

**SPONSORSHIP
PROPOSAL**

AI IN MEDICINE

VISION - REALITY - LEGAL ASPECTS



**universität
wien**

Institut für Innovation
und Digitalisierung im Recht



**12 JANUARY 2024
08:45-17:30**

**DACHGESCHOSS DER
JURISTISCHEN FAKULTÄT DER
UNIVERSITÄT WIEN**

www.cecog.org

AI IN MEDICINE

VISION - REALITY - LEGAL ASPECTS

Artificial Intelligence is on its best way to become an important tool in medicine including its application in diagnostic steps, but also in clinical everyday work and the generation of scientific data, but also in the development of scientific careers and in publishing. This implies a series of hierarchical steps which not only relate to each of the mentioned topics, but also to ethical issues, legal responsibilities and questions of scientific originality and accuracy. The presentation of all these aspects will be part of the symposium which is - deducting from the close interaction of medical and scientific conduct - closely devoted to legal and ethical issues.

From a legal perspective, the event will provide a complete overview of the relevant European and Austrian legal situation, both from an academic and a practical perspective. The focus of interest is in particular on the AI Act, the AI Liability Directive, the European Health Data Space Act and national requirements of professional law and liability law. The aim is, on the one hand, to provide participants having a medical background with an orientation on regulatory opportunities and risks of AI use in treatment and research. On the other hand, participants with a legal background should be able to grasp which regulatory requirements can (not) be implemented in a medically meaningful way and which consequences result from this for the legal and ethical AI-related framework of medical professional practice.

KEY INFORMATION

DATE

January 12, 2024

TIME

08:45 - 17:30

VENUE

Dachgeschoss der juristischen Fakultät
der Universität Wien

Schottenbastei 10-16 | 1010 Vienna

ORGANISER

CECOG

Central European Cooperative
Oncology Group

Plenergasse 5/23 | 1180 Vienna

CONTACT

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PROGRAMME COMMITTEE



Univ. Professor Dr. Dr.h.c. Christoph Zielinski

Director of the Central European Cancer Center at Wiener Privatklinik and president of the Central European Cooperative Oncology Group; previously head of the Vienna Cancer Center and director of the Clinical Division of Oncology and of the Department of Medicine, as well as of the Comprehensive Cancer Center at Medical University Vienna and the General Hospital in Vienna, Austria; training in immunology, clinical immunology, medicine and medical oncology at the University of Vienna, Austria, and at Tufts University in Boston, Mass., USA; member of the European Society for Medical Oncology, currently serves as Council Member and as Editor in Chief of the society's scientific peer review journal "ESMO Open – Cancer Horizons"; published over 600 original papers and reviews in peer-reviewed journals, and many books. His h-index is 65 and the citations of scientific papers authored by him exceed 19,000.

Univ. Professor Dr. Nikolaus Forgó

studied law in Vienna and Paris, was an assistant at the Faculty of Law of the University of Vienna and its IT officer from 1990 to 2000; in 1998, he founded and still heads the University Course for Information and Media Law at the University of Vienna, Professor for Legal Informatics and IT Law at the Leibniz University of Hanover from 2000 to 2017, where he was, amongst others, Head of the Institute for Legal Informatics, Data Protection Officer and CIO. Since 2017 Professor of Technology and Intellectual Property Law and Director of the Institute for Innovation and Digitalisation in Law at the University of Vienna, since 2018 member of the Austrian Data Protection Council. Extensive teaching, research, consulting and third-party funding activities on all issues of IT law, legal informatics and basic legal principles, as well as numerous activities in legal education, especially as host of the podcast Ars Boni.



ABOUT US

The Central European Cooperative Oncology group (CECOG) as a non-profit organization has been conducting highly published clinical trials for more than 20 years. Besides our trial activities, we also concentrate on medical education and the definition of quality standards in regard to the care of patients with malignant diseases (www.cecog.org).



**universität
wien**

**Institut für Innovation
und Digitalisierung im Recht**

The Department of Innovation and Digitalisation in Law was founded in 2017 at the University of Vienna's Law School. We consider the Department of Innovation and Digitalisation in Law as the law school's link to the digital revolution.

We deal with a wide range of legal questions concerning the modern media and information society that result from the rapid, continuing rise in technological innovations.

We are convinced that an adequate answer to legal, ethical and social questions arising with the development of technology requires an interdisciplinary approach. Thus we work on a number of multidisciplinary third party funded projects, especially in the areas of health care and law enforcement.

SCIENTIFIC PROGRAMME DRAFT

Setting the Scene

AI in Inpatient and Outpatient
Medical Care

Michael Binder

Bridging Radiological Diagnosis and
Biology

Georg Langs

AI in Pathology and Histology

Leonhard Müllauer

Machine Learning in Biomedicine

Christoph Bock

Economical Impact

AI in Public Health

Anita Rieder

AI and the Pharma Industry

Johannes Pleiner-Duxneuner

AI in Scientific Publications: Increase
in Efficiency or Plagiarism 2.0?

Georg Dorffner

AI from the Publishers' View

Sarah Jenkins

*Director, Research Integrity & Publishing Ethics
Centre of Expertise Elsevier*

Translation into Industry Lecture

AI in Healthcare: The Road Ahead

Dorin Comaniciu

Siemens Healthineers AI Technology Center

Liability & Ethics

AI in Clinical Decision Making

Harald Kittler

AI Governance and Ethics

Christiane Druml

AI and the European Group on Ethics

Jeroen van den Hoven

AI and medical liability

Sonja Dürager

Regulating the Scene

AI and the physicians self regulation

Johannes Zahrl

Patient information and informed
consent

into AI-based research and treatment

Karl Stöger

AI and Medical Device Legislation

Sebastian Scholz

How to regulate AI from an industry
perspective

Cornelia Kutterer

AI regulation in Europe - an academic
overview

Iris Eisenberger

as of September 1, 2023

SPONSORSHIP LEVELS

Please create your own package by choosing from the various options set out on the following pages.

The total amount of the financial contribution (based on sponsorship options and exhibition space) will determine the level of sponsorship.

Note: Registration fees paid are not included.

Level of sponsorship	Minimum payment (net)
Platinum Sponsor	EUR 18.000
Gold Sponsor	EUR 10.000
Silver Sponsor	EUR 5.000
General Sponsor	< EUR 5.000

Additional benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Priority selection from the list of sponsorship options	1st choice	2nd choice	3rd choice
Priority allocation of exhibition space	1st position	2nd position	3rd position
Named as Platinum/ Gold/ Silver Sponsor in event publications and onsite with a company logo display	yes	yes	yes
Free registrations	8	5	2

To ensure transparency, order and fairness for all companies, the following ranking rules apply for allocation purposes within the same level of sponsorship:

- 1st criterion: Total amount of the financial contribution
- 2nd criterion: If two or more companies do show the same financial contribution, date and time of application are used as criterion for ranking purposes and companies will be treated on a first-come, first served basis.

SPONSORSHIP OPTIONS

All prices indicated are net prices in EURO.

Unrestricted Educational Grant

Support the programme - no direct influence on the contents of the scientific programme

Organisation of sessions and invitation of speakers is done exclusively by the programme committee.

minimum EUR 5.000

Delegate lanyards (Provided in kind) **EXCLUSIVE**

Place your name / company logo on approx. 150 participants' lanyards

EUR 5.000

Delegate name badges (Printed by the organizer) **EXCLUSIVE**

Your name / company logo on approx. 150 participants' badges

EUR 5.000

Coffee / Lunch Breaks **EXCLUSIVE PER BREAK** **LIMITED TO TWO SPONSORS**

Includes the sponsor's name / company logo visible at the catering stations during the sponsored break.

EUR 4.000

Company Roll Up

Put one company roll up in the registration area or at other suitable areas throughout the venue (exact location to be confirmed by the organizer)

EUR 2.600

Banner in the Online Registration Form **EXCLUSIVE**

Inclusion of your banner with a hyperlink to your website and a short advertising text (50 words) on the last page of the registration form, where the completion of the registration is confirmed. You will have the opportunity to exchange the text and the banner once without any additional costs (no product placement possible; banner format: graphic, PNG, 650*150px)

EUR 4.000

SPONSORSHIP OPTIONS

All prices indicated are net prices in EURO.

Banner in Final Info Mailing to all delegates **EXCLUSIVE**

Include your banner advert, with a hyperlink to your website on this important Communication

(no product placement possible, banner format: graphic, PNG, 650*150px)

EUR 4.000

Digital advertisement during breaks **LIMITED TO 3 SPONSORS**

Present your company during the coffee and lunch breaks through one break slide or a 90 seconds video in the lecture hall (content must be approved by the organizer)

Break slide EUR 2.500

Format: PPTX, 16:9

Video (90 seconds - no sound) EUR 3.000

Format: MP4

EXHIBITION

All prices indicated are net prices in EURO.

Exhibition space

6 sqm - EUR 3.600

Included:

- Net exhibition floor space
- 1 table, 2 chairs, electricity connection
- Listing on the CECOG website
- 1 Exhibitor badge (granting access to all areas); further badges can be purchased for € 590 per badge

Not included:

- Any furniture, shell-schemes, carpets
- Insurance
- Stand cleaning

The exhibitors' technical manual incl. time schedule & rules and regulations will be sent to confirmed exhibitors in due time.

Exhibition space allocation

Exhibition floor space will be allocated by the organization strictly based on the following factors:

- Overall sponsorship commitment*
- Date of booking and payment
- Size of exhibition space**

* Platinum/Gold/Silver Sponsors will be granted preferred booth allocation.

** To grant an optimal exhibition layout

WHAT TO DO NEXT

When you are ready to proceed, contact us to receive a booking form. In case you would wish to discuss your requirements or check availability of any of the opportunities you are interested in, please contact us at cecog@wma.co.at.

SPREAD THE WORD

Inform your colleagues about your participation at this exciting event by sharing the news on Twitter including **#medai24**.