking.*
 Off-site, Beales Hotel- Power shower, complimentary wireless, flat screen television. *Note: All rooms are Non - Smoking*
 £102.80 Single
 £109.80 Double

Check-In Date: _____

Check-Out Date: _____

Sight Seeing Tours

All Around London Hop On Hop Off Double Decker Bus Tour

Saturday, 20 June 2009

- 10:00 £21
 12:00 £21
 14:00 £21

Sunday, 21 June 2009

- 10:00 £21

The City, Crown Jewels, London Tower, St. Paul's and Thames River Cruise

Saturday, 20 June 2009 £68

Sunday, 21 June 2009 £68

The Hatfield House Rose Weekend & Summer Garden Show

Saturday, 20 June 2009 £10.50



The symposium will be recorded for publicity. Please note that as a registrant of this event, you hereby give University of Hertfordshire permission to publish photographs or video taken of participants during the symposium.

STEP 3 Seminar Selections

Select ONE Seminar that you would like to attend for each session.
We strongly encourage you to pre-select your seminars, as space is limited and admission will be granted first to those who have pre-registered.

Monday, 22 June - Seminar Track 1, 10:30 – 12:00

Available ONLY with Full Symposium or Day Two registrations

- Financial & Market Modeling – Novel Methods for the Medtech Industry
- Clinical Research Innovation – Imperatives for a Global Market
- Manufacturing Translation – Building in Efficiencies from the Start

Tuesday, 23 June - Seminar Track 2, 10:50 – 12:20

Available ONLY with Full Symposium or Day Three registrations

- Intellectual Property Management – Issues for SMEs for the New Decade
- Technology Adoption & Diffusion – Getting efficiency out of Market Development
- Regulatory Strategy – Protecting whilst Innovating

STEP 4 Payment Options

All payments must be by credit card in Great Britain Pounds. Please note a required 15% VAT will be added to the final registration price.

Credit Card VISA MasterCard American Express*

Note: Your credit card statement will reflect a charge from **The Event Group, Incorporated.**

Credit card number	Exp Date	Security Code
Name as it appears on card		
Billing Address		

Your signature authorizes **The Event Group, Incorporated** to charge the account above.

Signature
X
Date

*Administrative fees may be levied.

Cancellations and Refunds:

Partial refunds will be issued if written notification is received by The Event Group, Incorporated by 21 May, 2009. A £50 cancellation fee will be assessed per attendee. No refunds will be issued after 21 May, 2009. Registrations are transferable to other members of your organisation. By providing your contact information, you authorise The Event Group, Incorporated and University of Hertfordshire to send you symposium related material by mail, fax or electronically. Agenda and speakers subject to change without notice. In the event of a speaker cancellation due to unforeseen circumstances, University of Hertfordshire reserves the right to make a substitution.

STEP 5 Submit Payment

Send your completed two-page registration form to:

International Medtech Symposium

c/o The Event Group, Incorporated
8421 Wayzata Boulevard, Suite 250
Minneapolis, MN 55426 USA

Phone:

001.763.548.1303

Fax:

001.763.593.9220

Email:

registrations@eventshows.com



Directions To University

The Symposium is being staged at the University of Hertfordshire. Based in Hatfield, a one-hour train ride north of Central London, the University has a diverse and vibrant community that attracts people from all over the world. The University offers a safe campus, close enough to London to make use of everything it offers, yet surrounded by the beauty of rural Hertfordshire. Please visit <http://www.herts.ac.uk> for more information and directions. The University is accessible via the train direct from Heathrow.