

# The Future of Medical Decision Making...

...in the Era of Generative Artificial Intelligence



**46<sup>TH</sup> Annual Meeting | 27–30 October 2024 | Boston, MA, USA**

## **Exhibit and Supporter Opportunities**

**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 policymakers, 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 distinct pleasure to invite you to join us for the 46th Annual North American Meeting to be held between October 27-30, 2024, in Boston, MA, USA.

Following the tradition of previous meetings, SMDM24 will offer attendees opportunities to explore diverse topics in medical decision making. The meeting will provide interactive forums for the presentation of novel research and plenty of time to network with colleagues from around the world.

As you know, Boston is the capital and most populous city in the Commonwealth of Massachusetts in the New England region of the Northeastern United States. But you may not know that Boston is sometimes called the “most European” American city, is home to the oldest ballpark in Major League Baseball and more than 8000 historical landmarks that are part of American history and mythology, including the Freedom Trail and Boston Harbor.

SMDM24 is being planned as a hybrid meeting, and the details of the program will be announced on the meeting website as well as on social media channels and by email. The program will include symposia, oral presentations, posters, and workshops inspired by the meeting theme, *The Future of Medical Decision Making... in the Era of Generative Artificial Intelligence*. We will also have Lee Lusted student presentations; a special keynote session; meditation mornings; career development activities; and an advocates-for-equity session.

We very much look forward to your participation in SMDM24.

Alan Schwartz, PhD  
SMDM President

Amber E Barnato, MD MPH MS  
Meeting Co-Chair

Jagpreet Chhatwal, PhD  
Meeting Co-Chair



46<sup>th</sup> Annual Meeting | 27–30 October 2024 | Boston, MA, USA

# 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, ScheringPlough 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, 27 October 2024 SMDM Evening Welcome Reception
- Monday, 28 October 2024 - Day One
- Tuesday, 29 October 2024 - Day Two
- Wednesday, 30 October 2024 - Day Three (1/2 day)

*The above is the preliminary agenda and may change.*





# EXHIBIT AND SUPPORTER OPPORTUNITIES

## Meeting Supporter (*Multiple Available*)

USD 15,000

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
- Company name listed on the meeting website, in the meeting app and on the program break slides
- Individual sign with company name and logo placed prominently in meeting area
- THREE General Conference Registrations and THREE Short Course Registrations
- Special recognition from the podium during the welcoming comments
- One 6 foot draped table with 2 chairs and a wastebasket

## Sunday Evening Welcome Reception Supporter (*Multiple Available*)

USD 7,500

Be a part of launching SMDM's 46th Annual Meeting by supporting the always popular Sunday Evening Welcome Reception and Poster Session.

- Your logo will be displayed at the reception
- 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 on the program break slides

## Communications Supporter (*Multiple Available*)

USD 5,000

Support 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 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 on the program break slides

## Company Branded Selfie Spot (*Multiple Available*)

USD 3,500

Opportunity to have a branded 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 virtual program book

## Advertisement in the Meeting App

on demand

Advertising in the meeting application for additional name recognition. Please contact the meeting organizer to discuss advertisement rates.

## Advocates for Equity in MDM Educational Event

USD 3,500

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 on the program break slides

## International Reception Supporter

USD 3,500

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 on the program break slides

## Trainee Luncheon Supporter

USD 5,000

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 on the program break slides

## Trainees and LMIC Scholarships *(Multiple Available)*

USD 5,000

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 2024 including online access to the SMDM journals

- Company name listed on the meeting website, in the meeting app and on the program break slides

## Short Course Supporter *(Multiple Available)*

USD 5,000

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 on the program break slides

## Exhibit Table ONLY *(Multiple Available)*

USD 1,500

- 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 on the program break slides

SMDM | [info@SMDM.org](mailto:info@SMDM.org)

More information on this meeting can be found at:

[SMDM.org/meeting/SMDM-46th-annual-meeting](https://SMDM.org/meeting/SMDM-46th-annual-meeting)



# EXHIBIT AND SUPPORTER REGISTRATION FORM

**Please complete this supporter registration form and return to the SMDM Office.**

([info@SMDM.org](mailto:info@SMDM.org))

Contact Name: .....

Company/Foundation/Agency Name: .....

Name as it should appear in meeting materials: .....

Address: .....

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

Country: .....

Email: .....

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

Date: .....Signature: .....

**Please select your option(s) below.**

\$15,000 USD - Meeting Supporter

\$5,000 USD - Sunday Evening Welcome Reception Supporter

\$5,000 USD - Communications Supporter

\$3,500 USD - Professional Development Sessions Supporter

\$5,000 USD - Advocates for Equity in MDM  
Educational Event

\$5,000 USD - International Reception or Trainee  
Luncheon Supporter

\$5,000 USD - Trainees and LMIC Scholarships

\$5,000 USD - Short Course Supporter

\$1,250 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: 1110021988530  
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 Supporter Opportunities please contact**

Elyssa Ciresi | SMDM Meeting Director  
[info@SMDM.org](mailto:info@SMDM.org)