



**VPH2018**  
virtual physiological human conference



***5-7 September 2018***

***Zaragoza, Spain***

***[www.vphconference.org](http://www.vphconference.org)***

---

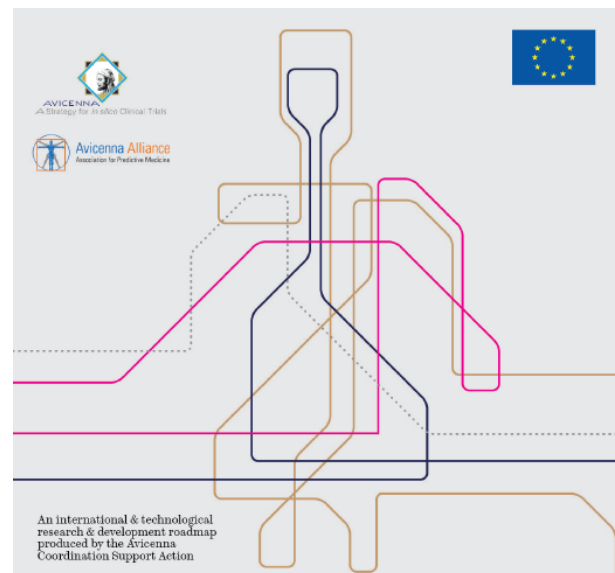
***SPONSORSHIP PROSPECTUS***

# THE VIRTUAL PHYSIOLOGICAL HUMAN CONFERENCE 2018

**The Virtual Physiological Human (VPH)** initiative strongly contributes to the emerging vision of **Personalised Medicine**. It will have major impacts on future healthcare, and on healthy living and in ageing. Many VPH research results are on the brink of being applied in clinical practice, with already some very spectacular examples in (pre-) clinical trial phases. In the coming years major breakthroughs are expected, opening up **huge opportunities for entrepreneurs**. Most, if not all, major medical (device and pharma) industries are involved in VPH research projects and are taking up results in their businesses. **Public-Private-Partnerships** (e.g. related to *in-silico medicine*) are currently being established, offering even more opportunities to develop new VPH-based services and products.

**You are invited to join our community by sponsoring the conference and participating to this event.**

The start of the field of integrative mathematical modelling and simulation in the study of human biology and physiology can probably be traced back to three highly influential leaders in the field, Prof. James Bassingthwaite, Prof. Peter Hunter, and Prof. Dennis Noble. They laid the foundation for the **Physiome** project. Major diseases such as **cancer** and **neurological** and **cardiovascular** disorders are complex in nature, involving everything from genes to environment, lifestyle and in particular aging. Integrating knowledge of all these different components into robust, reliable computer models will yield enormous advances therapeutic and diagnostic tools. Recognition of this potential is evidenced by the substantial investment the European Commission has made in the **Virtual Physiological Human**. VPH is not “the supermodel”, it is a way to share observations, to derive predictive hypotheses, and to integrate them into a constantly improving understanding of human physiology and pathology and to apply this in real clinical settings. VPH strongly contributes to improving healthcare, well-being and healthy ageing. Currently, the VPH is a worldwide effort to develop next-generation computer technologies to integrate all information available, from **genetics** to **medical images** and **clinical data** for each patient, and generate computer models capable of predicting how the health of that patient will evolve under certain conditions or after personalised treatment. In a [TEDx lecture](#) Prof. Viceconti, one of our invited speakers, gives an overview of the current status of the VPH.



## *in silico* Clinical Trials:

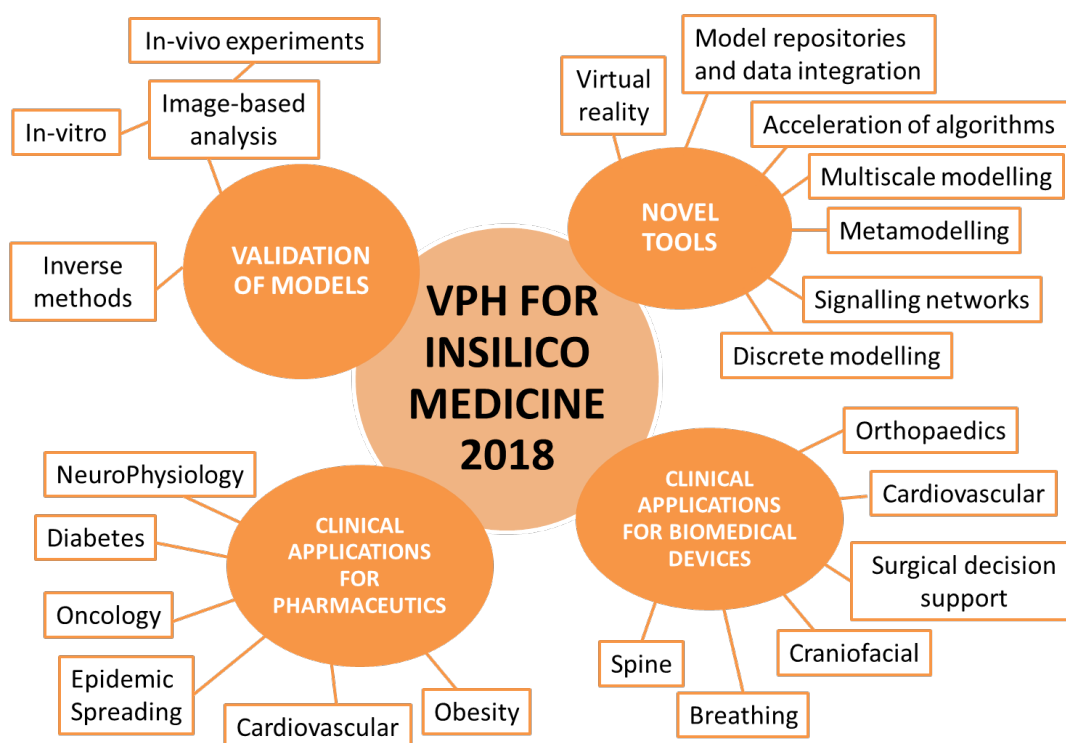
How Computer Simulation will Transform the Biomedical Industry



## GOALS OF VPH

The VPH conference series offers a platform to present research related to the Physiome/VPH and, more broadly, research into **Computational Systems Biomedicine**, as well as applications to **clinical settings**, underpinning the move towards **predictive personalised medicine**. The exciting theme for 2018 conference is “**VPH for In Silico Medicine**”, with the purpose of positioning VPH research in the broader context of **In Silico Clinical Trials**, contributing to advance in the most relevant challenges, from the development of novel technologies to its clinical application.

Whilst the conference theme governs the overall structure of the programme, there is room to accommodate all aspects of VPH related research. Every day will start with one of the **keynote speakers: Alfio Quarteroni, Blanca Rodríguez and Ravi Iyengar**. Next, each day continues with two parallel thematic sessions, one in the morning and one in the afternoon, dedicated to four main topics of the congress: **Validation of Models, Novel Tools, Clinical Applications for Pharmaceuticals and Clinical Applications for Biomedical Devices**.



This sessions are led by invited speakers as Marco Viceconti, Lies Geris, James Sharpe, Francisco Chinesta, Dominique Chapelle, Esther Pueyo and Yamir Moreno (check our website for an updated list). The conference features a poster session and an **industry session**, during the afternoon of the second day. Our industry session is a dedicated outlet to present your company, products and services to our community. Additionally, VPH Conference offers you the opportunity to highlight your company services and products with different **sponsorships options**.

## VPH 2018 OVERVIEW



University of Zaragoza, together with I3A, will host the VPH Congress 2018: VPH for In Silico Medicine. The event will be located at Betancourt Building, Faculty of Engineering & Architecture, in Ebro River Campus.

The Betancourt building is equipped with one of the newest facilities with capacity for 360 persons at the main room. Besides the industry session, the venue offers the opportunity to **exhibit your company**

during the full duration of the congress, to **meet with the delegates**, and also to **organize dedicated workshops** on your solutions and/or products. Altogether is the perfect venue for a dynamic 2018 conference, with ample attractive space in which to **showcase your business**.

<http://vph-conference.org/>

The **VPH institute** formally owns the VPH conference series, and issues calls for future conferences. The board of directors ([www.vph-institute.org/board-of-directors.html](http://www.vph-institute.org/board-of-directors.html)) decides on conference venues, based on a bid proposal from the local organizers. The board also serves as member of the scientific committee and as such steers the content of the conference. The VPH2018 Conference is organized by the **VPH community of the University of Zaragoza**.



## EVENT METRICS

The VPH conference series started in 2010 and is held bi-annually. The 2010, 2012, 2014 and 2016 editions witnessed a growing number of participants to around **300 delegates**. Rooted in European Union funded projects, the conference started as a European dominated event, but it has quickly gained **worldwide recognition** and now attracts delegates from all the major research centres, hospitals, and companies active in the field of computational biomedicine. Delegates typically are **biomedical engineers** and **clinicians** but also **computational** and **computer scientists** working in biomedical and clinical settings. The conference attracts a large cohort of young scientists (PhD students and PostDocs), who will be tomorrow's entrepreneurs and decision makers.

The USA-based Physiome initiative and the EU-based VPH program laid the foundation for many projects that not only pushed forward the **modelling & simulation of human health and disease**, but also developed required **data & computing infrastructure** to facilitate uptake in **clinical applications**. The field has now matured to a level where many real clinical applications are being developed, with some entering the trial phase. Moreover, new avenues are being explored, most notably the vision of **in-silico clinical trials**, where **the Avicenna Alliance, a pre-competitive alliance between industry and academia** has been developed to push forward this vision. The final outcome of this scenario is for In-Silico Medicine to help to reduce, refine, and partially replace animal experiments. So, in-vitro and in-vivo research tools will be complemented by in-silico technology. Indeed, the VPH2018 conference aims to contribute to address two main fields, where In Silico Medicine is a reality: 1) **design and development of medical devices**, and 2) **pharmaceutical research and development**.

VPH2018 has a website under a stable and recognizable URL, **www.vph-conference.org**. This URL is pushed strongly into the community, and the **VPH Institute** will advertise it constantly on the banner of their homepage ([www.vph-institute.org](http://www.vph-institute.org)).



## WHY TO SPONSOR VPH2018

VPH2018 represents a **cutting-edge community** with **game changing potential** that has its objectives clearly focused on the **challenges of 21st century medicine**. As acknowledged by both the European Commission, **personalised medicine** will be the next big thing in healthcare. VPH has a lot to offer in helping to **realise those ambitions**, working with companies like yours.

**Sponsoring** VPH2018 will offer you a direct and **strong visibility** in the community, as well as **immediate engagement** with both the leaders and the next generation of professionals in this field. We offer many opportunities, ranging from **exhibitions, dedicated workshops**, sponsoring of **conference events, goodies** in conference bag, etc. We very much welcome premier and platinum sponsors who will be offered a constant and strong visibility during all phases of the conference.

### • **SPONSORSHIP OPTIONS**

We offer many different opportunities to sponsor VPH2108. Below we describe our standard packages, but we are also open to dedicated sponsoring.

#### **PREMIER SPONSORSHIP (EXCLUSIVE)**

VPH2018 offers interested organizations specialized opportunities designed exclusively for Premier Sponsors. Premier sponsor benefits include customized packages designed to meet your specific marketing strategy and to establish your organization as a leader in the VPH and digital patient field.

VPH2018 will allow a maximum of two premier sponsors. Premier sponsorship includes all the benefits of Platinum Sponsors, but can also include sponsoring of the conference dinner, receptions, and/or conference bag. For details, see below.

### **PLATINUM SPONSOR** (MAXIMUM 2, EURO 5000)

As Platinum Sponsor you get

- One exhibit booth (Preferred location, for full duration of conference)
- A conference room during the industry session to organize a dedicated session/workshop
- Logo slide during opening session
- Full page advertisement in the conference program
- Organization logo with link to organization on the conference web site index page
- Organization logo with link to organization on the conference website sponsorship page
- Organization name and description listed as Platinum Sponsor in conference program
- Electronic list of conference delegates pre and post event
- Organization brochure in delegate conference bag
- Four full conference registrations

### **GOLD SPONSOR** (EURO 3000)

As Gold Sponsor you get

- One exhibit booth during the industry session
- Shared logo slide during opening session
- Half-page advertisement in conference program
- Organization name listed on conference web site sponsorship page
- Organization name and description listed as Gold Sponsor in conference program
- Electronic list of conference delegates pre and post event
- Two full conference registrations

### **SILVER SPONSOR** (EURO 2000)

As Silver Sponsor you get

- Shared logo slide during opening session
- Half-page advertisement in conference program
- Organization name listed on conference web site sponsorship page
- Organization name and description listed as Silver Sponsor in the conference program
- Electronic list of conference delegates pre and post event
- One full conference registration

### **BRONZE SPONSOR** (EURO 1000)

As Bronze Sponsor you get

- Shared logo slide during opening session
- Organization name listed on conference web site sponsorship page
- Organization name and description listed as Bronze Sponsor in the conference program
- Electronic list of conference delegates pre and post event

### **CONFERENCE DINNER (EXCLUSIVE)**

As Conference Dinners sponsor you will get

- Branding of conference dinner with name of sponsor in program and website
- Banner at conference dinner
- Appreciation during dinner speech
- Organization name and description listed as Dinner Sponsor in the conference program
- Electronic list of conference delegates pre and post event
- One full conference registration

### **CONFERENCE RECEPTIONS (THREE, EURO 3000)**

The conference will organise two receptions, one welcome reception and one conference reception, during the poster session.

As Conference Receptions sponsor you will get

- Branding of receptions with name of sponsor in program and website
- Banner during receptions
- Organization name & description listed as Reception Sponsor in the conference program
- Electronic list of conference delegates pre and post event

### **CONFERENCE BAGS AND CONTENT WITH LOGO**

As Conference Bag sponsor you will get

- Distribution of conference bags with your logo to the conference attendees
- Electronic list of conference delegates pre and post event

Different contents can be included in the registration bag for the delegates (Leaflets, pens, notebook, USB, etc.) Sponsored content can be supplied according to your interest. If you are interested please contact the VPH2018 Organizing Committee for the list of materials and prices.

## **CONTACT**

We will be happy to assist you, please contact us by email [info@vphconference.org](mailto:info@vphconference.org), or directly contact Tirso Ventura at [tventura@unizar.es](mailto:tventura@unizar.es)/ Ph: +34 876 55 52 32. There is many information to be confirmed soon, fell free to discuss with us further details.