



IEEE Engineering in  
Medicine & Biology Society

# *MAKE AN IMPACT!*

Your Connection to the Global  
Biomedical Engineering Community

**2018 - 2019  
MEDIA KIT**

*Contact your Solution Specialist today!*

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## About Us

IEEE is the largest professional society in the world, with nearly 400,000 members. IEEE's Engineering in Medicine and Biology Society (EMBS) is the world's largest society of biomedical engineers.

Our 10,000+ members reside in some 97 countries around the world and work in industry, academic institutions, startups, hospitals, labs, government agencies, and nonprofits.

Our members design the electrical circuits that make a pacemaker run, create the software that reads an MRI, and help develop the wireless technologies that allow patients and doctors to communicate over long distances. They're interested in bioinformatics, biotechnology, clinical engineering, information technology, instrumentation and measurement, micro and nanotechnology, radiology, and robots. They are researchers and educators, technicians and clinicians—***biomedical engineers are the link between science and life science, creating innovations in healthcare technology for the benefit of all humanity.***



**EMBS Members Span the Globe**



## Global Leadership in Biomedical Engineering

**IEEE EMBS** provides members with access to the people, practices, information, ideas and opinions that are shaping one of the fastest growing fields in science. By working together, we are transforming and revolutionizing future medicine and healthcare.

- **Publications** - IEEE EMBS is the leading publisher of original research in biomedical engineering. We have 11 technical journals and transactions, including the award-winning IEEE PULSE Magazine, which attracts a broad readership, with its general and technical articles.
- **Conferences** - We sponsor several scientific conferences throughout the year, attended by thousands of people from around the world, providing an opportunity for members and non-members to present and share research, receive feedback, create networking and employment opportunities, and learn about the emerging technologies that will influence future advances in biomedical engineering and healthcare technology.
- **Awards** – We identify and recognize the accomplishments and technological excellence of our members. This helps demonstrate to the world—and educate the public about—the importance of Biomedical Engineering, while creating interest in the profession as a career.
- **Global Reach** – IEEE EMBS provides global opportunities for activities from local Chapters for students or general members. We provide networking, workshops or tutorials, guest lectures, and so much more. With over 128 EMBS Chapters, 126 Student Branch Chapters, and 55 Student Clubs, wherever you are in the world you can participate in EMBS activities.

## EMBS Publishes Original Research in the Following Areas:

- Biosensors
- Biomedical Signal Processing
- Biomedical Imaging & Image Processing
- Bioinformatics & Computational Biology
- Health Informatics
- Biomechanics
- Biorobotics
- Cardiopulmonary Systems Engineering
- Diagnostic & Therapeutic Systems
- Telemedicine Neural Engineering
- Rehabilitation Engineering
- Wearable & Implantable Technologies
- Biomedical Engineering in Education, Industry & Society
- Micro- & Nanotechnologies
- Tissue Engineering & Regenerative Medicine

## The Opportunity

Partner with us to deliver your message to a highly targeted audience of global decision makers in biomedical engineering. Advertising with IEEE EMBS offers unparalleled reach into our community of engineers and clinicians, business leaders, university professors, startup founders, and researchers from across the globe.

# 10,000+

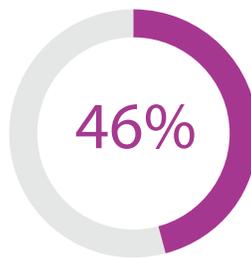
MEMBERS GLOBALLY

### EMBS MEMBERS BY EMPLOYMENT



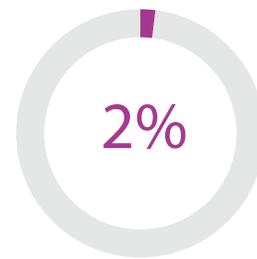
Work in  
Academic Institutions

15% of those members  
are in medical curricula



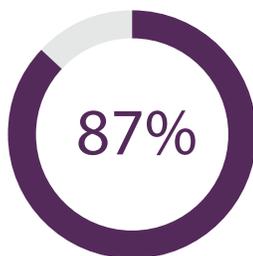
Work in  
Industry

12% work specifically  
in the medical industry

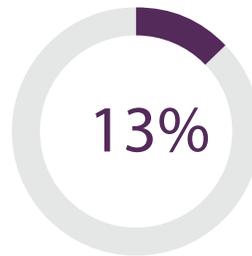


Work in  
Government

### EMBS MEMBERS BY DEGREE PROGRAM



Hold Engineering  
Degrees



Hold Life Sciences  
Degrees

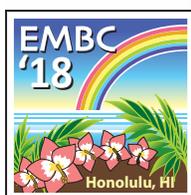
## EMBS Media Platforms

### Digital Advertising

Position your organization as a leader. We offer flexible advertising options to attract people from across the biomedical engineering community. The IEEE EMBS online ecosystem spans more than 11 journals and 9 conference websites, allowing you to run an ad campaign that's quite broad, or laser targeted on the subjects you care about most. Our team will help you customize a solution that reaches decision-makers most relevant to your business.



### IEEE PULSE ON STAGE



### Conferences

Join IEEE EMBS in bringing together global thought leaders in the fields of biomedical engineering and medicine to inform, connect and effect change by sponsoring a conference. Advance your business success through exclusive, year-round opportunities to inspire innovation, to make a difference, to revolutionize future medicine and healthcare for all.

## Where We Publish *(Sample of EMBS Online Properties)*

### **EMBS.ORG**

EMBS covers the globe publishing comprehensive coverage and breaking news on emerging trends, mature and cutting-edge technologies, research breakthroughs and so much more.

### **PULSE.EMBS.ORG**

*IEEE Pulse* reports (bi-monthly) on the faces and places, news and views, emerging technologies, ethics, clinical studies, and regulatory issues that are affecting biomedical engineering, clinical engineering, applied research, design tools, education, and other important specialties in the field.

### **TBME.EMBS.ORG**

*Transactions on Biomedical Engineering* (monthly) publishes comprehensive pieces of excellent science that reports novel engineering methods with demonstrated biomedical significance, or major works advancing significantly state of the art in biomedical engineering.

### **TNSRE.EMBS.ORG**

*Transactions on Neural Systems & Rehabilitation Engineering* (monthly) focuses on the rehabilitative and neural aspects of biomedical engineering, including functional electrical stimulation, acoustic dynamics, human performance measurement and analysis, nerve stimulation, electromyography, motor control and stimulation; and hardware and software applications for rehabilitation engineering and assistive devices.

### **JBHI.EMBS.ORG**

*IEEE Journal of Biomedical and Health Informatics* publishes original papers describing recent advances in the field of biomedical and health informatics where information and communication technologies intersect with health, healthcare, life sciences and biomedicine.

### **HEALTH.EMBS.ORG**

The *IEEE Journal of Translational Engineering in Health and Medicine* (quarterly) is an open access product that bridges the engineering and clinical worlds, focusing on detailed descriptions of advanced technical solutions to a clinical need along with clinical results and healthcare relevance. The journal provides a platform for state-of-the-art technology directions in the interdisciplinary field of biomedical engineering, embracing engineering, life sciences and medicine.

### **TNB.EMBS.ORG**

*Transactions on Nanobioscience* (quarterly) reports on original, innovative and interdisciplinary work on all aspects of molecular systems, cellular systems, and tissues – including molecular electronics. Topics covered in the journal focus on a broad spectrum of aspects, both on foundations and on applications.

### **RBME.EMBS.ORG**

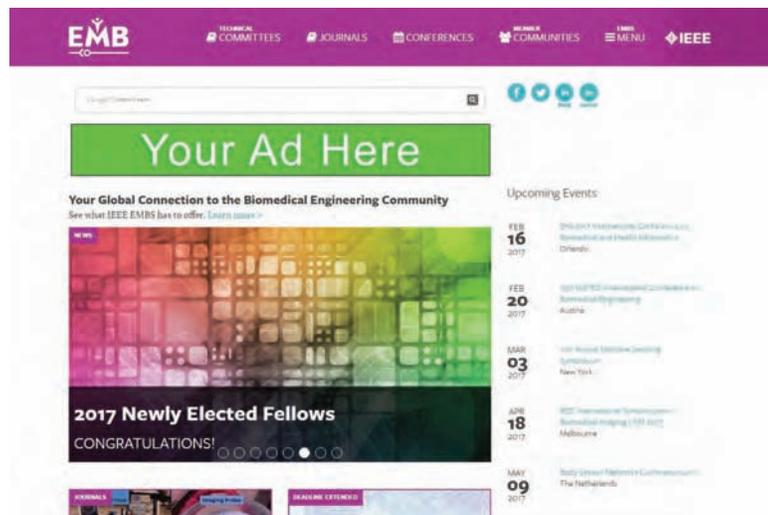
*IEEE Reviews in Biomedical Engineering* (Annual) highlights the most important and timely advances in biomedical engineering. R-BME will provide comprehensive reviews of engineering methodologies being developed at the frontiers of biomedical engineering.

## Display Advertising

Visualize your message surrounded by robust industry content. Now imagine that message being seen by thousands of industry professionals. When you partner with IEEE EMBS online, that vision becomes reality. We have flexible advertising packages to fit any need.

Whether you are looking to amplify your brand's message, promote a product, or recruit new hires, we will work with you to optimize your campaign to achieve your desired performance goal.

For a full digital rate card including media specs and additional opportunities, please contact your designated Solution Specialist.



LOCATION	DURATION	COST
Select One EMBS Online Property	3 months	\$2,995
EMBS Homepage Premium Position	3 months	\$4,995
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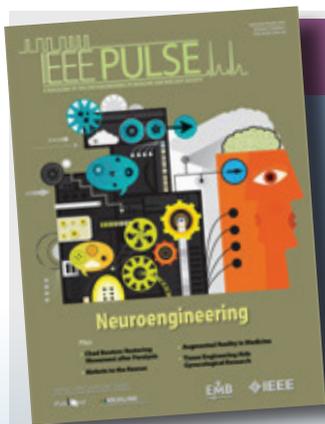
## Branded Content Sponsorships

Harness the power of our audience and leverage our authority in biomedical engineering to tell your story. A branded content sponsorship includes one written content article highlighting a product or service published on IEEE EMBS and a customized digital advertising campaign driving readers to the article. Digital campaigns include social media promotion, targeted extended network advertising, pay per click advertising and promotion on all IEEE EMBS online properties. A designated account manager will coordinate your campaign and create engaging collateral designed to encourage high visibility and engagement.

Packages are customized based on individual needs. Please contact your IEEE EMBS Solution Specialist for further details.

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**IEEE Pulse** reports on the faces and places, news and views, emerging technologies, ethics, clinical studies, and regulatory issues that are affecting biomedical engineering, clinical engineering, applied research, design tools, education, and other important specialties in the field.



**Reach the largest concentration of high-tech professionals in the field:**

**64%**

Engineering and  
Engineering  
Management

**47%**

Business and  
Industry

**61%**

Have 10+ years in  
their profession

## Our Audience – Your Customers

**Professionals rely on IEEE Pulse Magazine for work-related information and solutions. They are working at the companies you want to reach, including:**

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- LG Electronics
- MC10
- Microsoft
- Naval Research Laboratory
- Nissan Motor
- Qualcomm
- Ripple
- Sanofi
- Shimmer
- Sony
- Toyota

## IEEE Pulse 2019 Editorial Calendar

### January / February 2019 Topic Areas

Neuro-engineering  
Global Health  
Clinical trials

### July / August 2019 Topic Areas

Microbiome  
Nanorobots  
Infectious disease

### March / April 2019 Topic Areas

Artificial intelligence and machine learning in healthcare  
Real World Data and Real World Evidence  
IoT and personal wellness

### September / October 2019 Topic Areas

Bio-sensors and bio-materials  
Block chains in healthcare  
Rural healthcare

### May / June 2019 Topic Areas

Robotics  
Chat bots / telemedicine  
Transparent electronics / Wearables

### November / December 2019 Topic Areas

Predictive Analytics  
Cybersecurity  
Tissue engineering

## What's Next at the Crossroads of Engineering and Medicine

Sponsoring and/or exhibiting at an IEEE EMBS conference provides your company with the opportunity to engage with professionals of all levels who are actively evaluating the best that the industry has to offer. Interact with industry experts, professors, biomedical engineers, clinicians, researchers, graduate students, policy makers and key purchasing decision makers. As an Exhibitor you will have the opportunity to join other industry leaders and up and coming organizations that will be showcasing and promoting their existing and newly-developed products first hand to attendees. This is your opportunity to demonstrate your cutting-edge, innovative products and services to a global network of thousands of professionals that control multi-million dollar spending budgets.

### 2018 - 2019 Coming Events

#### ***December 2018***

#### **Micro and Nanoengineering in Medicine Conference (MNM) 2018**

Kauai, HI

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#### ***March 2019***

#### **9th International Conference on Neural Engineering**

San Francisco, CA

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#### ***July 2019***

#### **41th International Conference of the Engineering in Medicine and Biology Conference (EMBC)**

Berlin, Germany

## Join Us in Exploring the Frontiers of Biomedical Engineering

Whether its sponsoring a Lunch with Leaders event for students at our Annual Conference, or hosting a networking reception at our Point of Care Technologies Conference at the NIH, our team will ensure your investment achieves maximum impact.

From Logo inclusion to Tabletop Exhibitor Booths to Platinum Sponsorships and everything in between, we have the perfect package to fit your needs. Starting as low as \$500, these packages sell out fast!

### Looking to stand out from the crowd?

*Consider one of our unique hosting opportunities:*

- **Lunch with Leaders Sponsoring Host**
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- **Exclusive Wi-Fi Zone Sponsor**
- **Coffee Service Sponsor**
- **Welcome Reception Sponsor**
- **Conference Bag Sponsor**
- **Poster Reception Sponsor**

Have something in mind but don't see it here? Let's customize an experience to fit your needs! Contact your Solution Specialist today to discuss package availability and for your event's media kit!

Non-profit rates available upon request.



*Contact your Solution Specialist today!*

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