

# BOSS 2019



## Call for Sessions Overview

Deadline to Submit:  
**Friday, February 1, 2019**

**Ready to Submit?**  
[Click here](#)

**Questions?**  
Contact Erin or Nancy at  
+1.202.434.7213 or  
[program@advamed.org](mailto:program@advamed.org)

# 2019 Call for Sessions Overview

- Overview of Session Proposal Components
  - Session Title
  - Session Type
  - AdvaMed Member & The MedTech Conference sponsor status
  - Track
  - Session description
  - Why is this appealing to attendees at The MedTech Conference
  - Comments
  - Learning Objectives
  - Proposed speaker info
- Grading Criteria
- Timeline
- About The MedTech Conference attendees

# Session Proposal Components

- **Session Organizer** – please provide full contact information for the person that will be serving as the session organizer. This person will receive all notifications and updates.
  - Each organization may submit up to, and no more than, four (4) proposals.
  - If selected, the session organizer will receive additional guidelines and a complete list of program deadlines.
  - Upon confirmation of speakers, AdvaMed will communicate conference logistics directly with all speakers.
- **Session Title** – kindly provide an informative and descriptive title for your proposed session. Please ensure that it is written exactly as you'd like to see it in print.
  - 15 words max.

# AdvaMed Membership & Sponsorship

*Session proposals submitted by AdvaMed members and The MedTech Conference sponsors are given preference.*

**AdvaMed Member** – A complete listing of AdvaMed members can be found on the website - [members](#) and [associate members](#). If you have a question about your membership status or would like information on becoming a member, please contact [Membership@AdvaMed.org](mailto:Membership@AdvaMed.org).

**The MedTech Conference Sponsor** – Please contact [sales@advamed.org](mailto:sales@advamed.org) or call +1.303.881.8619 for more information about sponsorship opportunities.

# Session Type

*Select a stage where your session proposal would fit best:*

- **Super Session:** high profile and cross-cutting conversations with industry leaders covering more than one core subject matter
  - Expected audience: approx 250-300 people
  - Time: 60-75 mins
- **Panel Session:** deep dive sessions into specific topics with distinguished subject matter experts from across the medtech industry focused on one topic area
  - Expected audience: approx 80-120 people
  - Time: 60-75 mins
- **CEOs Unplugged:** seasoned C-suite execs will tackle timely challenges and opportunities in this innovative and evolving industry
  - Expected audience: approx 100 people
  - Time: 30-45 mins
  - Sponsorship required
- **MedTech Exec Talks:** sessions in the exhibit hall with key thought leaders on cutting-edge topics and business models
  - Expected audience: approx 60 people
  - Time: 30 mins
  - Sponsorship required
- **Patient Pavilion:** patients and advocates will gather to discuss critical issues surrounding access to new technologies, patient engagement and beyond.
  - Expected audience: approx 30-40 people
  - Time: 30-45 mins

# Tracks

*Select the track for which this session would be most appropriate. If applicable, choose a second track where this session could appear.*

- **Business Strategies**
- **Legal and Health Care Compliance Best Practices**
- **Market Access, Payment & Health Care Delivery Issues**
- **Regulatory, Quality and Good Manufacturing Practices**
- **Emerging Trends**
- **Patient Perspectives**
- **International**
- **Global Health**
- **Other**

# Session Proposal Components

- **Why is this session appealing to attendees at The MedTech Conference?**
  - 100 words max
  - AdvaMed is particularly interested in receiving proposals that will appeal to global, senior level medtech executives.
- **Learning Objectives:** Please provide three (3) learning objectives that are clear, measurable and achievable.
- **Comments (optional):** How will this session be structured? What do you expect each speaker to cover and why is that perspective important? Anything else to add?

## Other Guidelines

- No session proposal should feature more than one (1) individual from the same organization.
- Sessions are not designed to promote one company's commercial interests.
- Speaker lineups must represent diverse perspectives with different companies, sectors, geographical locations, genders, etc.
- Do NOT invite your proposed speakers until you receive notification from AdvaMed that your session has been accepted.
- AdvaMed will issue all invitations to FDA and CMS speakers.
- Confirmed speakers will receive a complimentary registration for the day they are scheduled to speak. Alternatively, speakers may register for a full access badge at a discounted rate (\$795 USD).
- AdvaMed is unable to provide honoraria or reimburse housing or travel expenses.
- [Click here to review the 2018 program.](#)



# Grading Criteria

*An advisory Program Committee and AdvaMed staff will review all complete, submitted proposals. Each proposal is graded according to the following criteria:*

- **Educational Content**
  - *Is The MedTech Conference the right forum for this session?*
  - *Will critical, timely and practical information be shared?*
- **Relevance & Timeliness**
  - *Will this be a hot topic in September 2019?*
- **Novel Topic**
  - *Does this session proposal offer new and important information?*
- **Speaker Expertise**
  - *Are these dynamic and expert speakers?*
  - *Are there one or more top, high quality speakers on session? CEOs, key thought leaders, policy makers and/or people of influence?*
- **Speaker Diversity**
  - *Are speakers from different geographic regions, sectors, companies and genders?*
  - *Do speakers represent multiple views?*

# Timeline

**February 1:** Session Proposal Submission Deadline

**February 4 - 22:** First Round of Proposal Review

**February 25 - March 1:** Second Round of Proposal Review

**March 15:** Submitters Notified

**April 5:** Confirmed Session Title and Description Deadline

**April 30:** Session Schedule Finalized

**May 31:** Speakers Confirmed

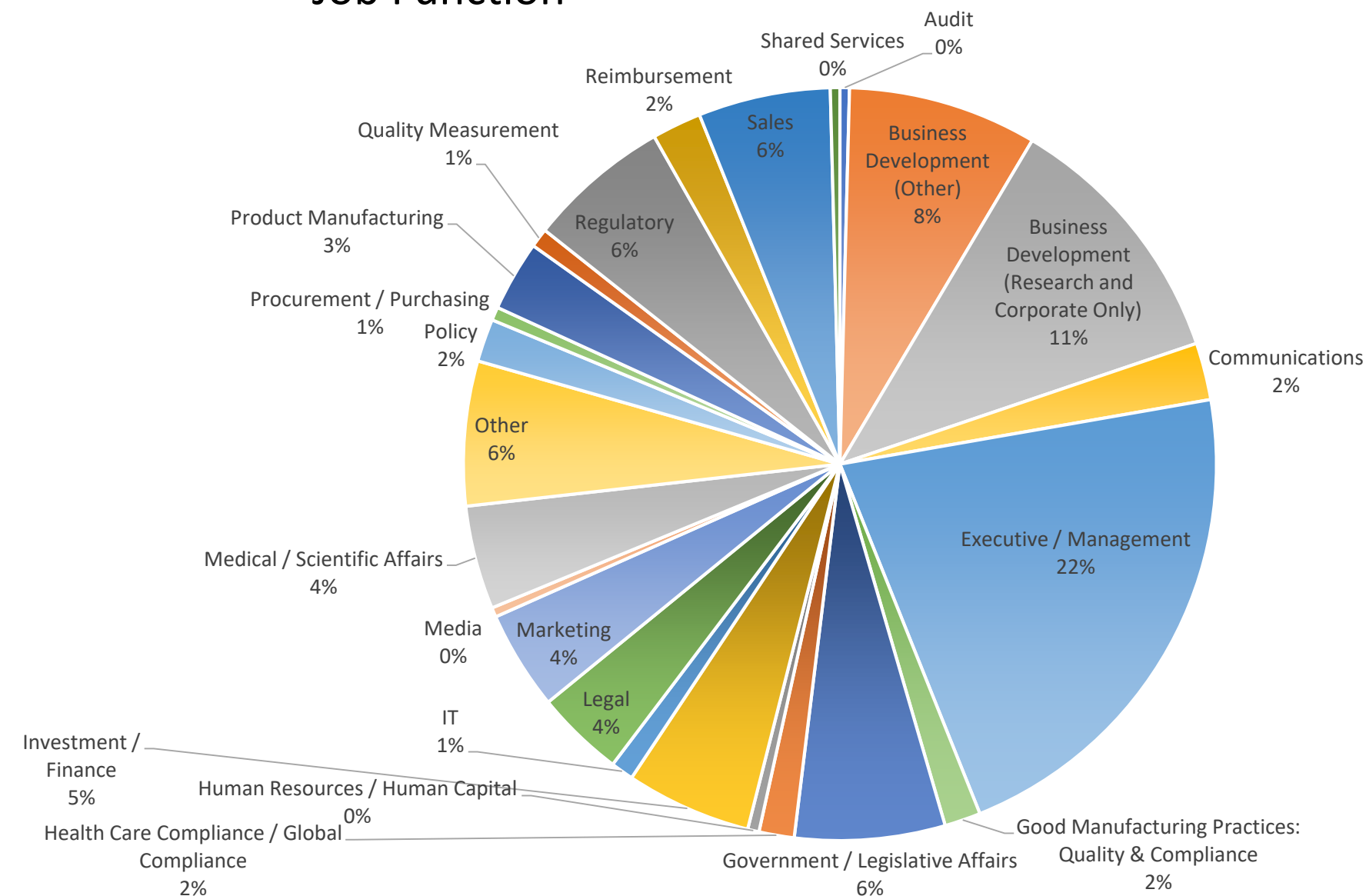
*Deadline to submit your proposal is Friday, February 1, 2019.*

*In February, an advisory Program Committee and AdvaMed staff will review and score session proposals.*

*Notifications will be sent via email in March 2019. Until you receive notification that your session has been accepted, do not invite your proposed speakers.*

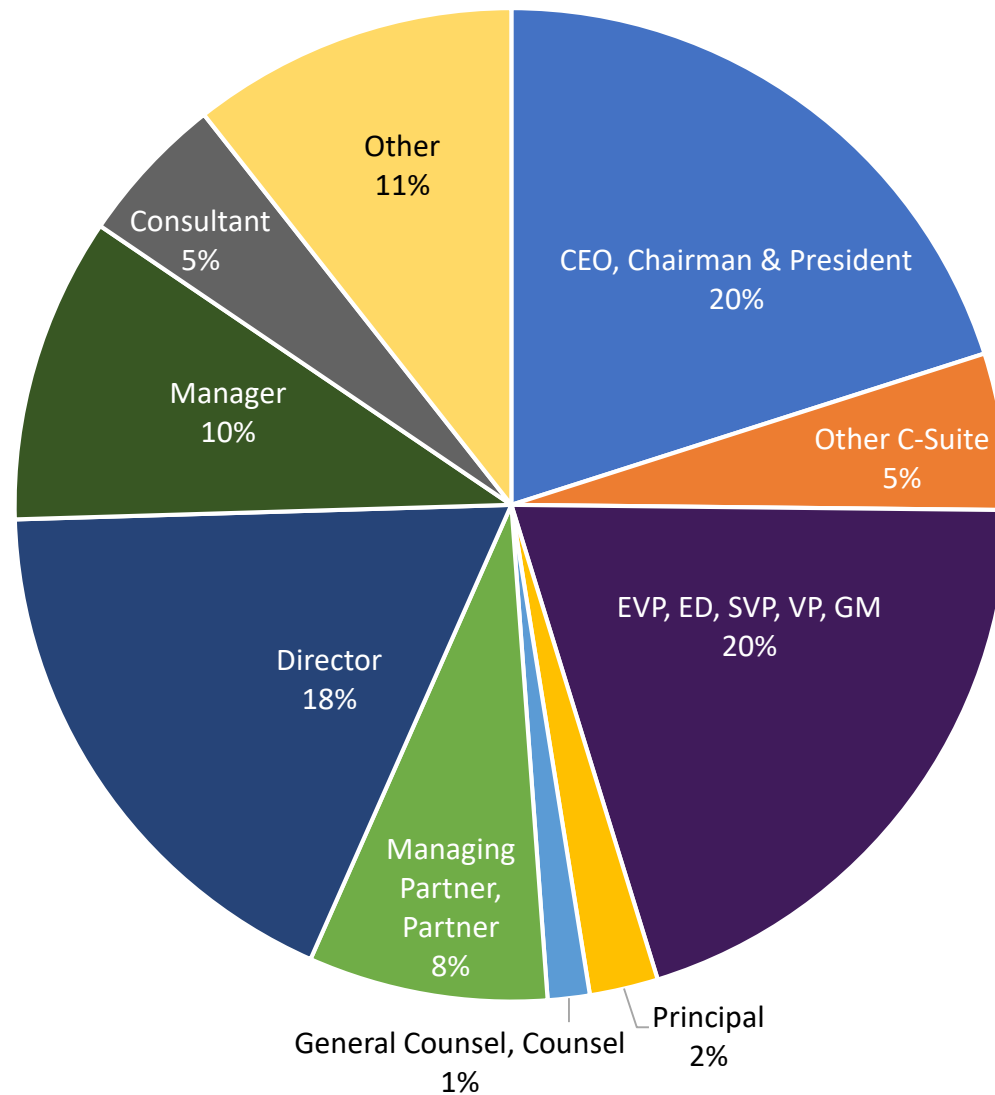
# About The MedTech Conference Attendees

## Job Function



# About The MedTech Conference Attendees

## Job Title



*\*2018 statistics\**

# About The MedTech Conference Attendees Attendee by Sector

