

Medical Informatics Europe

MIE 2024



34th MEDICAL INFORMATICS EUROPE CONFERENCE

Digital Health & Informatics
Innovations for Sustainable
Health Care Systems



Sponsorship Opportunities

August 25-29 2024
Eugenides Foundation
Athens, Greece

www.mie2024.org

Professional Congress Organizer:



CONVIN S.A. 29 K. Varnali str,
15233 Chalandri, Athens, Greece
+30210 6833600 www.convin.gr



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This document presents the range of sponsorship associated opportunities with MIE 2024. For ease of reference, the information in this document is organised in the following sections:

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Invitation to MIE 2024

Dear Colleagues,

It is our great pleasure and honour to invite you to the **34th Medical Informatics Europe Conference (#MIE2024)** to be held in Athens, Greece, from the 25th to 29th August 2024.

MIE 2024 is co-organised by: (a) the **European Federation for Medical Informatics Association (EFMI)**, the leading organization in biomedical and health informatics in Europe that comprises 30 national societies and includes an exceptional network of institutional members, experts and stakeholders in healthcare, IT and its societal dimensions; supported by 16 working groups of topics spanning the entire spectrum of Health Informatics; and (b) the **Greek Biomedical and Health Informatics Association**, which specialises in research, education/ training of healthcare professionals in Health Informatics, and in supporting the development of health information systems by implementing and documenting Health Informatics terminology, documentation and standards in Greece.

The theme of the congress is "*Digital Health and Informatics Innovations for Sustainable Health Care Systems*" and we aim to advance international co-operation and dissemination of information in Medical Informatics on a European basis and to promote research and development in medical informatics. The scientific programme will consist of keynote speeches by distinguished scholars, peer reviewed oral presentations, e-poster presentations, panel discussions, workshops, demonstrations, and tutorials fostering the advancement of Biomedical and Health Informatics across the globe.

We are looking forward to welcoming you to Athens.

Sincerely yours,

John Mantas,
Chair of MIE 2024
PhD, FGBHI, FACMI, FEFMI, FIAHSI, H.M.RAMS
Professor Emeritus of Health Informatics



About Us



The European Federation for Medical Informatics Association (EFMI) is the leading organisation in medical informatics in Europe and represents 32 countries. EFMI is organised as a nonprofit organisation concerned with the theory and practice of Information Science and Technology within Health and Health Science in a European context. The objectives when founded in 1976 were:

- To advance international co-operation and dissemination of information in Medical Informatics on a European basis;
- To promote high standards in the application of medical informatics;
- To promote research and development in medical informatics;
- To encourage high standards in education in medical informatics;
- To function as the autonomous European Regional Council of IMIA

For more information visit <https://efmi.org>



The Association aims to evolve and promote the scientific field of Health Informatics.

Health Informatics is the scientific discipline concerned with the systematic processing of data, information and knowledge in health care. The domain covers computational and informational aspects of processes and structures in health care.

Its aim is to study all the applications of informatics and computer science in Health Sciences (Medicine, Nursing, Dentistry, Biology, and Pharmacy) and health care.

GBHIA is a member of both EFMI and IMIA. For more information visit <https://www.gbhia.com>



Scientific Committee

Chair:



Professor John Mantas

*PhD, FGBHI, H.M. RAMS, FACMI, FEFMI, FIAHSI
Health Informatics Lab, National and Kapodistrian
University of Athens, Greece*

Co-Chair:



Professor Arie Hasman

*PhD, FGBHI, FACMI, FEFMI, FIAHSI
Dept. of Medical Informatics, Amsterdam UMC, location
AMC, The Netherlands*



Members

Professor George Demiris, PhD, FACMI, FGBHI, FIAHSI
Perelman School of Medicine, University of Pennsylvania, USA

Professor Dr. Michael Marscholke
Peter L. Reichertz Institute for Medical Informatics, TU Braunschweig and Hannover Medical School, Germany

Professor Kaija Saranto, RN, PhD, FACMI, FAAN, FIAHSI
President of IAHSI, Department of Health and Social Management, University of Eastern Finland, Kuopio Campus, Finland

Professor Dr. Ivana Ognjanović, PhD
Young EFMI chair, EFMI Exec Board member, University of Donja Gorica, Montenegro

Professor Ariel Benis, PhD
EFMI Executive Officer, EFMI Exec Board Member, Department of Digital Medical Technologies, Holon Institute of Technology, Holon, Israel

Dr. Paris Gallos, PhD
EFMI Publications Officer, EFMI Exec Board Member, Greece

Professor Theodoros Arvanitis, RT, DPhil, CEng, FRSM, FGBHI
Digital Health Technology, Dept. Electronic, Electrical & Systems Engineering, University of Birmingham, UK

Dr. Emmanouil Zoulias, PhD,
Health Informatics Lab, National and Kapodistrian University of Athens, Greece

Dr. Elisavet Andrikopoulou, PhD,
Faculty of Technology, School of Computing, University of Portsmouth, UK



General Information

Conference Dates

Sun 25- Wed 29 August 2024

Congress Venue

Eugenides Foundation

387, Syggrou Ave. 17564, P. Faliro



EUGENIDES FOUNDATION

The Eugenides Foundation is a non-profit organization based in Athens, Greece. The foundation was established by the late Eugenios Eugenides, a prominent Greek benefactor and entrepreneur. The foundation focuses on various educational and cultural initiatives.

One of the notable contributions of the Eugenides Foundation is the Eugenides Planetarium, located in the Faliron Delta area of Athens. The planetarium is a significant educational and scientific facility that offers programs and shows related to astronomy, space exploration, and other scientific topics, hosting a wide variety of interdisciplinary events. It provides an immersive experience for visitors and aims to promote scientific education and awareness.

Additionally, the Eugenides Foundation has been involved in various philanthropic activities, supporting educational programs, scholarships, and initiatives that contribute to the cultural and scientific development of Greece.

Language

English is the official language of the Conference.

Professional Congress Organiser

CONVIN S.A.



K. Varnali 29, 15233 Chalandri, Athens
Tel.: +30 210 6833600
www.convin.gr

Sponsorship Management

CONVIN S.A

e-mail: sponsors@mie2024.org



About the Host City - Athens

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 close to 5 million people has often been the melting pot of many cultures.

Characterized by the spirit of hospitality, the host city embraces every guest with a warm welcome. Athens is an ideal Conference destination, combining state-of-the-art infrastructures, excellent Conference facilities and easy access from all over the world with world-class cultural attractions, modern amenities and diverse entertainment.

10 "hot" features of Athens

1. **Athens International Airport (AIA):** "Eleftherios Venizelos", is one of the fastest-growing airports globally.
2. **Best Value:** A privileged geographical location at the crossroads of three continents offers easy and affordable access.
3. **Meeting Facilities:** Athens boasts a variety of state- of-the art meeting venues, conference hotels and unique social event venues which can be tailored to every need.
4. **Transportation:** State-of-the-art transport network including metro, bus, tram, train, trolleybus, taxis and expansive highways.
5. **Accommodation:** More than 30.000 rooms at approximately 650 hotels in a constantly developing sector.
6. **Know How:** One of the top 24 most popular meeting destinations worldwide, according to ICCA (International Congress and Convention Association) rankings.
7. **A City to Thrill:** Lively nightlife, world-famous Mediterranean cuisine, make up Athens a unique entertainment scene. Its contemporary urban vibe caters to every segment of the tourism market. From landmark venues to indie hubs, Athens guarantees authentic nightlife experiences.
8. **Culture Shots:** World-famous museums and UNESCO sights go hand-in-hand offering a vibrant contemporary urban experience.
9. **A Sunny Disposition:** With an average daylight of 8-9 hours, famous mild climate and incredible blue skies, Athens will entice you with its atmosphere.
10. **Athens Riviera:** Get away from the bustling city center to the glorious Athens Riviera in under 30 minutes.



The History of MIE Conferences

2023	Gothenburg, Sweden	2009	Sarajevo, Bosnia-Herzegovina	1993	Jerusalem, Israel
2022	Nice, France	2008	Gothenburg, Sweden	1991	Vienna, Austria
2021	Athens, Greece (e-Conference)	2006	Maastricht, Netherlands	1990	Glasgow, Scotland
2020	Geneva, Switzerland	2005	Geneva, Switzerland	1988	Oslo, Norway
2018	Gothenburg, Sweden	2003	Sant Malo, France	1987	Rome, Italy
2017	Manchester, UK	2002	Budapest, Hungary	1985	Helsinki, Finland
2016	(@HEC2016) – Munich, Germany	2000	Hanover, Germany	1984	Brussels, Belgium
2015	Madrid, Spain	1999	Ljubljana, Slovenia	1982	Dublin, Ireland
2014	Istanbul, Turkey	1997	Thessaloniki, Greece	1981	Toulouse, France
2012	Pisa, Italy	1996	Copenhagen, Denmark	1979	Berlin, Germany
2011	Oslo, Norway	1994	Lisbon, Portugal	1978	Cambridge, UK



Programme Overview

Sunday 25 August 2024	
Time	2 nd Floor Reception Hall
09:30 - 13:00	EFMI Council
14:00-18:30	IMIA General Assembly
19:00-20:00	Welcome Reception



Monday 26 August 2024						
Time	Auditorium	Reception Hall	Conference Hall	Meeting Room	1 st floor foyer	
7:30	Registrations					
09:00-09:30	Opening Ceremony					e-posters display & exhibition
09:30-10:30	Keynote lecture					
10:30-11:00	Coffee break					
11:00-12:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
12:30-13:15	Invited lecture	Invited lecture	Invited lecture	Invited lecture		
13.15-14:30	Lunch break					
14:30-16:00	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
16:00-16:30	Coffee break					
16:30-18:00	Panels Workshops Sessions	IAHSI Academy Meeting	Panels Workshops Sessions	Panels Workshops Sessions		
18:00-19:30	Panels Workshops Sessions	IAHSI Academy Meeting	Panels Workshops Sessions	Panels Workshops Sessions		



Tuesday 27 August 2024						
Time	Auditorium	Reception Hall	Conference Hall	Meeting Room	1 st floor foyer	
7:30	Registrations					
08:00-09:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	e-posters display & exhibition	
09:30-10:30	Keynote lecture					
10:30-11:00	Coffee break					
11:00-12:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
12:30-14:00	Lunch break					
14:00-15:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
15:30-16:00	Coffee break					
16:00-17:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
17:30-19:00	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
19:00-20:00	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
Gala Dinner (ticketed)						



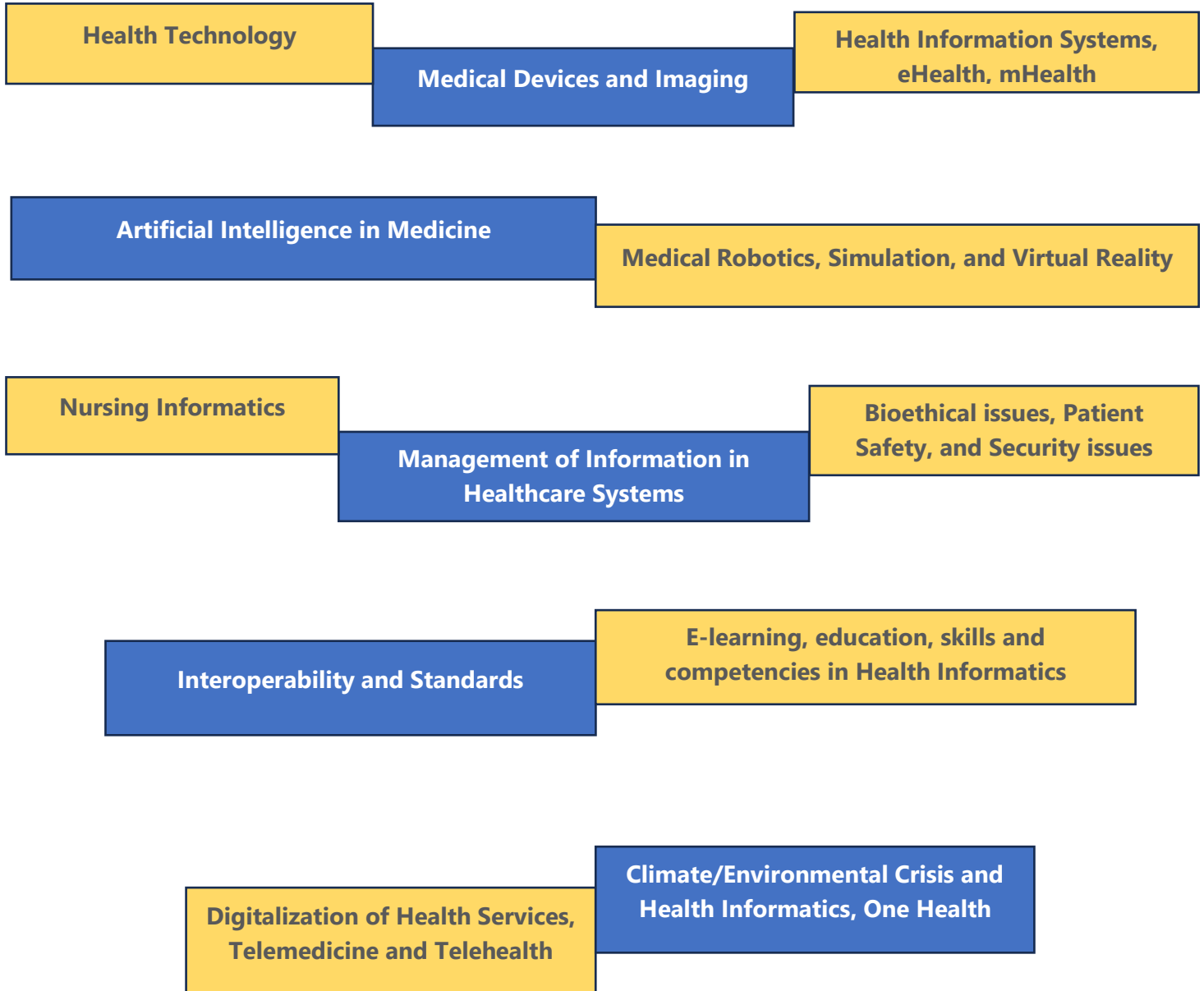
Wednesday 28 August 2024						
Time	Auditorium	Reception Hall	Conference Hall	Meeting Room	1st floor foyer	
7:30	Registrations					
08:00-09:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
09:30-10:30	Keynote lecture					
10:30-11:00	Coffee break					
11:00-12:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
12:30-14:00	Lunch break					
14:00-15:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	e-posters display & exhibition	
15:30-16:00	Coffee break					
16:00-17:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
17:30-19:00	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		
19:00-20:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions		



Thursday 29 August 2024				
Time	Auditorium	Reception Hall	Conference Hall	Meeting Room
7:30	Registrations			
08:00-09:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions
09:30-10:30	Keynote lecture			
10:30-11:00	Coffee break			
11:00-12:30	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions	Panels Workshops Sessions
12:30-13:00	Closing Ceremony			



Main Scientific Topics





Reasons to Attend

Growth and Success

Secure the future growth and success of both your career and organization by participating in the premier conference on Medical/Health Informatics. This event guarantees to keep you one step ahead of the evolving landscape of global research practices. Step away from your daily routine and immerse yourself in an environment filled with researchers from diverse fields, companies, and organizations, sparking creative thinking beyond conventional boundaries. Embrace the opportunity to absorb fresh ideas and strategies, with the immediate potential to positively impact your bottom line. Don't just attend; be at the forefront of transformative change in medical and health informatics.

Educational Opportunities

Dive into an enriching experience over four distinct days at MIE 2024, where a plethora of sessions and courses await, covering the latest in medical and Health Informatics topics. Carefully curated for their impactful contributions to the informatics industry, insightful perspectives, and exceptional audience engagement, our speakers are set to expand your horizons. Get ready to absorb the freshest trends and knowledge that can be seamlessly integrated into your day-to-day operations. Join us for an immersive journey into the forefront of medical informatics!

Attend, Network, Engage

The MIE Conference stands out as the ultimate venue for networking, bringing together a diverse array of attendees from across the globe. Nowhere else offers such a unique opportunity to connect with a broad spectrum of research professionals in such an enjoyable setting. Make the most of your experience by engaging with fellow attendees at our welcome reception, during lunches, networking events, and coffee breaks. And of course, don't forget to bring your business cards!

Fill Yourself with Memories

Being in Athens and strolling through the city is similar to exploring an open-air museum, where some of the most impressive ancient monuments reveal themselves at every turn. From "The Acropolis" and "The Temple of Olympian Zeus" to "The Panathenaic Stadium," "The Herod Atticus Odeon," and "The Academy of Athens," the city boasts a rich tapestry of historical landmarks.

Don't forget to wear your comfortable pair of shoes as we embark on a journey to discover these must-see Athens landmarks. And when hunger strikes, indulge in the famous Greek cuisine at restaurants or waterfront traditional tavernas offering freshly caught seafood straight from the net.

Indulge Yourself

After enduring the challenges of the pandemic, including necessary social distancing, lockdowns, and prolonged travel restrictions, it is now time to reunite. Feel free to resume traveling and consider blending your professional activities with leisure during the delightful summer season. Treat yourself to some relaxation by taking a dip in the deep blue sea or explore the countless cultural heritage sites of Greece.



Sponsorship Categories

Platinum	more than 10.000€
Gold	7.000 € - 9.999 €
Silver	4.000 € - 6.999 €
Bronze	2.500 € - 3.999 €
Supporter	500 € - 2.499 €

Apart from benefits, applying to each Itemized Sponsorship Opportunity, the above will also receive the following benefits:

- Logo on the Conference Website with hyperlink to company's home page (under relevant category)
- Logo on sponsors' recognition banner at the registration area (under relevant category)
- Logo on the signage that will be placed in key locations throughout the venue.



Itemized Sponsorship Opportunities

Technical Services

Opportunities	Cost	Availability	Benefits (Entitlements)
Mobile App	2.500 €	Exclusive	<ul style="list-style-type: none"> - The mobile app provides a complete and interactive overview of the Conference, including the scientific programme, venue maps & social interaction. - It provides delegates with the possibility to review e-posters, communicate with other delegates (through messages or video calls) and much more.
Internet/Self Check-In Station	2.000 €	Exclusive	<ul style="list-style-type: none"> - Sponsor's logo in the self-check-in & internet area for the whole duration of the Conference.
Speaker Preparation Area	3.500 €	Exclusive	<ul style="list-style-type: none"> - Facilities will be available at the Conference Centre for speakers and abstract presenters to review and test their presentations. - Sponsor's banner / branding in the Speakers' Preparation Area for the whole duration of the Conference. - Sponsor's logo on PC/laptop screens
E-Poster Area	1.000 € for each thematic stream	Up to XX Thematic Streams	<ul style="list-style-type: none"> - Sponsor's banner / branding in the e-poster area for the whole duration of the Conference - Sponsors logo on the thematic stream through the Standing Monitor/Laptop, used by participants while e-poster viewing
Charging Station	3.000 €	Exclusive	<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 Conference.



Programme (Provision of: Hall & Time within the Conference Programme)

Opportunities	Cost	Availability	Benefits (Entitlements)
Invited Lecture	5.000 €	Up to 4 (Slots as per Programme)	The session gives the opportunity to the sponsor to catch the participants attention with a invited lecture of 30min plus 15min discussion (inside the scientific programme) <i>** Session Title & Content subject to Organising Committee approval</i>

Conference Materials

Opportunities	Cost	Availability	Benefits (Entitlements)
Conference bags	2.500 € or in-kind Sponsorship	Exclusive	<ul style="list-style-type: none"> - Conference logo and Sponsor's logo printed on the Conference Bag, distributed to all delegates. - 1 free bag insert
Notebooks	1000 € or in-kind Sponsorship	Exclusive	Opportunity to provide notepads with your company's logo (they will be distributed to all participants inside the Conference bag)
Pens	800 € or in-kind Sponsorship	Exclusive	Opportunity to provide pens with your company's logo (they will be distributed to all participants inside the Conference bag)
Lanyards	1500 €	Exclusive	Conference logo and Sponsor's logo printed on the lanyards given along with the badge to all delegates



Networking Areas/ Social Events / Catering Services

Opportunities	Cost	Availability	Benefits (Entitlements)
Welcome Reception	12.000 €	Exclusive	<ul style="list-style-type: none"> - Sponsor's logo displayed in various high visibility foyer locations (where Welcome reception will be served) - 10 min for the sponsor to present themselves. - 2 Full registrations + 1 Full page advertisement
Morning & Afternoon (Day Coffee Break)	5.000 €	Up to 4	<ul style="list-style-type: none"> - Sponsor's logo will be placed along with the Conference logo on the serving tables. - 1 Full registration + Half page advertisement
Light Lunch (per day)	7.500 €	Up to 4	<ul style="list-style-type: none"> - Sponsor's logo will be placed along with the Conference logo on the serving tables. - 2 Full registrations + Half page advertisement
Water Dispensers & Containers	2.500 €	Exclusive	Sponsor's logo will be placed on all 4 water dispensers located within the relaxing/ serving areas
Gala Dinner	Upon Discussion	Exclusive	Sponsor's logo displayed in various high visibility spaces in Gala Dinner location.

Advertisements

Opportunities	Cost	Availability	Benefits (Entitlements)
Half Page	800 €	Unlimited	Page adv inside the e-Final programme
Full Page	1.200 €	Unlimited	
Double Spread	2.000 €	Up to 4	
Bag Insert	1.000 €	Unlimited	Sponsor's promotional material will be inserted in each Conference bag.



Other Branding Options

Opportunities	Cost	Availability	Benefits (Entitlements)
Banner Placement	1000 €	On a first come - first served basis (Up to 10)	- Opportunity for promoting your company by placing your banner at Registration Desk or Foyer -Provision of -1sqm of exhibition space only for Promo Banner Placement. **Please note that banner production & delivery at the venue is the responsibility of the sponsoring company.
Selfie Corner	2.500 €	Exclusive	Sponsor's logo visible in the selfie corner area for the whole duration of the Conference
CSR activities	upon discussion	Exclusive per action	If you want to connect your name/ brand with a CSR activity, please contact us to discuss all possible ways and options!

Special Note for Institutional Members

Institutional Members will:

- **get a 20% discount** to any of the above itemized opportunities offered
- **have the exclusive right for an exhibition space** (1 table + 2 chairs included) @ a special price of 400 €



General Terms & Conditions (How to Apply & Cancellation Policy)

How to apply

To apply, please fill in the **Online Sponsorship Form** or send your request by email to our Sponsorship Management Team at e-mail: sponsors@mie2024.org

Next Steps

- Upon receipt of the Sponsorship Booking Form, the Professional Congress Organiser will send a confirmation
- and a contract which should be signed and returned, accompanied by the relevant deposit payment (as per payment conditions)
- First come- First served will apply to all sponsorship options according to receipt of a signed contract and deposit.

Special requests

Looking for something different? If the sponsorship opportunities outlined in this brochure do not fully match your marketing and corporate objectives, we are open to any suggestions. To find out more about sponsorship opportunities or to address your specific inquiry, please contact sponsors@mie2024.org

Payment Conditions

- 50% of the total due, upon contract signing
- Balance by 30 July 2024, against invoice

Please note that:

- Any sponsorship will only be reserved upon the payment of the required first deposit.
- Any late payment that exceeds one week will be considered as an application for cancellation of the interested party for the selected sponsorship. Under such circumstances the cancellation policy will be activated by the organisers.
- All the amounts and payments are in Euro (EUR).
- All sponsorship prices are subject to VAT (if applicable, at current rate on date of invoicing).
- Credit cards are accepted. Bank charges are the responsibility of the payer.

Cancellation Policy

Cancellations must be made in writing to the **Sponsorship Management Team**

E-mail: sponsors@mie2024.org

Cancellation charges will be as follows:

Cancellation received:

- by 31 March 2024 | 50% of the amount due will be kept as fee
- after 31 March 2024 | 100% of the amount due will be kept as fee.



Conference Policy

In order to improve the organizing aspects of the Conference and to ensure the highest quality standards, the Professional Congress Organiser requires that the following guidelines performed are respected:

- ▶ The technical services provided for all sessions of the Conference will be managed by the official AV company; any other potential supplier proposed by the sponsoring companies will be taken into account only if the official AV company is unable to meet the same requirements.
- ▶ Communication agencies called to manage any aspect of the Congress on behalf of the sponsoring company, are requested to submit the draft project to the Professional Congress Organiser for final approval.
- ▶ The distribution of corporate promotional material is forbidden outside of the relevant area given for Promo Banner Placement.
- ▶ All food & beverage services provided during the Conference, in any area of the Eugenides Foundation, can be delivered only by the official appointed supplier. Requests should always be made directly to the Professional Congress Organiser.
- ▶ All suppliers (of goods and services) must be provided for and approved by the Professional Congress Organiser.
- ▶ Use of the Conference and/or Associations logo is always and, in all cases, subject to written approval by the Organisers.

All sponsoring companies are kindly requested to abide by the Guidelines listed above.

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 the MIE 2024**, as the officially appointed Professional Congress Organiser.



Contact Us

Professional Congress Organiser



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15233 Chalandri, Athens
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For Sponsorships
sponsors@mie2024.org

For general queries and other
issues
Info@mie2024.org

For Delegate Services
(Registrations | Accommodation |
Proposed Tours Hospitality Services)
delegateservices@mie2024.org

For questions about submissions
spc@mie2024.org



Sponsorship (Reservation Form)

If you are interested in becoming a Sponsor at MIE 2024, please click the button below and you will be redirected to the Online form of Interest.



Once you complete this form and press the submit button a representative from our Sponsorship Team will be in contact with you, in order to assist you further.