

# BEACON

*A brilliant exchange of information & ideas*

A BIOMEDICAL ENGINEERING ALLIANCE & CONSORTIUM NEWSLETTER

## IT'S THE COUNTDOWN TO



# MEDi 2008

The Northeast Conference and Exhibition for the Medical Device Industry

September 9-10, 2008  
[MEDi2008.com](http://MEDi2008.com)

### DESIGNING EVENTS HIRED AS EVENT MANAGEMENT COMPANY

BEACON is pleased to announce that Designing Events, located in Owings Mills, MD, has been chosen as the event management company to run MEDi 2008. Designing Events is a premier provider of management and marketing services for association conferences. They handle all the day-to-day details involved in planning a successful conference as a full service company. The MEDi 2008 event manager is Monique Forbes-Dickerson who has years of experience in meeting planning with several associations, colleges and in various industries. Joining Monique on the MEDi 2008 team is Freda Richards, Jean Bryant, Jennie Beck and Shawn Doyle. BEACON is confident this team approach will be a valuable asset to the planning and execution of the event overall.

MEDi 2008 is the second event of its kind produced by BEACON. MEDi 2005 brought over 1,800 attendees from 20 states and 16 countries to the northeast to see the assets of the medical device industry and manufacturing capabilities located here. Although there were a few bumps in the road, it was a good first start and one that gave us the knowledge on how to run a better and more organized event.

### SPONSORS OF MEDi 2008

One of the first steps to creating a better show is to secure strong sponsorship from entities that believe in what the mission means to those who work in this industry. Therefore, we would like to thank these sponsors for their early support of MEDi 2008. Their commitment is appreciated.



### Connecticut's Business Development Team



## FEATURES OF MEDI 2008

MEDI 2008 will be the premier event in the northeast for medical device companies and medical device manufacturers integrating a two-day high tech conference session with an interactive exhibit hall showcasing the latest in advances in the field of biomedical engineering and manufacturing.

### CONFERENCE SESSION

In early planning for MEDI 2008, BEACON commissioned a survey of past attendees to MEDI 2005 and those who attend other events around the country. The overall recommendation was to have four tracks:

1. Research/Scientific
2. Clinical Applications
3. Manufacturing
4. Commercialization

An Advisory Committee has been working since spring to guide us in shaping the sessions and in choosing the best possible speakers at each. The final outline of the MEDI 2008 conference will be finalized by October 15<sup>th</sup> and published on the website.

### KEYNOTE ANNOUNCEMENT

As this newsletter goes to press we are pleased to announce that one of two keynote speakers has been confirmed! It will be David Rosen, Head of Development and Commercial Strategic Alliances from Pfizer. The title of his talk will be *How Partnering Can Help Big Pharma to Discover and Develop New Medicines*. Watch the MEDI 2008 website for more details on keynotes and special events on the exhibit hall floor.

### EXHIBIT HALL

As with most events, there will be an Exhibit Hall filled with the latest and greatest in technology. MEDI 2008 will be no exception! But, added to the booths of companies, businesses and organizations from the medical device industry, we will have several exciting features:

- *Innovation Station* – an area for start-up companies to showcase their product idea and meet with potential angels and venture capitalists.

- *Technology Idol* – a staged area for company representatives to give product demonstrations in a contest setting to be judged by experts in the medical device industry.
- *Products of the Future Showcase* – a staged area for company representatives to present next generation ideas and products.
- *Keynote* – one of the keynote addresses will take place on the exhibit hall floor so that all attendees and exhibitors can listen.
- *Pavilions* – several states, countries and organizations will be showcasing their companies in a pavilion setting.
- *Round Table Discussions* – at various times during the two-days there will be roundtable discussions on topics of interest to attendees and exhibitors which will allow for great networking.

We encourage you to bookmark the MEDI 2008 website and check it often for details on the event! [www.medi2008.com](http://www.medi2008.com)

### **BEACON**

One Congress Street, Suite 201, Hartford, CT 06114  
(860) 547-1995 Toll-free: (877) 723-2266 Fax: (860) 727-0311

President/Executive Director: Joseph Bronzino  
Assistant Executive Director: Terri Wilson

[www.beaconalliance.org](http://www.beaconalliance.org)

**BEACON 2007 Members:** Trinity College, The University of Connecticut, The University of Connecticut Health Center, University of Hartford, Drexel University, Springfield Technical Community College, Asnuntuck Community College, Hartford Hospital, John Dempsey Hospital, The Hospital of Central Connecticut, Saint Francis Hospital and Medical Center and Baystate Health, Inc. Corporate Members include: Ahlstrom Windsor Locks LLC; AON Risk Services; Cable Components Group; Ciracet Corporation; Court Square Data Group; Covidien; Genomas Inc.; Inframat Corp; Lacey Manufacturing; Northeast Utilities; Ovation Benefits Group LLC; Pfizer Global R&D; Precision Closure LLC; Premise Corporation; SMC Partners; Texcel LLC; UBS Financial Services. Legal Members include: Day Pitney LLP; McCormick, Paulding & Huber LLP; Pepe & Hazard LLP; Robinson & Cole LLC; Updike, Kelly & Spellacy PC; Wiggin & Dana LLP

September 2007