



SIXTH NATIONAL CONGRESS OF BIOENGINEERING

POLITECNICO DI MILANO • MILAN - JUNE 25-27, 2018

Organizers



POLITECNICO
MILANO 1863



In cooperation with





SIXTH
NATIONAL
CONGRESS
OF BIOENGINEERING
POLITECNICO DI MILANO • MILAN - JUNE 25 - 27, 2018

GNB 2018

The Congress is the melting pot among biomedical research and clinical end users fully inserted in the framework of the **most advanced international research in bioengineering**, which combines the engineering background with the clinical one.

Held on a biannual base, it provides an overview of recent activities and breakthrough research in the field of Biomedical Engineering and aims at involving all members of **the scientific and industrial communities**: scientists, end users, stakeholders, entrepreneurs and startupper in a win-win scenario.

TOPICS & AGENDA





TOPICS: OVERVIEW

Track 1 – **Biomechanics and mechanobiology**

Track 2 – **Biomaterials and tissue engineering**

Track 3 – **E-health and bioinformatics**

Track 4 – **Signal processing and medical image processing**

Track 5 – **Artificial organs, Medical and assistive robotics**

Track 6 – **Neural and rehabilitation engineering**



PROGRAM CHAIRS

Giancarlo Ferrigno

Full Professor, Department of Electronics, Information and Bioengineering (DEIB), Politecnico di Milano

Manuela Raimondi,

Associate Professor, Department of Chemistry, Materials and Chemical Engineering «Giulio Natta», Politecnico di Milano

Paolo Ravazzani

Director of Research, IEIIT, Consiglio Nazionale delle Ricerche, Milano

Day 1

Government forum

08:00-8:30 | Registration
08:30-09:00 | Welcome address
09:00-10:00 | Hans **Van Oosterwyck**, KU Leuven
10:00-10:30 | Coffee break

10:30-12:00 | Oral Presentations (*)
12:00-12:30 | Poster track presentation

12:30-14:00 | Lunch, lab tour & posters

Moderator: Prof. Maria Chiara **Carrozza**, Scuola Superiore Sant'Anna of Pisa
14:00-14:15 | Introduction
14:15-14:45 | Daniela **Corda**, National Research Council (CNR)
14:45-15:15 | Roberto **Cingolani**, Istituto Italiano di Tecnologia
15:15-15:45 | Ugo **Della Croce**, University of Sassari
15:45-16:30 | Discussion
16:30-17:00 | Coffee & posters

17:00-18.30 | ESB-ITA assembly / PhD in Bioengineering

* Jointly with ESB-ITA

Day 2

Clinical forum

08:00-09:00 | Registration
09:00-10:00 | Lena **Maier-Hein**, DKFZ – Deutsches Krebsforschungszentrum In Der Helmholtz-Gemeinschaft
10:00-10:30 | Coffee break

10:30-12:00 | Oral Presentations (*)
12:00-12:30 | Poster track presentation

12:30-14:15 | Lunch, lab tour & posters

Moderator: Prof. Sergio **Cerutti**, Politecnico di Milano
14:15-14:30 | Introduction
14:30-15:00 | Elena **Bottinelli**, Gruppo Ospedaliero San Donato
15:00-15:30 | Lorenzo **Leogrande**, Università Cattolica del Sacro Cuore
15:30-16:00 | Discussion
16:00-16:30 | Coffee & posters

16:00-16:30 | Awards

Social dinner

* Jointly with EEE-EMB18

Day 3

Industry forum

08:00-9:00 | Registration
09:00-10:00 | Paolo **Bonato**, Harvard Medical School
10:00-10:30 | Coffee break

10:30-12:00 | Oral Presentations
12:00-12:30 | Poster track presentation

12:30-14:15 | Lunch, lab tour & posters

Moderator: Prof. Riccardo **Pietrabissa**, Politecnico di Milano
14:15-14:30 | Introduction
14:30-15:00 | Fabrizio **Landi**, Panakes Partners SGR
15:00-15:30 | Enrico **Perfler**, 1MED SA
15:30-16:00 | Discussion
16:00-16:30 | Closure

COMMUNICATION

A blurred, blue-tinted photograph of a large crowd of people, likely at a conference or event. The people are seen from behind, looking towards a bright area in the distance. The word 'COMMUNICATION' is overlaid in a white box with a dark border in the upper left corner.



TARGET AUDIENCE

- Members of the **scientific and industrial communities**: scientists, stakeholders, entrepreneurs and startupper
- **Early stage researchers** (PhD students and post doc)
- **Clinical endusers**

In the last edition held in Naples in 2016, around 300 people attended the congress.



CAMPAIGN



WEBSITE



DEM



**SOCIAL MEDIA
CAMPAIGN**



MEDIA RELATION



BRAND IMAGE

<u>2017</u>	<u>2018</u>
WEBSITE	WEBSITE
SOCIAL MEDIA CAMPAIGN (twitter/facebook)	SOCIAL MEDIA CAMPAIGN (twitter/facebook)
BRAND IMAGE	BRAND IMAGE
	DEM
	MEDIA RELATION



FOLLOW-UP

Sponsors will receive a **recap document** with:

- Facts & numbers
- Detailed communication report (track records, analytics, insights, redemption rates)
- Attendance list and audience analysis
- Feedbacks & Evaluations



SUPPORTERS



SPONSORSHIP

- Expand your network within the bioengineering and the clinical communities
- Increase your exposure: logo visibility and communication campaign
- Market your products
- Confront with new ideas and novelties in the scientific world
- Meet young, well prepared, talents in the field



BENEFITS

Silver

- logo on the web site
- logo on promotional material (e.g. flyers, banners, invitations etc.)
- logo on conference proceedings
- visibility in the communication campaign (social media and PR)
- 1 free pass

€2,500 + VAT

Gold

- logo on promotional material (e.g. flyers, banners, invitations etc.)
- logo on conference proceedings
- visibility in the communication campaign (social media and PR)
- booth space
- 2 free pass

€5,000+ VAT

Platinum

- logo on promotional material (e.g. flyers, banners, invitations etc.)
- logo on conference proceedings
- booth space
- visibility in the communication campaign (social media and PR)
- 4 free pass
- round table discussion or award naming

€10,000+ VAT



ALTERNATIVE TECHNICAL / MEDIA SPONSORSHIP

Professional contribution or '**in kind**' contribution:

- technological support
- communication support
- catering
- organization of the social dinner
- transport, transfers and accommodation for speakers



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TO KNOW MORE

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