Sponsorship Package
Reach over 800 visual communication leaders, consultants, and buyers who are innovators in the medical, science, and healthcare industries during our annual conference and throughout the year

AMI Annual Conference
Toronto, Canada, July 25-28, 2012
An Innovative Profession

The Association of Medical Illustrators (AMI) is committed to promoting the power of visual media to further the understanding and practice of medicine, the communication of scientific research, and the improvement of healthcare through a collaborative global network of highly trained and specialized professionals.

The AMI communicates with its membership through six dynamic channels: a robust public website (www.ami.org); an active Online Member Community; the quarterly AMI News; the AMI Weekly eNews; the peer-reviewed Journal of Biocommunication; and an annual four-day conference held in cities across North America. The conference attracts a large contingent of the Association’s 800+ members, as well as colleagues from allied disciplines and industry partners, who meet for four days of workshops, plenary and concurrent educational sessions, special events, and networking opportunities.

In 2012 this signature event will be hosted in Toronto, an international center for excellence and innovation in the melding of medicine, life science research, communication, education, and technology. Toronto is home to the University of Toronto, Canada’s largest research university, as well as major teaching hospitals and research institutes, and the MaRS Discovery District, an incubator for the commercialization of scientific discovery.

Medical and scientific visualization has a rich history in Toronto’s research, clinical, and educational communities. The creation of Grant’s Atlas of Anatomy (first published in 1943 and still a vital part of medical education in its 12th edition) was an early milestone in the collaboration between medical artists and researchers. Visual communication has played a role in such Toronto-based endeavors as: Banting and Best’s discovery of insulin; Nobel Prize winner John Polanyi’s research in chemistry; Marshall McLuhan’s revolutionary theories about media; Tak Mak’s breakthrough research in T-cell receptors; and recent Nobel prize winner Ralph Steinman’s dendritic cell discoveries. Today, the need for highly-trained, insightful, and trustworthy visual communication professionals who facilitate knowledge translation is greater than ever.
Supporting a Unique Purpose

Medical illustrators collaborate closely with basic and clinical researchers to visualize molecular and cellular processes, pharmacological mechanisms, and surgical procedures from hypothesis through to data translation. We work with educators to deliver effective interactive e-learning programs to healthcare professionals and patients. We create cutting-edge animations for cinema, television and the web, bringing the beauty and complexity of science to a wider audience. We cast new light on evidence through our work in forensic reconstruction and visualizations for the courtroom. Illumination—shedding light—is fundamental to our work and our images/tools/programs have the potential to bring new understanding – from the laboratory to the doctor’s office, and from local to global communities.

As a non-profit organization, the AMI is committed to principled and rigorous financial stewardship. Our challenge is to provide the highest level of educational experiences to a profession riding the wave of accelerating knowledge in technology, media and medicine. Your sponsorship will help us underwrite the cost of educational speakers, workshops, and special events that are crucial to our continued professional development. With your support, we can meet the intense education demands of our profession and enable our extraordinary membership to lead in all areas of life-science and medical visualization media, providing the highest quality visual communication to make discovery and innovation understandable for everyone.

Still frame from an animation depicting hormones binding their membrane-bound receptors on the surface of an immune cell, illustrating potential targets for the development of drugs to treat inflammatory diseases such as psoriasis and arthritis.
# Customizable Sponsor Benefits Matrix

Details are outlined on the following pages

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<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Event Sponsor</th>
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<tr>
<td>$20,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>Below $5,000</td>
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**Host one of the following Special Conference Events:**
- Awards Ceremony & Banquet
- Media Exhibition/Salon & Opening Reception
- Social Evening
- Leadership Reception

Sponsor one of the following:
- Brödel Memorial Lecture or
- Keynote Address or
- Tech Showcase

- Sponsor a Breakfast (3 available) or
- Sponsor a Full Day Workshop or
- Sponsor a Plenary Speaker or
- Printing of company name/logo on conference bags

- Sponsor a Half Day Workshop @ $2,500 or
- Printing of company name/logo on lanyards @ $2,500 or
- Sponsor a Coffee Break (6 available) @ $2,000 or
- Sponsor a demonstration at the Tech Showcase @ $1,000 or
donate a ‘Gift in Kind’ under $5,000

**Gold, Silver and Bronze Sponsors will receive:**
- 4 full conference registrations
- 2 full conference registrations
- 1 full conference registration

**Each Sponsor will receive annual name/logo recognition:**
- AMI website
- AMI Quarterly Newsletter
- AMI weekly News Blast
- AMI website
- AMI Quarterly Newsletter
- AMI weekly News Blast
- AMI website
- AMI Quarterly Newsletter
- AMI weekly News Blast

**Each Sponsor will receive conference name/logo recognition:**
- Conference website
- Full page advertising on the Annual Conference Program
- Conference signage
- Conference website
- Half page advertising on the Annual Conference Program
- Conference signage
- Conference website
- Quarter page advertising on the Annual Conference Program
- Conference signage
- Conference website
- Conference signage

**Each Sponsor will receive a verbal thank you at the AMI conference**

Sponsorship pricing valid for July 1, 2012- June 30, 2013 on a first-come, first-served basis.

For additional information contact:
Ed Zilberts, AMI Sponsorship Chair
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Sponsorship Committee
(e) sponsorship@ami.org
Speaker Sponsorship: Brödel Memorial Lecture

$10,000 Sponsorship

This prestigious presentation honors Professor Max Brödel who offered the first university courses in medical illustration at the Johns Hopkins University School of Medicine in 1911.

Selected past speakers include:


**John G. Hunter**, Chief of Surgery Oregon Health & Science University, “How a Surgeon Uses Medical Illustration,” Portland 2010

**Ben Fry**, Principal of Fathom a design and software consultancy in Boston, “Illustrating the Human Genome,” Boston 2006


Speaker Sponsorship: Keynote Address

$10,000 Sponsorship

Selected past speakers include:


**Tim Girvin**, President GIRVIN Strategic Branding, “Design for a New World.” Portland 2010

Speaker Sponsorship: Plenary Speaker

$5,000 Sponsorship

Selected past speakers include:


Special Conference Event: Awards Ceremony & Banquet

$20,000 Sponsorship

This elegant evening honors the highest achievement in all branches of medical visualization including: the Media Exhibition/Salon Awards Presentations, Lifetime Achievement Award, Brödel Award of Excellence in Education, Frank Netter Award, and Vesalius Trust’s presentations of student scholarships.

Attendees take their seats at the Annual Awards Banquet, Tremont Hotel, Baltimore 2011

Incoming President Jane Hurd presents outgoing President Linda Wilson-Pauwels with a plaque commemorating her leadership

Howard Bartner is surrounded by his past students after he receives the Brödel Award for Excellence in Education

Photos by Ted Kucklick © 2011
A highlight of the annual meeting is the 6,000 sq. ft. of juried Media Exhibition/Salon with the most current innovation in biomedical image and media. This up close look at imagery, interactive media and animations created for the cutting edge of innovation and discovery in healthcare and biopharmaceutical research is always breathtaking. Student categories showcase the next generation as they launch into one of the most challenging interdisciplinary professions in medicine. Your support of this outstanding annual exhibition provides evidence of your commitment to visual communication and education in academia and industry.

Still frame from an animation depicting the mechanism of action of a drug for the prevention of herpes. The drug, an impostor analog of a key amino acid, is inserted into the replicating viral DNA, thus halting the DNA replication and viral reproduction.
Special Conference Event: Social Evening

$20,000 Sponsorship

This more informal social gathering, between AMI members, colleagues and industry partners, is where registrants share techniques, technology, science discovery, harrowing deadlines and market insights with colleagues and friends. Cross-disciplinary conversation often generates new and exciting ways of using media to communicate to a variety of audiences, to catalyze new initiatives and to stimulate collaborations. This event is typically held at a landmark location.

Royal Ontario Museum

Special Conference Event: Leadership Reception

$20,000 Sponsorship

This is a unique opportunity for a sponsor to meet the leaders of the Association of Medical Illustrators including the: Board of Governors, Committee Chairs, Governors of the Vesalius Trust, Members of the Certification Board, and the AMI Management Board of the Journal of Biocommunication.

Leadership Reception, Baltimore 2011
Special Conference Event: Tech Showcase

$10,000 Sponsorship

The 4,000 sq. ft. half day Tech Showcase is one of the pinnacle conference events, with members and corporations demonstrating how they work within a wide range of media, from traditional to digital, with a focus on using the latest software and hardware to develop state of the art educational tools.

Selected past presenters include:

“A Practical Game Design Method Using Learning Objectives and Core Concepts,” Nathaniel Klein
“ZBrush: A Digital Sculpting Tool with Unlimited Possibilities,” Paul Gaboury
“What’s New in Mudbox,” Scott Dixon
“Advanced sliders in Adobe Flash,” Tami Tolpa
“OsiriX: A Rosetta Stone for Medical Imaging,” Aletta Ann Frazier
“Unity Game Engine; Development of 3D Educational Games and Learning Objects,” Kenneth Coulter
“Adobe Acrobat, from Static to 3D,” Deborah K. Haines
“Haptic technology in virtual modeling and simulation,” David Aten
“Getting Started with Storyboarding for Animation,” Anneliese Lilienthal and Christine Young
“How to add line to your 3D geometry with Cinema 4D using the Sketch and Toon Module,” Fabian de Kok-Mercado
“Traditional 2D Animation in Flash,” Wes Price

Internationally recognized AMI professional members Craig Kiefer and Kimberly Martens describe their award-winning work processes, Baltimore 2011
Continuing Education: Workshops

$5,000 - 15 Sponsorship Opportunities Available

Full and half day hands-on workshops, for 15-30 attendees, are held in formal classroom settings the day before the annual conference and often during an afternoon of the conference. All workshops are designed around learning objectives and attendees receive continuing education credits toward Certification.

Selected past presenters include:

“Adobe Illustrator: Hollywood Studio Techniques vs. the Traditional Medical Illustrator Instructors,” Tim Hengst

“Harvesting Medical Imaging Datasets for Production Ready 3-D Models and Texture,” Scott Dixon

“From Atoms to Cells with Ease: ePMV Runs Molecular Modeling Directly: Inside of Cinema 4D, Maya, Blender and more,” Graham Johnson and Fabian de Kok-Mercado

“Collaboration in Photoshop: Using special effects, AI files, and Wacom Intuos 4 Pen Tablet Instructors,” Tim Hengst

“Integrating Social Media into Your Web Presence, Gracefully,” Matthew Cummings

“Video Compression for the Medical Animator,” Ben Waggoner, Principal Video Strategist Microsoft and Craig Foster award winning animator

“Female Pelvic Anatomy,” W. Thomas Gregory, Fellowship Director Urogynecology and Reconstructive Pelvic Surgery, Department of Obstetrics and Gynecology, Oregon Health & Science University

“It All Comes Down to Physics. An Overview of Impact Biomechanics and Skeletal Trauma,” John Martini, Vice President and Director of Visual Communications at Biodynamic Research Corporation in San Antonio, Texas

For additional information contact:

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(e) sponsorship@ami.org

AMI Professional Member Graham Johnson provides hands-on instruction during his workshop at the Maryland Institute College of Art, Baltimore 2011

Photo by Ted Kucklick © 2011