



## **Marketing Toolkit**

### **About the Conference**

Canada's Regulatory & Quality Medtech Conference presented by Medtech Canada is the "Go To" regulatory and quality conference for the medical technology industry. Attendees will hear from and be able to engage with Health Canada and other stakeholders in a dialoguing and networking environment. The Conference is a hybrid event, offering both in-person and virtual participation options.

Date: April 23, 24 & 25, 2025

Location: The John G. Diefenbaker Building, 111 Sussex Drive, Ottawa, Ontario.

### **What to expect from the Hybrid Conference**

Your time is valuable! Medtech Canada's Education & Training Committee is working hard to ensure the most relevant topics are brought forward during this conference and would like to thank all of those that participated in providing their feedback on the 2024 conference. Below are just some of the features of Canada's Regulatory & Quality Medtech Conference:

- 3-day event, allowing for more content
- Networking opportunities including an afternoon reception
- Recorded sessions which can be viewed through the virtual event portal

Connect with colleagues – The most memorable moments from Canada's Regulatory Medtech Conference in past years have been spending time with each other and connecting with people we haven't seen in a while. While the in-person experience has always been invaluable, we are excited to offer a hybrid format this year, combining both in-person and virtual elements. This way, attendees can engage with the conference and network in ways that best suit their preferences, whether virtually or face-to-face. It's a fantastic opportunity to stay connected and make the most of both worlds!

Flexibility – It can be difficult to set aside hours for a conference, which is why Medtech Canada is recording all live sessions and offering additional pre-recorded sessions On-Demand! Whether you attend in person or virtually, there will be plenty of opportunities to interact with speakers and colleagues during the live sessions. However, if you can't make it to a session—whether in person or online—don't worry! All sessions, both live and recorded, will be available to watch at a time that fits your schedule. (Note: Recordings of live sessions will be available to view within a week after the live event.)

**Contact Information:** Karan Mehta, Coordinator, Events and Operations

[kmehta@medtechcanada.org](mailto:kmehta@medtechcanada.org)

**Sponsorship Opportunities:** Click [HERE](#) for more info

**Event Website & Registration Link:**

<https://medtechcanada.org/our-work/events/index.html>

**Twitter:** @Medtech\_Canada

**LinkedIn:** <https://www.linkedin.com/company/11299680>

**Conference Hashtag:** #RegulatoryMedtech2025

## Email Signature



- Click [HERE](#) for graphic

## Social Media Post

- **Don't Miss Out! Register NOW** for Canada's Regulatory Medtech Conference 2025, April 23<sup>rd</sup> 2025 – April 25<sup>th</sup> 2025. Participate in live & on-demand sessions. Connect with Health Canada and colleagues! #RegulatoryMedtech2025  
<https://medtechcanada.org/our-work/events/index.html>



- Click [HERE](#) for graphic

## Additional Graphics

- Conference logo – click [HERE](#)



- Event Banner - click [HERE](#)

