The 10x Medical Device Conference
May 1-3, 2017 | Courtyard Marriott San Diego at Liberty Station

The 5th Annual Meeting of the World's Largest Medical Device Community
Hi, I'm Joe Hage, the leader of the 340,000-member Medical Devices Group, the world's largest medical device community.

Leading the group is a joy — and never more so than when we unite for our annual meeting, the 10x Medical Device Conference.

Now in its 5th year, 10x covers timely subjects affecting the entire medical device industry — not just your piece of it — and introduces you to people with the complementary skills you need to grow your business.

For many, the conference is about new ideas.

For others, it's about new business.

Ours is an intimate event (I limit participation to 250 guests) so I can help each guest connect with the vast resources of our group. Alumni credit the event for new jobs, answers to their toughest questions — even new clients!

Join us: I'll personally make it worth your while.

Joe Hage

Who Should Attend?

Our guests tend to be medical device company CEOs, presidents, vice presidents, directors, and senior managers, as well as business development executives from medical device consultancies.

Email me at JHage@MedicalDeviceEvents.com for our confirmed guest list.

YES Join us if you want to:

• Discuss a range of timely subjects
• Meet people outside your discipline
• Make significant, lasting connections
• Help others

NO Stay home if you want to:

• Focus narrowly on your area
• Meet people who do the same things you do
• Hand out a lot of business cards
• Collect “leads” so you can “justify your ROI”

This year, we’ll host the event in beautiful San Diego at the Courtyard Marriott San Diego at Liberty Station (near the airport; free ground transportation).

Come early and treat yourself to a weekend vacation before the event!

Ask for the 10x guest rate of only $169 per night (add $15 for a bayside view). Free Internet and free parking too! Call 619-221-1900 to reserve your room with code “TXM.”
Register now: MedicalDeviceEvents.com

32 SCHEDULED SPEAKERS
- Including -

Mick Farrell
Keynote Speaker
Mick, the CEO of $9-billion ResMed, will give our keynote this year

Francisco Miguel Trigueiros
Siemens Healthineers
Global Marketing Director for 15 ultrasound devices

Gemma Moore
VP, Edwards Lifesciences
Edwards’ Vice President of International Regulatory Affairs

Dr. Joseph Gulfo
Author, Bio/Medtech CEO
“Innovation Breakdown” author and former MELA Sciences’ CEO

Jeffrey Kraws
CEO, Crystal Research
Top stock analyst, TopHat Capital co-founder, Synthetic Biologics chair

Teresa Gonzalo
Managing Dir, VERTESS
Specialty advisory services to healthcare companies in transition

Rick Baron
Fmr CFO, Globus Medical
Under Rick’s leadership, Globus was 1 of only 4 medtech IPOs in 2012

Gunter Wessels
Principal, TIGI
Dr. Wessels specializes in selling through PPACA, ACO, and related issues

Brian Meshkin
CEO, Proove BioSciences
Professional Goal: To realize the promise of personalized medicine

John Crombie
UpStart Product Dev.
Product & portfolio developer for surgical, diagnostic, therapeutic

Jon Speer
Founder, greenlight.guru
Quality management software exclusively for medical device companies

Mike Sperduti
Principal, Emerge Sales
Sales generation programs for complex medical device sales
8:30 AM  Registration

9:00 AM  Workshop 1: How to Prepare for an FDA Pre-Submission
A hands-on workshop reviewing what a pre-submission is and how this can be useful for your new medical device product development efforts. Learn about the types of pre-subs and the requirements for pre-sub contents.

Learn how to use this as a meaningful tool to help predict how FDA will evaluate your new product.

1:00 PM  Workshop 3: How to Prepare a CE Marking Submission
If the new MDR reclassifies your software as Class Ila, how long before you need CE certification?

We’ll also share copies of the new regulations (i.e., MDR and IVDR) and electronic technical file templates to help you update your own technical files for compliance with the new EU regulations.

9:00 AM  Workshop 2: Health Economics and Reimbursement
Companies that focus on getting FDA clearance run the risk of underestimating the next big challenge: the payer system.

What’s more, reimbursement rules are continually changing, and your established value proposition has to be updated and re-proven to adapt to the changing market environment. This, even if your product has a history of successful market access and utilization.

1:00 PM  Workshop 4: Neuro Sales and Marketing Mastery
Get a private lesson from one of the world’s best marketers in healthcare.

The 7-Step Sales Program is for new and veteran sales representatives alike. This course teaches effective and straight-forward strategies for every step of the sales process. Students will develop the foundations for a predictable and repeatable sales process that will enable them to close an abundance of new business and build long-lasting relationships.

5:30 PM  Keynote Presentation
Mick Farrell

Mick Farrell, the CEO of $9-billion ResMed, will give our keynote entitled, “The Path to Patient Adherence and Engagement is Digital Connected Care.”

Mick’s aspiration is the holy grail of healthcare: Improving patient outcomes, slowing the progression of chronic disease, and lowering overall healthcare system costs.

6:30 PM  2-Hour Reception and Showcase
- 2-hour reception and networking with guests from around the world
- Two drink tickets, light food included

Innovative device makers will show their products (see inside back page if you want to demo) and guests will cast votes. The winner gets to present on stage on Day 3.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>7:15 AM</td>
<td><strong>Breakfast</strong></td>
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<tr>
<td>8:15 AM</td>
<td><strong>Conference Opens</strong></td>
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<tr>
<td>8:20 AM</td>
<td><strong>Medical Devices Under Trump?</strong> High value speaker Gunter Wessels will share insights on how the medical devices industry will be affected by a Trump presidency.</td>
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<tr>
<td>9:10 AM</td>
<td><strong>Returning to Safety and Effectiveness to FDA</strong> Fearing adverse outcomes, FDA has substituted risk for safety; outcomes for effectiveness.</td>
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<tr>
<td>10:00 AM</td>
<td><strong>Break</strong></td>
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<tr>
<td>10:30 AM</td>
<td><strong>10 Introductions in 30 Minutes</strong> Meet 10 guests in quick succession; ask Joe for a 3-minute speaking opportunity in this session.</td>
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<tr>
<td>11:00 AM</td>
<td><strong>Out-marketing the Ultrasound Competition</strong> How Siemens Healthineer out-marketed the ultrasound competition for its launch.</td>
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<tr>
<td>11:30 AM</td>
<td><strong>Fast Round: The Medical Intelligence Cloud</strong> The emergence of medical and wearable devices will create a data tsunami.</td>
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<td>11:40 AM</td>
<td><strong>Fast Round: Reputation Building and Your Bottom Line</strong> Laura will discuss how leveraging your most valuable asset – your reputation – can help you succeed in the medical business.</td>
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<td>11:50 AM</td>
<td><strong>Fast Round: Assessing ADHD</strong> His FDA-cleared ADHD assessment device created a new device category.</td>
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<td>12:00 PM</td>
<td><strong>Lunch</strong></td>
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<td>1:30 PM</td>
<td><strong>Medical Device Financing Panel</strong> Our experts will discuss various ways to get the funding or the exit you seek.</td>
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<tr>
<td>2:15 PM</td>
<td><strong>The Magic of Medical Device Product Development</strong> Experience how an understanding of the creation of magic illusions can be used to stimulate novel approaches to new product development.</td>
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<tr>
<td>3:00 PM</td>
<td><strong>Ice Cream Social (Very Important!)</strong></td>
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<tr>
<td>4:00 PM</td>
<td><strong>20 Introductions in 60 Minutes</strong> Meet 20 more guests.</td>
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<tr>
<td>5:00 PM</td>
<td><strong>Playtime!</strong> We'll go outside, enjoy the warm weather, and cement new friendships.</td>
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<tr>
<td>6:00 PM</td>
<td><strong>Dinner (On Your Own – Or Join Us)</strong></td>
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<td>Conference Resumes</td>
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<tr>
<td>8:20 AM</td>
<td>What Does It Mean To Be Human?</td>
<td>[Speaker Image]</td>
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<td><a href="#">Text</a></td>
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<tr>
<td>9:10 AM</td>
<td>How to Gain Faster International Market Access</td>
<td>[Speaker Image]</td>
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<td>10:00 AM</td>
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<td>10:20 AM</td>
<td>Why Haven't Medical Devices Embraced Lean and Agile?</td>
<td>[Speaker Image]</td>
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<tr>
<td>11:00 AM</td>
<td>Realizing Personalized Medicine for Pain Management</td>
<td>[Speaker Image]</td>
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<td>11:30 AM</td>
<td>Fast Round: Human Factors</td>
<td>[Speaker Image]</td>
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<td><a href="#">Text</a></td>
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<tr>
<td>11:40 AM</td>
<td>Our Most Innovative Manufacturer</td>
<td>[Speaker Image]</td>
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<tr>
<td>12:50 PM</td>
<td>TBD</td>
<td>Suggestions welcome</td>
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<tr>
<td>1:30 PM</td>
<td>Fast Round: TBD</td>
<td>Suggestions welcome</td>
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<tr>
<td>1:40 PM</td>
<td>How CustomerLove™ is Applied to Medical Devices</td>
<td>[Speaker Image]</td>
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<td>Break</td>
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<tr>
<td>2:15 PM</td>
<td>Fast Round: Raising Capital</td>
<td>Top analyst Jeffrey Kraws has some advice</td>
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<tr>
<td>2:30 PM</td>
<td>Pitching Your Devices (with Real-Time Feedback)</td>
<td>[Speaker Image]</td>
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<tr>
<td>3:30 PM</td>
<td>Close and Real-Time Feedback</td>
<td>What did you love? What can we improve?</td>
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**Pricing**

See MedicalDeviceEvents.com for current pricing.

- **Monday Workshops:** $325 each
- **Monday Keynote + Reception:** $110
- **Tuesday + Wednesday Conference:** $1,795-$2,195
- **Tuesday Only:** $1,095
- **Wednesday Only:** $995
- **Manufacturers Showcase (as Presenter):** $300

**Manufacturers Invited:**

Demo at the Showcase

Do you have something to demo? Start a conversation with guests when you display your product at our reception.

Each guest can “vote” for the best medical device. The winner gets to present on stage on Day 3 and gets a professionally edited video of the session.

**Substitutions**

- We’ll make every effort to deliver the scheduled speakers and agenda. These may change without notice as “life happens.”
- We’ll accommodate any dietary restrictions you have. Contact us in advance.

**Cancellation/Refund Policy**

We’ll give you a full refund if you cancel by February 14, 2017. No transaction fees — just 100 percent of your money back. It’s risk free!

Cancellations between March 1 and April 16, 2017 will be refunded 50 percent of your registration fee. Or transfer your registration to another individual at no charge to either of you.

Cancellations after April 16 will not be eligible for refund. You may transfer your registration to another individual at no charge to either of you. Alternatively, you can ask for your registration to be applied to our 2017 event.

The conference organizers cannot be responsible for any travel cancellation fees you may incur associated with this event.

**Discounts**

Discounts are available for groups of 3+ and a few seats are reserved for students and the unemployed. Email us for details.

**Sponsors**

- greenlight.guru
- RBC Medical Innovations
- Energize Medical

Contact us to learn about 10x sponsorship levels and opportunities.