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Advanced Manufacturing Event**



EXHIBITION & CONFERENCE

**November 8-9, 2017**

Minneapolis Convention Center | Minneapolis , MN

**The Dean of Digital Medicine,' Dr. Eric J. Topol, Selected as Keynote Presenter at Medical Design and Manufacturing (MD&M) Minneapolis**

*Topol to share insight on state of healthcare today*

**Santa Monica, CA (June 14, 2017)** – UBM, the organizer of Medical Design and Manufacturing (MD&M) Minneapolis, today announced that industry icon, Dr. Eric J. Topol, will take the keynote stage as the headlining presenter at its annual event in Minneapolis, MN. Dr. Topol will provide insight on the state of healthcare today and what the future holds for digital medicine.

The Midwest's largest medical technology event, which will house over 600 leading suppliers and 5000+ industry professionals, takes place on November 8-9, 2017, at the Minneapolis Convention Center. The event is comprised of six tradeshow running alongside one another, including Medical Design & Manufacturing (MD&M) Minneapolis, MinnPack, Design & Manufacturing Minneapolis, Automation Technology Expo (ATX) Minneapolis, PLASTEC Minneapolis, and Embedded Systems Conference (ESC) Minneapolis.

"We are honored to have Dr. Topol headline our event in Minneapolis as he is one of the highest regarded experts in the industry and can provide unprecedented insight from his successful career in medicine," said Nina Brown, vice president of events, UBM. "We are thrilled to give our attendees the opportunity to learn from an industry leader in this iconic medical technology hub."

Widely known as the 'Dean of Digital Medicine,' Dr. Topol has dedicated his career to the genomic and digital tools to individualize medicine and the power that brings to individuals to drive the future of medicine. His medical career is highlighted by notable achievements, including leading the Cleveland Clinic to become the number one center for heart care, founding the Scripps Translational Science Institute (STSI), publishing over 1,100 peer-reviewed articles, and being voted the most influential physician leader in the United States in a national poll conducted by *Modern Healthcare*. Dr. Topol is also an author, publishing two bestselling books on the future of medicine titled *The Creative Destruction of Medicine* and *The Patient Will See You Now*. Currently, Dr. Topol is a professor of Genomics at the Scripps Research Institute.

Register here to stay up-to-date with news, information and attractions from the event, including registration launch and content updates: [mdmminn.mddionline.com/registration-inquiry](http://mdmminn.mddionline.com/registration-inquiry)

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### **About Advanced Manufacturing Expos & Conferences**

UBM's Advanced Manufacturing portfolio is the leading B-to-B event producer, publisher, and digital media business for the world's \$3 trillion advanced, technology-based manufacturing industry. Our print and electronic products deliver trusted information to the advanced manufacturing market and leverage our proprietary 1.3 million name database to connect suppliers with buyers and purchase influencers. We produce more than 50 events and conferences in a dozen countries, connecting manufacturing professionals from around the globe. The Advanced Manufacturing portfolio is organized by UBM plc. UBM is the largest pure-play B2B Events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.

### **About UBM**

UBM plc is the largest pure-play B2B Events organizer in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors – from fashion to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions. For more information, go to [www.ubm.com](http://www.ubm.com); for UBM corporate news, follow us on Twitter at @UBM