

# EXHIBITOR PROSPECTUS AND MARKETING & SPONSORSHIP OPPORTUNITIES



As to Disney properties/artwork:  
© Disney 2020



**IFMBE**  
Clinical Engineering Division

**#ICEHTMC2021**

## 4<sup>TH</sup> INTERNATIONAL CLINICAL ENGINEERING AND HEALTH TECHNOLOGY MANAGEMENT CONGRESS

September 28–29, 2021 | Lake Buena Vista, FL, USA |

Hosted by **AAMI**

[AAMI.ORG/ICEHTMC](https://aami.org/icehtmc)

as of March 31, 2021



# PRESENTATION OF THE EVENT



ICEHTMC is the International Clinical Engineering and Health Technology Management Congress, a unique event organized by the Clinical Engineering Division of IFMBE with a focus on clinical engineering and an international coverage.

The 4th Congress will take place in Lake Buena Vista, Florida, USA, September 28 –29, 2021 and is being co-organized by AAMI. This event is a great opportunity to bring together global experts, biomedical and clinical engineers, academics, politicians and decision makers, representatives of the medtech industry and all those involved with the wide variety of health technologies that are shaping the way healthcare is being delivered today and in the future.

The Congress will cover a wide spectrum of topics, from clinical risk management to health technology assessment, from ICT and medical informatics to international standards and regulations, from maintenance and health operations to the development of innovative devices, and many others. The overall goal of the event is to drive an open discussion to share experiences and best practices on the global impact that health technologies have on healthcare quality and effectiveness in different settings.

## The main topics of the Congress are:

- **Health Technology Assessment HTM** (medical equipment management (local and national level)
- **Digital Health** (ICT, medical informatics, telehealth, AI/big data)
- **Systems Management** (health operations/project management)
- **Quality & Safety** (clinical risk management, patient/provider safety, human factors, quality of care & delivery)
- **Innovation** (device development, diagnostics & therapeutics, "reverse" innovation (LMIC)
- **Home Care** (technologies for home care)
- **Policy & Regulation** (international standards, regulations, and policy)
- **Education & Credentialing** (education, certification, training, application)
- **Global** (challenges, sustainable development, new normal, adaptation)
- **COVID19** (disaster preparation, environmental/reuse (PPE, infection control community, supply chain, health facilities design)
- **Marketing of CE Profession** (engagement with global partners, communication & outreach)

## A wide audience of participants from all continents is expected to join the Congress, that is a unique opportunity comprising:

- Meeting Global Leaders in Clinical Engineering
- Scientific Sessions, Round Tables, Open Discussions
- International Health Technology Challenge
- Student Paper Competition
- Poster Sessions and Awards
- Expo area with New Technologies and Solutions

We thank you in advance for your support, and on behalf of the Clinical Engineering Division of IFMBE and AAMI we send you our warmest regards.

**Steve Campbell**  
Acting President & CEO, AAMI

**Tom Judd**  
Chairman, IFMBE-CED

### Past Congress Events

2015 I ICEHTMC Hangzhou, China  
2017 II ICEHTMC Sao Paulo, Brazil  
2019 III ICEHTMC Rome, Italy

# CONTRIBUTING ORGANIZATIONS



The Association for the Advancement of Medical Instrumentation® (AAMI) is a nonprofit organization founded in 1967. It is a diverse community of more than 9,000 professionals united by one important mission—the development, management, and use of safe and effective health technology. AAMI is the primary source of consensus standards, both national and international, for the medical device industry, as well as practical information, support, and guidance for healthcare technology and sterilization professionals.

AAMI leads global collaboration in the development, management, and use of safe and effective health technology.

## Steve Campbell

AAMI  
Acting President & CEO

## AAMI Board Members

- Steve J. Yelton, Chair
- Janet Prust, Chair-elect
- Walter Rosebrough Jr., Treasurer/Secretary
- Eamonn V.Hoxley, Immediate Past Chair
- Kurt Finke, Vice-Chair, HTM
- Carol E. Davis-Smith, Vice-Chair, Clinical Engineering
- Pierre Boisier, Vice-Chair, Industry
- Sue Schade, Vice-Chair, Health IT
- Tina Krenc, Vice-Chair, Training
- Mike Appeal, MD, Director
- Pamela Arora, Director
- Brian Barry, Director
- F. Mike Busdicker, Director
- David Deaven, Director
- David Francoeur, Director
- Heid Horn, Director
- Dr. Edward Margerrison, Director
- Michael McNeil, Director
- George Mills, Director



**IFMBE**  
Clinical Engineering Division

IFMBE-CED is a professional division of the International Federation of Medical and Biological

Engineering, a global federation of clinical engineers and allied professionals dedicated to the

advancement of safe and effective medical technology design, deployment and management programs. We achieve this through exchange of educational resources, communication, professional development and certification in clinical engineering. By working internationally with regulatory agencies, standards organizations, World Health Organization and other professional associations, we seek to advance the role of clinical engineering in the institutional frameworks of health care policy, strategy, planning, and management worldwide.

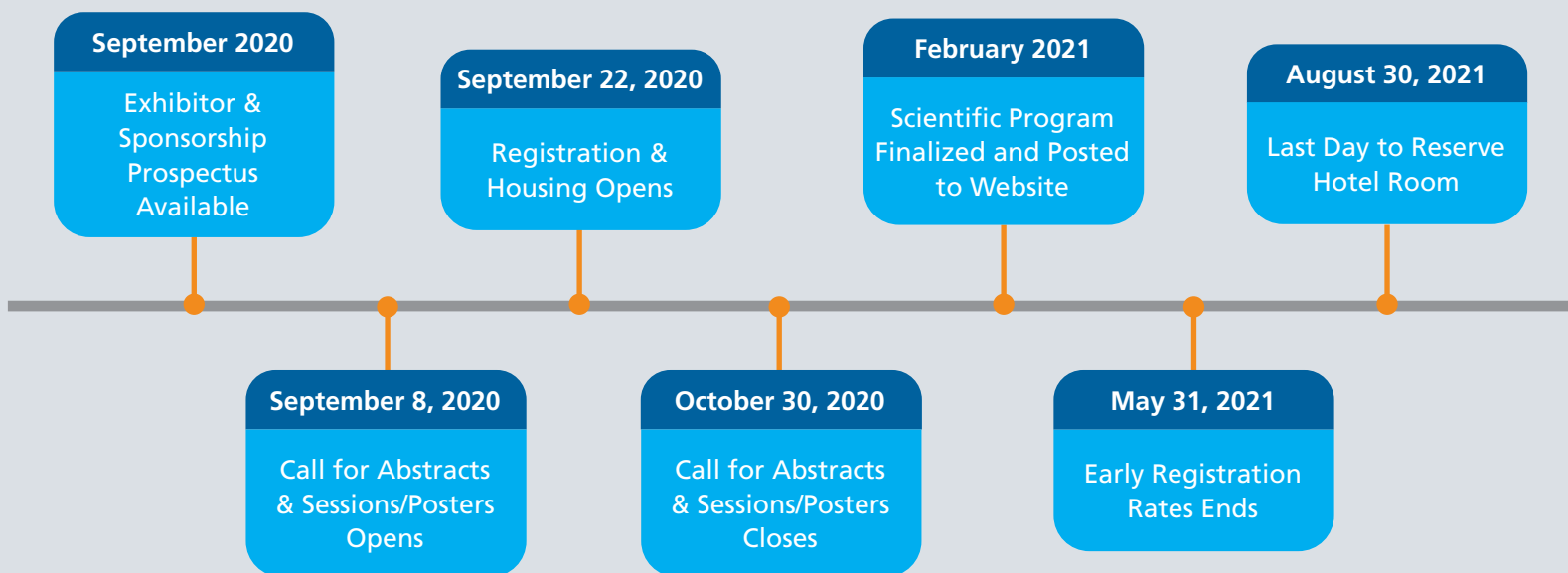
## Thomas Judd

IFMBE-CED  
Chairman

## IFMBE-CED Board Members

- Stefano Bergamasco, Secretary (Italy)
- Leandro Pecchia, Treasurer (UK)
- Fabiola Martinez, Elected Member (Mexico)
- Almir Badnjevic, Elected Member (Bosnia & Herzegovina)
- Paolo Lago, Elected Member (Italy)
- Mladen Poluta, Elected Member (South Africa)
- Yadin David, Coopted Member (USA)
- James Wear, Coopted Member (USA)
- Li Bin, proposed Coopted Member (China)
- Saide Jorge Calil, proposed Coopted Member (Brazil)
- Kallirroi Stavrianou, Secretariat

# CONFERENCE TIMELINE



## Preliminary Exhibit Hall Schedule

### Monday, September 27

09:00–16:00 Exhibitor Move-in

### Tuesday, September 28

09:00–17:00 Exhibit Hall & Posters Open

### Wednesday, September 29

09:00–16:00 Exhibit Hall & Poster Open

16:00–21:00 Exhibitor Move-out



# GENERAL INFORMATION



As to Disney properties/artwork:  
© Disney 2020

## Conference Venue

Disney's Coronado Springs Resort in Lake Buena Vista, Florida, USA, celebrates the unique blend of Spanish, Mexican and Southwest American cultures. This beautiful lakeside oasis offers classic influences, Disney touches and modern comforts to energize and inspire as you delight in an array of new features, eateries and enhancements.

## Why stay at a Disney Resort?

### Disney Resort guests enjoy:

- Complimentary transportation to and from Orlando International Airport
- Complimentary transportation to and from all Disney theme and water parks
- Complimentary Wi-Fi Internet
- Extra Magic Hours
- Early Access to Disney FastPass+ Planning
- Entertainment Amenities
- Online Resort Check-In
- Resort Map

And for many other of the resorts amenities, please visit their website [HERE](#).

**Housing Opens:** September 22, 2020

**Housing Closes:** August 30, 2021

## Nightly Room Rates:\*

**Single/Double (non-tower):**  
\$179 USD

**Single/Double (tower):**  
\$249 USD

*\*Rates are subject to applicable sales and resort taxes and one nights deposit at time of reservation.*

### Room Cancellation:

Reservations must be canceled at least five (5) days prior to your arrival date.

See the conference website for additional hotel information and how to make a [reservation](#).



# EXHIBIT FEES

## Why Exhibit?

The 4<sup>th</sup> ICEHTMC Congress will bring together global experts, biomedical and clinical engineers, academics, politicians, representatives of the MedTech industry from around the globe which will give exhibitors the opportunity to connect and network to develop partnerships!

Your booth space fee includes:

- Two FULL Congress registration per 8'x10' booth
- Exclusive sponsorship opportunities
- Company listing on Congress website
- Company listing and description in the mobile app and on-site program
- Every 8'x10' booth includes 8' back drape, 3' side drape, company identification sign
- Two chairs, one 6-foot draped table

Booth Size*	Cost per Booth in USD
(1) 8'x10' Booth	\$2,500 USD per booth

*\*Exhibit space is provided in square feet*

## Sponsorship Levels Options

Level	Exhibit Space*	Full Congress Registrations Included	Total Investment (USD)
<b>Partner</b>	(3) 8'x10' Booths +Workshop <i>See page 9 for additional workshop information</i>	6	\$40,000 USD
<b>Supporter</b>	(2) 8'x10' Booths	4	\$20,000 USD
<b>Contributing</b>	(1) 8'x10' Booth	2	\$12,000 USD

*\*Exhibit space is provided in square feet*

The above sponsorships also include the following items:

- Full Congress registrations as indicated
- Company logo on Congress website
- Recognition in all Congress promotional material
- Recognition in mobile app
- Recognition in the onsite program guide
- Company logo on sponsorship signage
- 1-page promotional bag insert

# MARKETING OPPORTUNITIES

## PLENARY–SYMPOSIUMS– EDUCATION SESSIONS WORKSHOPS

### Breakfast Symposium\* (Tuesday or Wednesday)

**\$6,000 USD**

A 1-hour breakfast session from 07:45 to 08:45.

### Luncheon Symposium\* (Tuesday or Wednesday)

**\$10,000 USD**

A 1-hour lunch session from 12:30 to 13:45.

### Workshop\* (Tuesday or Wednesday)

**\$6,000 USD**

A 1-hour education workshop. Various times available on either day. Contact ICEHTMC@aami.org for more information.

### Education Session\* (Tuesday or Wednesday)

Max. 2 per day

**\$6,000 USD**

Sponsorship of a single presentation. Various times available on either day. Contact ICEHTMC@aami.org for more information.

*\*The organization and content of sponsored sessions are subject to the approval of the ICEHTMC Scientific Committee.*

**Sponsorship includes** room rental, room set up, AV (lectern, pc, LCD projector, screen, 1 lectern mic, 1 lavalier mic, 2 table mics and audio system).

#### **Sponsor is responsible for the following:**

Speaker fees, speaker hospitality, additional AV equipment, food and beverage, advertising materials to be distributed to participants, contact/invitation of participants.

## MARKETING OPPORTUNITIES

### Logo on Conference Website

**\$1,500 USD**

Company logo on website with direct link to Sponsor web page.

### Abstract Book

**\$4,000 USD**

Sponsor recognition along with your company logo.

### Website Banner Ad

**\$2,000 USD each**

Purchase a banner ad on the website and increase your exposure. Header Banner 468 x 60 pixels. Banner will display from point of purchase until October 1, 2021.

### Video

**\$2,500 USD**

Company video on tv monitor located in common areas (max duration 1 min., in loop, alternating with congress info); production of company video not included.

### Sponsor Slide – Education Session

**\$2,500 USD**

Sponsor logo to be projected on the screen in conference room during breaks. Limited to one company per room for Tuesday and Wednesday.

### Promotional Bag Insert

**\$2,500 USD**

Corporate inserts placed inside the official congress bag. The production and printing of material is the responsibility of the sponsoring company.

### Ad in the Onsite Program Guide (4-Color)

Half Page Ad - **\$850 USD**

Inside Front Cover - **\$2,500 USD**

Full Page Ad - **\$1,500 USD**

Outside Back Cover - **\$3,000 USD**

Inside Back Cover - **\$2,000 USD**

### Onsite Program Guide

**\$4,000 USD**

Sponsor recognition along with your company logo.

### Directional Signage

**\$2,500 USD**

Sponsor recognition along with your company logo on all directional signage in the meeting space. Limited to three companies.

### Poster Area

**\$2,500 USD**

Sponsor recognition, along with your company logo throughout the poster stations in the exhibit hall.

### Billboard

**\$2,500 USD**

Strategically placed around the conference meeting space, these highly visible two-sided billboards draw attendees to your company—and your booth. You supply your own 4-color art. Limit two per company. Size: 38" w x 84" h.

### Walk-in Slide at Plenary Presentations

(Tuesday, Wednesday)

**\$2,500 USD each per day**

Be a part of the PowerPoint slide show viewed by attendees. Maximum of 10 ads will display on a rotating basis for at least 15 minutes prior to the start of each. Limit one slide per company, per day.



# SPONSORSHIP OPPORTUNITIES

## MEETING ROOMS & SPECIAL AREAS

### VIP Room/Faculty Lounge

**\$2,500 USD**

Included in sponsorship: branding of space with sponsor logo (the VIP room is made available to speakers and other VIP persons during the event).

### Press Room

**\$1,500 USD**

Backdrop for interviews, located in proximity of plenary room, with sponsor logo.

---

## SPONSORSHIP OPPORTUNITIES

### Wi-Fi – exclusive

**\$6,000 USD**

The internet connection will be named by the sponsor and signage with the sponsor logo will be displayed. Also included: company logo on a voucher inside attendee bags announcing the Wi-Fi service and login information (produced by ICEHTMC or provided by the sponsor).

### Charging Station

**\$2,500 USD each**

Charging station for attendee electronic equipment, to be located in meeting space, with company logo.

### Mobile App – exclusive

**\$4,000 USD**

Includes logo on splash page, placement of a banner ad in the app, and three push notifications to attendees using the app.

### Attendee Bags – exclusive

**\$4,500 USD**

Sponsors supplies conference bags with company logo (approx. 800 bags).

### Pens – exclusive

**\$2,500 USD**

Sponsor supplies pens with company logo (approx. 800).

### Paper Pads – exclusive

**\$2,500 USD**

Sponsor supplies pads with company logo (approx. 800).

### Lanyards – exclusive

**\$3,000 USD**

Sponsor supplies lanyards with company logo (approx. 800). Sponsor to confirm lanyard type prior to their ordering.

### Hotel Key Cards – exclusive

**\$6,000 USD**

Your company logo displayed on each room key at Disney's Coronado Springs Resort.

---

## ATTENDEE FOOD & BEVERAGE

### Continental Breakfasts (Tuesday or Wednesday) – exclusive

**\$4,000 USD per day**

Company logo on signage to be placed on station tables.

### Lunches (Tuesday or Wednesday) – exclusive

**\$6,000 USD per day**

Company logo on signage to be placed on lunch tables.

### Refreshment Breaks (Tuesday AM or PM; Wednesday AM or PM) – exclusive

**\$4,000 USD per break**

Company logo on chevalier to be placed on coffee break/station tables.

### Receptions (Monday or Wednesday) – exclusive

**\$6,000 USD**

Company logo on signage to be placed on cocktail tables.

### Tuesday Night Reception – exclusive

**\$10,000 USD**

Event will take place at EPCOT Center – American Pavilion and nighttime spectacular.

---

## CUSTOMIZED SPONSORSHIPS AND MARKETING

Customized proposals are welcome!

If there are additional opportunities that you are interested in supporting that are not listed above, please contact show management to discuss.

**Contact:** ICEHTMC Show Management at ICEHTMC@aami.org





[aami.org/ICEHTMC](https://aami.org/ICEHTMC)

901 N. Glebe Road, Suite 300  
Arlington, VA 22203

703.525.4890

email: [ICEHTMC@aami.org](mailto:ICEHTMC@aami.org)