



## BEACON ALLIANCE PLEASED WITH FIRST MEDi MEDICAL DEVICE TRADE SHOW

HARTFORD (Nov. 11, 2005) – From aisles of medical device exhibits from 200 manufacturers, including a \$200,000 BioDefense Hummer and medical training “Sim Man” simulators from Hartford Hospital, to keynote addresses from medical industry leaders, and attendance by medical professionals from 15 countries, the first-ever MEDi 2005 Medical Technology Exposition and Conference, Oct. 25-26, was considered a successful first effort by its Hartford-based organizers, BEACON Alliance.

Many exhibitors agreed. “We generated a lot of potential business from major companies thanks to the decision to bring our BioDefense Emergency Response Vehicle,” said Ron Vincent, a partner at BioDefense ([www.biodf.com](http://www.biodf.com)), Lexington, Mass. “Our Hummer with its Mail Defender unit that decontaminates potential pathogens in the mail really caught the attention of attendees. We’ve already signed up for next year.”

The show was also a strong sales lead generator for Eastern Plastics of Bristol, Conn. Says Larry Dawson, vice president of sales and marketing, “The connections we made here were excellent. In fact, in the last hour of the show we made an exceptional contact with a potentially very large customer. If it comes through, this will be our best trade show lead of the year, out of the 10 shows we’ll attend in 2005.”

Dawson adds, “While show traffic wasn’t helped by torrential downpours on day one, I don’t care if 100 people come by my booth or five or ten, so long as I leave the show with two or three quality leads. From our point-of-view, the people who made it to MEDi were genuinely interested in securing a new supplier.”

### Medical Industry Leaders Highlight Conference Sessions

MEDi, which was widely covered on local radio and television, featured keynote addresses from medical device industry leaders and early pioneers. “The quality of the conference sessions was top notch,” said Steven D. Hanks, chief medical officer of New Britain (Conn.) General Hospital.

Co-keynoter Dr. John LaMattina, president, Global Research & Development, Pfizer, Groton, Conn., believes, “We’re entering a golden age now for medical device technology. Medical tools that took a year to study results, now take just a few days. Innovation drives a company like Pfizer. The demise of Big Pharma is greatly exaggerated.” LaMattina revealed Pfizer’s 2004 R & D budget was \$7.7 billion. “Our industry should be embraced as partners in improving health care. Pharma is the key to improving world health.”

Luncheon speaker Dr. Arthur Caplan, University of Pennsylvania, spoke on the ethics of experimenting on patients in poor countries. He urged, “If you do clinical trials in Third World countries, you must leave the infrastructure there better than when you found it. Researchers must commit to improving the local health situation in measurable and accountable ways. Intermediaries must operate ethically and in a responsible, publicly defensible manner.”

Co-keynoter Dr. Morton Mower, inventor of the implantable defibrillator now implanted in well over 300,000 people, including Vice President Dick Cheney, criticized the media for “clamoring for more regulation when component failures of defibrillators are at incredibly low rates, at least ten times lower than the risk of infection caused by replacements.” He also urged that ineffective or unproven treatments should be taken off the market. “If evidence-based medicine is going to be required to get into the marketplace, it should be applied to all treatments to stay on it.”

Mower believes large companies are risk averse and that the barriers to enter the medical device marketplace today are more severe than ever, making it difficult for small investors to introduce new innovations.

### Medical Industry is Driving I-91 Corridor

The development of medical technology has become an economic engine for the greater Hartford region, the I-91 corridor, and the Northeast section of the U.S. The

region already contains 300-plus medical device companies and more are expected to move to the area.

The medical device industry, an \$88 billion industry growing nine percent annually, is dramatically expanding as the U.S. and world population rapidly ages and recent scientific advances in less-invasive surgical devices and procedures are being developed and implemented. The U.S. is the global leader in medical devices and technology; there are 9,663 FDA-registered medical device manufacturers registered nationwide.

After careful evaluation of MEDi 2005, plans will be set into motion and BEACON Alliance will announce dates within the next few months for the next MEDi event. For more details, log onto [www.beaconalliance.org](http://www.beaconalliance.org).

BEACON – Biomedical Engineering Alliance & Consortium – based in Hartford, Conn., ([www.beaconalliance.org](http://www.beaconalliance.org)), is a not-for-profit biomedical engineering consortium whose major goals are to facilitate collaborative research and industrial partnering as well as the nurturing of emerging medical technology companies. Tel. 860 547 1995; Robert Miller at [Robert.Miller@beaconalliance.org](mailto:Robert.Miller@beaconalliance.org).

MEDi 2005 was managed by Infinity Expo Group, Shelton, Conn. ([www.infinityexpo.com](http://www.infinityexpo.com)). Tel. 203 925 2103, [jswanson@infinityexpo.com](mailto:jswanson@infinityexpo.com).

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