



MarketReach America is the industry-focused program to promote investment between Israeli biomed companies and Maryland life science investors.

AdvaMed is the premier medtech industry conference in the United States.

If you want your product or technology to be in the right place at the right time, plan to attend this year's **MarketReach America** in conjunction with **AdvaMed**.

Program Highlights

- **Attendance at leading medtech conference:** meet prospects, see the competition, learn about trends, attend lectures and seminars by experts
- Individualized schedule of **1-on-1 meetings** through AdvaMed's "matchmaking" software
- Half-day **symposium at the National Institutes of Health** to learn about grant opportunities, licensing, and collaboration
- **Reception at Israeli embassy**, including company presentations to investors and industry executives
- Participation at **Maryland/Israel Annual Dinner** in Baltimore; company presentations to investors and businesspeople
- *Optional:* Company presentation at AdvaMed

MarketReach America @ AdvaMed
12-15 October 2009
 Baltimore, Maryland
 Washington, D.C.

AdvaMed brings together more than 1,500 attendees, including 500 C-level attendees from around the world.

MarketReach America @ AdvaMed 2009 is the 7th MarketReach America program. Join the other competitively chosen companies that participated in the previous programs.

AB Dental	Jetro Platforms
Althera	Lavi Cardiatec
Andante	Maimonidex
ArioMedica	Medispec
Barritec	MGVS
Bsecure	NanoVibronix
Chiasma	NexSig
Core Dynamics	Ofek MultiVision
dsIT	OncoPro
Efratgo	Optimata
EMZA Visual Sense	PlaqMed
Encyclopaedia Britannica	Pro-IV Medical
ETView	ProteRec
Flexicath	RAD BioMed
GammaCan	SLP
Hospitec	Share-Manage
Hy Biopharma	SteadyMed
Immunarray	Tagra
Immunovative	Target-In
Indolor	WizCom
Israel Aircraft Industries	

Nearly 25% of MarketReach America participants over the past three years have signed deals, raised funds, secured prestigious BOD and SAB members, or found R&D partners.



The Marvin Schapiro Family Foundation | The Straus Family Foundation

www.MarketReachAmerica.com/advamed2009.asp

Program Schedule

Monday, 12 October

11:00

MarketReach America @ AdvaMed 2009
welcome and orientation breakfast

Afternoon

At AdvaMed 2009

Tuesday, 13 October

09:00-16:00

At AdvaMed 2009

16:30-18:30

Company presentations, poster session, dinner reception at Israeli Embassy (in attendance: AdvaMed board members, local angel investors, and businesspeople from the medical device industry)

Wednesday, 14 October

09:00-16:00

At AdvaMed 2009

Evening*

Company presentations, poster session and reception in Baltimore with Maryland investors, executives, and scientists, including leading faculty from Johns Hopkins, followed by annual dinner of Maryland/Israel Development Center

Thursday, 15 October

09:00-12:00*

Half-day symposium at the National Institutes of Health (NIH)

- Workshop: Opportunities for collaboration in the National Institute for Bioimaging and Biomedical Engineering
- Seminar: Research collaboration and technology licensing, grants (Office of Technology Transfer)
- Pre-arranged meetings with NIH scientists and staff

*Transportation provided

BHLSI is organizing the **5th Annual Business Delegation to Boston (15-16 October 2009)** conveniently designed to follow MarketReach America @ AdvaMed 2009. Contact Michal Lotem (michal@mati.co.il) for information.

Who Should Apply?

MarketReach America at AdvaMed 2009 targets innovative Israeli companies seeking to penetrate the American market with —

- Products or services that are ready to sell, in advanced development, or “strategic-partnering” ready
- Qualified management to undertake international business development

What the Program Costs

Early registration (by 28 August 2009): \$1,300 for combined MarketReach America and AdvaMed 2009. After 28 August 2009: \$1,500.

The fee includes a one-year membership to the Maryland/Israel Development Center for access to the MIDC’s extensive network of strategic and investor contacts.

The fee does not include travel to the United States, accommodation expenses, and travel or meals not included in the program. There will be group hotel arrangements available to the participants.

How to Apply

Download the MarketReach America application: www.marketreachamerica.com/advamed2009.asp

General deadline for participation in MarketReach America @ AdvaMed 2009: **10 September 2009**

For Information

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www.marketreachamerica.com/advamed2009.asp