

*SPONSORSHIP  
PROSPECTUS*

# AI 4 IMAGING COURSE

*MAASTRICHT, THE NETHERLANDS  
24-27 JUNE 2024*



*ORGANISING COMMITTEE*

Philippe Lambin  
Henry C. Woodruff  
from Maastricht University - The D-lab

*COURSE VENUE*

MUMC+ Maastricht

*COURSE SUPPORT*

Mieke Akkers - M+  
[info@ai4imaging.org](mailto:info@ai4imaging.org)  
tel. +32 486 888 888



*What we offer*

# COURSE HIGHLIGHTS



This **course on Artificial Intelligence for Imaging** is a unique opportunity to connect with a community of leading-edge practitioners in the field of Quantitative Medical Imaging.

During this **4-days immersive course** researchers and clinicians will be able to attend lectures and workshops from world-class experts in **Radiomics, Deep Learning and Synthetic Data**.

**Medical imaging** has been the cornerstone for the management of patients for decades, particularly in oncology. Imaging data such as CT, MRI or PET are routinely acquired for every cancer patient in the process of diagnosis, treatment planning, image-guided interventions and response assessment. The use of image analysis in a quantitative way is now considered as one of the most promising techniques to support clinical decisions. Quantitative Image Analysis looks at the phenotypic expression of genes, which results in particular imaging features or signatures able to characterize the imaged tissue and the underlying biology. By converting standard medical images into mineable data, the processes and methods of data science can be applied to them. Imaging features are distilled through machine learning into 'signatures' that function as quantitative imaging biomarkers. A major challenge for the community is the availability of data in compliance with existing and future privacy laws. Synthetic data and virtual clinical trial offer a solution to this issue and will also form a part of the methods explored in this course.



*The big numbers*

# FACTS & FIGURES

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## OVERVIEW PREVIOUS EDITIONS

So far we have organised 4 successful editions of the course and brought experts in the field of Big Data, Radiomics, Deep Learning and Synthetic Data together in Maastricht. This success we want to repeat for you and with you. COVID prevented us from holding the 2020 and 2021 edition.



### ATTENDEES

2023 -> **70**

2022 -> **100**

2019 -> **95**

2018 -> **97**

MAX = 100



### SPEAKERS

2023 -> **13**

2022 -> **15**

2019 -> **15**

2018 -> **14**



### NATIONALITIES

2023 -> **11**

2022 -> **16**

2019 -> **18**

2018 -> **14**



### HACKATHON

2023 -> **1**

2022 -> **1**

2019 -> **1**

## AND INNUMERABLE & INVALUABLE AMOUNTS OF



Miles  
travelled



Ideas  
exchanged



Coffee  
drunk

# SPONSORSHIP PACKAGES

OFFERED	FULL EXPERIENCE EUR 5 300,00	BASIC EXPERIENCE EUR 3 500,00	CONTRIBUTOR EUR 750,00
LOGO AND LINK ON WEBSITE			
LOGO ON ONSITE ACKNOWLEDGEMENT			
EXHIBIT BOOTH TABLE TOP			
COMPANY REGISTRATIONS	MAX 3	MAX 1	
COMPANY PITCH IN PROGRAMME			

## A LA CARTE SPONSORSHIP OPPORTUNITIES

Sponsors get exposure related to the specific item sponsored

### LANYARDS

All attendees wear their name badges on lanyards, and with this sponsorship, you deliver us the lanyards branded with your company logo.

### PENS and NOTEPADS

All attendees like to receive a pen and a notepad, and with this sponsorship, you deliver us pens and notepads branded with your company logo.

### USB KEYS

All attendees will use a USB key during the hands-on session, and with this sponsorship, you deliver us USB keys branded with your company logo.

# PROGRAMME 2024

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## **MONDAY 24 JUNE 2024 - topic of the day **RADIOMICS****

Why is radiomics still relevant in a world of Deep Learning – Philippe Lambin

Multi-centric radionics – Fanny Orlhac

Network Radionics – Harini Veeraraghavan

WORC – Martijn Starmans

Radiomics in a radiotherapy context – André Dekker

## **TUESDAY 25 JUNE 2024 - topic of the day **DEEP LEARNING****

DL and clinical implementation – Bram van Ginneken

Biases and uncertainties in medical AI

Using DL-based segmentation for reducing annotation time

Checklists for AI research – Alexander Zwanenburg

Deep learning in a clinic – Andrew Maidment

## **WEDNESDAY 26 JUNE 2024 - topic of the day **GENERATIVE AI****

Transformers for medical imaging analysis

Diffusion models for medical imaging

Synthetic Data – what happened? – Bram van Ginneken

Sample size calculation – Shahab Jolani

## **THURSDAY 27 JUNE 2024 - topic of the day **TRANSLATION****

Summary of the ongoing and concluded prospective clinical trials – Harini Veeraraghavan

An overview of the use of AI in clinics in The Netherlands

## **IN THE AFTERNOONS WE OFFER**

Hands-on workshops, a Hackathon at The D-Lab of Maastricht University, design a clinical trial sessions

## **CONFIRMED FACULTY**

On 6 February 2024

- Henry Woodruff, Maastricht University, The Netherlands (Course Director)
- Anshu Ankolekar, Maastricht University, The Netherlands
- André Dekker, MAASTRO, The Netherlands
- Shahab Jolani, Maastricht University, The Netherlands
- Andrew Maidment, University of Pennsylvania School of Medicine, USA
- Fanny Orlhac, LITO – Inserm/Institut Curie, France
- Martijn Starmans, Erasmus MC, The Netherlands
- Bram van Ginneken, Radboud UMC, The Netherlands
- Harini Veeraraghavan, Memorial Sloan Kettering Cancer Center, USA
- Alex Zwanenburg, NCT Dresden, Germany

***The teaching faculty is being updated, check the website regularly***



# APPLICATION FORM

Application deadline 15 May 2024

Please complete and return to: Mieke Akkers – [info@ai4imaging.org](mailto:info@ai4imaging.org)

## General information

COMPANY:

DEPARTMENT:

CONTACT PERSON:

ADDRESS:

POSTAL / ZIP CODE:

CITY:

STATE:

COUNTRY:

EMAIL:

TELEPHONE:

VAT NUMBER:

PO NUMBER:

Our company signs up for sponsorship as:

- |   |              |
|---|--------------|
| <input type="checkbox"/> FULL EXHIBITION EXPERIENCE <sup>(1)</sup>  | 5 300,00 EUR |
| <input type="checkbox"/> BASIC EXHIBITION EXPERIENCE <sup>(2)</sup> | 3 500,00 EUR |
| <input type="checkbox"/> CONTRIBUTOR                                | 750,00 EUR   |

Our company will offer on first-come, first-served basis:

- ☐ branded pens   ☐ branded notepads   ☐ branded lanyards   ☐ USB keys

Name and e-mail of the company delegate(s) <sup>(1)(2)</sup>:

1.

2.

3.

(1) Registration for 3 company delegates included in this package

(2) 1 company delegate included, extra company delegates attending the course have to be fully registered at 850,00 EUR (excl. VAT).

## Confirmation and invoicing:

- On receipt of your completed form we will send you a confirmation and an invoice for the total amount (incl. 21% VAT)
- This booking is legally binding on the exhibitor pending its acceptance in writing by the organiser
- Please note that your sponsor agreement will only be considered final upon receipt of your payment
- By signing this form, I declare that I have read and accepted the rules and regulations
- Kindly indicate here whether you allow us to keep and use your personal data for future mailings on our activities.  
☐ YES ☐ NO, I only want to receive information about this course

SIGNATURE:

DATE:

NAME:

FUNCTION:



# RULES & REGULATIONS

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## Application

Sponsorship can be booked by completing and returning the enclosed Sponsorship Application Form to the attention of Mieke Akkers at M+, the AI4I Course Secretariat. Applications will be considered on a first-come, first-served basis. In signing the application form, companies declare their acceptance of the rules and regulations.

## Conditions

- Because only a limited number of booth spaces are available, the Local Organising Committee will assign booth space on a 'first come, first served' basis.
- A technical manual with detailed information on exact build-up and dismantling times, will be sent to all exhibitors in May 2024.
- Company delegates staffing the booth should register to attend the course. This way they have access to the complete educational programme. 3 registrations are included in the full exhibition experience package. 1 registration is included in the basic exhibition experience package.

## Terms of payment

- EURO is the only currency accepted for payments.
- Payment in full for the sponsorship is due no later than 30 days after the date of the invoice. In any case the invoice must be paid before the start of the course.

## Cancellation policy

Cancellation of sponsorship must be submitted the organisers in writing. The effective date of cancellation or reduction of sponsorship will be the date on which the organisers receive the written notice:

- Cancellation of sponsoring agreement before 15 March 2024: 25 % of the full sponsor costs will be retained.
- Cancellation after 15 March 2024 and before 15 April 2024: 50% of the full sponsor costs will be retained.
- Cancellation after 15 April 2024: no refunds will be made.

## Protecting your privacy

We are committed to your data privacy and protection. If you apply to our course as a sponsor you allow us to keep your data in order to contact you with further practical details on this course and to send you the invoice for this course. Your data will only be stored till one month after the course. Unless you gave us the explicit approval to use your data for future courses.



# THANK YOU

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We are able to run this course with the support of sponsors that share the same goals to inspire our participants, to share knowledge and to create a diverse and insightful event. Together will bring this course to fruition.

## STAY IN CONTACT



**[info@ai4imaging.org](mailto:info@ai4imaging.org)**



**<https://www.ai4imaging.org>**



**AI4imaging Alumni - Maastricht**



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