



IEEE EMBC 2024 Exhibitor & Sponsor Prospectus

Orlando, Florida | July 15-19, 2024

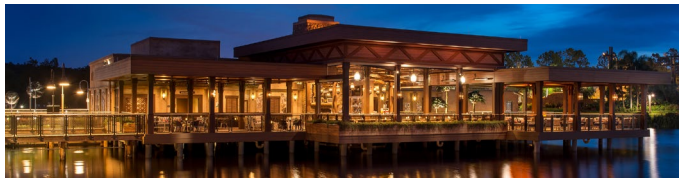
<https://embc.embs.org/2024>



Welcome to IEEE EMBC 2024

The IEEE Engineering in Medicine and Biology Society is pleased to announce the 46th Annual International Conference of the IEEE Engineering in Medicine and Biology Society, to be held in Orlando, Florida, USA, July 15–19, 2024.

EMBC 2024 is expected to have more than 2,500 attendees, consisting of biomedical engineers in biomedical engineering and related areas, clinicians in academic medical centers, working on innovation, biomedical researchers in engineering and sciences, professors in biomedical engineering and related areas, regulatory and policymakers for healthcare and industry development, and graduate students in biomedical engineering and related academic areas.



As social determinants of health take on an ever-important role, the conference theme, “Technology and its promise for equity and access to health,” addresses the great potential impacts that engineers can provide to the whole of society.

At this world’s largest international biomedical engineering conference, a broad array of scientific tracks will cover diverse topics of cutting-edge research and innovation in biomedical engineering, healthcare technology, in particular for women and children’s health, translational clinical research, technology transfer and entrepreneurship, and biomedical engineering education. In addition to the high-profile keynotes, the conference program will feature mini symposia, workshops, special sessions, oral and poster sessions, sessions for students and young professionals, sessions for clinicians and entrepreneurs, and exhibits from vendors and universities.

Conference Co-Chairs

Prof. Ranu Jung
Prof. Bruce Wheeler

Program Co-Chairs

Prof. Kevin Otto
Prof. Chiqui Cabrera

CONNECT FACE-TO-FACE

Your Target Audience Awaits

Who Attends?

- » Biomedical engineers in biomedical engineering and related areas
- » Professors in biomedical engineering and related areas
- » Clinicians in academic medical centers, working on innovation
- » Biomedical researchers in engineering and sciences
- » Graduate students in biomedical engineering and related academic areas
- » Regulatory and policymakers for healthcare and industry development
- » Key purchasing decision-maker

Why Exhibit?

- » **SHOWCASE & PROMOTE** existing and newly-developed products with a global network of biomedical engineering professionals
- » **MEET** students with the best and brightest talent
- » **IDENTIFY** new opportunities or partnerships to create, test, and validate new ideas and products, including interactions with young and energetic startups and entrepreneurs
- » **ENCOURAGE COLLABORATIONS** among participants by supporting the various ways of communicating during the conference
- » **ENCOURAGE** the profession of biomedical engineering to tackle unmet clinical needs and solve high-risk complex problems

Join Current Exhibitors and Sponsors



GAIN EXPOSURE
to over **2,500**
attendees from
more than
50 countries

CAREER FAIR @
EMBC: Meet with
top talent and
gain unlimited
database access
to attendee
resumes



See you in, Orlando, Florida!

Celebrate the unique blend of Spanish, Mexican, and Southwest American cultures at Disney's Coronado Springs Resort. This beautiful lakeside oasis offers classic influences, imaginative Disney touches, and modern comforts both inside and out—so you can feel energized and inspired during your stay. Rooms and suites are located within Gran Destino Tower and 3 distinct "villages" surrounding Lago Dorado.

Premium Sponsorships

Benefits	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Quantity	Unlimited	5	3	Exclusive
Sponsor logo on the Conference welcome slides and holding slides	✓	✓	✓	✓
Company logo will be displayed on the conference app	✓	✓	✓	✓
Use of Conference event logo until the end of August 2024 and access to the delegate list (subject to privacy legislation) two weeks prior to and immediately post the event	✓	✓	✓	✓
Acknowledgement in all official Conference promotional EDMs (Electronic Direct Mail) as the Platinum Partner, including sponsor's logo with link to its website	✓	✓	✓	✓
Career Fair @ EMBC: Unlimited resume database access during the conference	✓	✓	✓	✓
Conference Registration Passes (including entry to the official Welcome Reception and the IEEE Young Professionals Reception)	1	2	4	6
One complimentary exhibition booth with Two exhibitor registrations (which include morning/afternoon teas each day)	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Plenary Rooms sponsorship including pull-up banners (to be provided by the sponsor) placed on the plenary stage (at all times apart from when another sponsor is presenting its own sponsored Plenary session)			✓	✓
Brochure(s) (A4 size – to be provided by the sponsor) to be distributed to delegates by way of seat-drop during the sponsored Plenary session			1	2
Opportunity for a five-minute introduction (including the presentation of a video to be supplied by the sponsor) within the allocated keynote introductory slot				✓
Minimum Level of Support (Includes total Patronships and Exhibit Booth Purchase)	\$3,500	\$6,000	\$10,000	\$20,000

* All rates are shown in USD

ADDITIONAL OPPORTUNITIES

Session Sponsorships

Plenary Session Sponsor – \$10,000

Opportunity to sponsor one of the Plenary sessions. This will be a keynote presentation offered to the full Conference audience and not scheduled against any other presentation. The sponsor will be offered the opportunity either (a) to introduce a keynote session which the IEEE EMBC 2024 Program Committee organises on a topic relevant to the sponsor (with an introduction/welcome of up to 5 minutes); or (b) for the sponsor to put forward options for its own session topic and/or speaker (subject to approval by the Program Committee and the keynote speaker)

Two Conference Registration Passes (including entry to the official Welcome Reception and the IEEE Young Professionals Reception)

- Plenary Rooms sponsorship including pull-up banners (to be provided by the sponsor) placed on the plenary stage when the sponsor is presenting its own sponsored Plenary session
- Opportunity for a five-minute introduction (including the presentation of a video to be supplied by the sponsor) within the allocated keynote introductory slot
- Acknowledgment on home page of the Conference website as a Plenary Session sponsor, including sponsor's logo with link to the organisation's website
- Company logo will be displayed on the conference app
- Use of Conference event logo until the end of August 2024
- Access to the delegate list (subject to privacy legislation) two weeks prior and immediately post the event

Lunch Symposium Sponsor – \$7,000

Opportunity to host a 90-minute lunchtime symposium, with the sponsor able to select a speaker and topic for the session (subject to Program Committee approval). The package includes the provision of the lunch venue and audio-visual resources. Please note that the provision of all lunchtime catering will be at the expense of the sponsor.

- One Conference Registration Pass (including entry to the official Welcome Reception and the IEEE Young Professionals Reception)
- Opportunity for a five-minute introduction (including the presentation of a video to be supplied by the sponsor) within the allocated Lunch Symposium
- Opportunity to place one pull-up banner (to be supplied by the sponsor) at the front of the room during the sponsored Lunch Symposium
- Acknowledgment on home page of the Conference website as a Lunch Symposium sponsor, including sponsor's logo with link to the organisation's website
- Company logo will be displayed on the conference app
- Use of Conference event logo until the end of August 2024
- Access to the delegate list (subject to privacy legislation) two weeks prior and immediately post the event

Concurrent Session Sponsor – \$4,000

Opportunity to sponsor one of the Concurrent sessions. The sponsor will be offered the opportunity either (a) to align your organization with a Concurrent session that the IEEE EMBC 2024 Program Committee organizes on a topic relevant to the sponsor (with an introduction/welcome of up to 5 minutes); or (b) for the sponsor to put forward options for its own Concurrent session topic and/or speaker (subject to approval by the Program Committee). Note that Concurrent sessions are running separately from the main Conference program and thus attendance numbers will depend on the appeal of the session topic.

One Conference Registration Pass (including entry to the official Welcome Reception and the IEEE Young Professionals Reception)

- Opportunity for a five-minute introduction (including the presentation of a video to be supplied by the sponsor) within the allocated Concurrent session
- Opportunity to place one pull-up banner (to be supplied by the sponsor) at the front of the room during the sponsored Concurrent session
- Company logo will be displayed on the conference app
- Use of Conference event logo until the end of August 2024
- Access to the delegate list (subject to privacy legislation) two weeks prior and immediately post the event

Networking Opportunities

IEEE Young Professional Reception Sponsor – \$9,000

- Company logo and sponsorship status recognized during the reception (signage throughout the area)
- Right to provide corporate-branded food service items (e.g. cups, napkins). All items have to be approved by the venue
- Company logo and sponsors recognition on website, program, and marketing

Welcome Reception Sponsor – \$7,000

- Company logo and sponsorship status recognized during the reception (signage throughout the area)
- Right to provide corporate-branded food service items (e.g. cups, napkins). All items have to be approved by the venue
- Company logo and sponsors recognition on website, program, and marketing

Attendee Breaks – \$3,500

Coffee Breaks will take place twice a day throughout the conference. You will have the opportunity to sponsor the break of your choice. Selections are on a first come first serve basis.

- Company logo and sponsorship status recognized during breaks (signage throughout the area)
- Right to provide corporate-branded food service items (e.g. cups, napkins). All items have to be approved by the venue
- Company logo and sponsors recognition on website, program, and marketing

Advertising

EDM (Electronic Direct Mail) – \$1,000

- To be sent to all the attending delegates
- Advertiser to provide HTML email design

Attendee Gift (Notebook, Pens, etc.) – \$1,000 plus production

Have your logo and company message imprinted on an attendee gift. The company will work with the committee to select items that attendees are certain to use at the conference.

Banner or Sign Sponsor – \$1,000 plus production

Have your logo branding seen as attendees walk through the conference venue. This is great exposure for your company throughout the whole event. Company will work with venue and committee to determine sizing and design.

Registration Sponsor – \$6,000

EMBC offers an exclusive registration sponsorship. Have your company recognized early and often with this exciting sponsorship.

- Company logo appearing on registration area signage
- Company logo, link, and sponsorship status recognized on electronic receipt and website
- Company logo on all email distribution related to registration
- Company logo on the conference registration site

Conference App Sponsor – \$5,000

- Acknowledgement on the Conference Landing Page
- Acknowledgement on the Login Credential Email
- Acknowledgement on the App Signage
- Your logo will be displayed on all pages of the Conference App

Lanyard Sponsor – \$4,500

- All attendees will receive a lanyard at registration and wear it throughout the conference. Have your logo imprinted on the conference lanyard for all attendees. Production included.

Exhibition Opportunities

Pipe & Drape Large Booth (10ft x 20ft) – \$6,000

- Space 10ft x 20ft
- Pipe & Drape booth
- Carpeting
- Organizations name on booth ID board
- Four exhibitor registrations (which include morning/afternoon teas each day)
- A comprehensive exhibition manual

Access to the delegate list (subject to privacy legislation) two weeks prior and immediately post the event

Pipe & Drape Standard Booth (10ft x 10ft) – \$3,000

- Space 10ft x 10ft
- Pipe & Drape booth
- Carpeting
- Organizations name on booth ID board
- Two exhibitor registrations (which include morning/afternoon teas each day)
- A comprehensive exhibition manual
- Access to the delegate list (subject to privacy legislation) two weeks prior and immediately post the event

Table Top Booth (Only Available for IEEE Student Organizations) – \$1,000

- 6ft table and two chairs
- Organizations name on a booth ID sign
- 2 complimentary student registrations

For More Information

We are open to any new sponsorship ideas or opportunities. For information on a custom package or if your company is a not-for-profit, national lab, or a funding agency, please contact **Laura Leblanc** at lleblanc@conferencecatalysts.com

Terms and Conditions

Admission

Exhibits will be open free of charge to exhibitors (1 representative per booth) and conference registrants. For additional booth staff and those who wish to attend the Exhibits only, there will be a \$50 per day charge, which will include entrance to the exhibit area, coffee breaks and lunch. Exhibit Management reserves the right to refuse admission to any person(s) including children of exhibitors and visitors, in the interest of safety and welfare of those persons and the exhibitors.

Advertising Matter

The Exhibitor may, at his discretion, distribute handbills or other printed advertising matter from his exhibit. In the event of any complaint resulting from such distribution, the matter shall be referred to Exhibit Management for disposition.

Allocations and Cost

The cost of individual exhibits is indicated on the contract. Exhibit management will assign exhibits according to the date the application was received and to applicant's sequence of choices, in the event applicant's choices of exhibit spaces is not available. Exhibit management will assign other space, with the understanding that applicant may accept or refuse in writing this assignment, immediately afterward. If desired, the applicant may provide Exhibit Management with a list of competitors whose assignment should not be near that of the applicant. Exhibit Management will observe such requests, within the bounds of reason.

Cancellations

It is agreed that in event of cancellation, Exhibit Management shall have the right to retain as a cancellation fee all amounts then paid by exhibitor (and due from him) up to the time of cancellation pursuant to the "Billing and Schedule of Payments" section of the Application for Exhibit Space.

Electrical and Decoration Services

Electrical wiring or power and decorator services are available only through the Official Electrician (as designated by Exhibit Management) and the Official Decorator (as designated by Exhibit Management). Further information will be issued later.

Electrical Fittings and Electricity Supply

Lighting, lighting mains, power plugs, power mains and motors are available at charges listed in the exhibitor kit. The exhibitor may provide his own electrical fittings, and they shall be installed by the Official Contractors (as designated by Exhibit Management) at reasonable charges, an estimate of which shall be given to the exhibitor beforehand.

Electrical Safety

All wiring on displays or display features must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and or such other seals of official approving agencies as may be required at the site of the exhibition.

Employment Exhibits

Exhibits for the purpose of soliciting prospective employees, or employee-recruiting activity of any kind is specifically prohibited.

Exhibit Space Assignment and Allocations

It is understood that Exhibit Management reserves the right, in the interests of optimum traffic control and exhibit exposure, to relocate those exhibits which may be affected by a change in the floor plan. Such change would not be made unless deemed absolutely necessary. Exhibit Management also agrees to advise exhibitors and service contractors if such change is necessary. Exhibit Management determination with respect to assignment of exhibit space is to be binding on all parties.

Exhibit Cleaning

Exhibitors must make arrangements for their exhibit to be kept clean and free from accumulated rubbish to the satisfaction of Exhibit Management. All materials for disposal of waste must be deposited in the gangway for clearance before the Exhibition opens.

Terms and Conditions

Exhibits and Appliances

Common sense governs the kind of exhibits permitted at the Exhibition. Attractive, informative and attention-getting exhibitions are encouraged. Exhibition dimensions shall generally conform to exhibit practices of the country in which the Exhibition is held, and specific dimensions and restrictions shall be specified in the Official Exhibitors' Kit supplied by Exhibit Management. In no event however, shall any exhibit interfere with any neighboring exhibit in the judgment of Exhibit Management. The exhibitor shall not display in his exhibit any products not described on the Application for exhibit space.

Exhibitors

Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Exhibit Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturer's representatives and/or distributors must list their participating principals as the exhibitors of record. Representation of more than two principals per single booth (8' X 10') is expressly prohibited.

Exhibitors Management Responsibility

Exhibit Management agrees to render reasonable assistance to exhibitors, to keep them informed, to provide them with available promotional material for their own use, including complimentary exhibit passes, to present a technically competent program of events, and to promote attendance of the Exhibition through accepted means of advertising, public relations, publicity, direct mail, etc. Each exhibitor will receive application blanks for exhibitor badges for his own qualified personnel in attendance at the exhibit.

Insurance

Exhibitors are advised to see that their regular company insurance includes extraterritorial coverage, that they have their own theft, public liability and property damage insurance. Exhibit Management and all organizations and individuals who are employed by or associated with it in connection with the Exhibition will not be responsible for injury or damage that may occur to an exhibitor or his employees or agents nor to the safety of any exhibit or other property against robbery, fire, accident or any other destructive causes.

Labor

Exhibitors must employ union labor where required. Union labor, if required, will be made available.

Liability

Exhibit Management and all organizations and individuals who are employed by or associated with it in connection with this Exhibition will not be responsible and shall be held harmless by all exhibitors for damage or loss resulting from fire, theft or any other cause whatsoever, including accident or injury to exhibitors, their employees and agents, the public and others. The exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through carelessness or otherwise of exhibitor or his employees or agents.

Losses

Exhibit Management cannot take responsibility for damage to exhibitor's property or lost shipments either coming in or going out nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for exhibit space rental. Exhibitors are advised to insure against these risks.

Personnel and Attire

Exhibit Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of exhibitors and the exhibition. Further, exhibitors expressly agree that they and their personnel will not entertain in the private rooms in the official venue during business hours of the conference and exhibition.

Terms and Conditions

Photography

The photographic rights for the Exhibition are reserved to Exhibit Management, and photography in the Exhibition required by exhibitors can be farmed out at moderate charges by the Official Photographers (as designated by Exhibit Management) if desired. Exhibitors wishing to make their own arrangement for the photographing of their exhibit must apply to the Exhibit Management, whose permission shall not be unreasonably withheld.

Rejected Displays

The exhibitor agrees that his exhibit shall be admitted herein and shall remain from day to day solely in strict compliance with the rules and regulations herein laid down. Exhibit Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his representatives with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the exhibit space price unearned based on the number of days of the exhibit remaining at the time of ejection. If an exhibit or exhibitor is rejected for violation of these rules and regulations or for any other stated reason, no return of exhibit space shall be made.

Responsibility Clause

Exhibitor assumes responsibility and agrees to indemnify and defend the EMBC and the Venue and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the EMBC nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Right of Possession

During the term of this agreement and so long as the property of the contracted exhibitor is on the premises of the exhibition site or its vicinity, the EMBC shall have the right of possession to all goods, wares and merchandise on exhibition. Such right to possession shall be superior to that of any person other than the contracted exhibitor.

Safety and Fire Laws

Exhibitors must strictly observe all applicable fire and safety laws of the venue. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted. Exhibits may not block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations or tree branches are allowed. Acetate and most rayon drapes are not flameproof, and may be prohibited. No storage behind exhibits is provided or permitted.

Shell Scheme or Rental Display Cancellations

In the event of a cancellation for the construction of a shell scheme structure or rental display, full refund of any monies paid for such construction shall be made, provided the cancellation is filed with Exhibit Management at least ten (10) business days prior to the first day of the Exhibition.

Sound Level and Odors

Mechanical or electrical devices, which produce sound and/or objectionable odors, must be operated so as not to prove disturbing to other exhibitors. Exhibit Management reserves the right to determine the acceptable sound level and odors in all such instances.

Sub-Leasing

Exhibitors may not permit other manufacturers to use their space or any part thereof, without express written permission of Exhibit Management.

Terms and Conditions

Termination and Exhibition

In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Exhibit Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Exhibit Management under the application (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Exhibit Management, said Application and/or the Exhibition or any part thereof, may be terminated by Exhibit Management. Exhibit Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Exhibition (or any part thereof) as aforesaid, then Exhibit Management shall not be liable to the exhibitor other than for a prorated refund of such exhibitor's space price payment determined on the basis of the

number of exhibit days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of Exhibit Management " shall include, but not by way of limitation, fire casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, government restraints, restraints or orders of civil defense or military authorities, act of public enemy, not of civil disturbance, strike, lockout, boycott or other labor disturbances, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain or condemnation, requisition or commandeering of necessary supplies of equipment, local, state or Federal law, ordinances, rule, order, decree or regulation, whether legislative, executive or judicial and whether constitutional or unconstitutional, or Act of God.