



AdvaMed 2016: The MedTech Conference Comes to Minnesota's Medical Alley

Annual Gathering to Showcase Medical Innovations in the Birthplace of Modern Medical Device

WASHINGTON, D.C. (July 19, 2016) – More than 2,500 medical technology professionals will descend on Minneapolis this fall as [AdvaMed 2016: The MedTech Conference](#), the industry's largest gathering in North America, comes to one of the country's leading centers of medical innovation for the first time. [The Medical Alley Association](#), trade organization representing the #1 health technology cluster in the world for innovation, will be the host partner for the tenth annual AdvaMed conference.

"Minnesota is a state of innovation, and the world's foremost producer of medical technology. There is no better place for the nation's medical technology leaders and professionals to gather, share ideas, and together advance the work of improving and saving lives," said Lt. Governor Tina Smith. "We welcome the thousands of people visiting Minnesota from around the country to attend this year's AdvaMed conference. Thank you for your business, your ideas, and for the work you do every day to invent a healthier future."

The conference will be held at the Minneapolis Convention Center from October 17-19, and will bring together over 1,000 companies from across the country and around the world to collaborate in business development, capital formation, innovative technology showcasing, world-class educational opportunities and networking.

"I am so pleased that AdvaMed 2016 will be held here in Minneapolis," said Mayor Betsy Hodges of Minneapolis. "Minnesota's health technology industry is a national leader. We value the important work of the medical technology industry in helping people achieve healthier lives and providing quality, high-paying jobs to our residents."

"The theme of AdvaMed 2016 is 'Medical Technology: Bringing Innovation & Value to Patients,' and we're excited to be bringing our conference to a city that is synonymous with innovation and providing life-changing medical advancements to patients worldwide," said Scott Whitaker, president and CEO of AdvaMed.

“Minneapolis is the birthplace of the modern medical device industry and a perfect backdrop to showcase all we do to help patients and improve health care.”

The conference will feature more than 30 educational panels, five plenary sessions and numerous business development activities, from networking events to presentations from emerging growth companies.

Highlighting Minneapolis’ role as a hub not only of medical technology but of the larger health care ecosystem, AdvaMed 2016 will kick off with a plenary session featuring an interactive discussion with local industry leaders Omar Ishrak, chairman and CEO of Medtronic, who also serves as chairman of AdvaMed 2016; Dr. John Noseworthy, president and CEO of the Mayo Clinic; and Richard Migliori, executive vice president, medical affairs and chief medical officer, UnitedHealth Group.

In addition, the conference exhibit hall will feature a special “Medical Alley” aisle, spotlighting some of the leading Minnesota-based medtech companies and suppliers.

“In this age of healthcare transformation, it is fitting that the world’s healthcare leaders would gather at the birthplace of innovation. Minnesota’s Medical Alley has always, and will continue to, drive the evolution of health care. We welcome the world’s leaders to our community,” said Shaye Mandle, president and CEO of the Medical Alley Association.

Medical Alley members receive a discounted “member” rate to the conference as part of its partnership with AdvaMed 2016. For more information, visit www.advamed2016.com/medicalalley.

“While you are visiting Minneapolis, we hope you take some time to enjoy all that our city has to offer,” Mayor Betsy Hodges added. “From countless bike trails and our great public transportation modes to our beautiful lakes and rivers, there is something for everyone. We have world-class theaters, museums and many wonderful bars and restaurants, wineries and craft breweries. You may walk or bike along the beautiful Mississippi River or take in our exciting arts and music scene. Minneapolis welcomes you this October.”

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About AdvaMed 2016: The MedTech Conference

AdvaMed 2016: The MedTech Conference is the leading gathering in North America of global MedTech executives with regulatory, reimbursement, business development, legal, IP, marketing, quality, compliance, HR and other key

responsibilities. Along with industry leaders, the international conference attracts business development professionals, investors, policy-makers, members of the media, legal experts, consultants, distributors, and other important stakeholders.

More than 2,500 attendees will network, conduct business, gain access to capital and share insights in Minneapolis from October 17-19. The conference also features world-class plenary speakers, networking, and business development opportunities.

Visit <http://advamed2016.com>, follow [@AdvaMedConf](https://twitter.com/AdvaMedConf) on Twitter, or join the [AdvaMed Conference](#) LinkedIn group to learn more.

About the Medical Alley Association

The Medical Alley Association is a global leader in industry advocacy, stakeholder connectivity and content delivery which help power the evolution of healthcare in supporting members so they may innovate, succeed and influence the global community. By driving policy, delivering actionable intelligence and connecting members with critical resources, we work to ensure that Minnesota's Medical Alley remains the world's strongest health technology community. The Association's membership and supporting community extends throughout the world, employing more than 300,000 Minnesotans and many more globally. For more information, visit www.medicalalley.org.

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