

SPONSORSHIP AND EXHIBITION PACKAGE

MICCAI 2007 Conference

**Brisbane Convention and Exhibition
Centre**

29 October - 2 November 2007



Introduction to MICCAI 2007

Background

By sponsoring MICCAI, your business would be associated with the world's premier conference on medical image computing and computer-assisted intervention.

Established in 1994, the annual conference explores many facets of medical imaging, visualisation and virtual reality, robotics and teleoperations, diagnostics and other forms of intelligent computer-based support for medical procedures and processes. For many years, MICCAI has been recognised internationally as the most prestigious event in its area.

MICCAI 2007 - Profile

MICCAI 2007 offers your organisation the potential to create global scale business opportunities, by investing in what will be a new era for this event.

The conference will be an international first for Australia in medical imaging. While building on the traditional MICCAI platform, the 2007 event will be different from past conferences in a number of ways, to create a wider range of profiling opportunities and benefits for delegates and sponsors.

First, it will have a stronger focus on certain areas of contemporary importance including microscopy and molecular imaging, thereby broadening the scope of content and expertise.

Second, the conference will offer a wide range of different activities, providing possible points of engagement between sponsors and delegates.

- A series of comprehensive presentations of world-leading academic papers.
- Poster sessions allowing presenters to provide a one-minute pitch to audiences.
- Workshops providing more detailed information on technical and applications topics.
- Tutorials providing educational material for training new professionals in the field including students, clinicians and researchers.
- Related activities such as technical visits to local institutions designed to demonstrate the hands-on application of latest imaging software and equipment in patient care.
- State-of-the-art updates and interactions with colleagues from other backgrounds.
- Social functions including a conference dinner, providing informal networking opportunities.

Third, the 2007 conference is expected to attract delegates from a broader range of disciplines associated with medical imaging and computer assisted surgery. While the conference is usually attended by up to 800 world-leading researchers including scientists, engineers and clinicians, additional participants will be invited in 2007 from the health industry, government departments, information technology sector and related service industries.

The conference will also potentially open doors for your business to the valuable Asia-Pacific market, as it will be targeted to give Asia-Pacific researchers, practitioners and students a rare opportunity to attend the MICCAI conference close to home.

With its enhanced format, MICCAI 2007 can feature your business in an event that unites more world-leaders and innovators from more industry sectors and regions, to share knowledge that improves patient care globally.



Overview of Host Organisations

The primary sponsor of MICCAI 2007 is CSIRO, the Commonwealth Scientific and Industrial Research Organisation, through its ICT Centre. CSIRO is Australia's national science agency and one of the largest and most diverse research agencies in the world. The conference will be hosted by the ICT Centre's health research groups, the e-Health Research Centre and BioMedIA Lab. In aligning with these major groups, conference sponsors will be involved with some of Australia's – and the world's – most innovative health research organisations.

A brief overview of each organisation is provided below.

The CSIRO ICT Centre

The ICT centre generates leading edge information and communication technology solutions and applies them to challenges across all industry sectors, both internationally and in Australia. With a research team of 170 people located throughout Australia, the centre builds on CSIRO's history of ICT achievements in fields ranging from communication to information systems. The centre is currently identifying a number of application focus areas where it can create opportunities, and the first of these is e-health. The outstanding work of the ICT Centre is helping to build Australia's reputation as a global ICT innovator.

For more information visit <http://ict.csiro.au/>

E-Health Research Centre

Established in 2003, the e-Health Research Centre is a leading national research facility in ICT for healthcare applications. A \$15 million joint venture between CSIRO and the Queensland Government, the Centre is designed to provide better access to health services information at the point of care, anywhere and at anytime, to improve clinical and patient outcomes. The largest single-funded e-health research and development facility in the Southern Hemisphere, the Centre comprises a multi-disciplinary team of over 30, including world-renowned researchers, software engineers and PhD students, dedicated to excellence in research and health services. With its head office in Brisbane, the e-Health Research Centre is developing a national research and development focus and is acting as the catalyst for delivering real outcomes in e-health by bringing together the research, the technology and the people to "make it happen."

For more information visit: <http://e-hrc.net/>

BioMedIA Lab

CSIRO researchers are developing new tools to analyse and extract valuable information from medical images, such as magnetic resonance imaging (anatomical, functional, spectroscopy), computed tomography, positron emission tomography, ultrasound imaging, molecular imaging, and histology imaging. The main application domains are image-guided therapy, image-guided surgery, surgery simulation, computer aided diagnosis, therapy monitoring.

For more information visit: <http://ict.csiro.au/page.php?did=46>



Sponsorship Opportunities and Benefits

Sponsorship commitments for MICCAI 2007 are being sought by December 2006 to underwrite the conference financially and to enable organisers to develop a unique format that delivers international exposure. By committing your support now, your organisation can take advantage of a full year period of exposure during the lead-up to the conference, and beyond. This period will involve sustained promotion of the conference through a range of channels including marketing activity, publicity, and speaking opportunities.

Sponsorship of MICCAI 2007 is available at three levels, each creating business opportunities and offering specific privileges for sponsors, as follows:

Silver Sponsorship – Investment of \$5,000+ (excluding GST)

- Acknowledgement/logo on the MICCAI 2007 website.
- Acknowledgement in the final conference publications.
- Complimentary registration for the conference, including conference dinner, for one delegate from your organisation (value approx \$1,000).
- Verbal acknowledgment at the conference opening and closing presentations.
- Promotion of your sponsorship by reference to the conference within your company's own marketing collateral.

Gold Sponsorship – Investment of \$10,000+ (excluding GST)

- All benefits of Silver Sponsorship as listed above.
- One conference satchel insert item supplied by you (value \$500).
- Complimentary registration for the conference, including conference dinner, for a second delegate from your organisation (value approx \$1,000 in addition).
- The display of sponsor signage/banners at the event, or your logo on conference banners.
- Personal introductions to keynote speakers of your choice, at your request.

Platinum Sponsorship – Investment of \$20,000+ (excluding GST)

- All benefits of Gold Sponsorship as listed above.
- Complimentary registration for the conference, including conference dinner, for a third delegate from your organisation (value approx \$1,000 in addition).
- A single-size booth at the conference trade exhibition, allowing your organisation to showcase its products and services to a global audience (value \$3,500).
- The option to be named as a keynote speaker or conference dinner sponsor including a brief introductory acknowledgement.
- The opportunity to speak for five minutes at a lunch session for promotion of your organisation.
- Additional benefits, if required, to be identified in a negotiated individual agreement.



Support Provided to Sponsors

Should your organisation wish to become a sponsor of MICCAI 2007, the conference hosts will work closely with you to ensure you are satisfied with your involvement and return on investment.

The e-Health Research Centre and BioMedIA Lab will provide assistance to sponsors in the following ways:

- Understanding and agreeing, from the outset, your organisation's expectations of the sponsorship arrangement.
- Sourcing electronic copies of your organisation's logo for reproduction in official conference collateral.
- Advising you on company literature you may be eligible to incorporate in the conference satchels and on the quantities required etc.
- Involving you in possible media/publicity opportunities that can benefit your business.
- Assisting you with registration processes, if you have delegates attending the conference.
- Advising you on accommodation options available in Brisbane, if required.

Our aim is to provide all the support sponsors require to generate the best possible outcomes from MICCAI 2007.



Exhibitor Opportunities

One of the main features of MICCAI 2007 will be the major trade exhibition of medical imaging products and services, to be held in conjunction with the main conference sessions on 31 October - 1 November at the Brisbane Convention and Exhibition Centre. The exhibition, which is traditionally well attended by delegates and external invitees, will be designed to showcase the latest in medical imaging and surgical simulation equipment and technology.

Cost of a standard booth for the three days of the exhibition is \$3,500 excluding GST. Multiple adjacent booths may be hired at the same price per standard booth space. Exhibition booth staff will be charged a minimal access and catering fee, including all daily catering but excluding the conference dinner and conference proceedings.

Should your organisation become a Platinum level sponsor, you will be allocated a single size booth at the exhibition, at no charge, as part of your investment. This will enable you to actively promote your organisation and reinforce brand awareness and loyalty. Exhibitor opportunities are also available to Gold and Silver level sponsors on payment of the standard exhibition booth fee. Sponsors participating in the exhibition will receive preferential booth position allocation.

As an exhibitor at the conference, your organisation will be:

- Able to demonstrate your capabilities, products and services, face-to-face with scientists, engineers, researchers, healthcare clinicians, software and hardware developers and government agencies from around the world.
- In the company of leading local and international businesses and research and development organisations who appreciate the importance and value of this exhibitor opportunity.
- Located at a venue that has been ranked among the world's top three convention centres*, received worldwide recognition for its architectural and operational appeal and features state-of-the-art facilities.
- Based in the heart of Brisbane's central Southbank precinct, with easy access to accommodation, transport, retail and commercial services.

Exhibition entitlements for each standard booth are as follows: –

- 3m x 3m (approx 9.8ft x 9.8ft) booth space and shell structure with velcro compatible back and side walls and front fascia,
- 1 x 4 amp power supply outlet,
- 1 set dual 75 watt spotlights,
- one standard company name on fascia,
- booth location listed in the official conference program materials with a brief description of the company's products/services,
- opportunity to order furniture, additional power outlets and lighting directly through the exhibitor builder.

*International survey conducted by the Association Internationale des Palais de Congress

Additional Opportunities

Satchel Insert (one insert per company)

We will include an item provided by you at your cost in the satchel. This may be a brochure, pen, gift or other item. The fee for a satchel insert is \$500 excluding GST per item.



Contacts for further information

If you require additional information about MICCAI 2007 or you would like to discuss the sponsorship opportunities available, please contact any of the following:

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We welcome your support and look forward to working with your organisation to make MICCAI an unprecedented success for all involved.

