SUNDAY, SEPTEMBER 24

**5th Annual Symposium on Pediatric Device Innovation**
8:00 am – 6:00 pm
Convention Center – LL20

**Registration Open**
1:00 pm – 6:00 pm
San Jose Marriott – Lobby

**International Reception**
5:30 pm – 7:30 pm
Convention Center – Terrace Patio

MONDAY, SEPTEMBER 25

**Registration Open**
7:00 am – 6:00 pm
Convention Center – Concourse Lobby

**AdvaMed Accel Leadership Seminar**
(by invitation only)
8:00 am – 11:45 am
Marriott – San Jose Ballroom, Salon I

**Global Markets Seminar**
8:30 am – 10:30 am
Convention Center – 210A

**Biotech Primer’s MedDevice Development Course**
9:00 am – 4:30 pm
Marriott – San Carlos

**Official Conference Opening & Ministerial Seminar**
10:45 am – 11:45 am
Convention Center – 210A

**Driving Growth Through New Commercial Strategies**
11:15 am – 12:30 pm
Convention Center – 210E

**AdvaMed Accel Leadership Seminar – Networking Lunch**
(by invitation only)
11:45 am – 12:45 pm
Marriott – San Jose Ballroom, Salon V

**Buying for Value Globally: Can We Make it Work?**
1:00 pm – 2:15 pm
Convention Center – 210E

**Diagnosing Opportunity: Manufacturer and Laboratory Insights**
1:00 pm – 2:15 pm
Convention Center – 210F

**Super Session: Tomorrow vs. Today: Envisioning the Future of Health Care Delivery**
1:00 pm – 2:15 pm
Convention Center – 210C

**Pediatric Meetup**
1:00 pm – 1:45 pm
Concourse Lobby – MedTech Meetup Zone

**Medical Device Industry in India–The Evolving Landscape, Opportunities and Challenges**
2:00 pm – 2:45 pm
Concourse Lobby – MedTech Meetup Zone

**Brazil: Challenges and Choices in Health Care**
2:30 pm – 3:10 pm
Convention Center – 210F

**U.S. – China Medical Device Innovation Roundtable**
2:30 pm – 4:00 pm
Convention Center – 211B

**Building a Healthy NEST Egg: Exploring the Opportunities and Benefits of the National Evaluation System for Health Technology**
2:30 pm – 3:45 pm
Convention Center – 212

**Case for Quality: CDRH–Industry Update**
2:30 pm – 3:45 pm
Convention Center – 210A

**Printing the Future: 3D Printing Today, Tomorrow and Beyond**
2:30 pm – 3:45 pm
Convention Center – 210E

**Super Session: Pulse of the Industry 2017**
2:30 pm – 3:45 pm
Convention Center – 210C

**Strategic Investor Speed Networking**
(by invitation only)
2:30 pm – 4:30 pm
Marriott – San Jose Ballroom, Salon V

**Brazil: International Regulatory Focus**
3:10 pm – 3:45 pm
Convention Center – 210F

**Women in Cardiovascular Meetup**
3:30 pm – 4:00 pm
Concourse Lobby – MedTech Meetup Zone

**Preparing for the New European Medical Technology Regulations: Are You Ready?**
4:00 pm – 5:15 pm
Convention Center – 212
Real World Evidence: What Does it Mean for Coverage and Payment?
4:00 pm – 5:15 pm
Convention Center – 210E

Patients as Consumers: How a More Informed Public Could Transform the Health Care System
4:00 pm – 5:15 pm
Convention Center – 210F

Wall Street’s View on MedTech
4:00 pm – 5:15 pm
Convention Center – 210A

AdvaMed Accel Reception (by invitation only)
4:30 pm – 5:30 pm
Marriott – San Jose Ballroom, Salons 1–2

AdvaMed’s Women’s Executive Network Reception
5:00 pm – 5:30 pm
San Pedro Square Market
87 N San Pedro St, San Jose, CA 95110

Welcome Reception
5:30 pm – 7:00 pm
San Pedro Square Market
87 N San Pedro St, San Jose, CA 95110

TUESDAY, SEPTEMBER 26

Registration Open
7:00 am – 7:00 pm
Convention Center – Concourse Lobby

Plenary Breakfast with Keynote Speakers
7:30 am – 9:00 am
Convention Center – Grand Ballroom

MedTech Connect Zone Open
9:00 am – 5:15 pm
Convention Center – Hall 1 & 2

Exhibit Hall Open
9:00 am – 7:00 pm
Convention Center – Hall 1 & 2

Ribbon Cutting Ceremony
9:05 am – 9:15 am
Convention Center – Hall 1 & 2

CEOs Unplugged: Good Ethics is Good Business
9:05 am – 9:40 am
CEOs Unplugged Stage

MedTech Exec Talks: When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots and Big Data
9:10 am – 9:40 am
MedTech Exec Talks Stage

MedTech Innovator Showcase: In Vitro Diagnostics
9:10 am – 9:50 am
MedTech Innovator Showcase Stage

Introducing Value into the Supply Chain
9:15 am – 10:15 am
Convention Center – 210F

The Point of Person Laboratory
9:15 am – 10:15 am
Convention Center – 210E

Mentoring Moment (by invitation only)
9:15 am – 9:45 am
Solutions Showcase Stage

Super Session: Digital MedTech Collaborations: Opportunities at the Cutting Edge
9:15 am – 10:15 am
Convention Center – 210C

Who Is Filling the Early–Stage Investment Gap?
9:15 am – 10:15 am
Convention Center – 212

Brexit as a Catalyst for Innovation: A Fireside Chat with UK Government Minister Lord Prior of Brampton
9:15 am – 10:15 am
Convention Center – 210A

CEOs Unplugged: D.C. Download: Update from Capitol Hill
9:45 am – 10:25 am
CEOs Unplugged Stage

MedTech Innovator Showcase: Health Care IT & Digital Health
9:55 am – 10:35 am
MedTech Innovator Showcase Stage

Solutions Showcase: How to Put the IoT into Regulated Connected Medical Devices
10:00 am – 10:20 am
Solutions Showcase Stage

Academic Meetup
10:10 am – 10:40 am
Concourse Lobby – MedTech Meetup Zone

MedTech Exec Talks: Discussing Top Issues - Value Based Coverage and Compliance
10:15 am – 10:45 am
MedTech Exec Talks Stage

Innovation Pavilion Demos
10:15 am – 11:15 am
Convention Center – Hall 1 & 2 – Booth 1218

Networking Break
10:15 am – 11:15 am
Convention Center – Hall 1 & 2

Solutions Showcase: What is Being Done to Secure Connected Medical Devices?
10:25 AM–10:45 am
Solutions Showcase Stage
Women in Orthopedic/Surgical Meetup
10:45 am – 11:15 am
Concourse Lobby – MedTech Meetup Zone

MedTech Innovator Showcase: Orthopedic
10:45 am – 11:35 am
MedTech Innovator Showcase Stage

Solutions Showcase: Effective Segmentation & Targeting: More than just Medical Claims
10:50 am – 11:10 am
Solutions Showcase Stage

CEOs Unplugged: Managing Lean, Delivering Big, Staying Ahead of the Innovation Curve
11:10 am – 11:40 am
CEOs Unplugged Stage

MedTech Exec Talks: A Catalyst for Collaboration, Commercialization and Beyond: Ontario’s Health System as a Test Bed for Innovation
11:10 am – 11:40 am
MedTech Exec Talks Stage

Coming Changes to Device Inspections: Are You Ready?
11:15 am – 12:15 pm
Convention Center – 212

Establishing a Culture of Cybersecurity Excellence
11:15 am – 12:15 pm
Convention Center – 210A

Super Session: On the Line: A CEO’s Most Critical Decisions
11:15 am – 12:15 pm
Convention Center – 210C

Risk Contracting: Putting Your Money Where Your Value Is
11:15 am – 12:15 pm
Convention Center – 210E

The Rise of the Consumer: How Can MedTech Leverage the Best of Customer Centricity from other Industries?
11:15 am – 12:15 pm
Convention Center – 210F

MedTech in Japan: A Roundtable with Japanese Government Officials
11:15 am – 12:15 pm
Convention Center – 211C

MedTech Innovator Showcase: Wound Healing & Dermatology
11:40 am – 12:20 pm
MedTech Innovator Showcase Stage

CEOs Unplugged: Current Investment Flow, M&A and Deal Structures
11:45 am – 12:25 pm
CEOs Unplugged Stage

Plenary Lunch with Keynote Speakers
12:30 pm – 2:00 pm
Convention Center – Grand Ballroom

Women in Diagnostics Meetup
2:00 pm – 2:30 pm
Concourse Lobby – MedTech Meetup Zone

Mentoring Moment *(by invitation only)*
2:10 pm – 2:40 pm
Solutions Showcase Stage

MedTech Innovator Showcase: Therapeutic Delivery & Dosing
2:10 pm – 2:50 pm
MedTech Innovator Showcase Stage

CEOs Unplugged: Multinational Corporations Operating in an Anti–Globalization World
2:05 pm – 2:40 pm
CEOs Unplugged Stage

Patient–Inspired Innovation: Perspectives from a Provider, Innovator and Advocate
2:15 pm – 3:30 pm
Convention Center – 210F

Public Policy: Ensuring Sound Policy Fosters MedTech Innovation
2:15 pm – 4:00 pm
Marriott – San Jose Ballroom Salon II

Super Session: Bridging the Gap Between FDA Approval and CMS and Private Payer Coverage
2:15 pm – 3:30 pm
Convention Center – 210C

Made in China, 2025: Existential Threat or Indigenous Exhortation?
2:15 pm – 3:30 pm
Convention Center – 212

They Call Me Big Data: Applications for Cognitive Learning in Health Care
2:15 pm – 3:30 pm
Convention Center – 210E

Venture Investing: Finding Returns Through Risk Management
2:15 pm – 3:30 pm
Convention Center – 210A

MedTech Exec Talks: Building the Right Culture: Attracting & Leading a World Class Team
2:50 pm – 3:20 pm
MedTech Exec Talks Stage

CEOs Unplugged: Heard on the Fundraising Trail
2:50 pm – 3:25 pm
CEOs Unplugged Stage

MedTech Innovator Showcase: Vascular/Neurovascular
2:55 pm – 3:45 pm
MedTech Innovator Showcase Stage
Innovation Pavilion Demos  
3:30 pm – 4:00 pm  
Convention Center – Hall 1 & 2 – Booth 1218

Networking Break  
3:30 pm – 4:00 pm  
Convention Center – Hall 1 & 2

Ophthalmic Meetup  
3:30 pm – 4:00 pm  
Concourse Lobby – MedTech Meetup Zone

CEOs Unplugged: Standing on the Shoulders of a Giant: Past, Present and Future  
3:30 pm – 4:00 pm  
CEOs Unplugged Stage

Solutions Showcase: Rotation Medical - Value Initiative  
3:30 pm - 4:00 pm  
Solutions Showcase Stage

Afternoon Plenary Session  
4:00 pm – 5:30 pm  
Convention Center – Grand Ballroom

Quebec Future Technology Showcase  
5:00 pm – 6:30 pm  
International Lounge

Chairmen’s Networking Reception  
5:15 pm – 7:00 pm  
Convention Center – Hall 1 & 2

MedTech After Party  
9:30 pm – 11:00 pm  
Club Auto Sport  
521 Charcot Ave, San Jose, CA 95131  
Buses depart from the Fairmont Hotel

WEDNESDAY, SEPTEMBER 27

CMS Town Hall  
7:30 am – 8:45 am  
Convention Center – 210C

Registration Open  
7:30 am – 4:00 pm  
Convention Center – Concourse Lobby

Networking Breakfast  
8:00 am – 8:30 am  
Convention Center – Hall 1 & 2

Innovation Pavilion Demos  
8:00 am – 9:00 am  
Convention Center – Hall 1 & 2 – Booth 1218

Exhibit Hall Open  
8:00 am – 12:30 pm  
Convention Center – Hall 1 & 2

MedTech Connect Zone Open  
8:00 am – 12:30 pm  
Convention Center – Hall 1 & 2

MedTech Innovator Showcase: Pulmonology & Critical Care  
8:10 am – 9:00 am  
MedTech Innovator Showcase Stage

CEOs Unplugged: The Future of Leadership in MedTech: Trends of Disruption and Consolidation  
8:15 am – 9:00 am  
CEOs Unplugged Stage

MedTech Exec Talks: Sensemaking: The Power of the Humanities in the Age of the Algorithm  
8:30 am – 9:00 am  
MedTech Exec Talks Stage

Scaling Innovation in the Developing World  
8:30 am – 9:30 am  
Convention Center – 210F

A Dialogue with California Medical Technology Innovation Pioneers  
9:00 am – 10:15 am  
Convention Center – 210A

Super Session: America First: Will the Trump Administration’s Policies Help Your Global Business?  
9:00 am – 10:15 am  
Convention Center – 210C

Rethinking Malfunction Reports: Does Summary Reporting Work?  
9:00 am – 10:15 am  
Convention Center – 212

Success with Surrogates: A New Framework and Best Practices for Surrogate Samples to Support Diagnostic Innovators  
9:00 am – 10:15 am  
Convention Center – 210E

9:05 am – 9:30 am  
MedTech Exec Talks Stage

MedTech Innovator Showcase: Consumer Health  
9:05 am – 9:45 am  
MedTech Innovator Showcase Stage

9:35 am – 10:00 am  
MedTech Exec Talks Stage

CEOs Unplugged: Leadership Views on Diagnostics  
9:40 am – 10:10 am  
CEOs Unplugged Stage

MedTech Innovator Global Health Panel in Partnership with TEAMFund  
9:45 am – 10:45 am  
Convention Center – 210F
MedTech Innovator Showcase: Surgical Tools & Planning
9:50 am – 10:40 am
MedTech Innovator Showcase Stage

10:05 am – 10:45 am
MedTech Exec Talks Stage

Solutions Showcase: Mitigating Compliance and Quality Risk Across the Enterprise
10:10 am – 10:30 am
Solutions Showcase Stage

Cybersecurity Meetup: Reducing Risk, Protecting Patient Safety
10:10 am – 10:40 am
Concourse Lobby – MedTech Meetup Zone

Innovation Pavilion Demos
10:15 am – 11:15 am
Convention Center – Hall 1 & 2 – Booth 1218

Networking Break
10:15 am – 11:15 am
Convention Center – Hall 1 & 2

CEOs Unplugged: At a Tipping Point: Capitalizing on the Digital Health Opportunity
10:20 am – 10:50 am
CEOs Unplugged Stage

Solutions Showcase: Delivering Customer Value with Innovative Services, Solutions, and Contracts
10:35 am – 10:55 am
Solutions Showcase Stage

Women in Digital Health Meetup
10:45 am – 11:15 am
Concourse Lobby – MedTech Meetup Zone

MedTech Innovator Showcase: Advanced Imaging Diagnostics
10:45 am – 11:35 am
MedTech Innovator Showcase Stage

CEOs Unplugged: Intersection of Global Health & Medical Technology
11:00 am – 11:45 am
CEOs Unplugged Stage

Rethinking Device Regulation: From Digital Health to Device Modifications
11:15 am – 12:30 pm
Convention Center – 210A

Super Session: Breaking the Mold: Effective Strategies and Partnerships for Fostering MedTech Innovation
11:15 am – 12:30 pm
Convention Center – 210C

Key Developments in Device Advertising and Promotion: Demystifying Communications and Scientific Exchange in Today’s Health Care System
11:15 am – 12:30 pm
Convention Center – 210E

Talking to Your Customer: How New Requirements are Changing the Way Companies Relate to Physicians and HCPs
11:15 am – 12:30 pm
Convention Center – 210F

The Genomics Revolution: Diagnostic Implications for Patients and Health Care
11:15 am – 12:30 pm
Convention Center – 212

MedTech Innovator Showcase: Cardiovascular
11:40 am – 12:30 pm
MedTech Innovator Showcase Stage

CEOs Unplugged: Celebrating the Breadth and Depth of Industry Leadership
11:50 am – 12:20 pm
CEOs Unplugged Stage

Plenary Lunch & Lifetime Achievement Award
12:30 pm – 2:15 pm
Convention Center – Grand Ballroom

CDRH Town Hall
2:30 pm – 4:15 pm
Convention Center – 210C

U.S. Market Access Seminar
2:30 pm – 5:00 pm
Convention Center – 210A

Closing Reception
5:00 pm – 7:30 pm
Paper Plane
72 S 1st St, San Jose, CA 95113