



OCTOBER 15 – 17, 2024  
**TORONTO, CANADA**

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[themedtechconference.com](http://themedtechconference.com)

- Medtech Canada is the national association leading the effort to develop and advance Canada's innovative medical technology industry.
- Medtech Canada represents over 100 member companies in Canada involved in the research, supply and manufacturing of medical technologies (ranging from Canadian-owned to multinationals).
- Medtech Canada works closely with the federal and provincial-territorial governments, health professionals, patients, and other stakeholders to deliver a patient-centred, safe, accessible, innovative, and sustainable universal healthcare system supported using medical technology.



[www.medtechcanada.org](http://www.medtechcanada.org)

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- The size of the **Canadian medical technology market is valued at approximately \$7.8 billion**, making it the 8th largest worldwide.
- Canada **exports approximately \$3.1 billion** of medical technology and **imports \$8.6-billion**.
- The Canadian medtech industry **employs more than 35,000 Canadians** with expertise across multiple disciplines, including but not limited to: biomedical engineering, biological sciences, health economics, information technology, law, manufacturing, nursing, physical sciences, regulatory and quality, sales and marketing, and public affairs.
- More than 1,500 medtech companies operate in Canada.



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# AdvaMed

Advanced Medical Technology Association

## About AdvaMed: The Advanced Medical Technology Association

- MedTech Canada's U.S. counterpart
- World's largest medical technology trade organization
- Based in Washington, D.C. with a global presence
- 470 member companies, ranging from the largest to smallest MedTech innovators and producers
- All medtech sectors represented, including diagnostic, digital health, cardiovascular, orthopedics, ophthalmic, surgical tools, wound management, dental health, and more
- Focus areas: policy, regulation, SME support, trade, market access, educational events

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# The MedTech Conference 2024

- October 15-17, 2024, Metro Toronto Convention Centre
- Premier, global gathering of medtech leaders
- Three full days of in-person educational, networking, showcasing and business development opportunities
- Conference pre-programs on October 14 for international delegates

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# Attendance By Sector

Blood	2%	Instruments and Accessories	10%
Cardiology	7%	Neurology	3%
Diabetic Care	3%	Ophthalmology	1%
Diagnostic Imaging	4%	Orthopedic	11%
Dialysis	2%	Patient Monitoring	5%
Digital Health	8%	Physical Medicine & Rehabilitation	1%
Drug Delivery	3%	Radiation Therapy	1%
Ear, Nose & Throat	3%	Surgical Devices	10%
Endoscopy	4%	Urology	5%
Gastroenterology	3%	Women's Health	4%
Hospital & Health Care Supply	3%	Wound Management	2%
In Vitro Diagnostics	2%		
Infectious Disease	2%		

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# #MedTechCon by the Numbers

With **3,400** attendees representing nearly **40** countries around the world, The MedTech Conference is a must-attend event for the industry's prominent and most promising companies.

## INDUSTRY SECTORS

**BLOOD** **CANCER/ONCOLOGY** **CAPITAL EQUIPMENT**  
**CARDIOVASCULAR** **CYBERSECURITY** **DENTAL**  
**DIABETES** **DIAGNOSTICS** **DIGITAL HEALTH** **IMAGING**  
**INFECTIOUS DISEASE** **INFORMATION SECURITY**  
**METABOLIC DISEASE/OBESITY** **NEUROLOGICAL**  
**NUTRITION PRODUCTS** **OPHTHALMIC** **ORTHOPEDIC**  
**RADIATION THERAPY** **SOFTWARE** **SURGICAL**  
**VASCULAR** **WOMEN'S HEALTH** **WOUND HEALING**

**MORE THAN 50%**  
**OF OUR ATTENDEES**  
**ARE EXECUTIVE**  
**LEADERS**



## JOB FUNCTIONS



BUSINESS  
DEVELOPMENT



EXECUTIVE  
MANAGEMENT



GOVERNMENT/  
LEGISLATIVE AFFAIRS



INVESTMENT/  
FINANCE



REGULATORY



REIMBURSEMENT



SALES



LEGAL & HEALTH  
CARE COMPLIANCE

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# Unparalleled Access to MedTech Leaders



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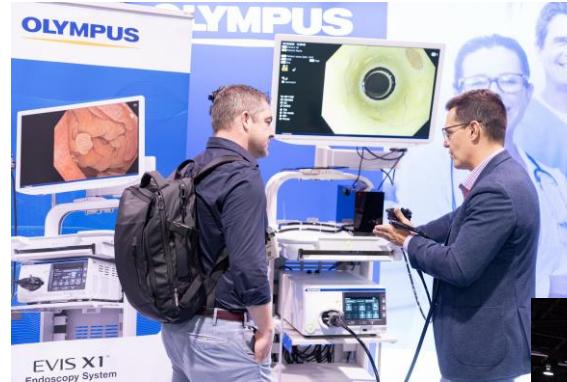


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# Dynamic & Interactive Exhibits



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# 2023 Sponsors/Exhibitors (partial list)

City of Brampton  
Department of Business &  
Trade (UK)  
Destination Toronto  
Invest in Hamilton  
Johnson & Johnson  
Life Sciences BC  
Linden Capital Partners  
MedTech Canada

Medtronic  
MTP Connect (Australia)  
Siemens Healthineers  
Smith & Nephew  
Stryker  
Terumo BCT  
Water Street  
Ximedica  
Zimmer Biomet



2023 Exhibit and Sponsorship  
information is available here:

[themedtechconference.com/2023-sponsorship-prospectus](https://themedtechconference.com/2023-sponsorship-prospectus)

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# The MedTech Conference & Investor Forum

1. Timely and curated medtech content to meet the unique needs of investors.
2. Investor event designed to attract industry leaders and innovators with members of the investment community.
3. **Attracts Key Investor Categories:**
  - VCs, Family Offices, Angel Investors • Private Equity • Investment Bankers • Institutional Investors • Analysts
4. **2023 Forum agenda included:**
  - Fundraising Environment, Strategies for Raising Capital
  - Commercializing Innovation
  - EY Pulse of the Industry
  - MedTech Innovator Showcase & Finals
  - Corporate Reverse Pitch Presentations
  - Fireside Chats with leading industry CEOs



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# Destination Canada: Showcase & Engage

1. **Showcase:** Canada Pavilion – start booking in early December
2. **Contribute knowledge:** Call for panel proposals opening on January 9
3. **Be visible:** sponsorship, advertising, branding opportunities to be published in late November
4. **Help spread the word:** local / provincial communities plus global partners

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# Key Dates

- **November 30, 2023:** 2024 Sponsor/exhibitor prospectus published
- **December 31, 2023:** Sponsor/exhibitor right of first refusal deadline
- **January 9, 2024:** Call for sessions launched – website updated to reflect brand
- **Mid-January:** Begin forming Host/International Committee
- **February 23:** Call for Sessions closes
- **April:** Registration opens
- **May:** Submitters notified of session proposal decision; Canada visit
- **July:** Programming announced
- **August 20:** Early-bird registration deadline
- **Early September:** Partnering and conference app open
- **Hotel Deadline:**
- **October 15 – 17:** Showtime

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# Opportunities for Engagement

1. Exhibition space in Canadian Pavilion
2. Sponsorship of events (i.e. Global Reception)
3. “Safari” showcase



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# Contact Us!



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