

IEEE INTERNATIONAL SYMPOSIUM ON BIOMEDICAL IMAGING

ISBI 2024

27-30 MAY, 2024 - ATHENS, GREECE

MEGARON ATHENS INTERNATIONAL CONFERENCE CENTRE (MAICC)

Sponsorship & Exhibition Opportunities



 **IEEE**
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for Humanity



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This document presents a wide range of sponsorship & exhibition opportunities associated with ISBI 2024. For ease of reference, the information in this document is organized in the following sections:

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Invitation to ISBI 2024



Dear Colleagues,

Welcome to the **21st IEEE International Symposium on Biomedical Imaging**, which will be held in Athens, Greece from May 27-30, 2024. The ISBI 2024 event will mark the second edition held after the pandemic, celebrating the return to a fully immersive in-person experience. We eagerly anticipate the reunion of the entire ISBI community at a single location in Athens, Greece.

ISBI provides an unmatched platform for exposure - drawing students, professors, researchers, engineers, and clinicians to participate in one of the largest and most comprehensive technical conferences centered around biomedical imaging and its applications. The conference aims to foster strong collaboration between academia, healthcare organizations, research institutions, and industry, with the shared goal of advancing research and driving innovation in this field. ISBI will provide a platform for companies seeking to recruit students for employment or internships, enabling the seamless exchange of information.

Taking into consideration the transformations that have occurred in the world since the pandemic, we have carefully considered and introduced fresh opportunities for patrons to actively engage and connect with prominent academics and experts in the field. We are enthusiastically dedicated to organizing an exceptional international conference, enriched with a range of novel scientific activities, networking prospects, and enjoyable social events.

The ISBI 2024 program will feature keynote talks presented by world-renowned biomedical imaging scientists and clinicians, including Dr. Francis Bach, Dr. Katherine Ferrara, Dr. Anant Madhushri, and Dr. Joseph Sifakis, recipient of the 2007 Turing Award. While ISBI will cover all areas related to medical image computing, it will extend its focus to emerging AI frontiers in biomedical imaging, including interpretability, domain shifts and adaptation, trustworthiness, as well as to issues related to in-silico modelling, virtual twins, precision medicine, and clinical applications. Apart from the tradition of the Clinical Focus and the Industrial Focus, ISBI 2024 will host, for the first time, a Pharma-Meets-Imaging event. This event will bring together pharmaceutical companies and leading imaging scientists to discuss the latest developments in drug discovery and imaging technology and explore new collaborations. We are also pleased to announce the Art-in-Biomedical-Imaging event as a new highlight of ISBI 2024 that invites participants to go beyond conventional concepts of medical imaging and image analysis.

We anticipate a dynamic level of engagement among patrons, exhibitors, and attendees at ISBI 2024. The exhibit hall areas, thoughtfully crafted with innovative design, will incorporate catering and networking spaces throughout the Symposium. We expect attendees to frequent the exhibition areas, presenting an exceptional opportunity for your organization to interact directly with the audience of ISBI 2024.

On behalf of the IEEE Signal Processing Society, the IEEE Engineering in Medicine and Biology Society, and the ISBI Organizing Committee, we extend an invitation for your organization to participate as a patron, enabling valuable interactions with engineers, clinicians, and scientists dedicated to the fields of biomedical imaging, machine learning, and their applications in the clinical domain.

We hope you will join us in Athens for ISBI 2024, and we look forward to welcoming you to this exciting and inspiring event!.

Konstantina S. Nikita and Christos Davatzikos
General Chairs, ISBI 2024





Symposium Dates

The Symposium Dates are Monday, 27 – Thursday, 30 May 2024



The Host City – Athens, Greece

A bustling and cosmopolitan metropolis, **Athens** is the center of the economic, financial, industrial, political and cultural life in Greece. Located at the crossroads of three continents, the capital of Greece with an overall population of 5 million people has often been the melting pot of many cultures.

→ [Read more about Athens](#), the Host city of ISBI 2024



Symposium Venue

The Megaron Athens International Conference Centre (MAICC) is one of the finest conference venues in Europe. Located in the city center (Vass. Sofias & Kokkali str), and just a few minutes' walk from Syntagma Square, MAICC offers a stunning environment, exceptional aesthetics, and cutting-edge technology. The Megaron has ample choice of hall size and style for plenary and parallel sessions. It has dedicated exhibition space and multileveled sweeping foyer areas.

→ [Read more about MAICC](#), the Venue of ISBI 2024 in Athens



Symposium Website

Read all important information related to the ISBI 2024 Symposium on the official → [website](#)



Why Exhibit or Sponsor at ISBI 2024

- **Partner** with IEEE's flagship conference on medical and biological imaging, with a large scope that covers image acquisition, formation, and processing - ISBI 2024 traditionally includes a rich scientific program composed of plenary talks, invited special sessions, challenges and tutorials.
- **Encourage** the profession of biomedical imaging to create new technological developments for humanity.
- **Showcase and promote** your existing and newly developed products with a global network of biomedical imaging professionals.
- **Directly interact** with top leaders in medical imaging, who are regularly consulted by their home institutions (e.g., a government organization, university hospital or medical center) for purchasing of new equipment.
- Have a unique opportunity to **interact** with the **700+** participants across continents from academia, clinics and hospitals, as well as industrial R&D departments.
- **Establish collaborations** with young and energetic startups and entrepreneurs.
- **Engage** in this year's **Clinical Focus Initiative**.
- **Be part** of the ISBI 2024 **Industrial Day**, featuring medical imaging companies of different sizes, a **pitch competition** for start-up ideas and a **matchmaking** lunch.
- **Boost innovation** through the first **Pharma-meets-Imaging** event, where the role of imaging in pharmaceutical development will be highlighted and appropriate partnerships will be promoted.
- **Enjoy** the first **Art-in-Biomedical-Imaging** event, where medical imaging and image analysis meets art, beyond conventional concepts.
- **Take advantage** of a privileged location, **Athens, Greece**, the place where science meets history and culture.



Sponsorship Opportunities for Major Sponsors

We would like to express our gratitude to both our new and returning supporters who are interested in participating in IBSI 2024. By joining us, you will be entitled to a range of complimentary benefits, as described in the **Sponsorship Packages** as described below. Additionally, we offer exclusive custom-made packages ("Diamond" and "Diamond Plus") for patrons who desire a full set of benefits under the ISBI 2024 umbrella.

If you are interested in such a package, please do not hesitate to contact us at:
isbi2024sponsors@convin.gr

BENEFITS	PLATINUM €15.000	GOLD €10.000	SILVER €5.000
Shell Scheme Booth in the Exhibition Area	12m ²	8m ²	6m ²
Complimentary Exhibitor Registrations	3	2	1
Full Registrations	3	2	1
Advertisement in the e-Final Program	full page	half page	-
Logo on the Symposium newsletters	✓	-	-
Logo on the Symposium website - with hyperlink to company's home page	✓	✓	✓
Acknowledgment in the e-Final Program of the Symposium	✓	✓	✓
Company name in the Exhibitor List	✓	✓	✓
Company Profile in the e-Final Program	✓	✓	-
Special recognition during Welcome Reception & Clinical Focus Day	✓	✓	-
Opportunity for Bag insert	✓	✓	-

24% VAT is not included in the Sponsorship amounts listed above, and will be added only if applicable



Exhibition Area Opportunities



Exhibition Options	Cost	Entitlements
<p>6 m² * Shell Scheme Construction</p>	<p>3.000€</p>	<p>Provision of 6m² [3m (l) x 2m (d)] of exhibition area including:</p> <ul style="list-style-type: none"> • Standard Shell Scheme build-up [melamine panels partitions of 1 m (l) x 2,5m (h) each, with square aluminum frames] • Company name fascia in black and white - Dimensions 1m(l) x 0,25m (h) • 2 Spotlights • 1 KW/220V electricity outlet • Carpet • 1 full Symposium registration • 1 exhibitor pass • Company name in the Exhibitor list
<p>6 m² * Space Only Area</p>	<p>2.000€</p>	<p>Provision of:</p> <ul style="list-style-type: none"> • 6m² [3m (l) x 2m (d)] of exhibition space only. (Carpeting and additional services are to be covered by the exhibitor) • 1 full Symposium registration • 1 exhibitor pass • Company name in the Exhibitor list

* 6 m² is the minimum exhibition area request; exhibitors who want additional space (m²), please send your request to: isbi2024sponsors@convin.gr

Exhibition Material & Guidelines

A complete description of services and guidelines about the → [Exhibition](#) of the Symposium are provided at the “**Exhibition**” section on the Symposium **website**. Information includes how to proceed with additional requirements, Exhibition Registration benefits and guidelines, procedures involving Constructors, the Exhibition Manual and more.

Exhibition Floor Plan

All companies with interest in Exhibition opportunities, are welcome to check the Exhibition → [Floor Plan](#) at the at the “**Exhibition**” section on the Symposium **website**.

** While the layout of the booths is finalized, the Organizers reserve the right to rearrange certain booths if deemed necessary (i.e., in case of empty spaces, etc.)

All technical information regarding booth set-up and equipment will be included in the exhibitor’s manual released at least 5 months before the Symposium.

All Sponsors & Exhibitors will be acknowledged in the:

- Symposium e-Final Program
- Symposium Website

Other Sponsorship Opportunities

Selection of Sponsorship Opportunities $\geq 5.000\text{€}$ will result in acknowledgment of the Sponsor, in the corresponding amount category (i.e., Silver/ Gold etc.). This is not extended to include the benefits of major sponsorship packages.

Technical Services

Sponsorship Opportunities	Cost	Entitlements
Wi-Fi Exclusive Sponsorship	5.000€	<ul style="list-style-type: none"> Sponsor's logo on signage placed at the venue (min. 5 signs) with special acknowledgement for the Wi-Fi provision. Acknowledgement in final Symposium Program and APP. To access Symposium Wi-Fi network, guests will type a password (customized by the Sponsor). Half page advertisement in the e-Final Program.
Promotional Email Blast Up to 5 unique	1.000€	<ul style="list-style-type: none"> The Sponsor shall provide the promotional email blast ready for sending in .jpg and .html format. Email Blast will be sent by the organizers to registered participants.
Social Media Post Unlimited	800€	<ul style="list-style-type: none"> Post (1) sponsor content in 2 platforms of choice (LinkedIn • Instagram • Twitter) and link to Sponsor's website.
Charging Station Up to 2 stations	2.000€	<ul style="list-style-type: none"> A special construction with different recharge plugs for devices will be placed in the area. Sponsor's logo visible in the device charger area for the whole duration of the Symposium.
Speakers' Preparation Area Exclusive Sponsorship	5.000€	<ul style="list-style-type: none"> Sponsor's banner / branding in the Speakers' Preparation Area for the whole duration of the Symposium. Sponsor's logo on PC/laptop screens. Half page advertisement in the e-Final Program.



Social Opportunities

Sponsorship Opportunities	Cost	Entitlements
Symposium Dinner Exclusive Sponsorship	20.000€	<ul style="list-style-type: none"> • Sponsor's logo displayed at high visibility where the dinner will take place. • 2 Full Registrations and 5 Symposium Dinner Tickets. • 1 Full Page advertisement in the e-Final Program. • Special Recognition during Symposium Dinner.
Welcome Reception Exclusive Sponsorship	15.000€	<p>Sponsor's logo displayed in various high visibility foyer locations where Welcome Cocktail will be served.</p> <ul style="list-style-type: none"> • 2 Full Registrations. • 1 Full Page advertisement in the e-Final Program.
Coffee Break Up to 8 (2 per day) 27 or 28 or 29 or 30 May	5.000€	<ul style="list-style-type: none"> • Sponsor's logo displayed in various high visibility foyer locations where both coffee and lunch will be served. • 1 Full registration. • Half page advertisement in the e-final program.
Speakers' Dinner Exclusive Sponsorship	5.000€	<ul style="list-style-type: none"> • Sponsor's logo displayed in various high visibility locations where speakers' dinner will be served. • Half page advertisement in the e-Final Program.
Satellite Activities Up to 3	3.000€	<ul style="list-style-type: none"> • Sponsor will have 60 minutes available inside the Symposium program. • Half page advertisement in the e-Final Program.
Lunch with Leaders	1.000€	<ul style="list-style-type: none"> • Highly engaging activities for students, including presentations, focused discussions and lunch, with small groups closely interacting with prominent business leaders. • Sponsor's logo displayed in various high visibility locations where all activities will take place.
Diversity & Equity Activities	Upon Discussion	<ul style="list-style-type: none"> • Activities are planned throughout ISBI 2024 to encourage and celebrate equality & diversity within the Biomedical Imaging field. • Logo and/or branding in the room that will be used. • Activities include a Career Lunch and Women in Imaging sessions.



Symposium Material

Sponsorship Opportunities	Cost	Entitlements
Symposium Bag Exclusive Sponsorship	4.500€	<ul style="list-style-type: none"> Symposium logo and Sponsor's logo printed on the Symposium Bag, distributed to all delegates. 2 free bag inserts. Half page advertisement in the e-Final Program.
Symposium Lanyards Exclusive Sponsorship	4.000€	<ul style="list-style-type: none"> Symposium logo and Sponsor's logo printed on the lanyards given along with badge to all delegates. Half page advertisement in the e-Final Program.
Symposium Notepads Exclusive Sponsorship	1.500€	<ul style="list-style-type: none"> Symposium logo and Sponsor's logo printed on notepads (inserted in each Symposium bag). * production cost not included;-it should be provided by the sponsor.
Symposium Pens Exclusive Sponsorship	1.000€	<ul style="list-style-type: none"> Symposium logo and Sponsor's logo printed on pens (inserted in each Symposium bag). * production cost not included;-it should be provided by the sponsor.

Advertisement & Branding options

Sponsorship Opportunities	Cost	Entitlements
Water Station Up to 3	2.500€	<ul style="list-style-type: none"> Sponsor's logo visible in the allocated water station area for the whole duration of the Symposium.
Selfie Corner Exclusive Sponsorship	2.000€	<ul style="list-style-type: none"> Sponsor's logo visible in the selfie corner area for the whole duration of the Symposium.
Internal Adv Page Unlimited	1.500€	<ul style="list-style-type: none"> Full-page adv inside the e-Final Program.
	1.000€	<ul style="list-style-type: none"> 1/2 (Half) page adv inside the e-Final Program.
Symposium Bag Insert Unlimited	1.200€	<ul style="list-style-type: none"> Sponsor's promotional material will be inserted in each Symposium e-bag.



ISBI 2024 Focus Sponsorship Opportunities

Sponsorship Opportunities	Cost	Entitlements
"Pharma-meets-Imaging"	Upon discussion	<p>Support the Pharma-meets-Imaging (Pml) initiative, introduced for the first-ever time at ISBI 2024 and have company name and logo on promotional material related to this innovative event, where the role of imaging in pharmaceutical development will be highlighted. Benefits include:</p> <ul style="list-style-type: none"> • Logo displayed in various high visibility locations where Pml Day will take place, • Full complementary Registration and additional) Passes for the specific Event • Recognition on the ISBI 2024 webpage, with hyperlink to sponsor's website and Recognition during the Pml Day Opening. • Half Page advertisement in the e-Final Program.
Clinical Focus	Upon discussion	<p>Support the Clinical Focus initiative and have company name and logo on promotional material related to this line of events. The initiative is designed to promote the exchange of emerging knowledge between biomedical imaging and clinical fields. Benefits include:</p> <ul style="list-style-type: none"> • Logo in various high visibility locations where Clinical Focus Day will take place. • Full complementary Registration and additional. Passes for the specific Event. • Recognition on the ISBI 2024 webpage, with hyperlink to sponsor's website and Recognition during the Clinical Day Opening. • Half Page advertisement in the e-Final Program.
Art-in-Biomedical-Imaging	Upon Discussion	<p>Support Art-in-Biomedical-Imaging, introduced for the first-ever time at the ISBI 2024 and have company name and logo on promotional material related to this innovative event throughout the Symposium.</p>
Pitch Competition	Upon Discussion	<p>Following the successful Industrial Day ISBI 2023 initiative, symposium participants can share their startup ideas with the ISBI community and participate in pitch competitions. The competitions are addressed to students, startups, researchers, entrepreneurs and SMEs.</p>
Best Paper Awards	3.000€	<p>Recognition opportunities on the Best Papers Awards material and event(s)</p> <ul style="list-style-type: none"> • Logo/banner displayed in various high visibility locations where the specific events will take place. • Recognition on the ISBI 2024 webpage, with hyperlink to sponsor's website. • Half Page advertisement in the e-Final Program.
Students' Activities	Upon Discussion	<p>Encourage students to participate in ISBI 2024 by contributing towards targeted student activities.</p>
Student Travel Grants	Upon Discussion	<p>Alignment of a brand with a sustainable initiative, to allow students to travel and participate in ISBI 2024.</p> <p>Grant will help fund several students from lower-middle income countries, including Africa, Asia and Latin America to attend ISBI 2024.</p>



General Terms & Conditions

Terms & Conditions cover a wide range of Symposium parameters, including Application for Sponsorship Opportunities, Cancellation Policies, handling of Special Requests, Payment Conditions, Contingency Planning and more.

Please refer to the Symposium website for details about [Terms & Conditions](#).



Symposium Policy

The assigned Professional Congress Organizer is committed to ensure the highest standards of quality and kindly asks for the implementation of the [Symposium Policy](#) which is fully presented at the Symposium website.



Contact Information

For Sponsorship & Exhibition

Sponsorship & Exhibition:

PCO (Professional Congress Organizer)

CONVIN S.A.  **convin**

Contact person: Ms Maria Priniotaki

E-mail: isbi2024sponsorships@convin.gr

Tel.: +30-210-6833 600 (ext. 472)

Please contact us to discuss sponsorship packages tailored to fit your needs

For Hospitality Services (Hospitality/accommodation services)

Hospitality Services:

PCO (Professional Congress Organizer)

CONVIN S.A.  **convin**

E-mail: isbi2024hospitality@convin.gr

Tel.: +30 210 6833600

PHISHING AWARENESS

You are strongly advised to be alert for unauthorized agents who may contact you directly by email or phone, offering their services. **CONVIN S.A. is the only authorized agency for ISBI 2024**, as the officially appointed Professional Congress Organizer.



Sponsorship Information (Interest Form)

If you are interested in becoming a Sponsor or Exhibitor on ISBI 2024, please click the button below and you will be redirected to the online form of Interest



[Online Interest Form](#)

Once you complete this form and press the **SUBMIT BUTTON** a representative from our **Sponsorship & Exhibition Management Team** will be in contact with you, in order to assist you further.