



General Partnership Plan



## Table of contents

A Word from the General Chair	<b>3</b>
Dates and Location	<b>4</b>
Event description and Clientele	<b>4</b>
Innovations at MICCAI 2017	<b>4</b>
<i>Optimized floor plan</i>	<i>5</i>
<i>Jujama platform</i>	<i>5</i>
<i>Chair's circle</i>	<i>5</i>
Visibility	<b>5</b>
Partner Visibility Packages	<b>6</b>
<i>Notes</i>	<i>7</i>
Schedule	<b>7</b>
<i>Set Up</i>	<i>7</i>
<i>Exhibit</i>	<i>7</i>
Payment	<b>7</b>
<i>Payment Terms</i>	<i>7</i>
<i>Payment instructions</i>	<i>7</i>
Important information	<b>8</b>
<i>Important Dates</i>	<i>8</i>
<i>Important Addresses</i>	<i>8</i>
<i>Important links</i>	<i>8</i>



## A Word from the General Chair

The Medical Image Computing and Computer Assisted Intervention Conference series (the MICCAI Conference)(*cf.* [miccai.org](http://miccai.org)) is one, if not the most important forum for medical image computing, computer-assisted intervention, and medical robotics. The multidisciplinary nature of these emerging fields brings together clinicians, bioscientists, computer scientists, engineers, physicists, and other researchers at a unique meeting, where together they contribute to, and in fact lead, the development of novel methodologies and applications in this fast-growing field of medicine.

The MICCAI Conference series has a long history, having been held in Australia, China, Denmark, France, Germany, Japan, The Netherlands, the UK, and the USA (*cf.* [miccai.org/ConferenceHistory](http://miccai.org/ConferenceHistory)). Rotating amongst North American, European, and Asian continents, this will be the third time that MICCAI comes to Canada – after Toronto (2011) and Montreal (2003).

For its 20<sup>th</sup> anniversary, it will be hosted at the Quebec City Conference Center on 10-14 September 2017. Quebec City is a safe, tourist-friendly, bilingual destination. Designated a World Heritage treasure by UNESCO, it is the only walled city north of Mexico. As the cradle of French civilization in North America, Old Quebec is a living history lesson with a remarkable mix of architecture, heritage, art, and culture. European charm, romantic ambiance, exquisite cuisine and charming hotels... a coup de foudre destination!

Partners form an integral part of MICCAI's history. As such, their presence contributes to the success of the conference, be it in terms of scientific content, recruitment of future graduates, or technological demonstrations. We are committed to provide you with numerous opportunities to expose your products, interact with decision makers, and network with experts.

The Organizing Committee of MICCAI 2017 is pleased to invite you to join us for five outstanding scientific days in Quebec City.

On behalf of the entire Committee,

Simon Duchesne, P. Eng., Ph.D.  
Associate Professor, Université Laval  
General Chair, MICCAI 2017



## Dates and Location

10-14 September 2017  
Centre des congrès de Québec

Quebec City, Quebec, Canada  
<http://www.quebecregion.com/en/>

## Event description and Clientele

The MICCAI Conference includes three days of oral presentations and poster sessions, as well as two days of workshops, tutorials and challenges (“satellite events”) just before and after the conference.

09 Sept 2017	10 Sept 2017	11 Sept 2017	12 Sept 2017	13 Sept 2017	14 Sept 2017
	Satellite events	Main conference	Main conference	Main conference	Satellite events
Set-up					Tear down

### Partner event schedule

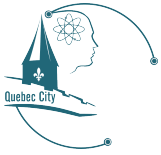
Average attendance in the last three years has surpassed 1,000 delegates, from over 30 different countries, equally partitioned between Europe, North America, and the rest of the world – mainly Asia (Japan, China). While university graduate students are well represented, over 60% of participants are full-time researchers from academia and industry. The latter represent not only stakeholders, but decision makers with respect to acquisitions and purchases. The majority of the work presented involves the following imaging modalities, mainly in human-centric healthcare: magnetic resonance imaging (MRI), positron emission tomography, computer aided tomography, ultrasound, and microscopy.

MICCAI 2017 will be held at the Quebec City Conference Center, an eco-responsible center that has been recognized as the best in the world by the International Association of Congress Centers.

## Increased partnership opportunities at MICCAI 2017

What’s in it for you? While at MICCAI, partners can expect the following, and more:

- Exposure and visibility of your products and services to the experts that drive purchasing decisions in the fields of radiology, nuclear medicine, and invasive to minimally-invasive interventions;
- Technological watch for upcoming advances in academia, as well as other companies in the same field;
- Recruitment opportunities of specifically trained graduate students, post-doctoral workers;



- Academic-industry partnership possibilities to leverage R&D funding via governmental awards; and
- Networking opportunities, either B2B, or B2C.

To add potential to these opportunities, there will be three major innovations for partners at MICCAI 2017, when comparing to previous editions: an optimized floor plan, a networking platform, and high-powered meetings with the Chair's Circle.

### Optimized floor plan

Contrary to certain other editions or competitive conferences, the proposed layout for partners has been designed to increase the flow of participants in front of your booths. Premium locations are of course associated with higher packages, however, be sure to book early in order to benefit from a prime mover's advantage and pick the spot best for your company.

### Jujama partnering platform

Get the conversation going and keep it flowing with the Jujama platform. Once your profile has been populated, register online, advertise your wares, search for interesting profiles, and book appointments with individuals, concurrently with your own conference schedule. Available on-line as well as a mobile application.

### Chair's circle

All Platinum partners will be invited to participate in formal, high-powered networking events, such as private meetings with Keynote speakers and presentations on the current state-of-the-art in a given field of work over breakfast.

## Visibility

There are four partner package levels, each with an increasing amount of visibility. Be sure to avail yourself of an early registration to benefit from maximum exposure via our electronic media before the event.

In addition, the earlier you register as a partner, the more you can benefit from the partnering platform. Get to know who will be coming to the event ahead of time, set appointments, and start your due diligence: from recruiting a young graduate to licensing intellectual property, we aim to facilitate meetings and extract more out of your days with us.



## Partner Visibility Packages

All fees are in \$CDN. Current exchange rate (15 Aug 2016):

1\$CDN = 0.77 \$US

= 0.69 Euro

	Description	Platinum	Gold	Silver	Bronze
<b>Display</b>					
Web Site	Logo and link on Site	X	X	X	X
Jujama partnering	Profile; search; networking	X	X	X	X
Mailing (e-mails/direct)	Information (approx. 25,000 invitations)	X	X	X	X
Partner cocktail	Special display	X	X	X	
Conference Handout	Logo on back page	Centered	Large	Medium	Small
Logo on Posts and banners	Where appropriate	Centered	Large	Medium	Small
Logo on Proceedings	Back	Centered	Large	Medium	Small
Computer Displays	Video Loops and Information	Centered	Large	Medium	Small
Computer Displays	Video Loops and Information	Centered	Large	Medium	Small
<b>Services</b>					
Partner Booth	Booth (See notes)	144 sq. ft	100 sq.ft	64 sq.ft	64 sq.ft
Workshops participation	For those supplying equipment	X	X	X	X
<b>Meals/Network</b>					
Full conference + workshops registration packages	Includes 5x lunches and breaks (See notes)	6	5	3	2
Chair's Circle	Invitations	2	-	-	-
Tech overview breakfasts	Invitations	3	1	-	-
<b>Fees</b>		17.5K\$	12.5K\$	7.5K\$	5K\$



## Notes

Each registration is worth an estimated 920\$CDN. Thus, for each partnership level, your registration passes alone are worth around 33% of the package.

Standard booths consist in area with:

- one 6 X 3 feet table, covered with a full length white tablecloth;
- chairs;
- a wastebasket; and
- one standard electric socket.

Partner logo on mailing material (electronic or otherwise) only apply if contract and payment is received prior to mailing. Contact us for mailing dates.

All sites will be given on a first come, first serve basis, with priority according to partner package.

Additional food packages for your staff will have to be purchased at regular price.

Canadian and provincial taxes will be applicable if company registers from a Canadian province.

## Schedule

### Set Up

Set up: Saturday 09 Sept 2017 from 1:00 p.m to 9:00 p.m.

Exhibit hall opens on Sunday 10 September 2017 at 7:30 a.m. until Thursday 14 September 2017 at 5:00PM.

Please make sure to have your organization's material out of the exhibit hall for Thursday 14 September 2017 at 9:00 p.m.

### Exhibit

Exhibits should be manned during conference off time. A final schedule will be available in June 2017.

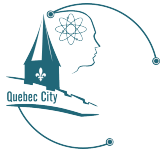
## Payment

### Payment Terms

100% is due after electronic registration on the Jujama partnering platform (contract and invoice)

### Payment instructions

Payments will be accepted via PayPal. For other forms of payment, contact the organizers.



## Important information

### Important Dates

As soon as possible	<ul style="list-style-type: none"> <li>• Register your company as a Partner on our Jujama platform (miccai2017.org)</li> <li>• Select your booth</li> <li>• Send payment</li> <li>• Upload logo in EPS format on registration form</li> </ul>
On registration	<ul style="list-style-type: none"> <li>• Exhibit payment due</li> </ul>
01 July 2017	<ul style="list-style-type: none"> <li>• Last date to cancel for partial refund (90%)</li> <li>• Update your registration to include your reps</li> </ul>
01 August 2017	<ul style="list-style-type: none"> <li>• Ship booth and material to hotel</li> </ul>
09 Sept 2017	<ul style="list-style-type: none"> <li>• Booth setup</li> </ul>
10-14 Sept 2017	<ul style="list-style-type: none"> <li>• Operating hours, from 7:00 a.m. to 5:00 p.m.</li> </ul>
14 Sept 2017	<ul style="list-style-type: none"> <li>• Tear down after 5:00 PM and before 9:00 p.m.</li> </ul>

### Important Addresses

#### Contract and payment

Simon Duchesne  
 C/O MICCAI 2017  
 Institut universitaire en santé mentale de Québec  
 2601 de la Canardiere  
 Quebec City, Quebec  
 Canada  
 G1J 2G3  
 exhibitors@miccai2017.org

#### Conference site (promotional material, booth, equipment for workshops)

A/S Christina Lamonde, Event Coordinator  
 Société du Centre des congrès de Québec  
 900, boul. René-Lévesque Est, 2e étage  
 Québec (Québec) G1R 2B5  
 418 649-7711 #4088  
[www.convention.qc.ca](http://www.convention.qc.ca)

### Important links

Register your COMPANY, register your STAFF, one link: **Miccai2017.org**