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**THE MEDTECH CONFERENCE KICKS OFF MONDAY IN PHILADELPHIA**

*3,000 Medtech Leaders from 34 Countries to Converge in Philadelphia*

**PHILADELPHIA, PA, September 24, 2018** – The MedTech Conference powered by AdvaMed begins early Monday, September 24, at the Pennsylvania Convention Center in Philadelphia. North America’s premier gathering of leaders in the medical technology industry, the three-day conference will bring together 3,000 leading executives, policy-makers and hospital administrators to learn about the newest developments and technology that will shape the future of health care. In addition to the five plenary sessions, the event includes a cutting-edge educational program, dynamic exhibit floor, and countless networking opportunities.

This year’s conference theme - Innovation Transforming Health Care - highlights the dynamic and forward-looking nature of the industry and pays tribute to the growing convergence between medtech and the entrepreneurial spirit of the PA/NJ region. The latest innovations in technology, health care delivery, business development, job creation and patient care will be spotlighted throughout the conference’s numerous plenary and panel sessions.

“The MedTech Conference unites entrepreneurs and thought leaders from all over the world to focus on Innovation Transforming Health Care, as we move forward with our mission to promote the latest technological advances for the benefit of patients,” said Scott Whitaker, AdvaMed president and CEO. “We’re excited to host this year’s conference in Philadelphia – a growing hub for health care innovation – and showcase those companies in the Pennsylvania/New Jersey region that are doing so much to deliver better care to patient everywhere.”

Registration for The MedTech Conference opens at 7 am on Monday. Panel sessions kick off at 11 am, with topics including *What Payers Want: Smart Approaches to Demonstrate Value*; *State-of-the-Art Global Best Regulatory Practices for Medical Device Regulators*; *Value Based Contracts for MedTech: The Future of MedTech Reimbursement*; and *M&A Perspectives: Compelling Technology Meets Strategic Fit*.

To learn more about The MedTech Conference and to register for the event, visit [www.themedtechconference.com](http://www.themedtechconference.com). Once registered, full access registrants will be able to download [MedTech Connect](#) – a desktop portal and mobile networking platform for scheduling one-on-one meetings, search for other attendees, request meetings based on mutually agreeable times and build a personalized conference schedule.

Highlights of Tuesday and Wednesday programming include a keynote session featuring the presentation of the AdvaMed Lifetime Achievement Award to Vernon “Vern” Loucks, former Chairman and CEO of Baxter; the State of the Industry by AdvaMed’s CEO Scott Whitaker who will introduce Ryan Steele, an 8-year-old girl with a Vertical Titanium Rib; the MedTech Innovator Finals; Building a Championship Team panel discussion featuring ESPN’s Maria Taylor, Villanova Head Coach Jay Wright and University of Kentucky Head Coach John Calipari; and the FDA’s Center for Devices and Radiological Health (CDRH) Town Hall.

The MedTech Conference is the leading gathering in North America of global medtech executives with regulatory, reimbursement, business development, legal, IP, marketing, quality, compliance, HR and other key responsibilities. Along with industry leaders, the international conference attracts business development professionals, investors, policy-makers, members of the media, legal experts, consultants, distributors, and other important stakeholders.

More than 3,000 attendees will network, conduct business, gain access to capital and share insights in Philadelphia from September 24-26. In addition to the dynamic presentations, The MedTech Conference Exhibit Hall will feature more than 130 exhibitors, offering expanded networking opportunities as well as several special theaters and events, including the CEOs Unplugged Stage, MedTech Innovator Showcase, MedTech Exec Talks Stage, Solutions Showcase Stage, Innovation Pavilion, Patient Pavilion and Chairmen’s Networking Reception. Visit [www.themedtechconference.com](http://www.themedtechconference.com), follow [@MedTechCon](https://twitter.com/MedTechCon) on Twitter, or join [The MedTech Conference](#) LinkedIn group to learn more.

#### **About AdvaMed**

The Advanced Medical Technology Association (AdvaMed), producers of The MedTech Conference, is a trade association that leads the effort to advance medical technology in order to achieve healthier lives and healthier economies around the world. AdvaMed represents 80 percent of medical technology firms in the United States and acts as the common voice for companies producing medical devices, diagnostic products and health information systems. For more information, visit [www.advamed.org](http://www.advamed.org).

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