



## **2008 KR-MED: Representing and Sharing Knowledge Using SNOMED**

**May 31 – June 2, 2008, Phoenix, Arizona, USA**

### **Sponsorship Opportunities**

The meeting is organized by the International Health Terminology Standards Development Organization (IHTSDO) and the American Medical Informatics Association Formal (Bio)Medical Knowledge Representation Working Group. The meeting is collocated with the 2008 AMIA Spring Congress.

SNOMED CT ® (Systematized Nomenclature of Medicine-Clinical Terms) is emerging as a comprehensive, multilingual clinical healthcare terminology, since 2007 under a new international ownership. KR-MED 2008 will follow up the successful first SNOMED conference organized in Copenhagen in October 2006, and will address health policy makers, clinicians, nurses, system developers, informatics researchers, computer scientists, terminologists and translators. KR-MED 2008 is also the third event of the AMIA working group KR-MED. It will therefore challenge the current state and the planned roadmap of SNOMED CT development from a perspective of knowledge representation and formal ontologies.

A number of prominent invited speakers will provide an overview of current efforts and developments in the context of clinical terminologies and state-of-the art ontology and terminology development. Please visit <http://kr-med.org/2008/index.html> for detailed information on the meeting.

The 2008 KR-MED organizers are seeking sponsors from the industry, academic and consulting community to defer the cost of the program. Your sponsorship will directly help keep the cost of this outstanding program affordable to the attendees, and most importantly, shows your support of KR-MED and healthcare informatics in general. **All sponsors will receive:**

- Sponsorship Level Company Signage at the 2008 KR-MED meeting
- Company logo on the KR-MED web site and link to their company's site
- Table space to distribute sponsor company information during the KR-MED meeting

**Sponsorship levels and options are summarized below:**

- Diamond Sponsor \$10,000
  - Sponsorship signage at the 2008 KR-MED meeting as listed above
  - Two complimentary KR-MED registrations
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - Pre- and post-attendee mailing lists
  - Flier in the meeting bag
  
- Sapphire Sponsor \$5,000
  - Sponsorship signage at the 2008 KR-MED meeting as listed above
  - One complimentary KR-MED registration
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - A flier in the meeting bag
  
- Emerald Sponsor \$2,500
  - Sponsorship signage at the 2008 KR-MED meeting as listed above
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - One complimentary KR-MED registration

### **Social/Food Function/Targeted Sponsorships**

All special sponsors receive the general sponsorship benefits as listed above, plus additional recognition as listed below:

- Ruby Sponsor \$7,000
  - Sponsor the KR-MED lunch and receive recognition on a special sign during the lunch
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - Logo displayed in prominent areas on-site
  - Opportunity to deliver brief welcoming remarks
  - One complimentary KR-MED registration
  
- Sapphire Sponsor \$5,000
  - Sponsor a reception and receive special sign recognition during the reception
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - Logo displayed in prominent areas on-site
  - One complimentary KR-MED registration
  - Opportunity to deliver brief welcoming remarks
  
- Sapphire Sponsor \$5,000
  - Sponsor the meeting bag and have your company/organization logo placed on the meeting bag
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - Logo displayed in prominent areas on-site
  - One complimentary KR-MED registration

- Flier in the meeting bag
- Emerald Sponsor \$2,500
  - Sponsor and morning or afternoon break and receive recognition on a special sign during the break
  - Listing as sponsor with logo in the meeting program
  - Logo on meeting Web site
  - Logo displayed in prominent areas on-site

Please contact Jason Harbonic at [Jason@amia.org](mailto:Jason@amia.org) from the AMIA staff to secure your sponsorship or obtain additional information.