



BIOMEDICAL ENGINEERING ALLIANCE & CONSORTIUM

Merging minds, medicine & industry

FOR IMMEDIATE RELEASE

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BEACON hires Designing Events, LLC to manage its MEDi 2008 Conference

HARTFORD – June 11, 2007 -- Designing Events LLC, a premier global conference planning company, announced today that it had been retained by the Biomedical Engineering Alliance & Consortium (BEACON) to enhance, organize and manage MEDi 2008, the foremost Northeast conference and exhibition for the medical device and medical device manufacturing industry. The event will bring together leaders in the industry, offer demonstrations of new technology and provide unparalleled educational opportunities.

Michelle Issing, president of Designing Events, says, "I am pleased to be working with BEACON to bring enhancements to its MEDi 2008 conference. We already have a plan for making major improvements, using our own extensive experience in managing and organizing events like this one and the knowledge that was gained after the 2005 event."

Designing Events has a proven track record as a provider of planning and management for pharmaceutical, corporate and association events, meetings and conferences.

Joseph Bronzino, president of BEACON, says with enthusiasm, "Hiring Designing Events assures the more than 2,000 expected MEDi 2008 attendees that the conference will be of the highest quality and value. It's already promising to be the most comprehensive and informative event for the region's burgeoning medical device and medical device manufacturing industry," he added.

MEDi 2008, scheduled for Sept. 9 and 10, 2008, at the Connecticut Convention Center in Hartford, Ct., will feature leading and emerging researchers, designers and developers of the medical device industry, as well as physicians, surgeons and medical professionals. The conference trade show will include exhibits from the industry's major manufacturers and suppliers.

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Issing says BEACON's research has shown that there is a growing need for a regional medical device conference and exhibition that focuses on the medical device and medical device manufacturing industry and provides ample networking opportunities.

"We will more than fulfill this need by collaborating with BEACON to enable contact among participants through educational programming and during the two-day exhibition," says Issing.

The conference's educational content will be a combination of high-quality scientific research data with proven, validated industry case studies, strategies for bringing new devices to market, manufacturing issues, legal/regulatory issues and clinical applications.

The trade show will highlight the latest advances in the medical device and medical device manufacturing industry, along with numerous demonstrations.

"Using our expertise gained from coordinating numerous informative and successful events worldwide, Designing Events will create a MEDi 2008 conference that will be highly interactive for all attendees, from demonstrations of equipment to ample opportunities to network, and will revitalize BEACON's plan to present conferences every other year," says Issing.

About Designing Events LLC

Designing Events, LLC is a premier global provider of planning, management and marketing services for pharmaceutical, corporate and association events, meetings and conferences. Based in the Baltimore metropolitan area, the company has a proven track record of delivering high-quality results utilizing a comprehensive range of services and resources that are custom-tailored to fit each client's unique needs. Often heralded for their ability to handle a myriad of time-sensitive details with ease, their true measure of success is allowing clients to focus all of their energy and attention on their guests and event goals. For more information, visit www.designingevents.com

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About the Biomedical Engineering Alliance & Consortium (BEACON)

Located in Hartford, Conn., Biomedical Engineering Alliance & Consortium (BEACON) is a non-profit trade organization consisting of corporations, academic and medical institutions as well as corporations dedicated to the development of medical technology. BEACON has been actively involved in emphasizing the importance of this industry as an economic engine for the greater Hartford region, the I-91 corridor, and the Northeast section of the U.S. For more information, visit www.beaconalliance.org.

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