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 Leijsen
Factory CRO

Tor Alden
HS Design

Doug Fankell
Structural Integrity

Srihari Yamanooor
DesignAbly

Highlights

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

WANT TO SPONSOR OR EXHIBIT? ASK US!

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**

### 7:30 AM
Registration for Seminar Day

### 8:30 AM
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 |

### 12:00 PM
Lunch

### 1:15 PM
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 |

### 5:30 PM
*Keynote Presentation*

*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!

### 6:15 PM
*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

7:45 AM  Breakfast

9:00 AM  Conference Opens
          Joe Hage
          10x

9:10 AM  De Novo or De No-no
          Bob Marshall
          Med Device Online

9:40 AM  Leveraging Customer Support to Understand User Needs
          Sarah Wright
          ResMed

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

10:30 AM  Break

11:00 AM  Best Practices for Navigating the Additive Manufacturing Journey
           Mark McGarry
           GE Additive

11:30 AM  How to Design Joints to Unlock New Performance Improvements
           Jason Spencer
           Henkel

12:00 PM  Lunch

1:00 PM  Pitfalls You Can Easily Avoid in Design Testing
          Hitesh Mehta
          Integer (Greatbatch)

1:30 PM  Managing the Big Risk... The User
          Mary Beth Privitera
          HS Design

2:00 PM  How Engineers Sell Themselves Short (... and what to do about it)
          Scott Phillips
          Starfish Medical

2:30 PM  Post-Market Data: It's a Vast Global Conspiracy, and the Regulators are Colluding
          Christine Zomorodian
          Gish Consulting
          Anne Leijsen
          Factory CRO

3:30 PM  How to be Innovative on a Budget using Simulation
          Arlen Ward
          Modeling and Simulation Principal

4:00 PM  Best Practices for Medical Device Change Management
          Michael Drues
          Vascular Sciences

4:30 PM  Day 2 Program Concludes
Day 3: Friday, October 12, 2018

7:45 AM  Breakfast

9:00 AM  Conference Resumes
Joe Hage
10x

9:00 AM  Are you ready for the IoT? Designing a Data-Centric Medical Device
David Niewolny
Real-Time Innovations

9:40 AM  How to Short Cut Regulations without Cutting Corners
Jon Speer
Greenlight Guru

10:00 AM  Real World Evidence: Is the Randomized Clinical Trial the Only Option?
Michael Drues
Vascular Sciences

10:30 AM  Break

11:00 AM  A New Take on Prototyping that Could Save You Millions
Doug Fankell
Structural Integrity

11:30 AM  Building a Better Wearable Device – and Getting it Cleared through FDA
Walt Maclay
Voler Systems

12:00 PM  Lunch

1:00 PM  Systems Engineering; It Matters!!!... But Only If You Want a Successful Medical Device
Martin Coe
Systems Engineer

1:30 PM  Continuous Integration: Bring Medical Device Software Development out of the Dark Ages
Jeff Gable
Embedded Software

2:00 PM  Meet 5 Companies that Can Help You Right Away, Part 2
10x

2:20 PM  Break

2:45 PM  AI Robotics and the Smart Factory Floor
Srihari Yamanoor
Intuitive Surgical

3:15 PM  Serving the Medical Device Industry: What does that mean?
Joe Hage
10x

3:45 PM  Closing Thoughts
Joe Hage
10x

4:00 PM  Event Concludes
Registration options
All packages include food and beverage, coffee, snacks, two drinks at the reception (Wednesday) and our famous ice cream sundae social (Thursday).

Packages include:

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

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.