

PHARMA MedDeviceTM 2008

March 26-28, 2008
PA Convention Center
Philadelphia, PA

PharmaMedDevice is the industry's most comprehensive forum to fully illuminate the convergence of the medical device, pharmaceutical and biologic industries. Its co-location with INTERPHEX, the largest annual event for pharmaceutical and biopharmaceutical manufacturing, has proven to deliver a unique audience and countless opportunities for cross-sector collaboration across the life science industries.

Combination products bring together the best of both worlds - combining the efficacy of advanced therapeutics or drugs with precision dosing made possible by sophisticated medical devices and drug delivery technologies. They provide innovative ways to extend the lifecycles of existing products, while providing consumers with reduced toxicity, fewer side effects, higher efficiency, and improved patient compliance.

In addition, **biomedical engineering innovations** will continue to transform the healthcare market with advances in areas including bionanotechnology, infrared imaging and personalized medicine.

A growing market with great potential.

- The global market for drug-device combinations is expected to increase at an average annual growth rate of 13.6% and reach \$11.5B in 2010, compared with \$5.4B in 2004.
- The US advanced drug delivery market is tipped to grow more than 18% and exceed \$76B by 2014.
- The market for coatings and surface-treatment processes used on medical devices will reach more than \$5.3B by 2010. The 12.4% annual growth rate will be fueled by explosive growth in high-value combination products.
- Fast growing market segments include inhalation devices, transdermal delivery systems, steroid-eluting electrodes, as well as a range of biologic-devices.

Audience Reach – Geographical:

Americas 95%

Other countries represented include:

Armenia	Nepal
Canada	Netherlands
China	Malaysia
Denmark	Pakistan
Dominica	Portugal
Finland	Singapore
Germany	Sri Lanka
Hong Kong	Sweden
India	Switzerland
Indonesia	Taiwan
Ireland	Turkey
Israel	United Kingdom
Japan	Uzbekistan

HIGHLIGHTS OF 2007 VISITORS

Organizations that were represented:

- 3M Drug Delivery Systems
- Abbott
- Abiomed, Inc.
- Alexza Pharmaceuticals
- Alkermes
- Amgen
- Baxter Healthcare
- Bayer Healthcare
- Becton Dickinson
- Boston Scientific
- Cook Medical
- Cordis Corporation
- Dentsply International
- Edwards Lifesciences
- Ethicon
- GE Healthcare
- Genentech
- Genzyme Biosurgery
- Gilead Sciences
- GlaxoSmithKline
- Guidant
- Hoffman-LaRoche
- Johnson & Johnson Vision Care
- Mannkind Corporation
- Medtronic
- MedImmune
- Organogenesis Inc.
- Orthovita
- Pall Life Sciences
- Pfizer
- Schering-Plough
- Shire
- Smith & Nephew Orthopaedics
- Stryker
- Tyco Healthcare Group
- US Surgical
- Vyteris
- WL Gore & Associates
- Wyeth



The medical device market in the United States is expected to reach approximately \$95 billion in 2007.

<http://www.PharmaMedDevice.com>

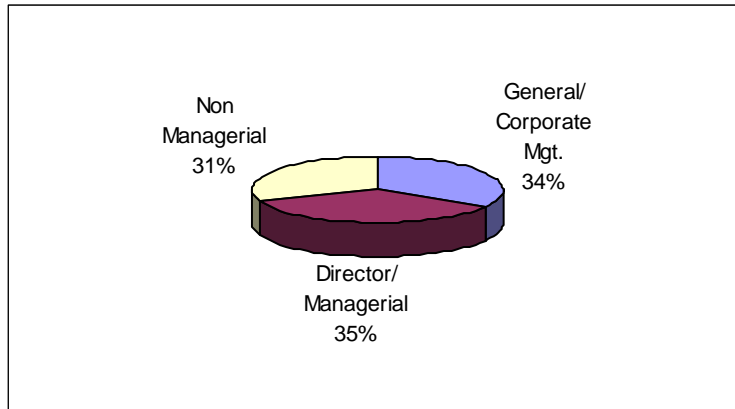
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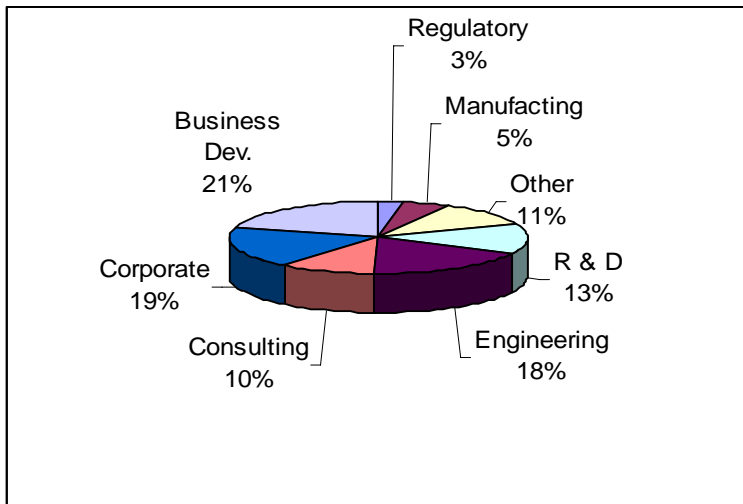
PharmaMedDevice Audience's Level of Responsibility

(Based on pre-audited figures as of 4/26/07.)



PharmaMedDevice Audience's Job Function & Geography

(Based on pre-audited figures as of 4/26/07.)



Professionals Responsible for:

- Business Development
- Corporate/General Management
- Packaging
- Product Design/Engineering
- Production/Manufacturing
- Project Management
- Project/Process Engineering
- Purchasing
- Quality Assurance/ Quality Control
- R&D
- Regulatory Affairs

PharmaMedDevice Audience's Job Titles Include:

Biomedical Engineer	General Manager	Senior Engineer	VP, Business Development
Business Development Manager	Manager, R&D	Senior Staff Scientist	VP, Regulatory Affairs
CEO	President	Senior Validation Engineer	VP, Innovation
Chief Scientific Officer	Principal Engineer	Senior VP, Regulatory Affairs	VP, Life Sciences
Design Engineer	Principal Scientist	Senior VP, Product & Process Dev.	VP, Engineering
Director, Biomaterials Research	Product Development	Senior Project Engineer	VP, Government Affairs
Director, Business Development	Product Manager	Senior Principal Scientist	VP, R&D
Director, Life Sciences	Project Engineer	Sterilization Microbiologist	VP, Chief Procurement Officer
Director, Product Development	QA Manager	Sterilization Quality Engineer	Quality Engineer
Director of R&D	R&D Engineer	Vice President	