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BECTON DICKINSON, HARTFORD HOSPITAL, IBM, AND PFIZER ARE

LEAD SPONSORS OF MEDI 2005

**New England's Largest Medical Device Trade Show is
October 25-26 in Hartford, Conn.**

HARTFORD, Conn. (August 2, 2005) – Leading organizations in the field of advanced medical technology have signed on as major sponsors of the MEDI 2005 medical device trade show, Oct. 25-26, 2005, at the Connecticut Convention Center in Hartford. The show's organizer, BEACON (www.beaconalliance.org), the voice of the medical device industry in the Northeast, today announced that Becton Dickinson, Hartford Hospital, IBM Healthcare and Life Sciences, and Pfizer will be major sponsors of New England's largest medical device trade show. The 200-225 exhibits and two days of conferences are expected to attract 3,000 people.

Other sponsors are the State of Connecticut, AON Risk Services, UK Trade & Investment, CHUBB, Northeast Utilities System, and Johnson & Johnson.

The development of medical technology has become an economic engine for the greater Hartford region, the I-91 corridor and the Northeast. The area already contains 300-plus medical device companies and manufacturers and more are expected to move to the region, according to Joseph D. Bronzino, president of BEACON.

MEDi 2005 exhibitors include surgical instrument suppliers, medical and rehab devices, and biomedical instrumentation.

Why a medical device trade show and why now? The medical device industry combined with medical supplies, an \$88 billion business growing 9% annually, is thriving because of the rapidly aging population, and recent scientific advances in less-invasive surgical devices. The U.S. is the global leader in medical devices and technology. The medical device industry alone is estimated to yield \$43 billion and add more than \$6 billion to the U.S. trade surplus each year.

As BEACON's Bronzino explains it, "With the graying of America, and with the rapid pace of scientific and technological innovation, it is anticipated that the medical device industry will experience double-digit growth for years to come. The continuing demand for ever-better and safer health care products favors medical devices made in the U.S. because the stringent FDA approval process is internationally recognized as the 'gold standard' of product quality and effectiveness."

Bronzino adds, "This first-of-its-kind event is the meeting place for life scientists, biomedical engineers, entrepreneurs, physicians, nurses, major medical device manufacturers and venture capitalists – those interested in creating new medical technology, new products, new companies and new jobs."

Some of the professional societies and associations participating in MEDi 2005 are: Central New England Section of the American Institute of Chemical Engineers (AIChE), American Society of Mechanical Engineers (ASME), IEEE Engineering in Medicine and Biology (IEEE/EMB), Manufacturing Alliance of Connecticut (MAC), Metro Hartford Alliance, New England Scientific Manufacturers Association (NESMA), and *Epsicon*, *Medical Device Daily*, and *Thomson Media*.

BEACON – Biomedical Engineering Alliance & Consortium – based in Hartford, Conn., (www.beaconalliance.org), is a not-for-profit professional association whose major goals are to facilitate collaborative research and industrial partnering as well as the nurturing of emerging medical technology companies. Contact is Bob Miller, Exec. VP at: 860 547 1995; robert.miller@beaconalliance.org. MEDi 2005 is managed by Infinity Expo Group, Shelton, Conn. (www.infinityexpo.com). Contact is Frank Manley at: 203 925 2118; fmanley@infinityexpo.com.

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