



UBM and Massachusetts Medical Device Industry Council (MassMEDIC) Partner for Third Annual Massachusetts Medtech Week

Advanced Medical Technology Association (ADVAMED) President and CEO Scott Whitaker to Share Key Insights at Annual MassMEDIC Conference

Santa Monica, CA (March 22, 2017)- UBM and the Massachusetts Medical Device Industry Council (MassMEDIC) are proud to announce their extended partnership and the third annual Massachusetts Medtech Week. Massachusetts Medtech Week will be headlined by the 21st Annual MassMEDIC Conference held in conjunction with UBM's BIOMEDevice Boston, taking place May 3-4, 2017.

MassMEDIC will feature a conversation with Advanced Medical Technology Association (ADVAMED) President and CEO, Scott Whitaker, at its Annual Conference on May 3, 12:00 p.m. local time.

To learn more about BIOMEDevice Boston and the annual MassMEDIC Conference, please visit: biomedevice.mddionline.com

"We are thrilled to continue and strengthen our outstanding partnership with MassMEDIC and present the third annual Massachusetts Medtech Week," said Nina Brown, Vice President of Events, UBM. "UBM's continued partnership with MassMEDIC has allowed us to provide unmatched educational content and one of the largest forums for networking in the industry. We plan to continue on our past success and hone our events to drive the prosperous medical technology industry within the New England region forward."

Massachusetts Medtech Week brings together two of the region's most respected medical technology authorities to provide top-notch educational content featuring the latest innovations in medical technology. The device industry includes 480 companies with about 24,000 employees in Massachusetts, according to MassMEDIC*. New England's robust medical technology industry provides a diverse landscape that can be seen at the partnered events in May. The May event will draw more than 4,000 engineers and executives, house over 400 leading suppliers, and provide unmatched presentations and panel discussions.

"The partnership MassMEDIC has with UBM has been extremely beneficial to the medical technology industry in the New England region. We are honored to have our annual MassMEDIC conference once again headline Massachusetts Medtech week in conjunction with BIOMEDevice Boston," said Tom Sommer, President, MassMEDIC. "We are also proud to welcome ADVAMED President and CEO Scott Whitaker to our Annual Conference. ADVAMED is the voice for the medical technology industry and we are excited to have Whitaker provide insights from years of experience at our conference in May."

ADVAMED, the world's largest medical technology association, named Whitaker as its President and CEO in 2016. Whitaker is the voice of the medical technology industry and is recognized as a leading healthcare advocate and policy expert. Prior to taking leadership at ADVAMED, Whitaker was the Chief Operating Officer of the Biotechnology Innovation Organization (BIO) and also Chief of Staff of the United States Department of Health & Human Services (HHS).

Whitaker will be taking part in a "fireside chat" with Brian Johnson, editor of MassDevice, on how the policies of the Trump Administration will impact the medtech industry and the current climate of medtech

innovation. To learn more about the keynote presentation, please visit: massmedic.com/events/annual-conference-2017

Event attendees will not only gain access to BIOMEDevice Boston and the 21st Annual MassMEDIC conference but also UBM's entire Advanced Design and Manufacturing event in Boston, featuring three additional expos under the same roof, including [Design & Manufacturing \(D&M\) New England](#), [Embedded Systems Conference \(ESC\) Boston](#), and [PLASTECH New England](#).

UBM's Advanced Design and Manufacturing event in Boston event continues to grow with the support of key sponsors, partners, exhibitors, and suppliers including: 3M, Auer Precision, The Davies Companies, Jordi Labs, Massachusetts Life Sciences Center, Massachusetts Medical Device Development Center (M2D2), and MedTech, Proto Labs, Tekscan, Toxikon, Turck.

To register for BIOMEDevice Boston and save on early bird pricing before March 31, please visit: boston.am.ubm.com/2017/registrations/BIOMED

To register for MassMEDIC's Annual Conference, please visit: massmedic.com/events/annual-conference-2017

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* <https://www.massmedic.com/wp-content/uploads/2015/05/kpmg20151.pdf>

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Media Contacts:

Jannelle Grigsby, Jannelle.Grigsby@ubm.com, (310) 857-9020

Rich Trunzo, Richard.Trunzo@ubm.com, (424) 316-7169

Autumn McLaughlin for MassMEDIC, autumn@northwindstrategies.com, (617) 338-6601

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