AMIA 2012 Annual Symposium
November 3-7, Chicago
Informatics: Transforming Health and Healthcare
Sponsorship Opportunities
Visit amia.org/amia2012 for more information
The AMIA Annual Symposium is the world’s premier scientific meeting for biomedical and health informatics. In Chicago, AMIA will invite meeting sponsors to join our all new Innovators Showcase program to discuss discoveries, best practices, and solutions during exhibition hours. AMIA and its Informatics Week Organizational, Academic and Host City sponsors plan to open up the city to more than 2,600 attendees from around the world. Your organization’s participation is essential to the success of this important meeting.

Collaboration, networking, recruitment all begin here!

- Increased brand exposure and awareness for your thought-leaders, products, and services
- Elevated company presence throughout Informatics Week in Chicago
- Detailed mention in marketing material, conference programming, and media outlets
- Direct access to influential industry leaders, innovators, and scholars
AMIA AND CHICAGO INFORMATICS WEEK

Why Sponsorship? Why now?

The Honorable Rahm Emanuel has declared October 30 - November 7, Informatics Week in the City of Chicago! Needless to say, AMIA is incredibly excited about the conjunction of Informatics Week with the convening of the 36th Annual Symposium. We think this is an excellent opportunity to tell the world about the breadth and depth of health informatics education and practice found in our host city. We invite you to join us as an official sponsor of AMIA 2012.

Host City Sponsors

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Academic Sponsors

| NORTHWESTERN UNIVERSITY |
| THE UNIVERSITY OF CHICAGO |
| NorthShore University Health System |
| RUSH UNIVERSITY MEDICAL CENTER |
| UIC University of Illinois at Chicago |

Organizational Sponsors

| AMERICAN COLLEGE OF SURGEONS |
| AMIA |
| CMSS |
| Academy of Nutrition and Dietetics |
| American Academy of Pediatrics |
OFFICIAL PROCLAMATION

WHEREAS, informatics is the science of how to use data, information and knowledge to improve human health and the delivery of healthcare services; and,

WHEREAS, informatics-based tools are important for improving both the quality and efficiency of health care for the citizens of Chicago and the nation; and,

WHEREAS, Chicago is the home to thousands of health care providers that use informatics-based tools and numerous corporations that provide informatics solutions, and hire informatics professionals; and,

WHEREAS, Chicago is a center for informatics research and education; and,

WHEREAS, the American Medical Informatics Association (AMIA) Annual Symposium, the world’s premier scientific meeting for biomedical and health informatics, will be held in Chicago, November 3-7, 2012; and,

WHEREAS, AMIA is the professional home of leading informaticians, clinicians, scientists, researchers, educators, students, and other informatics professionals who rely on data to connect people, information, and technology; and,

WHEREAS, informatics researchers, educators, professionals, organizations and corporations will conduct programming to educate Chicagoans and visitors about the breadth and depth of informatics activities;

NOW, THEREFORE, I, RAHM EMANUEL, MAYOR OF THE CITY OF CHICAGO, do hereby proclaim October 30 - November 7, 2012 to be INFORMATICS WEEK IN CHICAGO, and urge all Chicagoans to make an effort to participate in the activities highlighting the role of informatics in improving the quality, safety and cost effectiveness of health care in Chicago and the United States.

Dated this 23rd day of May, 2012.

Chicag0 Informatics Week
Oct 30 - Nov 7
AMIA 2012

INFORMATICS WEEK IN CHICAGO
SPONSOR BENEFITS

- Affiliation with world-class academic, professional, and business partners dedicated to furthering the science of biomedical and health informatics
- Special branding and promotional activities during Informatics Week and AMIA 2012 Annual Symposium, such as special placement in the exhibition hall and invitations to special networking events
- Member discounts to all Informatics Week and AMIA 2012 activities
- Organizational Sponsors dedicate marketing and communication resources to conduct outreach and disseminate materials related to Informatics Week and AMIA 2012 Symposium related activities
- High visibility sponsorship opportunities are available to entities with headquarters or nexus in Chicago land.

READY TO RESERVE?
Contact Jonathan N. Grau
VP Corporate Relations, AMIA
301-657-1291 ext. 133
jonathan@amia.org
ANNUAL SYMPOSIUM
DEMOGRAPHIC SUMMARY

Who Attends?
In 2011, more than 2,400 individuals attended AMIA’s 35th Annual Symposium in Washington, D.C.

AMIA Registrants from 33 countries come from across the globe:

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Asia</td>
<td>33</td>
</tr>
<tr>
<td>Australia</td>
<td>8</td>
</tr>
<tr>
<td>Canada</td>
<td>18</td>
</tr>
<tr>
<td>Central America</td>
<td>2</td>
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<tr>
<td>Europe</td>
<td>76</td>
</tr>
<tr>
<td>Middle East</td>
<td>6</td>
</tr>
<tr>
<td>U.S. Territories</td>
<td>1</td>
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</table>
EXCLUSIVE
SPECIAL EVENT SPONSORSHIP*
Sunday, November 4

Welcome Reception
Sponsored by

Corporate Leaders (Industry Advisory Council) Reception - $18,500
Host Sponsor will support food/beverage for the only networking event designed for industry leaders
Target: 200 invited guests
Resources: open bar

American College of Medical Informatics (ACMI) Dinner - $18,500
Host Sponsor will support food/beverage for the only networking event designed for academic leaders
Target: 200 invited guests
Resources: open bar

Monday, November 5

Keynote Breakfast
Sponsored by

AMIA Informatics Week Meet-Up Reception
All meeting attendees are invited to mix and mingle at the AMIA Meet-Up. Previously a members-only reception, this event is open to everyone. $35 per person pre-registered for heavy hors d’oeuvres, two drink tickets and a cash bar. Entertainment and door prizes. Sponsor signage and introduction.
Target: 400

Sponsorship will help offset banquet ticket prices for students and enhance menu options.

NON-EXCLUSIVE
WORKING GROUP EVENT SPONSORSHIP*
Saturday and Sunday, November 3, 4

Nursing Informatics - $5000
The nursing informatics community is a primary stakeholder in the massive, collaborative transformation of clinical practice now underway. The nearly 400 NIWG members recognize that their contributions to the premier multidisciplinary informatics effort in healthcare are helping revolutionize patient care.
Sponsored by:

Monday, November 5

Clinical Research Informatics - $5000
The Clinical Research Informatics Working Group’s mission is to advance the discipline of CRI by fostering interaction, discussion, and collaboration among individuals and groups involved or interested in the practice and study of CRI, and to serve as the home for CRI professionals.
Sponsored by:

Public Health Informatics - $5000
Public health informatics, and its corollary, population informatics, are concerned with groups rather than individuals. Public health is extremely broad and reflects an interest in information technology with regard to ecology, architecture, climate and agriculture.
Sponsored by:

ANNUAL SYMPOSIUM SPONSOR BENEFITS
- Complimentary registration
- Invitations to special networking events
- Discounted or complimentary booth space
- Pre- and post-meeting mailing list

WORKING GROUPS

<table>
<thead>
<tr>
<th>Biomedical Imaging Informatics</th>
<th>Knowledge Discovery and Data Mining</th>
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<tbody>
<tr>
<td>Clinical Decision Support</td>
<td>Knowledge in Motion</td>
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<tr>
<td>Clinical Information Systems</td>
<td>Knowledge Representation and Semantics</td>
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<td>Clinical Research Informatics</td>
<td>Natural Language Processing</td>
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<td>Consumer Health Informatics</td>
<td>Nursing Informatics</td>
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<td>Dental Informatics</td>
<td>Open Source</td>
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<td>Education</td>
<td>People and Organizational Issues</td>
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<td>Entrepreneurship</td>
<td>Pharmacoinformatics</td>
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<td>Ethical, Legal, and Social Issues</td>
<td>Primary Care Informatics</td>
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<td>Evaluation</td>
<td>Public Health Informatics</td>
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<tr>
<td>Genomics</td>
<td>Regional Informatics Action</td>
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<tr>
<td>Global Health Informatics</td>
<td>Student</td>
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<tr>
<td>Intensive Care Informatics</td>
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SHOWCASE PROGRAM

Tuesday, November 6

20 Minute Scheduled Presentation - $4500
AMIA will produce a theater style presentation area and promote the daily schedule of speakers in a premier exhibit hall location. Promotion will include advance e-mail announcements, a page on the symposium home page, and a full-page ad in the onsite program.
Target: 40-50 attendees per session
Availability: 10 presentations (only 5 left!)

CORPORATE ROUNDTABLE

Monday and Tuesday November 5-6

90 Minute Roundtable - $6500
AMIA will provide breakfast and lunch breakout sessions allowing roundtable hosts to make presentations and/or engage directly with meeting attendees. Roundtables are a great opportunity to do direct outreach and education, product demonstration, and market research.
Target: 25 attendees per roundtable
Availability: 12 roundtables (only 4 left!)

COMPANY SPECIAL OR OFFSITE EVENT

November 3-7

Let AMIA help you plan a special event and recruit participants - $Varies

INFORMATICS SCIENCE AND PRACTICE
- Translational Bioinformatics
- Clinical Research Informatics
- Clinical Informatics
- Consumer Health Informatics
- Public Health Informatics

AMIA 2012 SCIENTIFIC PROGRAM THEMES
- Clinical Informatics
- Clinical Research Informatics
- Clinical Workflow and Human Factors
- Consumer Informatics and PHRs
- Mobile Health
- Data Interoperability and Information Exchange
- Data Mining, NLP, Information Extraction Retrieval
- Achieving Meaningful Use
- Global eHealth
- Informatics Education and Workforce Development
- Informatics in Health Professional Education
- Interactive Systems
- Policy and Ethical Issues: Public Health Informatics and Biosurveillance
- Imaging Informatics
- Simulation and Modeling
- Terminology and Standards Ontologies
- Translational Bioinformatics and Biomedicine
- Biomedical Data Visualization

AMIA 2012
Annual Symposium
November 3-7, Chicago

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VP Corporate Relations, AMIA
301-657-1291 ext. 133
jonathan@amia.org

*AMIA corporate members can apply discounts
# NOVEMBER 2 - 7th
## SCHEDULE-AT-A-GLANCE

### FRIDAY, NOVEMBER 2nd
- **8:00 a.m. – 5:00 p.m.** | 2012 i2b2/VA workshop on Natural Language Processing (NLP) for Clinical Records
- **2:00 p.m. – 5:00 p.m.** | NI Scholarship Meeting
- **6:00 p.m. – 9:00 p.m.** | AMIA Leadership Dinner (by invitation)

### SATURDAY, NOVEMBER 3rd
- **8:00 a.m. – 4:00 p.m.** | AMIA Board of Directors Meeting
- **8:30 a.m. – 4:30 p.m.** | Tutorials and Working Group PreSymposia (additional fee)
- **7:00 p.m. – 9:30 p.m.** | AMIA Leadership Dinner (by invitation)

### SUNDAY, NOVEMBER 4th
- **8:00 a.m. – 12:00 p.m.** | 10x10 In-person Sessions
- **8:00 a.m. – 12:00 p.m.** | Nursing Informatics WG Special Event
- **8:00 a.m. – 12:00 p.m.** | Student Paper Competition
- **8:30 a.m. – 12:00 p.m.** | Tutorials and Working Group PreSymposia (additional fee)
  
  *(Lunch on your own)*
- **1:00 p.m. – 3:00 p.m.** | Opening Session and Keynote Presentation
- **3:30 p.m. – 5:00 p.m.** | Scientific Sessions
- **5:00 p.m. – 7:00 p.m.** | Welcome Reception in the Exhibition Center
- **6:30 p.m. – 10:00 p.m.** | ACMI Dinner and Induction of Fellows (Fellows only)

### MONDAY, NOVEMBER 5th
- **7:00 a.m. – 8:30 a.m.** | Committee Meetings
- **8:30 a.m. – 10:00 a.m.** | Keynote Presentation
- **10:00 a.m. – 2:00 p.m.** | Exhibition Hall Open
- **10:30 a.m. – 12:00 p.m.** | Scientific Sessions
- **10:30 a.m. – 2:00 p.m.** | Poster Session I Preview
- **12:00 p.m. – 1:30 p.m.** | Committee Meetings
  
  *(Lunch on your own)*
- **12:00 p.m. – 1:30 p.m.** | Corporate Roundtables
- **1:45 p.m. – 3:15 p.m.** | Scientific Sessions
- **3:30 p.m. – 5:00 p.m.** | Scientific Sessions
- **4:00 p.m. – 6:30 p.m.** | Exhibition Hall Open
- **5:00 p.m. – 6:30 p.m.** | Poster Session I (authors present)
- **6:30 p.m. – 8:00 p.m.** | AMIA 2012 Networking Meet-up! Food and Fun! Door prizes! ($35 reception/advanced reg. fee)
### TUESDAY, NOVEMBER 6th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Committee Meetings</td>
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<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Corporate Roundtables</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Semi-plenary Sessions</td>
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<tr>
<td>10:00 a.m. – 2:00 p.m.</td>
<td>Exhibition Center Open</td>
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<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Scientific Sessions</td>
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<tr>
<td>10:30 a.m. – 2:00 p.m.</td>
<td>Poster Session II Preview</td>
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<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Corporate Roundtables</td>
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<tr>
<td>(Lunch on your own)</td>
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<tr>
<td>12:15 p.m. – 1:30 p.m.</td>
<td>State of the Association Meeting</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>Scientific Sessions</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Scientific Sessions</td>
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<tr>
<td>4:00 p.m. – 6:30 p.m.</td>
<td>Exhibition Center Open</td>
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<tr>
<td>5:00 p.m. – 6:30 p.m.</td>
<td>Committee Meetings</td>
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<tr>
<td>5:00 p.m. – 6:30 p.m.</td>
<td>Poster Session II (authors present)</td>
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<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td>Working Group Business Meetings</td>
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<tr>
<td>7:30 p.m. – 10:00 p.m.</td>
<td>Working Group Business Meetings</td>
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<tr>
<td>8:00 p.m. – 10:00 p.m.</td>
<td>Second City’s UP Comedy Club Outing (additional fee, reservations limited to 150 seats)</td>
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### WEDNESDAY, NOVEMBER 7th

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Academic Forum Meeting</td>
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<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Corporate Roundtables</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Scientific Sessions</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Scientific Sessions</td>
</tr>
<tr>
<td>12:15 p.m. – 1:15 p.m.</td>
<td>Closing Session</td>
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**JOIN US FOR AMIA 2012 Annual Symposium**

AMIA 2012 Annual Symposium  
November 3 - 7, Chicago  
Informatics: Transforming Health and Healthcare  
chicagoinformaticsweek.org  
amia.org/amia2012

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