

Advanced Manufacturing New York 2018 To Host Brand New Education Hubs on the Expo Floor

Content Programming Highlights Medical Technology, Smart Manufacturing, and Packaging

Santa Monica, CA (April 4, 2018) – [Advanced Manufacturing New York](#), the East Coast’s largest advanced design and manufacturing event, today announced the introduction of three new education hubs that bring conference-level education to the expo floor. With a full schedule of content across all three days of the event, the education hubs are centered on the markets they serve, focused on medtech, smart manufacturing, and packaging. This unmatched educational program will discuss new industry knowledge in a range of formats including panel discussions, trend presentations, technical sessions, case studies, and is free for all attendees.

Advanced Manufacturing New York, taking place June 12-14, 2018 at the Jacob K. Javits Convention Center, is comprised of six co-located shows including [Atlantic Design & Manufacturing](#), [Automation Technology Expo \(ATX\) East](#), [EastPack](#), [Medical Design and Manufacturing East](#), [PLASTECH East](#), and [Quality Expo](#). To apply for a media pass, please visit: newyork.am.ubm.com/2018/registrations/Media

“The education hubs are an exciting development for us as it’s the first we’re bringing a complete and robust lineup of conference-quality content to the expo, free of charge for all attendees. Not only will this give all our attendees the opportunity to experience high-level presentations on the latest industry trends, but it will also bring more action to an already lively expo floor,” said Nina Brown, vice president of events, UBM. “We encourage all of our attendees to take full advantage of this unique opportunity to learn from industry leaders.”

Medtech Education Hub:

Developed for medical device engineers working in R&D, design and product development, the Medtech Education Hub offers top-notch education from industry experts. Attendees will have the opportunity to learn about the latest innovations and breakthroughs affecting the medical device industry today. Highlights Include:

- **How Artificial Intelligence (AI) is Moving the Needle in Medtech** - This panel discussion will cover AI and medical devices, and its potential impact on the industry landscape. This session will also focus on challenges surrounding AI applications in imaging, surgical robotics, neurological disorders and other use cases.
- **Top Trends to Watch in Medtech: Innovation and Consolidation** - Medtech is at the crossroads of healthcare and technology, and, through innovation, new technologies can change how healthcare is delivered through medical devices. Learn about the latest trends and what’s coming down the pike in this ever-evolving industry.

Smart Manufacturing Education Hub:

Advancements in technology are rapidly changing the way we manufacture, and the Smart Manufacturing Education Hub will drill-down on the key innovations and solutions that are transforming the manufacturing industry. Presentations will cover important topics such as big data, robotics, artificial intelligence, the Internet of Things, IIoT, machine learning, smart sensors, and the digital twin. Highlights Include:

- **Learning from Nature: The Mechanics Behind the Robotic Zoo** - Leading automation companies have been creating a menagerie of bionic animals and insects; this presentation will demonstrate how these robotic creatures help audit current trends in R&D, test new technologies and manufacturing methods, and encourage creativity in product development.
- **Mobility: The Driving Force Behind the Growth in Collaborative Robotics** - This session will look at the growth in demand for collaborative robotics, mobility's significant role in this growth, and whether robots will ever fully take over manufacturing jobs.

Packaging Education Hub:

Professionals across a variety from industry verticals including food and beverage, health and beauty, consumer goods, as well as medical devices and pharmaceuticals will benefit from the Packaging Education Hub to stay on top of the latest packaging trends, technologies, and materials, and will learn from best practices in the business. Highlights Include:

- **Beyond the Baggie: The Future of Cannabis Containers** – Recreational cannabis is on the rise; this session will explore the industry-specific issues facing this emerging market and how design and packaging can help refine its future.
- **Just How Hard Is It to Open a Medical Package Aseptically?** - Medical device packaging contains a sterile barrier system to lock out microorganisms, making it nearly impossible to open packages without instant contamination. In this live demonstration, attendees will see how medical packages can be opened aseptically.

Register as press for Advanced Manufacturing New York:
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