

2008 Editorial/Advertising Planning Calendar

MX

January/February:	The Medtech Outlook for 2008	Issue Deadline: November 26, 2007
Editorial Focus: <ul style="list-style-type: none"> ■ Leading sectors in medical technology ■ Public policy for the year ahead ■ Product liability trends ■ Roundtable: 2008 reimbursement update 	Bonus Distribution: <ul style="list-style-type: none"> ■ AdvaMed annual meeting ■ HIMSS annual meeting ■ MD&M West ■ MassMedic ■ MEDTEC Stuttgart 	Marketing Opportunities: <ul style="list-style-type: none"> ■ Ad Study— FREE to advertisers in this issue only! ■ InfoDirect Hotlink ■ Profiles ■ Market Segment Report— FREE research for eligible advertisers
March/April:	Corporate Leadership	Issue Deadline: January 25, 2008
Editorial Focus: <ul style="list-style-type: none"> ■ Greening medtech ■ Issues in corporate governance ■ Doing business in the global market ■ Roundtable: Sales force management 	Bonus Distribution: <ul style="list-style-type: none"> ■ Frost & Sullivan medical device conference ■ MDMA annual meeting ■ Southern California Biomedical Council investors conference ■ MD&M East ■ MassMedic 	Marketing Opportunities: <ul style="list-style-type: none"> ■ InfoDirect Hotlink ■ Profiles ■ Market Segment Report— FREE research for eligible advertisers
May/June:	Technology Development	Issue Deadline: March 26, 2008
Editorial Focus: <ul style="list-style-type: none"> ■ Intellectual property trends ■ IT Showcase: Achievements in healthcare IT ■ Software systems for product design ■ Roundtable: Medtech marketing trends 	Bonus Distribution: <ul style="list-style-type: none"> ■ MDMA annual meeting ■ MMA annual meeting ■ MD&M East ■ MassMedic annual meeting 	Marketing Opportunities: <ul style="list-style-type: none"> ■ InfoDirect Hotlink ■ Profiles ■ Market Segment Report— FREE research for eligible advertisers
July/August:	Industry's Best/BIOMEDevice Forum Supplement	Issue Deadline: May 27, 2008
Editorial Focus: <ul style="list-style-type: none"> ■ 2008 MX executive profiles ■ Medical Design Excellence Awards ■ Best practices in compliant manufacturing ■ Roundtable: Mergers and acquisitions 	Bonus Distribution: <ul style="list-style-type: none"> ■ BIOMEDevice Forum ■ AACC annual meeting ■ MassMedic ■ MD&M Midwest ■ MEDTEC China 	Marketing Opportunities: <ul style="list-style-type: none"> ■ InfoDirect Hotlink ■ Profiles ■ Market Segment Report— FREE research for eligible advertisers
September/October:	Site Selection and MEDTEC Marketing Trends	Issue Deadline: July 29, 2008
Editorial Focus: <ul style="list-style-type: none"> ■ Medical Marketing Association In-Awe Awards ■ Regulatory affairs outlook ■ Regional opportunities for company growth ■ Clinical research trends ■ Roundtable: Field service and logistics 	Bonus Distribution: <ul style="list-style-type: none"> ■ Interlog Medical 2008 ■ MassMedic ■ RAPS annual meeting ■ MedTech annual meeting ■ Cleveland Clinic Foundation Medical Innovation Summit ■ MD&M Minneapolis ■ MEDTEC Ireland 	Marketing Opportunities: <ul style="list-style-type: none"> ■ InfoDirect Hotlink ■ Profiles ■ Market Segment Report— FREE research for eligible advertisers
November/December:	Business Planning	Issue Deadline: September 29, 2008
Editorial Focus: <ul style="list-style-type: none"> ■ Medtech funding and investment climate ■ Market challenges for 2009 ■ Best practices in medtech accounting ■ Roundtable: Corporate communications 	Bonus Distribution: <ul style="list-style-type: none"> ■ MD&M West 2009 ■ MassMedic investors conference ■ MEDTEC UK 2009 	Marketing Opportunities: <ul style="list-style-type: none"> ■ InfoDirect Hotlink ■ Profiles ■ Market Segment Report— FREE research for eligible advertisers