

ISMICT
2011

Montreux

March 27-30, 2011



Sponsorship opportunities

Overview

The purpose of the ISMICT'2011 – International Symposium on Medical Information and Communication Technology – conference is to bring together leading researchers and experts from the medical and hospital community with those from the information and communication technology (ICT) domains in order to exchange experiences and share new ideas in the field of “Medical Body Area Networks Technology and Services for Personalized Medicine”.

In 2010, ISMICT was hosted in Taiwan (<http://www.ismict2010.org/>) and over 200 people attended. In 2009 it was held in Montreal, Canada (<http://www.ismict2009.org/>) and the previous year it was in Oulu, Finland (<http://www.cwc.oulu.fi/ismict2007/index.html>).

Now ISMICT returns to Europe. CSEM (Swiss Center for Electronics and Microtechnique) and EPFL (Ecole Polytechnique Fédérale de Lausanne) are very pleased to host it in Switzerland. It will take place near the Lemane Lake on the Swiss Riviera in the Swiss Majestic Grand Hotel in Montreux.

Message from the organizers

Sharing knowledge and building collaborations is vitally important to foster technological, industrial, and societal innovations. ISMICT brings together international experts in Information Communication Technologies (ICT) with Medical, Clinical and hospital professionals. It provides a forum for the exchange of ideas across disciplines encouraging multidisciplinary research collaborations and the development of new concepts in the important and growing domain of Medical ICT. Without your support and generosity the conference would not be where it is today. Please do review our sponsorship options and take the opportunity to associate your organization with this unique and stimulating event.

Dr. Christian Enz
Vice President
Integrated and Wireless Systems

Dr. John Farserotu
Head of Wireless Program
Integrated and Wireless Systems

Benefits of sponsoring this event / Top reasons to sponsor

Participation as a sponsor at the ISMICT'2011 conference is an excellent opportunity to receive maximum marketing exposure, in addition to gathering knowledge and to networking with business partners, industry peers and colleagues in the research and academic worlds. We understand the limitations that a 'sponsorship package' can bring. That is why we offer you several packages as a starting point, but would welcome your own suggestions if you would like to modify these packages.

We offer four levels of sponsorship participation:

- Banquet sponsor
- Platinum sponsor
- Gold sponsor
- Silver sponsor

Sponsorship details are provided in the next pages. We look forward to the opportunity of working with you and if you do not find a sponsorship package suitable for your case, please contact us to discuss.

General sponsoring packages

Banquet package

20'000 CHF + VAT

One (1) package available

With this package, your company will be the **sole sponsor** of the banquet. With your logo on the menu and the possibility of the banquet speaker

- Your company logo on the banquet menu
- Invited banquet speaker from your company (5 to 10 minutes)
- Five (5) complementary conference registrations and 25% reduction on additional registrations
- Branding on opening conference slide as principal sponsor, including logo prominent on the stage set
- Acknowledgement at opening and closing of the conference
- Logo placement on the homepage of the conference website with hyperlink
- Corporate description on conference website under logo (including hyperlink) on the sponsor's page of the conference website as banquet sponsor
- Logo placement in conference literature, program and other promotional material
- Free table space exhibition space adjacent to conference room for display of company flyers and other marketing materials including a poster
- Inclusion of company literature in delegate packs

Platinum conference sponsorship package**15'000 CHF + VAT***Two (2) packages available*

As platinum sponsor of the 2011 conference your company will enjoy extensive benefits and branding opportunities for widespread visibility. Platinum sponsor will have an exhibition stand and "headline" status on the conference website and conference literature.

Benefits include:

- Five (5) complementary conference registrations and 25% reduction on additional registrations
- Branding on opening conference slide as principal sponsor, including logo prominent on the stage set
- Acknowledgement at opening and closing of the conference
- Logo placement on the homepage of the conference website with hyperlink
- Corporate description on conference website under logo (including hyperlink) on the sponsor's page of the conference website as platinum sponsor
- Logo placement in conference literature, program and other promotional material
- Free table space exhibition space adjacent to conference room for display of company flyers and other marketing materials including a poster
- Inclusion of company literature in delegate packs

Gold conference sponsorship package**7'500 CHF + VAT***Three (3) packages available*

Position your company as a leading player in the field of medical information and communication technology. Our gold sponsors receive a number of branding opportunities to maximize their presence.

Benefits include:

- Two (2) complementary conference registrations and 15% reduction on additional registrations
- Logo listed on stage set as gold sponsor
- Acknowledgement of sponsorship during opening remarks
- Logo placement with hyperlink on the sponsor's page of the conference website as gold sponsor
- Logo placement in conference literature, program and other promotional material
- Table space exhibition space adjacent to conference room for display of company flyers and other marketing materials , including a poster
- Inclusion of company literature in delegate packs

Silver conference sponsorship package**4'000 CHF + VAT**

Participation as a silver sponsor offers visibility way to raise your profile before and during the event into a value priced package.

Benefits include

- One (1) complementary conference registration and 10% reduction on additional registrations
- Logo listed on stage set as silver sponsor
- Logo and hyperlink on the sponsor's page of the conference website as silver sponsor
- Logo placement in conference literature, program and other promotional material
- Inclusion of company literature in delegate packs

Preview of the 2011 program

Medical Body Area Networks (MBAN) technology, applications and services are the focus of the Fifth International Symposium on Medical Information and Communication Technology (ISMICT) to be held in Montreux, Switzerland, 27-30 March 2011. The theme is MBAN Technology and Services for Personalized Medicine.

Papers are invited on topics including, but not limited to, the following:

- Antennas and propagation for wireless BAN
- BAN technology (radio, protocols, sensors)
- Cognitive Radio for wireless BAN
- Cost effectiveness and business cases
- eHealth systems and electronic medical records
- Medical BAN applications and services
- Future BAN 2020 and beyond
- Hardware architecture and implementation
- Hospital data networks and wireless hospital
- Human Body Communication
- International standards and regulatory matters
- Medical imaging and patient diagnostic systems
- Physiological parameters, measurements
- Preventive care and remote patient management
- Personal Networks for eHealth
- Radio coexistence and robustness
- Security and privacy issues
- Smart textiles for wearable BAN
- Systems, sensing and signal processing
- Telemedicine, telemonitoring, telesurgery
- Wellness and sports training
- Rehabilitation and activity monitoring
- Wireless BAN (wearable and implantable)
- Wireless healthcare, homecare and welfare

In addition to the technical papers, tutorials are offered by experts in the field and a related workshop is also organized. For more information, please refer to our website: www.ismict2011.org.

Preliminary symposium program: Invited speakers

- Prof. Dr. Hiroshi Kondo, M.D., Tottori University Hospital, Director & Professor, Division of Medical Informatics
- Prof. Dr. Lucila Ohno-Machado, M.D. University of San Diego, Professor of Medicine, Chief Division of Biomedical Informatics
- Mr. Tim Denison, Medtronic, Technical Fellow, Sr IC Tech Manager
- Dr. Patrice Degoulet, Chief Medical information officer, hospital européen Paris
- Mr. Adrien Bron, General secretary DARES (Geneva) in charge of project e-toile for Geneva
- Dr. Adrian Schmid, Chief e-health-suisse, Swiss national eHealth project

Tutorials program

Tutorial 1 – Medical BAN technology and devices

- Lecture 1 *Ultra Low Power Bioelectronics* by Prof. Dr. Rahul Sarpeshkar, MIT, USA
- Lecture 2 *Biomedical Circuits* by Prof. Dr. Mohamad Sawan, Ecole Polytechnique de Montreal, Canada
- Lecture 3 *Wearable Body Sensor Networks* by Prof. Dr. Nadia Khaled, EPFL, Switzerland
- Lecture 4 *Implantable Biometric Systems* by Prof. Dr. Wentai Liu, University of California at Santa Cruz, USA

Tutorial 2 – Medical BAN and Medical Informatics, applications, services and systems

- Lecture 1 *Medical BAN applications, requirements and regulatory issues* by Art Astrin, Chair IEEE802.15.6 Body Area Networks, USA
- Lecture 2 *Medical Informatics applications* by Prof. Dr. Christian Lovis, M.D., University of Geneva, Switzerland
- Lecture 3 *Personal Networks for Personal Medical Services* by Prof. Dr. Ignas Niemegeers, Head of Wireless Networks, Technical University of Delft, The Netherlands
- Lecture 4 *Clinical and Point-of-Care Systems* by Dr. Vivian van Hoof, Head of Department of the Clinical Chemistry University Hospital Antwerp, Belgium

Program committee 2011

ISMICT 2011 is organized by CSEM (CH), EPFL (CH) and NICT (JP). The organizing chairs of the international program committee are:

International Advisory Board:

- Allen Huang, MD, McGill University & MUHC, California, USA
- Prof. Dr. Mohamad Sawan, Polytechnique Montreal, California, USA
- Prof. Bernard Segal, McGill Uni., Jewish General Hospital, California, USA
- Prof. Christian Lovis, MD MPH, Clinical Informatics, HUG, Switzerland
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- Prof. Ryuji Kohno, YNU and NICT, Japan
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- Dr. Huan-Bang Li, NICT, Japan

Steering Committee Chair

- Prof. Ryuji Kohno, Yokohama National University and NICT, Japan
- Mr. Ari Pouttu, Director of CWC, Finland

For more information about the program committee and members refer to www.ismict2011.org.

Partners

CSEM is organizing ISMICT in cooperation with EPFL in Lausanne and NICT in Japan.

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