

MICCAI 2024



Marrakech
MOROCCO

27TH INTERNATIONAL CONFERENCE ON
MEDICAL IMAGE COMPUTING AND
COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024

PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO



**SPONSORSHIP
PROSPECTUS**





27TH INTERNATIONAL CONFERENCE ON MEDICAL IMAGE COMPUTING
AND COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

Dear Colleagues and Friends,

For the first time in its history, the International Conference on Medical Image Computing and Computer Assisted Intervention (MICCAI) will be hosted on the African continent - in Marrakesh, Morocco, October 6-10, 2024. We invite you to join us as sponsors for this great opportunity for research and development, innovation, cooperation and inclusion at our world-class conference.

MICCAI is the flagship conference for the field of medical imaging, which has attracted the best minds in MIC (Medical Image Computing) and CAI (Computer-Assisted Intervention) from academia, research, clinics, and industry over the years. In addition to the main conference, MICCAI workshops, challenges, and tutorials have significantly contributed to advancing and benchmarking the MIC and CAI fields.

Thanks to our sponsors, MICCAI has been steadily growing over the past 26 years. We have also been able to attract the world leading speakers including Nobel Laureates and Turing Award winners.

MICCAI has been sponsored over the years by a wide range of multi-faceted industries and institutions. We and our partners are very excited to bring MICCAI to Africa, with all the opportunities it presents, and are convinced we can make it a great success with your help.

We aim to widen the scientific, clinical, commercial and economic impacts of MICCAI across the globe, to attract and welcome new members to the MICCAI community in particular from Africa, and to bring our scientific focus to affordable healthcare and low-cost imaging, particularly for low- and middle-income countries.

As a sponsor of MICCAI 2024, you will have preferential access to this new and emerging market, you will meet new stakeholders and scope investments, all while supporting African innovators and the diversification of the medical imaging field.

We would like to invite you to support MICCAI 2024. The sponsorship packages are listed in this leaflet. We will be delighted to meet you and discuss the sponsorship options and your requirements to ensure the best benefits for both parties.

Your Sincerely,

On Behalf of MICCAI 2024 General Chairs

<https://conferences.miccai.org/2024/en/>

ORGANIZING COMMITTEE

GENERAL CHAIRS

Karim Lekadir
Julia Schnabel

PROGRAM CHAIRS

Marius George Linguraru
Qi Dou
Aasa Feragen
Matina Giannarou
Ben Glocker

KEYNOTES CHAIRS

Tina Kapur
Olivier Salvado

WORKSHOPS CHAIRS

Maria A. Zuluaga
Hervé Lombaert
Nicola Rieke

AFRICAN WORKSHOPS CHAIRS

Udunna Anazodo
Tinashe Mutsvangwa
Celia Cintas

CHALLENGES CHAIRS

Shadi Albarqouni
Yunusa Mohammed
Spyros Bakas

AFRICAN CHALLENGES COMMISSIONERS

Victor Campello
Udunna Anazodo
Rachid Jennane

TUTORIALS CHAIRS

Tammy Riklin
Ender Konukoglu

OPEN DATA CHAIRS

Martijn Starmans
Apostolia Tsirikoglou

LOCAL CHAIRS

Jihad Zahir
Mohammed El Hassouni
Ilyass Ouazzani
Noussair Lazrak

DIVERSITY & INCLUSION CHAIRS

Islem Rekik
Jihad Zahir

AFRICAI CHAIRS

Sahar Selim
Ismael Kone
Amel Laidi
Marawan Elbatel

CAREER DEVELOPMENT & STUDENTS CHAIRS

Antonio Porras
Anees Kazi

COMMUNICATION CHAIRS

Noussair Lazrak
Cecilia Judmann

SPONSORSHIP CHAIRS

Sandrine Voros
Nassir Navab
Mohammad Yaqub
Natasha Lepore
Kensaku Mori
Smriti Joshi
Mustafa Elattar
Albert Chung
Laura Igual
Clarisa Sánchez

EXECUTIVE ASSOCIATES

Cecilia Judmann
Veronika Zimmer
Deborah Carraro



27TH INTERNATIONAL CONFERENCE ON MEDICAL IMAGE COMPUTING
AND COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

ABOUT MICCAI



MICCAI

The MICCAI Society was formed as a non-profit corporation on July 29, 2004, pursuant to the provisions of the Minnesota Non-Profit Corporation Act, Minnesota Statute, Chapter 317A, with legally bound Articles of Incorporation and Bylaws. The official corporate name is The Medical Image Computing and Computer Assisted Intervention Society (“The MICCAI Society”). The organization was founded with a focused professional mission and with member enrollment and benefits. The Society is governed by an elected Board of Directors (the MICCAI Board) with officers, including a President, Executive Director, Secretary and Treasurer.

Society staff coordinators are appointed by the Board to help manage and conduct the various activities of the Society, including membership, publications, public communication and industry relations. The Society’s goals and focus are multi-disciplinary in nature and bring together scientists, engineers, physicians, surgeons, educators and students who contribute to and participate in the mission and activities of the Society.

The history of the Society dates from the early 1990s when three international conferences eventually evolved into a single conference in 1998, and was named the MICCAI (Medical Image Computing and Computer Assisted Intervention) Conference.

GENERAL INFORMATION

About Marrakech

Marrakech is the fourth largest city in Morocco. It is one of the four Imperial cities of Morocco and the capital of the Marrakech-Safi region. It is situated west of the foothills of the Atlas Mountains. The city was founded in the 11th century and is known as the Red City. The city owes this name to its 13 km long ramparts, an absolute must-see, which surround the old town: the Medina. The modern district, called Gueliz, to the west of the Medina, developed under the French protectorate. Marrakech comprises an old, fortified city packed with vendors and their stalls. This Medina district is a UNESCO World Heritage Site. Marrakech has the largest traditional market (souk) in Morocco, with 18 souks. Crafts employ a significant percentage of the population, who primarily sell their products to tourists.

Marrakech is served by Menara International Airport and by Marrakech railway station, which connects the city to Casablanca and northern Morocco. The Marrakech Street Circuit hosts the World Touring Car Championship, Auto GP, and FIA Formula Two Championship races. The city is located in the Tensift River valley, with the Tensift River passing along the northern edge of the city. The Ourika River valley is about 30 kilometers (19 mi) south of Marrakech. Average temperatures range from 12 °C (54 °F) in the winter to 26-30 °C (79-86 °F) in the summer. The relatively wet winter and dry summer precipitation pattern of Marrakech mirrors precipitation patterns found in Mediterranean climates. However, the city receives less rain than is typically found in a Mediterranean climate, resulting in a semi-arid climate classification.





27TH INTERNATIONAL CONFERENCE ON MEDICAL IMAGE COMPUTING
AND COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

GENERAL INFORMATION

Conference Venue

The Palmeraie Conference Centre is a purpose-built meetings and events destination with state-of-the-art technology and equipment and multi-functional spaces designed to host congresses, seminars, conferences, weddings and much more, with a capacity for up to 3,500 guests or delegates.

Highlights include the recently added Orion Space, a top venue spanning some 1,800 sqm; a large 750 sqm central patio; the 640 sqm Diafa hall designed for exhibitions; a large plenary Atlas hall for up to 1,500 people; four large rooms - the 'Orangeriaie, Oliveraie, Roseraie and Palmeraie - each with a 200-guest capacity; and 19 other rooms with various capacities and configuration options, many with natural daylight.

The Conference Centre at Palmeraie Rotana Resort offers the latest audio/visual equipment, Internet connectivity, staging, multiple set-up/venue configuration options and offers the services of a professional team that will ensure your meeting or event runs smoothly. From themed décor to tailormade menus, our team will take care of all the details so you can spend time with your guests.



Conference Secretariat



Maslak Mah. Büyükdere Cad. U.S.O. Center No:245 Kat.1 İç Kapı No:3 34453 Sarıyer/İstanbul

Phone: +90 212 347 63 00 Fax: +90 212 347 63 63

E-mail: secretariat@miccai2024.org • Web: www.dekongroup.com



SPONSORSHIP PACKAGES



27TH INTERNATIONAL CONFERENCE ON MEDICAL IMAGE COMPUTING
AND COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

PLATINUM SPONSORSHIP

20.000 EUR

- 5 (five) free registrations for the conference/satellite events, incl. gala dinner
- 12 sqm exhibitor booth area (including shell scheme construction if requested)
- 15-minute speaking slot at the industry session by a company representative
- Logo with link to your company on the MICCAI 2024 website
- Use of MICCAI 2024 delegate mailing list 2 times. The mailing contents will be provided by the company, subject to approval by the MICCAI Society Board. The emailing will be done through MICCAI Society channel.
- Hospitality room usage throughout the main conference. Excluding catering and A/V.
- Logo and a short description (50 words) of your company in the conference program
- Acknowledgement incl. logo on the conference banners (with all sponsors)

DIAMOND SPONSORSHIP

17.500 EUR

- 3 (three) Free registrations for the conference/satellite events, incl. the gala dinner
- 9 sqm exhibitor booth area (including shell scheme construction if requested)
- 10 minutes speaking slot at the industry session by a company representative
- Logo with link to your company on the MICCAI 2024 website
- Use of MICCAI 2024 delegate mailing list for 1 time. The mailing contents will be provided by the company, subject to approval by the MICCAI Society Board. The emailing will be done through MICCAI Society channel.
- Hospitality room usage throughout the main conference. Excluding catering and A/V.
- Logo and a short description (50 words) of your company in the conference program
- Acknowledgement incl. logo on the conference banners (with all sponsors)

GOLD SPONSORSHIP

12.500 EUR

- 2 (two) free registrations for the conference/satellite events, incl. the gala dinner
- 6 sqm exhibitor booth area (including shell scheme construction if requested)
- 5-minute speaking slot at the industry session by a company representative
- Logo with link to your company on the MICCAI 2024 website
- Logo and a short description (50 words) of your company in the conference program
- Acknowledgement incl. Logo on the conference banners (with all sponsors)

For more information please feel free to contact sponsorship@miccai2024.org



27TH INTERNATIONAL CONFERENCE ON MEDICAL IMAGE COMPUTING
AND COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

SILVER SPONSORSHIP

9.000 EUR

- 1 (one) free registration for the conference/satellite events, incl. gala dinner
- 6 sqm exhibitor booth area (including shell scheme construction if requested)
- Logo with link to your company on the MICCAI 2024 website
- Logo in the conference program
- Acknowledgement incl. logo on the conference banners (with all sponsors)

BRONZE SPONSORSHIP

7.000 EUR

- Logo with link to your company at the MICCAI 2024 website
- Logo in the conference program
- Acknowledgement incl. logo on the conference banners (with all sponsors)

START-UPS

3.500 EUR

- For recently incorporated Start-ups only (within 24 months)
- 6 sqm exhibitor booth area (including shell scheme construction if requested)
- Logo with link to your company at the MICCAI 2024 website
- Logo in the conference program
- Acknowledgement incl. logo on the conference banners (with all sponsors)

For more information please feel free to contact sponsorship@miccai2024.org



MARKETING & PROMOTIONAL OPPORTUNITIES



27TH INTERNATIONAL CONFERENCE ON MEDICAL IMAGE COMPUTING
AND COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

Participant Badges & Lanyards

10.000 EUR

(Exclusive Opportunity)

Receive high-level visibility through exclusive sponsorship of the official congress lanyard! Lanyards are distributed to 1500+ delegates at registration and your logo will be prominently featured throughout the congress.

Sponsor benefits:

- recognition as a lanyard sponsor with company logo to appear on all congress lanyards.
- recognition as a lanyard sponsor through the congress official website with a link to the company website.

Registration Confirmation

9.000 EUR

(Exclusive Opportunity)

Your ad will appear on the registration confirmation emails that will be sent to each registered participant. The ad will be hyperlinked to your website.

Welcome Reception

15.000 EUR

(Exclusive Opportunity)

Hosting the welcome reception is a special opportunity to raise your company's profile when all the delegates come together on arrival at the congress.

Sponsor benefits:

- 9sqm exhibition space during the congress.
- company flags to be placed on the service tables.
- opportunity to place one self-standing banner (1m x 2m) at the entrance of the opening reception area.

* Flags and self-standing banner will be provided by the company.

MICCAI 2024



Marrakesh
MOROCCO

27TH INTERNATIONAL CONFERENCE ON
MEDICAL IMAGE COMPUTING AND
COMPUTER ASSISTED INTERVENTION
6-10 OCTOBER 2024
PALMERAIE ROTANA RESORT
MARRAKESH / MOROCCO

ORGANIZING SECRETARIAT



Maslak Mah. Büyükdere Cad. U.S.O. Center No:245 Kat.1 İç Kapı No:3 34453 Sarıyer/İstanbul
Phone: +90 212 347 63 00 **Fax:** +90 212 347 63 63
E-mail: secretariat@miccai2024.org • **Web:** www.dekon.group.com