

# MEDICAL PHYSICS AND BIOMEDICAL ENGINEERING

# WORLD CONGRESS 2009

For the benefit  
of the Patient.

September 7–12, 2009, Munich/Germany · Industry Sponsorship and Exhibition Brochure



The world of  
innovation  
in medical  
technologies



Join the  
congress  
and be part  
of the future



Recruit  
future experts  
for your  
company

## Expo, Congress & Networking – A successful business combination for Science, Industry and Medicine



## Present your technologies to the world!



Wolfgang Schlegel



Olaf Dössel

The World Congress on Medical Physics and Biomedical Engineering – the triennial scientific meeting of the IUPESM – being held in Munich, Germany, on September 7 – 12, 2009 is the world's leading forum for presenting innovations in health-related technologies and the results of current scientific work to an international audience. More than 4,000 visitors are expected to attend the event in Munich. We would like to invite you to participate in this outstanding scientific event as an industrial partner or sponsor, and present your technologies and solutions to the world!

Medical physics, biomedical engineering and bioengineering have been the driving forces of innovation and progress in healthcare over the past two decades, and one major aspect of their contributions is the availability of inventive technologies for applied medicine. In light of the future challenges resulting from demographic changes and major health threats, the development of new solutions and continuous improvement of current applications is becoming even more important and calls for the intensive cooperation of all players involved in the process of medical care – from science and development to applications.

Held every three years, this congress provides an ideal inter- and multidisciplinary platform by incorporating key aspects such as information and communication technologies, micro- and nano-technology, optics and biotechnology, and brings together professionals from basic research, R&D, industry and medical applications. We would like to invite you to participate in this outstanding international scientific congress and take this opportunity to present your technologies and innovations to the global community of leading experts and deciders in science and medicine.

Help shape the future and join the congress!

Wolfgang Schlegel  
Congress-President

Olaf Dössel  
Congress-President

# The vision of WC2009: Technology meets Medicine

The primary aim of the World Congress on Medical Physics and Biomedical Engineering 2009 is to offer a unique opportunity for exchanges and synergies in research, development and applications of medical technologies.

This forum honors the outstanding and growing importance of technological solutions for medicine and healthcare with respect to the quality and results of diagnostic and therapeutic performance.

## WC2009: a platform for innovation in medical technologies

Since future challenges for medicine call for interdisciplinary solutions, exchanges of know-how in science, industry and applied medicine will trigger future innovations and advances in technologies for diagnostics and therapy. The WC2009 is dedicated to this purpose.

## Advanced technologies offer new options for healthcare

New key technologies such as micro- and nano-technology, bioengineering, biotechnology and optical technologies offer promising options for medicine and healthcare. The congress will focus on exploring how these technologies could lead to innovations and highlighting new medical applications that contribute to the solution of major health threats.

## A thrilling opportunity for industry

By bringing together more than 4,000 professionals from science, technology and medicine, the WC2009 offers a unique and outstanding platform for exchanging information on issues of technology and innovation needed for both current and future tasks in the health sector. Scarcely any other scientific event focusing on medical technologies provides such an excellent opportunity for leading experts from research, industry and applied medicine to gather at the same time in the same place.

## Recruit future experts for your company



Since over 1,000 PhD students and undergraduate students will attend the WC2009, various recruiting platforms and events will offer excellent opportunities for approaching and winning the best and brightest young talents for your company.

# Congress structure

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13 congress themes on medical technology and science will be featured along with five challenging medical topics to optimize synergies and the integration of themes on research, development and applications. All sessions will be chaired by leading experts. More than 4,000 participants are expected to attend the congress.

## 1st day   2nd day   3rd day   4th day   5th day

08.09.2009	09.09.2009	10.09.2009	11.09.2009	12.09.2009
Oncology	Radiology & Nuclear medicine	Surgery & Intervention	Neurology, Neurosurgery, Rehabilitation	Cardiology, Cardiovascular diseases

1. Radiation Oncology
2. Diagnostic Imaging
3. Radiation Protection and Dosimetry, Biological Effects of Radiation
4. Image Processing, Biosignal Processing, Modelling and Simulation, Biomechanics
5. Information and Communication in Medicine, Telemedicine and e-Health
6. Surgery, Minimal Invasive Interventions, Endoscopy and Image Guided Therapy
7. Diagnostic and Therapeutic Instrumentation, Clinical Engineering
8. Micro- and Nanosystems in Medicine, Active Implants, Biosensors
9. Neuroengineering, Neural Systems, Rehabilitation and Prosthetics
10. Biomaterials, Cellular and Tissue Engineering, Artificial Organs
11. Biomedical Engineering for Audiology, Ophthalmology, Emergency & Dental Medicine
12. General Subjects
13. Special Topics and Workshops

## Supporting program

In addition to presenting challenging scientific sessions, we are also offering an appealing supporting program that provides attractive opportunities for industrial partners to participate and present their profiles to the international community of participants.

### Opening Ceremony – A fabulous opening!



The Opening Ceremony will be an outstanding event with top-level speakers from science, medicine,

industry and politics highlighting the importance of this international congress and its focus on the contributions of advanced technologies to global health issues. The results of the global survey "Medtech 2020", initiated by the hosts of the congress, will be presented.

### VDE Forum – Shaping tomorrow's medicine



Since new key technologies are expected to make major contributions to solving future challenges in

medicine, a comprehensive discussion of options on global healthcare systems should begin today. The VDE Forum will provide an excellent opportunity to discuss these issues with leading international experts from medicine, science, business, and the fields of ethics and futurology.

### Innovation at Night – WC2009 Innovation Award



The best thing that can happen is to turn an idea into a technology that benefits healthcare!

A jury of leading

international experts will select premium ideas and innovations presented at the congress. The winners of the "WC2009 Innovation Award" will be presented at the Awards Ceremony "Innovation at Night" during the congress.

### Recruiting – Planning the future!



Many companies and scientific institutions offer an ideal environment for young professionals for

training skills and gaining expertise for tomorrow's medicine and technology. Various recruiting events at the congress will provide attractive opportunities for contacting and presenting offers.

# Join the congress and be a partner of the future!

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## It's all about networking!

As the world's leading scientific congress on medical technologies and their applications, the WC2009 provides outstanding opportunities for industrial partners to reach more than 4,000 experts and decision makers in the fields of medical physics, biomedical engineering and applied medicine. For a company involved in these fields and working to shape the future, it simply is a must to be there.

## Expo, congress & networking A combination of excellence for your business

With the successful combination of expo, congress and networking within the inspiring environment of a prominent international event, the congress offers various platforms and substantial benefits for the presentation of your company's profile, innovations and technologies:

- **At the expo** you'll have additional opportunities, besides your own exhibition stand, to present your company, products and technological capabilities to an international audience and to make new contacts. Corporate lectures, satellite symposia and medical education sessions are only a few examples of the possibilities offered by the expo.

- **The congress** – with its top-notch speakers, first-hand information on the latest results of path-breaking research projects and multiple opportunities for discussion – not only attracts many of your major target groups, but also serves as a source of new ideas and inspiration for your work and highlights the issues you want to discuss with potential business partners.

- **Various networking options** will help you not only contact visiting professionals and other companies, but also initiate business with them or stimulate the interest of young professionals in your company profile.

### Your benefits at a glance:

- You'll reach an international audience of more than 4,000 professionals from the fields of medical physics, biomedical engineering and applied medicine
- You'll make valuable new contacts and pave the way for lasting business relationships
- You'll be sharing a platform with the best in the business
- You'll enjoy the benefits of a professional and worldwide publicity campaign
- You'll get a complete picture of your industry and new market trends in early stages
- You'll get valuable new ideas and inspiration for your work
- You'll be presenting your company to the target group of young professionals at the Recruiting Center

# Exhibition

## Space for your innovations and technologies

The core element of the WC2009 for industrial partners is the exhibition area. Setting new standards in equipment, infrastructure and service, the exhibition will provide you with excellent opportunities for presenting your company as an innovative, competent and reliable partner to your target audiences.

To ensure the best possible approach to your target groups, the exhibition area will be arranged as a marketplace situation where participants can also take their coffee and lunch breaks and have excellent opportunities for personal contacts and discussions.

Where needed, the exhibition organizer will support your presentation with the latest state-of-the-art multimedia technologies etc.



The exhibition is designed in two areas:

### **The commercial exhibition** (Hall B 0)

- for industrial partners
- open from September 8 (Tue) 8 p.m. to September 11 (Fri) 6 p.m.
- based on a shell scheme concept, it also allows companies to built their own professional stands

The Commercial Exhibition will be opened on September 8 with a welcome reception (Networking at Night) that follows the Opening Ceremony.

### **The non-profit exhibition** (Foyer areas)

- for non-profit organizations
- open from September 8 (Tue) 9 a.m. to September 12 (Sat) 1 p.m.

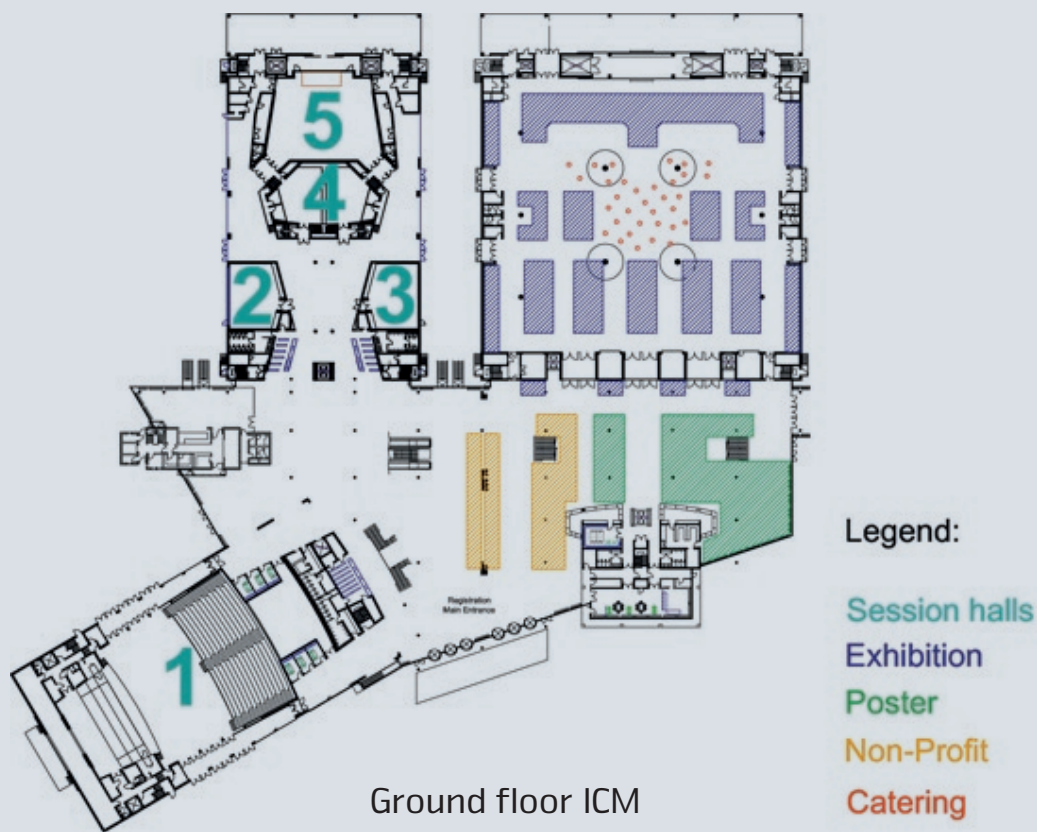
For details see the plan on the next page.



Exhibition Hall B0

# Exhibition floor plan

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## Rates

### Commercial exhibition area

Early rate  
before 01 December 2008

Regular rate  
from 01 December 2008

Shell scheme stands including walls, standard furnishing and electricity.

9 sqm (minimum participation)	2,980 €	3,500 €
Each additional unit of 3 sqm	1,000 €	1,200 €
Space only (per sqm, minimum 9 sqm) (for own professional stands)	280 €	340 €

### Non-profit exhibition area

Early rate  
before 01 December 2008

Regular rate  
from 01 December 2008

Space only (per sqm) (minimum 6 sqm)	220 €	270 €
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Since the non-profit exhibition will be open 5 days, this represents a discount of more than 50% per exhibition day

All prices shown are subject to German VAT (19%).



Booth 1: 21 sqm



Booth 2: 9 sqm

**Commercial exhibition open:**

September 8 from 8 p.m. – 10 p.m.  
 September 9, to  
 September 11, from 9 a.m. – 6 p.m.

**Non-profit exhibition open:**

September 8, to  
 September 11, from 9 a.m. – 6 p.m.  
 September 12 from 9 a.m. – 1 p.m.

**Exhibitor and sponsor registration:**

To book your exhibition space and to secure your sponsorship opportunity please register using the Industry Reply Form on [www.wc2009.org](http://www.wc2009.org)

For all further information such as set-up and dismantling times, technical details, additional orders, terms and conditions of booking, please visit [www.wc2009.org](http://www.wc2009.org) or contact our exhibition & sponsorship organizer:

**EUROKONGRESS GmbH**  
 Schleissheimerstrasse 2  
 80333 Munich, Germany  
[wc2009@eurokongress.de](mailto:wc2009@eurokongress.de)

# Sponsorship opportunities

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## Supporting your success

There are a number of attractive opportunities for sponsorship available at the WC2009 which are outlined on the following pages. In addition to these offers, we provide the possibility to make special arrangements for a tailor-made presentation of your company and products. For further details, please contact the exhibition & sponsorship organizer (p. 14).

### Category:

### Premium Partner of WC2009

50,000 euros

As an official and exclusive partner of WC2009, you will have preferential access to all of the sponsorship opportunities offered at the congress. Within this partnership, we guarantee a prominent presentation of your company on the various platforms at the congress as well as on all further official congress publications. Since this category offers the highest level of exposure, its availability is **limited to one partner**.

### Opportunities provided by the congress:

- Availability: limited to one exclusive partner
- Speaker opportunity at the opening ceremony
- One slot for an oral session in cooperation with the Scientific Committee (Industrial satellite symposium or medical education session) on Wednesday afternoon (hall & equipment provided)
- Presentation of logo in the trailer of the Opening Ceremony
- Presentation of logo on 2nd Call for Papers and all further publications related to the congress.
- Free choice of one congress day for branding
- Premium platform for presentation at the recruiting event
- One complimentary registration for one keynote speaker for the scientific session
- 20% reduction on the price for exhibition space
- One full page & full color advertisement published in the final congress program
- A 100-word partner or product profile will be published in the final congress program
- Prominent presentation of the partner's logo on page one of the Congress Website (providing a two-way link), on the congress bags, the final congress program and on a sponsor board at site
- Partner's brochure will be inserted in the congress bags
- 6 free VIP tickets for the WC2009 (incl. registration fee, State Reception, Bavarian evening)
- 3 free tickets for the President's Dinner
- 6 free VIP parking spaces in front of ICM
- Up to three flags in front of the ICM

## Category: Sponsorship packages

Within this category, we have combined several sponsorship opportunities providing you with highlights for the presentation of your company and products. Details of what is provided by the congress can be found in the table below.

### Platinum Sponsorship

30,000 euros

(Availability is limited to three platinum sponsors)

### Gold Sponsorship

20,000 euros

### Silver Sponsorship

10,000 euros

Provided by the Congress	Platinum	Gold	Silver
Presentation of logo ...			
- on sponsor page in final congress program	X	X	X
- on sponsor board at site	X	X	X
- at the Opening Ceremony	X	X	X
- in the multimedia show at opening	X	X	X
- on all publications of congress	X	X	
- on congress website	X	X	X
Exclusive partnership for one congress day with corresponding opportunities for presentation	X		
Materials in press lounge	X	X	X
Tickets for President's Dinner	1		
One mailing to complete list of congress participants (supplementary materials in VDE mailing, without postal charges)	X		
Advertisement in final program	1 page	½ page	
Advertisement in participants list	1 page		
Acknowledgement in final program	X	X	X
Insertion in participants bags	Upon agreement	Max 50 grams	
VIP tickets for the WC2009	3	2	1
Exhibition space	15% Off	10% Off	5% Off
Complimentary congress registration for exhibitors	2	1	
100-word profile in final program	X		
Presentation on digital congress information system	X		
Lunchtime Symposium	1 Hour		
VIP parking space in front of ICM	3	2	
Booking of additional special offers	20% Off	10% Off	

All prices shown are subject to German VAT (19%)

# Sponsorship opportunities

**Category:**  
**Special offers**

In addition to the sponsorship packages, we offer special opportunities for sponsorship that enable you to tailor the presentation of your company or products. These special offers might be

booked stand-alone or in combination with the sponsoring packages giving you a maximum of flexibility.

For details on the special offers and the respective opportunities for presentation provided by the congress, please contact the exhibition & sponsorship organizer.

### Recruiting Center

Sponsorship opportunities of 1,500 – 15,000 euros



The Recruiting Center at the congress will provide various options for presenting your company to the

target group of young professionals – such as oral company presentations, special events at your exhibition stand or company materials. Sponsors may place job opportunities on the Congress Website and the Recruiting Center as well. (3 job offers: 1,500 euros each further offer: 400 euros).

### Oral Sessions

Sponsorship opportunities of 8,000 – 25,000 euros



The sponsor may organize, in cooperation with the Scientific Committee, an oral session such as

an industrial satellite symposium or a continuing medical education session of 1.5 – 2 hours in the course of the congress. This option might be particularly well-suited for product launches and other company-related events.

### Lunchtime Symposium

Sponsorship opportunities of 10,000 – 15,000 euros



The sponsor may subsidize a part of the scientific program or organize one lunchtime symposium on one

congress day for up to 1 hour.

### Innovation at Night

Sponsorship opportunities of 3,000 – 15,000 euros



Since premium ideas and innovations presented at the congress will be selected by a jury and awarded

with the WC2009 Innovation Award, the sponsor or co-sponsors may support this event as well as the award (award amount included).

### Networking at Night

Sponsorship opportunities of 15,000 euros



A welcome reception for all participants will be held on Tuesday, September 8. As a sponsor, you may

use this opportunity to present your company. You'll be included in the welcome presentation and will be provided an opportunity to brand this event according to your company design.

### Branding of Posters

Sponsorship opportunities from 500 euros onward



A sponsor may support one, several or all posters at the scientific poster session and will have the opportunity

to label one subtopic (track) area with the company logo. The amount of support is 500 euros per track with 20 % off for a complete theme (see p. 4 for list of themes).

### WiFi Support

Sponsorship opportunities of 5,000 euros per day



Since the wireless LAN system at the congress site is an essential communication tool for all congress partici-

pants, its support by a daily sponsor offers an attractive opportunity for a prominent presentation of your company logo on the access voucher or in the login section of the system.

### Congress Materials

(congress CD, congress bags)  
Price on request

As a sponsor, you may support essential congress materials like the congress CD or the participant's bags – and have an opportunity to present your company's logo on these materials.

For details please contact the exhibition & sponsorship organizer.

In addition to the sponsorship opportunities outlined above, we offer you the possibility to make further individual arrangements. Supporting the participation of young scientists, speakers or providing travel grants are only some of the options available. In case you are interested in such arrangements, do not hesitate to contact the exhibition & sponsorship organizer.

All prices shown are subject to German VAT (19%)

# General information

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## Congress Organizer

VDE CONFERENCE SERVICES  
Stresemannallee 15  
D - 60596 Frankfurt am Main  
Phone: +49 (0)69 - 63 08-229/- 477  
Fax: +49 (0)69 - 96 31- 52 13  
Email: [wc2009@vde.com](mailto:wc2009@vde.com)  
[www.vde.com](http://www.vde.com)



## Exhibition & Sponsorship

EUROKONGRESS GmbH  
Congress + Event +  
Exhibition Management  
Schleissheimer Str. 2  
D - 80333 München  
Phone: +49 (0)89/210 98 60  
[wc2009@eurokongress.de](mailto:wc2009@eurokongress.de)

## Congress Website

For more information, please visit our website: [www.wc2009.org](http://www.wc2009.org)

## Congress Venue

ICM- INTERNATIONAL CONGRESS CENTER MUNICH  
A business center is on service daily from 9 a.m. to 5 p.m.. Phone, fax, internet access, printing services and WiFi access are available  
ICM – Internationales Congress Center München  
Messe München GmbH  
Messegelände  
D-81823 München  
[www.icm-muenchen.de](http://www.icm-muenchen.de)

## Incorporated in the WC2009

17th International Conference on Medical Physics of IOMP (International Organization for Medical Physics)

22nd International Congress on Biological and Medical Engineering of IFMBE (International Federation for Medical and Biological Engineering)

3rd European Conference on Medical Physics European Federation of Organizations in Medical Physics (EFOMP)

40th Annual Meeting of the German Society for Medical Physics (DGMP)

43rd Annual Conference of the German Society for Biomedical Engineering (DGBMT)

## Destination Munich

Often called 'the city with a heart', which is Germany's most popular destination and has something to offer to everyone, from culture, high-tech, parks and greenery to nightlife, architecture, beer gardens, shopping and the nearby mountains and lakes.  
[www.muenchen.de](http://www.muenchen.de)

**Accommodations**

A wide variety of hotel rooms in various categories has been reserved by our exhibition & sponsorship organizer. For more details please visit [www.wc2009.org](http://www.wc2009.org)

**Congress language**

All sessions will be held in English. There will be no simultaneous translation.

**Currency**

The official currency in Germany is the euro (EUR). Standard credit cards (Mastercard, American Express, VISA) are accepted in hotels, department stores and restaurants. Currently (July 2008) the exchange rate is approx. 1 EUR = 1,60 USD

**Electricity**

Power supply is 230 V AC, 50 Hz

**Insurance**

The organizers may not be held responsible for any injury to participants or damage, theft and loss of personal belongings. Participants should therefore make their own insurance arrangements.

**Time zone**

GMT (UTC) +01:00

**Transportation****By air:**

The Munich Airport is the second largest international airport in Germany. It is located 28km northeast of the city center and offers both bus and train connections.

For details on how to reach the city, please see [www.munich-airport.de](http://www.munich-airport.de).

Direct taxi rides from the airport to the ICM are offered at a fix rate (51 € - May 2008).

**By train:**

The Main Train Station (Hauptbahnhof) is located in the center of Munich, only approximately 2 km from the central square (Marienplatz). More than 800 long-distance trains and regional trains arrive and depart every day. Connection to the ICM via the U 2 subway line (approx. 20 min) or by taxi.

**By car:**

If you travel to Munich by car, signs throughout the greater Munich area will guide you to the New Munich Trade Fair Center/ICM.

Detailed information on transportation will be provided in the final program and on the Congress Website.

**Visa/Letter of confirmation**

Nationals from some countries may require a visa to enter Germany. Please check with the German Embassy in your country. If documentation or a letter of confirmation is required, please contact the congress organizer for support of a visa application after having registered for the congress.

**Weather**

The weather in Munich in September is still beautiful and warm. However, there might be chilly and rainy days. The temperature can range between 10 °C and 25 °C. Please check the actual weather on [www.weather.com](http://www.weather.com)

# The Hosts

## **IUPESM – [www.iupesm.org](http://www.iupesm.org)**

The International Union for Physical and Engineering Sciences in Medicine, incorporating the IFMBE and the IOMP, represents more than 140,000 biomedical engineers and medical physicists and operates under the principal objective to advance sciences in medicine for the benefit and well-being of humanity.

## **IOMP – [www.iomp.org](http://www.iomp.org)**

The International Organization for Medical Physics represents over 16,500 medical physicists worldwide and 76 national member organizations.

## **IFMBE – [www.ifmbe.org](http://www.ifmbe.org)**

The International Federation for Medical and Biological Engineering is primarily a federation of national and transnational organizations. The Federation has an estimated 120,000 members in 58 affiliated organizations.

## **DGMP – [www.dgmp.de](http://www.dgmp.de)**

The German Society for Medical Physics (DGMP) was founded in 1969 and represents about 1,200 members working in science, industry and hospitals. Several regional sections of the Society have been established in recent years to improve communication channels among medical physicists in Germany and to support educational measures.

## **DGBMT – [www.dgbmt.de](http://www.dgbmt.de)**

German scientists in the field of biomedical engineering are organized in the DGBMT, which was founded in 1972. The Society merged with the VDE in 2001 and now has about 1,900 members including physicians, engineers, scientists and companies.

## **EFOMP – [www.efomp.org](http://www.efomp.org)**

The European Federation of Organizations in Medical Physics (EFOMP) was founded in 1980. The current membership covers 35 national organizations which together represent more than 5,000 physicists and engineers in the field of medical physics.

## **VDE – [www.vde.com](http://www.vde.com)**

The VDE Association for Electrical, Electronic & Information Technologies currently has over 34,000 members, including a broad spectrum of engineers, scientists and technicians, some 7,000 students and roughly 1,250 corporate and institutional members.

**[www.wc2009.org](http://www.wc2009.org)**