



**MEDICAL DEVICE  
PLAYBOOK 2025**

**NEWPORT BEACH  
MAY 22**

# **Sponsorship Opportunities**

**SCALING & SELLING IN MEDTECH'S  
NEW REGULATORY REALITY**

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**NEWPORT BEACH, CALIFORNIA**



# Shaping the Future of MedTech

Medical Device Playbook Newport Beach 2025 is an invitation-only forum where founders, investors, and executives share real-world insights on scaling, exiting, and navigating MedTech's evolving landscape.

Sponsor Playbook and position your company as a trusted partner to the visionaries defining the next era of medical innovation.

## Past Sponsors:







“

*Dream a bigger dream!  
Some of the most successful  
medical device entrepreneurs  
are telling their story.*

”

# Sponsor Playbook and Engage with a Curated Network of MedTech's Most Influential Leaders

Gain exclusive access to a hand-selected audience of industry pioneers—decision-makers who are actively shaping the future of medical technology, investment, and commercialization.

## Who Attends?

Medical Device Playbook brings together MedTech entrepreneurs, regulators, industry leaders, investors, and influencers from across Canada and the U.S. to explore the challenges and opportunities shaping the industry.

## Attendees include:

- MedTech Entrepreneurs & Startups driving the next wave of medical technology.
- Regulatory & Policy Experts navigating the evolving MedTech landscape.
- Investors & Acquirers identifying high-potential companies for growth and acquisition.
- Industry Executives & Thought Leaders shaping the future of healthcare innovation.

By sponsoring Playbook, your company will be positioned in front of key decision-makers and industry stakeholders, creating opportunities for meaningful connections and strategic partnerships.

**9/10**  
Rating

**97%**  
Recommend

**2,700+**  
Attended





# Why Sponsor Medical Device Playbook

Get in front of the people who are shaping the future of MedTech. Playbook's invitation-only audience includes the entrepreneurs, investors, and industry leaders making the decisions that drive MedTech innovation, investment, and commercialization.

As a sponsor, you gain direct access to decision-makers who are actively scaling companies, securing investments, and navigating regulatory challenges. This is your opportunity to build relationships with the people who need your expertise, services, and solutions.

**Unparalleled Access** – Engage directly with MedTech entrepreneurs, investors, and executives in a private setting.

**Targeted Networking** – Connect with potential clients and partners in structured and organic networking environments.

**Brand Visibility** – Gain premium exposure through event branding, digital marketing, and on-site presence.

“

*I travel all over the world  
and this conference  
was truly one of the  
most educational*

- Manny Villafaña,  
Founder of St. Jude Medical

”

# Program Sponsorship Options

	Gold	Silver	Bronze
	\$6,500	\$4,500	\$2,500
Exhibit Space	Yes	Yes	Yes
Priority Exhibit Space Selection	Yes	Yes	-
Conference Passes	10	5	2
<b>Social Reception</b>	Yes (2 Seats)	Yes (1 Seat)	Yes (1 Seat)
<b>VIP Dinner</b>	Yes (2 Seats)	Yes (1 Seat)	-
Sponsored Speaker Session	Yes	-	-
Exclusive sponsorship of Playbook webinar broadcast	-	Yes (1 webinar)	-
Breakfast sponsorship + welcome reel	Yes	-	-
Verbal recognition at Event	Yes	Yes	Yes
Exclusive sponsor profile page and video on Medical Device Playbook 2025 Website	Yes	-	-
Mini profile on Medical Device Playbook 2025 Website including corporate profile, logo, and link	Yes	Yes	Yes
Newsletter recognition	Yes	Yes	Yes
Inclusion in social media posts	2 posts	2 posts	2 posts
Inclusion in LinkedIn ad campaign	Yes	Yes	Yes
Exclusive promotional message on social media (leading up to and following the event)	6	4	2
Logo and "sponsored by" in sessions descriptions and introduction	Yes	Yes	Yes
Logo Recognition on name badges	Yes	-	-
Logo Recognition on table agenda placard in auditorium	Yes	Yes	Yes
Attendee list	Yes	Yes	Yes



A photograph of a man with glasses and a blue suit jacket smiling and shaking hands with a woman. The woman is wearing a brown sweater. They are both holding coffee cups. The background is a blurred conference or trade show environment with other people and bright lights.

“

*Year after year, our  
customers converge here,  
making it an essential  
cornerstone of our success.*

”



# Previous Speakers Include



**Tonya Porter**  
President,  
Regulatory Scientist, Inc.



**Bill Walker**  
Director of Entrepreneurship,  
Duke Engineering



**Manny Villafaña**  
Founder,  
St. Jude Medical



**Amir Salahieh**  
President & CEO,  
Shifamed LLC



**Kris Shah**  
President,  
Baylis Medical Technologies



**Stanton J. Rowe**  
Founder & CEO,  
NXT Biomedical Incubator



**Molly Shoichet**  
Co-Founder & CSO,  
Amacathera



**Jeffrey Weinhuft**  
Managing Partner & CIO,  
Visionary Venture Fund



**Ramgopal Rao**  
Chief Executive Officer,  
LensGen, Inc.



**Bill Hunter**  
President & CEO,  
Canary Medical Inc.



**Virginia Lang**  
President & Chief Scientist,  
Hirlan Inc.



**Lishan Aklog**  
Chairman & CEO,  
PAVmed



**Stan Lapidus**  
Director of a number of public  
and private medical device and  
diagnostics companies



**Geof Auchinleck**  
Chairman and CEO,  
Claris Healthcare Inc.



**Mickey Urdea**  
Founder & Partner,  
Halteres Associates



**Sam Browd**  
Co-founder & Chief Medical Officer,  
DeepWell DTx









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# Previous Attendees Include

- Acumyn Inc.
- Aquavive Technologies Inc.
- Aquila Diagnostic
- AR Medical Technologies
- ARC Medical Devices Inc.
- Baylis Medical
- Bonsai Beta
- Canary Medical
- Claris Healthcare
- Clarius Mobile Health
- ClaroNav Inc.
- Conavi Medical Inc.
- CuePath Innovation
- Device Alliance
- eTreat Medical Diagnostics Inc.
- GenomeMe
- IKOMED Technologies Inc.
- Innovere Medical
- Insight Diagnostics Inc.
- Johnson & Johnson
- Kardium Inc.
- Keai Bioresearch Inc.
- LensGen
- Life Science Outsourcing
- Light Matter Interaction Inc.
- LightIntegra Technology
- Lumasonix Inc.
- Medella Health
- Medinovel
- MedisaCare
- MetaOptima Technology Inc.
- MolecuLight
- Navigate Surgical Technologies Inc.
- Novadaq Technologies
- NTBIO Diagnostics
- Octane OC
- Ophthalmight Digital Solutions Inc.
- Pathronix Corp.
- PAVmed
- Penta Medical
- Perimeter Medical
- Prizm Media Inc.
- SensOR Medical Laboratories Ltd.
- SutureOut
- Titan Medical Inc.
- TÜV SÜD
- uFluidix
- Verisante Technology, Inc.
- Vison Medical USA
- Vitameter Inc.
- Winterlight Labs

## **SPONSORSHIP OPPORTUNITIES**

For more information, contact:

**StarFish Medical Marketing**  
[marketing@starfishmedical.com](mailto:marketing@starfishmedical.com)

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