MAKE AN IMPACT

Your Global Connection to the Biomedical Engineering Community
EMBS MEMBERS BY EMPLOYMENT

- **52%** Work in Academic Institutions
  - 15% of those members are in medical curricula
- **46%** Work in Industry
  - 12% work specifically in the medical industry
- **2%** Work in Government

Reach

The IEEE Engineering in Medicine and Biology Society (EMBS) is the world’s largest international society of biomedical engineers. The organization’s 12,000 members reside in over 95 countries around the world.

EMBS is the leading publisher of original research in biomedical engineering. Partner with EMBS to deliver your message to a targeted audience of global decision makers in biomedical engineering.

EMBS MEMBERS BY DEGREE PROGRAM

- **87%** Hold Engineering Degrees
- **13%** Hold Life Sciences Degrees

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

12,000 MEMBERS GLOBALLY
Integrated Marketing Opportunities

EMBS is excited to offer unique advertising packages that are customizable to meet your specific business needs. This model affords you the opportunity to pick between a mix of the specific print, digital and tradeshow advertising options throughout the year that best reach your future clients.

SOCIETY PARTNER LEVELS

Platinum Package $20,000 (LIMIT 10)
✓ Company/University rotating banner ad with weblink to company’s website included on society homepage www.embs.org (posted immediately upon receipt of signed contract and will remain on the site for 2017, Limit of 5).
✓ Employment digital ad on PULSE and EMB, and an E-opportunity notification of job listing mailed to EMBS distribution list of 70k
✓ Selection of four items from the EMBS Product Menu

OR
Company/University rotating banner ad with weblink to company’s website included on IEEE PULSE homepage http://pulse.embs.org (posted immediately upon receipt of signed contract and will remain on the site for 2017, Limit of 5).

Gold Package $15,000
✓ Company/University logo with weblink to company’s website included on society homepage www.embs.org (posted immediately upon receipt of signed contract and will remain on the site for 2017).
✓ Selection of three items from the EMBS Product Menu

Silver Package $10,000
✓ Selection of two items from the EMBS Product Menu

Bronze Package $5,000
✓ Selection of one item from the EMBS Product Menu

EMBS 2017 PRODUCT MENU

<table>
<thead>
<tr>
<th>Digital Publication</th>
<th>Conference &amp; Event</th>
<th>Technical Activities</th>
<th>Education</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 banner ad on Journal of your choice (excluding PULSE) for 3 months</td>
<td>10x10 exhibit booth at EMBC</td>
<td>Banner ad on choice of Technical Committee website</td>
<td>Company/University logo With weblink to website on EMBS MOOC on edX: “So, You Want To Become A Biomedical Engineer?”</td>
<td>1 Logo placement quarterly on media posts</td>
</tr>
<tr>
<td>1 skyscraper ad on Journal of your choice (excluding PULSE) for 3 months</td>
<td>Tabletop booth at conference of your choice</td>
<td>Company/University Logo with weblink on choice of Technical Committee website</td>
<td>Distinguished Lecturer funding acknowledgement on EMBS</td>
<td>1 complimentary E-Opportunity Job listing (job opportunity mailed to EMBS distribution list of 70k) with digital employment ad on IEEE PULSE</td>
</tr>
<tr>
<td>One full page color print ad into Conference Final Program and logo on conference app</td>
<td>2 complimentary registrations to your choice of an EMBS Special Topic Conference</td>
<td></td>
<td>IEEE PULSE OnStage funding acknowledgement when event available</td>
<td></td>
</tr>
</tbody>
</table>

2017 INTEGRATED MARKETING PACKAGES
Society Conference Partners $5,000

Company/University logo with weblink to company’s website included on the following 2017 EMBS Special Topic Conference websites:

- 39th Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC’17)
- IEEE Biomedical & Health Informatics
- IEEE International Symposium on Biomedical Imaging
- IEEE Body Sensor Networks
- IEEE EMBS Special Topic Conference on Neural Engineering
- IEEE Healthcare Innovations & Point of Care Technology
- IEEE Wireless Health Conference

SOCIETY COLLABORATING PARTNERS

Industry, $2,500

Listing on Industry homepage to include company logo, 50 word organizational description and weblink to organization website, 1 complimentary registration to conference of your choice.

Academic, Non-Profit, $1,500

Listing on Academic homepage to include University logo, 50 word organizational description and weblink to organization website, 1 complimentary registration to conference of your choice.

2017 CONFERENCE INFORMATION

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Biomedical &amp; Health Informatics</td>
<td>February 16-19, 2017</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>IEEE International Symposium on Biomedical Imaging</td>
<td>April 18-21, 2017</td>
<td>Melbourne, Australia</td>
</tr>
<tr>
<td>IEEE Body Sensor Networks</td>
<td>May 9-12, 2017</td>
<td>Eindhoven, Netherlands</td>
</tr>
<tr>
<td>IEEE EMBS Special Topic Conference on Neural Engineering</td>
<td>May 25-28, 2017</td>
<td>Shanghai, China</td>
</tr>
<tr>
<td>IEEE Healthcare Innovations &amp; Point of Care Technology</td>
<td>November 6-7, 2017</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td>IEEE Wireless Health Conference</td>
<td>November 9-10, 2017</td>
<td>Bethesda, MD</td>
</tr>
</tbody>
</table>
## 2017 IEEE PULSE Magazine Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>LEAD STORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Big Data: Its growing role in healthcare management (electronic medical records); drug development (changes in how clinical trials are implemented and run); public health (epidemiology, tracking of disease patterns and outbreaks)</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>BME and Art</td>
</tr>
<tr>
<td>MARCH</td>
<td>Tissue Engineering: Bone replacement (research and commercialization); prosthetics; passive/active organ replacement; synthetic tissues for drug discovery/development applications (Wyss Institute)</td>
</tr>
<tr>
<td>APRIL</td>
<td>Radiomics: integration of different imaging modalities to improve cancer diagnostics</td>
</tr>
<tr>
<td>MAY</td>
<td>Ageing and Senior Care: Ageing in place; healthcare management for an ageing population (compare and contrast US vs Japan vs EU)</td>
</tr>
<tr>
<td>JUNE</td>
<td>Autonomous/semi-autonomous milli-micro biorobots</td>
</tr>
<tr>
<td>JULY</td>
<td>EMBC17 preview</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Longevity: Joint replacements, organ transplants to extend productivity and quality of life into old age; neural developments to extend and preserve cognitive capabilities (implants)</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Neural engineering: implanted electrodes for monitoring and therapeutic applications; brain mapping during social interactions (the two (or more) body problem)</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>BME behind smell and taste</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Ophthalmology: optical methods for diagnosis; wearable sensors for diagnosis</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>BME in Forensics</td>
</tr>
</tbody>
</table>

For standalone print and digital advertising opportunities in PULSE magazine, please contact Michael Williams at 352-333-6042 or mwilliams@naylor.com.