

PharmaMedDevice™ 2007

SAVE THE DATE!!

April 24-26, 2007

PHARMA
MedDevice™ 2007

BEACON is pleased to announce that it will co-produce the conference program of the first-ever **PharmaMedDevice™** Conference & Exposition on April 24-26, 2007 at the Jacob K. Javits Center in New York City which is co-located with INTERPHEX™. PharmaMedDevice, produced by Reed Life Sciences™, is the only forum that fully explores the convergence of the medical device, pharmaceutical and biologic industries.

This event provides a dynamic platform for education, partnering, sourcing and discovery of new products. It will help industry professionals accelerate product innovation to establish a first-to-market advantage in a burgeoning market that holds great promise for advancing patient care.

The event will provide these converging industries with a roadmap for speeding new combination products – drugs, medical devices, and/or biologics, combined through physical or chemical means – to market and extending product lifecycles. In addition, the BEACON conference program will address the exciting new technologies and topics that are revolutionizing the biomedical engineering industry – including personalized medicine, bionanotechnology, bioinformatics and other novel treatment options. Read on for more!

PharmaMedDevice will combine **Conference**, high-level information exchange of new and emerging scientific knowledge with **Exhibition**, value-added marketing to increase visibility and maximize ROI for our industrial, clinical and academic partners.

Reed Life Sciences delivers life sciences events including some of the most established and leading

shows: INTERPHEX, INTERPHEX Puerto Rico, Medical Device Puerto Rico, INTERPHEX Mexico, INTERPHEX China, INTERPHEX Japan, INTERPHEX India, INTERPHEX Asia and now PharmaMedDevice. Reed Life Sciences approached BEACON after attending MEDi 2005 to co-produce the conference content with PharmaMedDevice 2007.

***Why co-locate PharmaMedDevice
with INTERPHEX?***



The “*combination products market*” is estimated at \$5.9B in 2004, and it is expected to grow upwards of 14% per year through 2010. Combination products often present complex challenges in design, regulatory approval, testing, manufacturing, labeling and packaging.

In 2007 PharmaMedDevice will be co-located with INTERPHEX, which attracts thousands of pharmaceutical manufacturers annually for the latest ideas, products and solutions for the entire scope of the pharmaceutical business. Many pharmaceutical, medical device and biologic companies are partnering to share competencies and develop exciting new products. INTERPHEX provides a perfect compliment to help bring these industries together and leverage the 1,000 medical device industry professionals already in attendance.

Pharmaceutical and medical device manufacturers will converge at these two events to find answers to their regulatory challenges, create new partnerships, network and source solutions for combination product development.

For details visit:

www.PharmaMedDevice.com

Many in-depth sessions planned!

As co-producers of the PharmaMedDevice conference program, BEACON's president, Dr. Joseph Bronzino, has organized a very in-depth and aggressive set of seminars. Keeping in mind the rapidly growing "combination product" market, attendees will be educated on the latest advances and technology in areas such as:

- *orthopedic devices*
- *bionanotechnology*
- *personalized medicine*
- *molecular imaging*
- *genomic biomarkers*
- *drug delivery*
- *tissue engineering and more!*

For those interested in how to bring your combination product to market, there will be seminars on:

- *the commercialization process*
- *Medicare reimbursement issues*
- *translational research: liaison between academia and industry*
- *finding capital and more!*

For attendees in the computer-technology field, there will be sessions on:

- *bioinformatics: data mining*
- *virtual instrumentation*
- *computerization of patient medical records and more!*

This variety of "hot" areas should delight everyone who attends!

Booth space available now!

As a member of BEACON you have the opportunity to take advantage of optimal booth space* at a discount if you sign up now!

Very attractive locations are available on the show floor that will maximize your exposure and give you an opportunity to meet with the more than 5,000 national and international visitors

To receive an exhibitor kit, visit their website or call BEACON at 860-547-1995 and we will be happy to send you the information.

Want to be a sponsor?

As you know, conference and tradeshow of this caliber offer a unique opportunity for companies, small and large, to play a major role as a sponsor of the event. As an event sponsor, BEACON members will benefit from support of PharmaMedDevice 2007™.* Opportunities range from product visibility sponsorships (i.e., aisle carpet decals, maps, product image and listings) all the way up to major sponsorships (i.e., lanyards, show bags, banners, etc.) that display your participation in this inaugural event. **PharmaMedDevice and You** – it's the right combination! To learn more, contact BEACON at 860-547-1995 and we will provide you with further information.

*For each Sponsor and/or booth sold, BEACON will receive credit that will allow us to bring you higher quality programs.

BEACON

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www.beaconalliance.org

Send donations to the BEACON Foundation at:
P.O. Box 260069, Hartford, CT 06126

BEACON 2006 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, New Britain General Hospital, Saint Francis Care and Baystate Health, Inc. Corporate Sponsors include: Pfizer, TYCO Kendall Health Care, TYCO Ludlow, Stryker, Northeast Utilities, Aon Risk Services of CT, Court Square Data Group, Pepe & Hazard, Day, Berry & Howard, Premise Development, UBS Financial Services, McCormick, Paulding & Huber, Eastern Plastics, Inc., PRTEC, McAndrews, Held & Malloy, LTD, Robinson & Cole, GENOMAS, Inc., Ciracet Corporation, Updike, Kelly & Spellacy, Inframat Corporation, Wiggan & Dana and Genesys Partners, Inc.