



2006 EDITORIAL & ADVERTISING PLANNING CALENDAR

ISSUE/AD CLOSE*	EDITORIAL FOCUS	BONUS DISTRIBUTION ⁺	MARKETING OPPORTUNITIES
JANUARY/FEBRUARY November 23, 2005	The Medtech Marketplace in 2006: Essential information for identifying medtech market opportunities in 2006—and beyond. Regulatory Compliance Systems Medtech's Top IP Firms	MD&M West AdvaMed Annual Meeting MassMedic	Ad Study—FREE to advertisers in this issue only! InfoDirect Hotlink Profiles
MARCH/APRIL January 18, 2006	Business Planning: In a changing market, careful planning is the key to continued investment and company growth. Site Selection: Growing for the U.S. Market Roundtable: Sales-Force Management Medtech's Top Accounting Specialists	Medical Device Manufacturers Association Annual Meeting MD&M East MassMedic Annual Meeting	InfoDirect Hotlink Profiles
MAY/JUNE March 21, 2006	Technology Development: From IP to finished product, strategies for getting the most out of a company's product portfolio. Compliant Product Design Systems IT Showcase: Achievements in Healthcare IT and Product Design Medtech's Top Product Liability Defenders	Medical Device Manufacturers Association Annual Meeting Medical Marketing Association Annual Meeting MD&M East MassMedic	InfoDirect Hotlink Profiles
JULY/AUGUST May 19, 2006	Industry & Leadership: Industry's path to the future—and the industry executives who are leading the way. 2006 Medtech Executive Profiles Medical Design Excellence Awards Compliant Manufacturing Systems Medtech's Top Investor Relations Firms	American Association for Clinical Chemistry Annual Meeting MassMedic	InfoDirect Hotlink Profiles
SEPTEMBER/OCTOBER July 19, 2006	Medtech Marketing: From CME to DTC—and a whole lot in between—the latest trends in marketing medical products. Medical Marketing Association In-Awe Awards Medtech Regulatory Outlook Roundtable: Medtech Funding and Investment Medtech's Top CROs	Interlog Medical 2006 Regulatory Affairs Professionals Society Annual Meeting Cleveland Clinic Foundation Medical Innovation Summit MD&M Minneapolis MassMedic Investors Conference	InfoDirect Hotlink Profiles
NOVEMBER/DECEMBER September 15, 2006	Site Selection: Finding the right settings to meet worldwide demands. International Market Development Business Systems and Back-Office IT Roundtable: Market Challenges for 2007 Medtech's Top PR Firms	MD&M West (2007) MassMedic	InfoDirect Hotlink Profiles

* Editorial closing one month prior to ad close date.

⁺ Additional conferences will be attended throughout the year.