



'22 44TH ANNUAL
NORTH AMERICAN MEETING
Seattle, USA

EXHIBIT AND SPONSORSHIP
OPPORTUNITIES

**Better for Whom?
Advancing Equity
in Medical
Decision Making**

**October
23-26, 2022
Seattle,
USA**



www.SMDMMeeting.org



Description: Founded in 1979, the Society for Medical Decision Making (SMDM) is an interdisciplinary, professional research organization that promotes scientific and methodological rigor in health care decision research and its application to health policy and clinical care. We bring together experts from a wide range of disciplines and have significant and active engagement with health services and policy research professionals from academia, government agencies, industry, hospitals, and health systems. Our annual North American and Biennial European Conferences are the major catalysts for scholarly exchange and are the focal points of our in-person educational activities. SMDM publishes two journals: *Medical Decision Making* focuses on methodological work and systematic approaches to decision making, and *MDM Policy & Practice*, an open access journal, focuses on applications to problems facing decision-makers, including patients, providers, and payers. The journals have become increasingly influential as a rigorous source of important new knowledge – clinical and methodological – as well as a place to find authoritative review articles and incisive editorials.

Mission Statement: The mission of SMDM is “to improve health outcomes through the advancement of proactive systematic approaches to clinical decision-making and policy formation in health care by providing a scholarly forum that connects and educates researchers, providers, policy makers, and the public”. As such, we promote an analytic, integrated approach to health care decision making in an inspiring, energizing, respectful, collegial, and friendly learning environment.

Vision: Our vision is that systematic proactive approaches should be used for decision making in health care. We are promoting an integrated approach to health care decision making based on multiple perspectives and expertise from multiple disciplines. Optimal communication among those involved in healthcare decisions will facilitate informed and shared decision-making by policy-makers, physicians, patients, and the public.

Values: We value a global perspective on health and use interdisciplinary scholarship and methodological excellence, both in breadth and depth, to address these issues. We equally value the inspiring, energizing, respectful, collegial, and friendly learning environment that the Society provides. Through multiple interactions with health care systems and stakeholders around the world, we strive to have a positive impact on decision making in health care.



WELCOME LETTER

Dear colleagues,

It is our great pleasure to invite you to join us for the **44th Annual North American Meeting** to be held between October 23-26, 2022, in Seattle, USA.

Following the tradition of previous meetings, SMDM22 will offer attendees the opportunity to explore diverse topics in medical decision making by providing highly interactive forums for the presentation of novel research of various methodologies, as well as analytical models applied to health-related decisions. It will also serve as a great opportunity to network with colleagues from around the world.

SMDM22 is being planned as a face-to-face meeting, however, we are following the developments, regulations and restrictions related to COVID-19 globally. We are considering other options, such as hybrid and fully virtual meeting formats, to ensure the safety of our members and attendees and equitable access to meeting content. The details of the program will be announced on the meeting website as well as on social media channels and by email.

Seattle is the largest city and also the cultural & business center of the U.S. Pacific-Northwest region. Famous for its coffee culture, music, art, developing tech, life science and global health industries, Seattle is a perfect location for our SMDM annual meeting. This dynamic, urban city surrounded by a rugged coastline and mountainous rainforest is open for you to explore.

Economic growth in prosperous cities like Seattle has revealed vast inequities between populations. Recently, the COVID-19 pandemic has brought longstanding inequities in health to the forefront. We hope that our SMDM22 theme “Better for Whom? Advancing Equity in Medical Decision Making” will allow us to build upon the excellent work our scientific community has done to improve equity in health, access to care, and decision making using rigorous and systematic approaches.

The program will include symposia, oral presentations, posters, and workshops around the meeting theme. We will also have Lee Lusted student presentations, a special keynote session, career development activities, and an advocates-for-equity session.

We very much look forward to your participation in SMDM22.

Olga Kostopoulou, PhD
SMDM President

Sarah Munro
Meeting Co-Chair

Davene Wright
Meeting Co-Chair



SMDM ANNUAL MEETING

SMDM's Annual Meeting provides a highly interactive forum for discussion of novel research based on psychology, economics, decision theory, and analytical models applied to health-related decisions. Presentations of original research, keynote talks, special symposia and short courses will offer attendees the opportunity to explore diverse topics related to medical decision making.

Meetings typically draw **500 – 600 attendees** from a variety of professional backgrounds and academic disciplines. They work in hospitals, universities, private corporations, foundations, and government agencies across the globe.

Our **audience includes** researchers, educators, clinicians, patients, managers, policy makers, administrators, informatics professionals, medical decision-making practitioners, and trainees, among others.

Attendees often include representatives from our Institutional Membership program, which has included: Amgen Inc., Archimedes, AstraZeneca R&D Lund, Biogen Idec, Bristol Myers Squibb, Center for Disease Analysis, Eli Lilly and Company, Express Scripts, Inc., F. Hoffman-La Roche, GE Healthcare, IMS Health Care, Merck & Co., Novartis Pharmaceuticals Corporation, Pfizer, Schering-Plough Corporation, Treeage Software, University of Toronto THETA Collaborative, VA Technology Assessment Program (VATAP).

EXHIBITOR SCHEDULE

Exhibits will be located near the Poster Sessions for maximum exposure time to meeting attendees. Exhibit space is limited to table-top only. Exhibitor registration, continental breakfast and coffee breaks are included. Lunch and dinner are on your own.

The exhibition will be during the Welcome Reception on Sunday and also during coffee & lunch breaks, and poster sessions from Monday to Wednesday.

Please note that there will be no exhibitions during scientific sessions.

- Sunday, October 23, 2022 SMDM Evening Welcome Reception
- Monday, October 24, 2022 SMDM Annual Meeting - Day One
- Tuesday, October 25, 2022 SMDM Annual Meeting - Day Two
- Wednesday, October 26, 2022 SMDM Annual Meeting - Day Three (1/2 day)

The above is the preliminary agenda and may change.



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Meeting Sponsor (Multiple Available)

\$15,000 USD

Show your support for the groundbreaking research being presented at SMDM by becoming a Meeting Sponsor.

- Company name, logo and brief description on the meeting website and in the onsite program book
- Company name, logo and link to company website in the meeting app
- Individual sign with company name and logo placed prominently in meeting area
- THREE General Conference Registrations and THREE Short Course Registrations
- Your logo will be displayed in the reception room, on signage outside of the reception room and on signage throughout the meeting
- Special recognition from the podium during the welcoming comments
- Company name and logo on signage throughout the meeting
- One 6 foot draped table with 2 chairs and a wastebasket

Sunday Evening Welcome Reception Sponsor (Multiple Available)

\$3,500 USD

Be a part of launching SMDM's 44th Annual Meeting by sponsoring the always popular Sunday Evening Welcome Reception and Poster Session.

- Your logo will be displayed in the reception room, on signage outside of the reception room and on signage throughout the meeting
- Special recognition from the podium during the welcoming comments
- ONE General Conference Registration and ONE Short Course Registration
- One 6 foot draped table with 2 chairs and a wastebasket
- Company name listed on the meeting website, in the meeting app and in the onsite program book

Communications Sponsor (Multiple Available)

\$5,000 USD

Sponsor the SMDM Annual Meeting mobile app and showcase your organization's name and logo to attendees as they check the program and read abstracts and speaker bios on their mobile devices and tablets.

- The meeting app will be customized to feature your organization's name and logo for maximum exposure.
- One 6 foot draped table with 2 chairs and a wastebasket
- ONE General Conference Registration and ONE Short Course Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book

Advertisement in the Meeting App

on demand

Advertise in the meeting application for additional name recognition. Please contact with the Organizing Secretariat for to discuss the advert rates.

Professional Development Sessions Sponsor

\$3,500 USD

Sponsor will have the opportunity to promote itself by sponsoring the Professional Development Session.

- Your logo will be displayed at the session of Professional Development
- Sponsor is invited to welcome attendees to the event
- One 6 foot draped table with 2 chairs and a wastebasket
- ONE General Conference Registration and ONE Short Course Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Advocates for Equity in MDM Educational Event (Only One Available) **\$5,000 USD**

Contribute to the development of female scientists at SMDM. Each year, the event is designed around a topic of interest to Women in SMDM.

- Your logo will be displayed at the reception
- Sponsor is invited to welcome attendees to the event
- One 6 foot draped table with 2 chairs and a wastebasket
- ONE General Conference Registration and ONE Short Course Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book

International Reception or Trainee Luncheon Sponsor **\$3,500 USD**

Looking to expose your organization to a targeted market of international or trainee attendees? Look no further! International delegates and trainee attendees look forward to this opportunity to network in a fun and welcoming environment.

- Your logo will be displayed at the reception or Luncheon
- Sponsor is invited to welcome attendees to the event
- One 6 foot draped table with 2 chairs and a wastebasket
- ONE Complimentary General Conference and ONE Complimentary Short Course Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book

Trainees and LMIC Scholarships (Multiple Available) **\$5,000 USD**

SMDM would like to offer scholarships to Trainees and Residents in a Low- or Middle-Income Country to participate in and attend the meeting. One sponsorship covers meeting registration, travel and lodging costs for one trainee or attendee from LMICs. All scholarships included SMDM membership through December 2023 including online access to the SMDM journals

- Company name listed on the meeting website, in the meeting app and in the onsite program book

Short Course Sponsor (Multiple Available) **\$5,000 USD**

Support the ongoing education of researchers in all stages of their careers.

- One 6 foot draped table with 2 chairs and a wastebasket
- ONE Complimentary General Conference and ONE Complimentary Short Course Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book

Exhibit Table ONLY (Multiple Available) **\$1,000 USD**

- One 6 foot draped table with 2 chairs and a wastebasket
- ONE Complimentary Exhibitor Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book

Company Branded Selfie Spot (Multiple Available) **\$3,500 USD**

Opportunity to have a visibility in the selfie spot with company logo

- ONE Complimentary General Conference and ONE Complimentary Short Course Registration
- Company name listed on the meeting website, in the meeting app and in the onsite program book



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Please complete this sponsorship form and return to the SMDM Office.

(Mr. Daghan Sivaci, dsivaci@kenes.com)

Contact Name:

Company/Foundation/Agency Name:

Name as it should appear in conference materials:

Address:

City:..... State/Province:..... Postal Code:.....

Country:

Email:

Phone:..... Fax:.....

Date: Signature:

Please select your option(s) below.

- \$15,000 USD - Meeting Sponsor
- \$3,500 USD - Sunday Evening Welcome Reception Sponsor
- \$5,000 USD - Communications Sponsor
- \$3,500 USD - Professional Development Sessions Sponsor
- \$5,000 USD - Advocates for Equity in MDM Educational Event
- \$3,500 USD - International Reception or Trainee Luncheon Sponsor
- \$5,000 USD - Trainees and LMIC Scholarships
- \$5,000 USD - Short Course Sponsor
- \$1,000 USD - Exhibit Table ONLY
- \$3,500 USD - Company Branded Selfie Spot
- On demand - Advertisement in the Meeting App

Total Amount Due:

Payment via Bank Transfer:

Bank account details are as below. After the bank transfer, the proof of payment is required to be sent to the SMDM Office.

Bank Details:
 Truist Bank
 Society for Decision Making Inc.
 PO Box 3058
 Alpharetta GA 30023-0000
 Checking Account Number: 1110020074543
 Routing Number: 061113415
 Swift Code: BRBTUS33

By registering for the SMDM Annual Meeting you consent to receiving communication through email, fax, social media, text, and mail.
 The booking form(s) will be held as a valid liable contract, by which both parties will be bounded.
 Participation is not considered final until you receive a confirmation from SMDM Office.

For Questions about Exhibitor or Sponsor Opportunities please contact
 Daghan Sivaci - Industry Liaison and Sales Associate
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