

Partners in Innovation



An Exclusive Program for Select Participants



Membership Benefits:

Expert Market Data & Analysis
Half-Price Subscriptions
VIP Alerts & Industry Events
And Much More!











Partners In Innovation

We Understand Your Business... As a start-up device company there's a long list of costs involved in getting your new company up and running, then researching and developing your products—getting them through the maze of FDA approvals—and then, finally, onto the competitive worldwide market.

Exclusively Yours— **Expert Market Data & Analysis**

Consider Us Your Go-To Business Information Partner

As you move forward and innovate the best and brightest products in the device industry, we are proud to offer you these Partners In Innovation Program benefits:

- 50% savings off the list price on our expertly researched Market & Technology Reports: More than 100 detailed analyses, covering 25 high-growth medtech markets, with new titles publishing each month.
- 50% off subscriptions to six important publications, including Medtech Insight Newsletter.
- Discounted registrations to industry events sponsored by Windhover.
- VIP Alerts with the latest news & tips.
- Unprecedented editorial and research staff within Medtech Insight, Windhover Information, FDC Reports and Elsevier. Now called Elsevier Business Intelligence. Simply the best.

We would like to make it easier for you to obtain the essential market analysis you need to plot your strategy confidently in this crucial stage of your company's development.

That's why we've introduced Medtech Insight and Windhover Information's exclusive *Partners In Innovation* Program, only available to companies with \$20 million in sales a year or less.

As a member of *Partners In Innovation*, you'll benefit from numerous program features like expert market data and analysis at a special half-price rate so that you can plot your growth strategy cost-effectively and confidently.

Expert procedure volumes, product, competitor, market analysis and forecasting from Medtech Insight and Windhover Information has been relied upon by top-tier as well as emerging device companies and others for nearly 20 years.

Take advantage of this exclusive program designed specifically for emerging medical device companies like yours!

We're Passionate About Helping Medical Device Entrepreneurs Succeed!



Contact us today! 949.453.0071

Toll-free in the U.S.: 888.290.2225 Email: sales@medtechinsight.com



Half-Price Subscriptions

Medtech Insight Newsletter InVivo StartUp The Gray Sheet The Silver Sheet



Now in its 10th year of publication, Medtech Insight Newsletter is written and edited by seasoned industry participants and experts, each 44- to 50-page issue of the Medtech Insight Newsletter provides insights into the technology and market developments (devices, instrumentation, biomaterials, gene therapy, tissue engineering, etc.) impacting a wide range of surgical and non-surgical clinical practices (cardiothoracic and vascular surgery, general surgery, orthopedics and spine surgery, interventional radiology/ cardiology, etc.).

The Medtech Insight Newsletter also offers you all the tools to stay ahead of the competition with expert insight into market dynamics, healthcare trends, deal-making, start-ups, emerging companies and emerging technologies. The Newsletter also answers the most necessary of questions:

- What direction is my market taking?
- What do we have to do to stay on top?
- Are there opportunities in this space?
- Whose products are about to challenge mine?

Medtech Insight Newsletter: 50% off the regular annual rate of \$1850. This offer includes a print copy each month as well as online access to the entire archive of past issues dating back to 1999. (Offer valid for new subscriptions only.)

VIP Alerts & Industry Events ...and much, much more!

Exclusive Partners In Innovation VIP Alerts, delivered via email regularly, offer you the advantage of our direct pipeline to the latest newsmakers in the industry. Stay current with the latest trends, news and industry changes. Plus, Your membership benefits gain discounted entry to our premiere conferences. See the list of upcoming events to make your reservations today.

We are inspired by those with the courage to think differently and the drive to make things happen.

Newsletter feature articles include topics in Healthcare Trends, Healthcare Investment, Mergers and Acquisitions, Alliances and Joint Ventures, Financings, Business and Technology Briefs, Clinical Updates, and Start-Up News. In addition, our regular coverage and in-depth analysis is provided on a broad range of highgrowth medical technology markets, including:

- Aesthetic/Cosmetic Surgery
- Biomaterials/Biotechnology
- Cardiovascular Diagnostics and Therapeutics
- Computer-Aided/Image-Guided Surgery
- Critical Care/Anesthesiology/Emergency Medicine
- Diabetes Management
- Drug Delivery
- Ear/Nose/Throat (ENT) Surgery
- GI Surgery
- Imaging
- Information Technology
- Interventional Cardiology
- Interventional Radiology/Vascular Procedures
- Men's and Women's Health
- Minimally Invasive Surgery
- Neurology/Neurovascular Surgery
- Oncology Diagnostics and Therapeutics
- Ophthalmology
- Orthopedic/Spine Surgery
- Pain Management
- Peripheral Vascular Disease
- Point-of-Care Diagnostics
- Regenerative Medicine
- Urology
- Wound Care
- ... and more







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Offering comprehensive analyses of the current and emerging markets for medical devices.

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Publishing April 2009 - \$4,850 list price - #A217

U.S. Surgical Procedure Volumes *March* 2009 - \$5,250 *list price* - #A607

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*Offer valid only on published and produced Medtech Insight Reports





Partners in **Innovation**

SAVE THE DATES... For These Upcoming Industry Events

In3 East Boston, June 23-25, 2009

Medical Device Investor Day Boston, June 23, 2009

See details on both events inside!

In3 Summit
San Francisco, Oct. 19-21, 2009

Medical Device Investor Day San Francisco, Oct. 19, 2009

Join Teams that Have Already Registered...

Abbott, Boston Scientific, CR Bard, Covidien, Medtronic, Johnson & Johnson, Kimberly Clark, Teleflex, Stryker, and many more.



As an emerging medical device company with sales of \$20 million a year or less, your company qualifies for our exclusive *Partners In Innovation Program* featuring many benefits and substantial savings on industry reports, newsletters and events. *Learn more inside!*



I Technology Drive Bldg. J, Ste. 703 Irvine, CA 92618 U.S.A. www.medtechinsight.com





June 23–25, 2009
The Westin Copley Place

The Westin Copley Place Boston, MA

Growing Your Medical Technology Business through Financing, M&A and Strategic Partnerships

Invest, Partner and Network with the Most Promising Early- to Late-Stage Medical Technology Companies and the Biggest Deal Makers in the Medtech Business Development and Investment Communities from around the world.



Top reasons to attend Windhover Conferences

- Catch up on the state of medical technology investment and partnering network with peers who face similar challenges in regulatory, reimbursement and clinical issues for medical devices.
- Benchmark your dealmaking against the best and brightest winners and losers: Find out which companies and technologies are worth the investment.
- Get key trend analysis on medical technology deal structures.
 Maximize your strategic alliance opportunities by meeting business development leaders who'll share practical advice and strategies on how to structure successful deals.
- Attended by senior-level decision-makers from the investment community and major medical technology, biopharmaceutical, biotech, venture capital and other companies.

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Oct. 19-21, 2009

Mark Hopkins Inter-Continental Hotel San Francisco, California

The Largest Strategic Partnership and Investment Meeting for Medical Technology Executives

60+ Early- to Late-Stage Company Presentations in Multiple Therapeutic Areas Including Cardio/Peripheral Vascular, Orthopedics/Spine, and other High-Growth Technologies

MEDICAL DEVICE INVESTOR DAY
OCTOBER 19, 2009
In 3 Summit Pre-Conference Symposium

A Full Day of Presentations by the Most Influential Large Companies in the Device Space