

# WORLD CONGRESS

ULTRASOUND IN MEDICAL EDUCATION

**The Stethoscope of the Future**

**Presented by the University of South Carolina School of Medicine,  
The Society of Ultrasound in Medical Education and  
WINFOCUS**

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APRIL 29 – MAY 1, 2011  
COLUMBIA METROPOLITAN  
CONVENTION CENTER  
COLUMBIA, SOUTH CAROLINA, USA

**CORPORATE AND  
EXHIBITOR PARTNERSHIP  
OPPORTUNITIES**

<http://www.wcume.org/>

## ***Event Overview***

The world of medicine continues to evolve rapidly. This evolution commands medical professionals, scientists and engineers to find new, inventive ways to provide quality health care in a safe and cost-effective way—point-of-care ultrasound is a clinical tool that can make that happen.



The increasing interest in the use of ultrasound in medical education was reported recently in the *Chronicle of Higher Education*. The *Chronicle* is the leading source of academic news for university and college professionals throughout the world. Education programs at the University of South Carolina School of Medicine and other institutions were featured. The article has stimulated considerable interest and inquiries about the World Congress (<http://chronicle.com/article/Ultrasound-in-Medical-Schools-125733/>).

Sponsored by the University of South Carolina School of Medicine, the First World Congress on Ultrasound in Medical Education will convene April 29 –May 1, 2011 in Columbia. This event will bring together medical educators, scientific innovators, health care professionals, and the community in a forum to learn more about the impact ultrasound is having on medical education and the practice of medicine – locally, nationally and globally. There has been a revolution in ultrasound technology that is changing how we teach and practice medicine.

### **SNAPSHOT**

**WHAT:** First World Congress on Ultrasound in Medical Education

**WHEN:** April 29 – May 1, 2011, Columbia, South Carolina USA

**WHO:** Sponsored by the University of South Carolina School of Medicine



***University of South Carolina School of  
Medicine  
Taking the Lead in Ultrasound Medical  
Education***

- The world's first medical school with an integrated ultrasound education throughout the four-year medical student curriculum
- Produced the first class of medical students in the world to be trained over four years in ultrasound education
- Leading a team of international medical schools in developing ultrasound curricula for developing countries (first is in Mozambique)
- Leads the nation in primary care ultrasound training by taking the technology to rural South Carolina
- Hosting the First World Congress on Ultrasound In Medical Education



***Ultrasound Institute at  
the University of South  
Carolina  
School of Medicine***

- **State-of-the art training in ultrasound for medical students, residents, practicing physicians of all specialties, nurse practitioners and other health care providers**
- **Research in the areas of patient safety, quality outcomes and cost effectiveness**
- **Developing educational teaching tools – phantoms, computer simulation, plastination specimens**
- **Developing distance education programs for ultrasound – web-based learning modules, video-conferencing, secure portal for reviewing and archiving patient images**

## ***Why is Ultrasound Important for Health Care?***

- Great teaching tool
- Safe diagnostic imaging modality
- Because of its clinical value, ultrasound is the #1 imaging modality in the world
- Ultrasonography as a skill has direct applicability in many clinical specialties from primary care to ophthalmology



## ***Why Ultrasound? Why Now?***

There has been a revolution in ultrasound and digital technology in recent years that has resulted in ultrasound machines that are:

- **Smaller**
- **Cheaper**
- **Smarter**



## ***Why Become a Corporate Partner***

**Your organization is synonymous with innovation and excellent customer care. Continue to put the spotlight on your company by partnering with the University of South Carolina School of Medicine in this cutting-edge program. It is a good community investment and an even better business investment.**

- **Align your organization with physicians and other health care professionals**
- **Create Increased Awareness of your organization's corporate identity**
- **Access to national and international practitioners**
- **Learn more about ultrasound in medicine**
- **Take advantage of tax deductible benefits**

***Target Audience***  
***Reach International and National Audience of***  
***400 - 800***

*We have confirmed registrants from across the USA and around the globe, including physicians from Ethiopia, India, Bulgaria, and Australia.*

- Physicians
- Medical Students
- Residents
- Fellows
- Sonographers
- Health Care Providers
- Hospital Executives
- Higher Education Officials
- Media
- Business Community
- Physician Assistants
- Nurse Practitioners

Deans from all USA medical schools and officials from the AAMC, RRC, and LCME have been invited. Top officials at the LCME, that accredits all medical schools in the USA and Canada, have committed to attend. Representatives from the AIUM, the World Federation of Ultrasound in Medicine and Biology, and the World Health Organization in Geneva will be attending. The World Congress banner and links are included in international ultrasound websites such as SonoWorld.

More than 50 worldwide leaders in the use of ultrasound in a variety of specialties will deliver presentations and conduct workshops. They include Dr. Luca Neri, Dr. Michael Blaivas, Dr. Daniel Lichtenstein, Dr. Abraham Verghese, Dr. Jim Tsung, Dr. Tomislav Petrovic and Dr. Harvey Nisenbaum.



## ***Continuing Medical Education***

World Congress on Ultrasound in Medical Education is being planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the University of South Carolina School of Medicine-Palmetto Health Richland Continuing Medical Education Organization (USCSOM-PHR CME Organization). The USCSOM-PHR CME Organization is accredited by the ACCME to provide continuing medical education to physicians and other health care professionals.

## ***Partnership Opportunities***

### **Levels of Support:**

- Corporate Benefactor (only 1) ***Not Available***
- Platinum \$75,000
- Gold \$50,000
- Garnet \$25,000
- Black \$10,000
- South Carolina Leadership \$2,500  
*(SC headquartered/based companies only)*

### **Benefits (vary depending on level of support):**

- Logo or Name Prominently Displayed on non-educational materials
- Recognition on Web Banner Ads
- Corporate Recognition in print media
- Corporate Recognition on brochures
- Logo on apparel
- Booth Space
- Invitation to VIP reception and other networking events
- Banner Display
- Branding Opportunities

**Partnership Benefits (subject to negotiation)**

PACKAGE DETAILS	Corporate Benefactor NOT AVAILABLE	Platinum \$75,000	Gold \$50,000	Garnet \$25,000	Black \$10,000	SC Leadership \$2,500
<b>Complimentary Registrations</b>						
Complimentary full conference registration*	25	10	5	3	2	
<b>Expo-Related Benefits</b>						
Premium exhibit booth space in preferred location, with priority selection	(2) 10x10 Booths	(1) 10x10 Booth	(1) 10x10 Booth			
First-class exhibit booth space				(1) 10x10 Booth	(1) 10x10 Booth	
On-site branding and signage	✓	✓	✓	✓	✓	
Exhibit booth space						(1) 10x10 Booth
<b>Advertising/Recognition</b>						
Full-page, color ad in event program	✓	✓				
½ page full color ad in event program			✓	✓		
½ page black and white ad in event program					✓	
Listing in event program						✓
Logo on the conference web site	✓	✓	✓	✓	✓	
Logo on conference agenda and materials	All Events	3 Events	2 Events	1 Event		
Logo on conference bag	✓	✓	✓			
Insert in conference bag	✓	✓	✓			
Sponsor ribbon for name badge	✓	✓	✓	✓	✓	
Mention in pre-conference media advisory	✓					
Mention in pre- and post-conference press release	✓					
Logo included in conference email communications	✓					
Logo on conference marketing materials	✓	✓	✓			
:30 second video on ultrasound websites	✓					
<b>Other Benefits</b>						
Private meeting space at venue (for small private business meeting)	✓	✓				
Invitation to exclusive VIP Reception	4	3	2	2	2	2
Invitation to Gala on Friday Night	25	10	5	3	2	2

*\*Exhibitors and other representatives of commercial supporters will have access to all conference activities with the exception of those that are accredited for CME.*

### ***Exhibitor and Vendor Opportunities***

*In addition to corporate sponsorships, an Exhibit Only sponsorship is available. The cost is \$1,000 for one (1) 10 x 10 booth. Cost excludes plenary sessions, workshops and special events.*

#### **Exhibiting at the Conference**

Exhibits will be held on the lower lobby of the Columbia Metropolitan Convention Center on Friday, April 29 and Saturday, April 30, 2011. Morning and afternoon breaks will be held in the Exhibit Hall giving great exposure to delegates. Security will be provided when the exhibit area is closed.

#### **Preliminary Exhibitor Schedule**

##### **Move In**

**Thursday, April 28** between 2 – 6 PM

##### **Exhibit Hall Hours**

**Friday, April 29** from 9 AM – 5 PM with premium exposure during the following times:

10:15 – 10:45 AM	Morning Break
11:45 – 1:00 PM	Lunch
3:10 – 3:40 PM	Afternoon Break

**Saturday, April 30** from 9 AM – 5 PM with premium exposure during the following times:

10:15 – 10:45 AM	Morning Break
11:45 – 1:00 PM	Lunch
3:10 – 3:40 PM	Afternoon Break

##### **Load Out**

Saturday 3:40 PM – 5:00 PM

#### **Space Assignment**

Exhibit space assignments are based on priority allocation (according to sponsorship level), and then on a first come, first served basis according to the date payment is received. Please ensure you list any preference or requests on the **Exhibitor Registration Form**: (<http://saeu.sc.edu/reg/worldcongress/exhibitor/>).

#### **Exhibit booth includes:**

- 10' X 10' Exhibit Space
- Carpet
- 1 Skirted table (white vinyl top)
- 2 chairs
- 1 trash receptacle
- 1 Identification Sign
- Pipe and Drape
- Additional services are available (ie. Power, drayage, etc)

**\*\*Location and Times are subject to change (all exhibitors will be notified accordingly)\*\***

## Questions?

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