

10xTM FOR ENGINEERSTM

fun and

The educational event for medical device execs who design, develop, manufacture, and commercialize medical devices.

Relax Learn
Laugh Think
Enjoy Network



A Medical Devices Group and
Dynamic Global Events joint venture
MedicalDeviceEvents.com
DGEvents.com

October 10-12 2018
Hyatt Mission Bay Spa and Marina, San Diego

Welcome!



JOE HAGE

Leader, Medical Devices Group
Founder, 10x Medical Device Conference
JHage@MedicalDeviceEvents.com



Medical device folks, you know we love you, right?

But let's be honest: Our typical association meetings, trade shows, exhibition halls, and conferences aren't exactly fun.

We decided to create something you *want* to attend instead of *have* to attend.

I do my best thinking when I'm relaxed. You probably do too. So if you design, develop, manufacture, or commercialize medical devices, come for:

What you need...

- ✓ Relevant presentations
- ✓ Timely, comprehensive workshops
- ✓ Networking over food and drinks
- ✓ Productivity-boosting exhibitions

...With touches like these

- ✓ An invitation (*requirement?*) to wear jeans
- ✓ Movie clips, music between sessions
- ✓ Introductions to people you want to meet
- ✓ Our famous make-your-own sundae bar

Furthermore, if we do it right (we will), this will be more than a "three-day event." It will be your first time joining a 10x alumni network of hundreds with whom you can connect. I'm happy to make those introductions personally.

So check out the agenda, speakers, and plan to join us in San Diego, October 10-12, 2018.

I look forward to meeting you in person and serving you. Thanks for reading!



MICHAEL GOLDBERG

President & CEO
Dynamic Global Events
MGoldberg@DGEvents.com



On behalf of everyone at DGE, we're delighted to join the medical device community.

In my 25 years in the event production business, I've never experienced shows like the ones Joe hosts. Given the opportunity to collaborate, we jumped at the chance.

You'd be forgiven if you believed live industry events are a thing of the past. After all, so much content is free and online.

But when do you sit, concentrate, and absorb the material? And how do you grow your personal network – and therefore your professional value – without meeting thought leaders like those on our faculty and among our guests?

That's why you should come. I look forward to meeting you in beautiful San Diego!

Keynote



LANCE BLACK, MD
Med Device innovation Lead
Texas Medical Center

On: How the world's largest medical center invests in medical device innovation (and how you can benefit!)

Who Should Attend?

You! If you work in:

- + Commercialization
- + Design
- + Development
- + Engineering
- + Manufacturing
- + Materials
- + Operations
- + Packaging
- + Purchasing
- + Quality
- + Regulatory
- + Supply Chain
- + V&V

Featured Speakers

INCLUDING:



Sarah Wright
Resmed



Jon Speer
Greenlight Guru



Jason Spencer
Henkel



Mark McGarry
GE Additive



Mary Beth Privitera
HS Design



Hitesh Mehta
Integer (formerly GB)



Christine Zomorodian
Gish Consulting



Michael Drues
Vascular Sciences



Anne Leijzen
Factory CRO



Tor Alden
HS Design



Doug Fankell
Structural Integrity



Srihari Yamanoor
DesignAbly

Highlights

- + 20+ speakers
- + 26 presentations
- + 4 half-day workshops
- + 1 helluva lotta fun

WANT TO SPONSOR OR EXHIBIT? ASK US!

PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR



Contact Eric Morrin at EMorrin@DGEvents.com to learn about sponsorships and exhibitor booth opportunities

Schedule-At-A-Glance

Day 1: **Wednesday, October 10, 2018**

7:30AM Registration for Seminar Day

8:30AM 3-HOUR SEMINARS. CHOOSE BETWEEN:

A **What You Need to Know about all the Recent QA/RA Changes**



Jon Speer
Greenlight Guru

B **Guide for Medical Device Start-ups: Product Development Best Practices**



Tor Alden
HS Design
Bobby Boyer
HS Design



12:00PM Lunch

1:15PM 3-HOUR SEMINARS. CHOOSE BETWEEN:

C **Clinical Evidence and Post-Market Data in a Harmonized Landscape**



Anne Leijsen
Factory CRO
Christine Zomorodian
Gish Consulting



D **510(k) and Substantial Equivalence: Why Do So Many Get It Wrong?**



Michael Drues
Vascular Sciences

KEYNOTE PRESENTATION



5:30PM **How the world's largest medical center invests in medical device innovation (and how you can benefit!)**

Lance Black, MD, MBID

Did you know Texas Medical Center is the world's largest? And did you know they spend millions annually on medical device innovation with players ranging from industry titans to the smallest of start-ups? No? Then you should hear what Medical Device Innovation Lead Dr. Lance Black has to say!

WELCOME RECEPTION



6:15PM **2-Hour Welcome Reception**

- 2-hour reception and networking with our sponsors, exhibitors, and guests
- Two drink tickets, light food included

EVERYONE IS WELCOME!

Can't make the whole event but want to mingle and learn?

No problem, join us Wednesday night for our keynote and reception.

We'd love to see you!

Schedule-At-A-Glance

Day 2: Thursday, October 11, 2018

7:45AM Breakfast

9:00AM



Conference Opens

Joe Hage
10x

9:10AM



De Novo or De No-no

Bob Marshall
Med Device Online

9:40AM



Leveraging Customer Support to Understand User Needs

Sarah Wright
ResMed

10:10AM
FAST ROUND

10x

Meet 5 Companies that Can Help You Right Away, Part 1
10x

10:30AM Break

11:00AM



Best Practices for Navigating the Additive Manufacturing Journey

Mark McGarry
GE Additive

11:30AM



How to Design Joints to Unlock New Performance Improvements

Jason Spencer
Henkel

12:00PM Lunch

1:00PM



Pitfalls You Can Easily Avoid in Design Testing

Hitesh Mehta
Integer (Greatbatch)

1:30PM



Managing the Big Risk... The User

Mary Beth Privitera
HS Design

2:00PM



How Engineers Sell Themselves Short (... and what to do about it)

Scott Phillips
Starfish Medical

2:30PM



Post-Market Data: It's a Vast Global Conspiracy, and the Regulators are Colluding



Christine Zomorodian
Gish Consulting
Anne Leijsen
Factory CRO

2:50PM Ice Cream (very important!)

3:30PM



How to be Innovative on a Budget using Simulation

Arlen Ward
Modeling and Simulation Principal

4:00PM



Best Practices for Medical Device Change Management

Michael Drues
Vascular Sciences

4:30PM Day 2 Program Concludes

Schedule-At-A-Glance

Day 3: Friday, October 12, 2018

7:45AM Breakfast

9:00AM



Conference Resumes

Joe Hage

10x

9:10AM



Are you ready for the IoT?
Designing a Data-Centric
Medical Device

David Niewolny

Real-Time Innovations

9:40AM



How to Short Cut Regulations
without Cutting Corners

Jon Speer

Greenlight Guru

10:00AM



Real World Evidence: Is the
Randomized Clinical Trial the
Only Option?

Michael Drues

Vascular Sciences

10:30AM Break

11:00AM



A New Take on Prototyping
that Could Save You Millions

Doug Fankell

Structural Integrity

11:30AM



Building a Better Wearable
Device – and Getting it
Cleared through FDA

Walt Maclay

Voler Systems

1:00PM



Systems Engineering; It
Matters!... But Only If
You Want a Successful
Medical Device

Martin Coe

Systems Engineer

1:30PM



Continuous Integration:
Bring Medical Device
Software Development out
of the Dark Ages

Jeff Gable

Embedded Software

2:00PM

FAST ROUND



Meet 5 Companies that Can
Help You Right Away, Part 2
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2:20PM

Break

2:45PM



AI Robotics and the
Smart Factory Floor

Srihari Yamanoor

Intuitive Surgical

3:15PM



Serving the Medical
Device Industry:
What does that mean?

Joe Hage

10x

3:45PM



Closing Thoughts

Joe Hage

10x

4:00PM

Event Concludes

12:00PM Lunch

Registration options

All packages include food and beverage, coffee, snacks, two drinks at the reception (Wednesday) and our famous ice cream sundae social (Thursday).

Wednesday • Thursday • Friday
October 10-12, 2018

Register NOW at:
MedicalDeviceEvents.com

Packages include:

	EARLIEST <i>(before Jul 4)</i>	EARLY <i>(Jul 5-31)</i>	STANDARD <i>(Aug 1 - Oct 9)</i>	ONSITE <i>(Oct 10)</i>
THE WORKS (Full Conference, Seminars, Keynote, and Reception) <i>17 presentations with 20+ speakers focusing on medical device design, development, manufacturing, and commercialization</i>	\$2195	\$2495	\$2695	\$2895
FULL ACCESS (Full Conference, Keynote, and Reception)	\$1495	\$1795	\$1995	\$2195
LIMITED ACCESS (One-day pass: Thursday or Friday)	\$1095	\$1295	\$1495	\$1695
WEDNESDAY ONLY (Seminars, Keynote, and Reception)	\$ 895	\$ 895	\$ 895	\$ 895
KEYNOTE AND RECEPTION ONLY (Wednesday evening)	\$ 95	\$ 110	\$ 110	\$ 125



A beautiful spa resort

We're staying at the luxurious (and surprisingly affordable) **Hyatt Regency Mission Bay Spa and Marina** in San Diego, CA.

If you can afford the time, stay the weekend and treat yourself to a nice, long weekend in the sun. Bring your sunglasses!

Visit medgroup.biz/October-Hyatt before our group block is gone!

Can't make it this time?

Then ask about our three planned events for 2019:

- 10x for Sales and Marketing (Jan 28-30, Orlando)
- The 10x Medical Device Conference (May, 14-16, San Diego)
- 10x for Engineers (Oct 2019, Minneapolis)

Got a group?

For a limited time, buy two registrations and get the third completely **free!**

We offer **discounts** to students and the unemployed because, hey, *we've been there.*

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 POLICY

- ✦ We'll give you a **full refund** if you cancel by 8/16/18. No transaction fees – just 100 percent of your money back. It's risk free!
- ✦ Cancellations between 8/17-9/14/18 will be refunded at 50% or transfer your registration to a colleague at no charge to either of you.
- ✦ Cancellations after 9/14/18 will not be eligible for refund. You may transfer your registration or ask for it to be applied a future 10x event.
- ✦ The conference organizers cannot be responsible for any travel cancellation fees you may incur associated with this event.



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10x

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MedicalDeviceEvents.com
info@dgeve.com
+1 561 288 3000

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