



ARCHIMEDES

Center for Healthcare and Device Security

2021 Sponsor Prospectus



About Archimedes

Archimedes is the premier forum for unbiased education and cross-industry networking and collaboration on healthcare security.

Archimedes brings together **stakeholders from across the healthcare security community** to focus on the topics that matter, solve tough problems, and find out-of-the-box solutions using sound science and solid engineering to advance the industry as a whole.

We provide a safe space where leaders can talk freely, ask questions, and exchange ideas **free from the influence of marketing or salespeople**. We strive to support and fund students who are making strides in security research and educate and inform those currently working in the health delivery, medical device manufacturing, and pharmaceutical manufacturing industries.

Archimedes Members Include

- Academia & Research Groups
- Health Delivery Organizations
- Medical Device Manufacturers
- Pharmaceutical Companies
- Standards & Regulatory Organizations

Our Core Values

- Focus on topics that matter
- Develop and improve security standards across the industry and around the globe
- Bring people together through events, collaboration, and partnerships
- Educate and inform on cybersecurity threats and best practices
- Practice sound science and solid engineering
- Fund research to advance the field of cybersecurity in healthcare
- Prepare the future workforce



Annual Events

Each year, Archimedes hosts two highly-anticipated events: the Medical Device Security 101 Conference and the Archimedes Leadership Workshop. We keep our conferences small so participants feel comfortable speaking freely about medical and cybersecurity issues with trusted and respected professionals. We do not focus on the latest industry buzz or new product development. Our sessions are carefully curated by our co-chairs and the talks are free from the influence of sales people. We have one of the lowest sponsor-to-attendee ratios in the industry and we guarantee a secure forum for unbiased education and unparalleled networking.



Medical Device Security 101 Conference

The Archimedes Medical Device Security 101 Conference is open to member and non-member stakeholders from across the healthcare and device security community. The event provides a top-notch learning environment for those new to the industry as well as established leaders. The 101 conference attracts a global audience where participants have ample opportunity to learn from and network with industry experts. New for 2021, we are going virtual—providing more access to those interested in learning about the latest in security. The conference will be capped at 300 attendees to ensure everyone has the chance to connect with our speakers and get the answers needed to protect patients, practices, and businesses.

Leadership Workshop

The Archimedes Leadership Workshop is our flagship event, which first brought medical device manufacturers together in 2008. Today, this private, members-only workshop brings together leadership from academia and research, health delivery organizations, medical device manufacturers, pharmaceutical manufacturers, and regulatory groups. We cap the workshop at 60 attendees and have our membership select topics, in a series of lightning talks designed to spark deep-dive discussions and meaningful conversations. If you have ever joined us for this workshop, you understand why it is a member favorite.

Past Sponsors



2019 - 2020 Attendees

Organizations

Abbott	ETH Zurich	MedCrypt	ProHealth Care
Abiomed	FDA	MedISA0	Siemens Healthineers
Battelle	GE Healthcare	MedSec	Smiths Medical
Bayer	GN Hearing	Medtronic	Spectrum Health System
Beckman Coulter/Danaher	Grifols Diagnostic Solutions	Memorial Hospital of Gulf Port	SportsTech Ireland
BioFire Diagnostics	Grifols GDS	Michigan Medicine	Stryker
BioMérieux	H-ISAC	MITRE	Synopsys
Booz Allen Hamilton	HSCC	Munson Healthcare	Terumo Heart
Boston Scientific	Hillrom	NARI	Toreon
Brigham Health	I Am the Cavalry	Net Lib Security	UMMC
Brunswick Group	Intertek	New York Presbyterian Hospital	University of Electro-Communications
Children's Hospital Of Philadelphia	Johnson & Johnson	Northwell Health	University of Michigan
Cleveland Clinic Foundation	Karl Storz Endoscopy	Norton Healthcare	UMN Medical Devices Center
Creative Analytics Solutions, LLC	Lakeland Healthcare	Olympus America Inc	University of Mississippi Medical Center
Deloitte	Lilly	Organization	Virta Labs
DHHS OIG OAS	Mayo Clinic	OSU Wexner Medical Center	
ECRI Institute	MedCrypt	Philips	

Titles

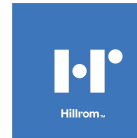
Associate Professor	Director of Information Security	Global Product Manager
Associate System Engineer	Director of Product Cybersecurity	Global Risk Management Expert
AVP, Biomedical Services	Director of Product Security	Head of Regulatory & Quality - North America
Biomed Security DBA	Director R&D	Head Radiology Medical Device Cybersecurity
Chief Information Officer	Director, CE Imaging and Ancillary Svcs	HTM Sr. Information Security Analyst
Chief Research Officer	Director, Corporate Communications	Implementation Engineer
Chief Technologist	Director, Global Product Privacy & Security	Independent Security Researcher
Co-Founder	Director, IOT	Information Security Risk Manager
Communications Manager	Director, Product and Engineering Systems Security	Innovation Collaborations
COO	Director, Product Security	ISE Cybersecurity
CRO	Director, Regulatory	IT Director, Product Security & Services
Cyber Security Architect	Director, Software Architecture and Cybersecurity	Lead Embedded Software Engineer
Cyber Security Project Manager	Director, SW Business Development	Lead Medical Security Engineer
Cybersecurity Engineer	DVP Product Security	Manager, Biomedical Services
Cybersecurity Engineering Manager	Engineer	Manager, Clinical Engineering
Cybersecurity Program Manager	Executive Director	Manager, Connect Product Technologies
Cybersecurity Project Manager	Executive Director for Cybersecurity	Manager, Software Engineering
Director Cybersecurity and Information Tech	Executive Director, Information Security	Manager, US Software
Director for IT Security and Governance	Executive Director, Software and Networks	Managing Consultant
Director of Cybersecurity	Functional Manager - Security & Privacy	Medical Device Risk Analyst

Titles

Medical Device Security Specialist	Security Researcher	Sr Engineer II
Medical Equipment Network Engineer	Security SW Architect	Sr Mgr Product Security & data privacy
Micro Systems Engineering, Inc	Software Engineer 4	Sr Security Engineer
Mechanical Engineering	Software Engineer 5	Sr Software Manager
Operations Manager	Sr Analyst; Product Security	Sr Systems Engineer
Partner, Cybersecurity and Privacy	Sr Associate	SVP of Business Development
Principal Engineer	Sr Cybersecurity Engineer	SW Quality Engineer
Principal Engineer, Product Security	Sr Director	Technical Support Engineer
Principal Security Architect	Sr Information Security Analyst	Technologist
Principal Software Engineer	Sr Manager, Clinical Information Security	Ultrasound Product Security Officer
Principal Software Quality Engineer	Sr Product Manager Cybersecurity	US R&D Cybersecurity Leader
Product & Solution Security Expert	Sr Security Analyst, Product Security	VP, Research and Development
Product Privacy & Security	Sr Systems Engineer	VP of Software Development
Product Security Analyst	Sr Software Security Analyst	VP R&D
Product Security Engineer	Sr Info Security Engineer	VP, Biomedical Services
Product Security PM	Sr Principal Scientist	VP, Global Development
Product Security Program Director	Sr Project Manager, Cybersecurity	VP, Global Technology
PSSE	Sr Staff Risk Advisor	VP, Marketing
Public Affairs	Sr Director Business Development	
RSE 2	Sr Director of Software Development	
Security Consultant	Sr Director RA/QA	

Members & Partners

Members



Partners



Medical Device Security 101 Conference

Sponsor Levels

Benefits	Platinum \$20,000	Gold \$10,000	Silver \$7,000	Bronze \$5,000
Event passes (additional passes may not be purchased for any reason. See terms & conditions on page 15)	3	2	1	1
75-minute speaking role: includes 15-minute kick-off before the Meet The Expert social hour + leading a 60-minute breakout session for attendees (topic to be approved by co-chairs)	✓			
Opening event mentions and introductions	✓	✓		
Opportunity to build your own profile in the CVENT desktop app (Allows you to have office hours with your zoom link, run raffles, share videos, documents and gather lead generations)	✓	✓	✓	
Banner ad with website link in CVENT desktop app	✓	✓	✓	✓
Pre-event and post event recognition with provided logo on our website, on social media, in membership emails and in the CVENT desktop app	✓	✓	✓	✓
Slide placement with your logo placed throughout the conference in-between presentations	✓	✓	✓	✓
A 10 percent discount code to share with clients and customers	✓	✓	✓	✓

Conference Sponsor Important Dates

Monday, November 16	Commitment form must be submitted before or by this date.
Tuesday, December 1	Logo and company description must be submitted before or by this date to be included pre-event marketing and program materials.
Thursday, December 31	Full sponsorship payment is due before or by this date.
Monday, January 11	Event begins @ 9:00 AM (CT)
Tuesday, January 12	Meet the Expert social lunch takes place from 12:00 - 1:00 PM (CT)
Wednesday, January 13	Event concludes @ 12:00 PM (CT)
Friday, January 22	Sponsors will receive their personalized ROI report from Archimedes before or by this date.

Leadership Workshop Sponsor Levels

***The information below is tentative and subject to change. Sole event sponsorship available, email archimedes@umich.edu for details and pricing.**

Package Benefits	Platinum \$12,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000
Event passes (additional passes may not be purchased for any reason. See terms & conditions on page 15)	3	2	1	1
Lead a 45-minute table discussion during the meet the expert breakfast (topic to be approved by co-chairs)	✓			
Opening event mentions and introductions	✓	✓		
Option to add-on sponsorship of a social event (Capture the flag hosted by DefCon's Biohacking Village leadership, opening reception, dinner, or luncheons) email archimedes@umich.edu for pricing details	✓	✓	✓	
Access to discounted sponsorship for the Design of Medical Devices Conference	✓	✓	✓	✓
Opportunity to build your own profile in the CVENT desktop app. (Allows you to run raffles, share videos, documents and gather lead generation)	✓	✓	✓	✓
Pre-event and post event recognition with provided logo on our website, in membership emails, on social media and in the CVENT desktop app	✓	✓	✓	✓
Banner ad with website link in the CVENT desktop and mobile app	✓	✓	✓	✓

Workshop Sponsor Important Dates

***The information below is tentative and subject to change.**

Monday, February 15	Commitment form must be submitted before or by this date.
Tuesday, March 8	Logo and company description must be submitted before or by this date to be included pre-event marketing and program materials.
Wednesday, March 31	Full sponsorship payment is due before or by this date.
Monday, April 12	Event begins @ 9:00 AM (CT)
Tuesday, April 13	Meet the Expert breakfast takes place @ 8:00 AM (CT)
Tuesday, April 13	Event concludes @ 3:00 PM (CT)
Friday, April 23	Sponsors will receive their personalized ROI report from Archimedes by this date.

Steps to Sponsorship

1



STEP 1

DOWNLOAD AND REVIEW SPONSOR PROSPECTUS

2



STEP 2

FILL OUT THE ONLINE COMMITMENT FORM BY THE DUE DATE

3



STEP 3

EMAIL LOGO AND COMPANY DESCRIPTION TO
ARCHIMEDES@UMICH.EDU BY THE DUE DATE

4



STEP 4

COMPLETE PAYMENT BY THE DUE DATE

Terms & Conditions

Non-negotiable benefits

The sponsor packages are designed in advance taking into consideration feedback from previous events. Our goal is to provide the absolute best rates for both sponsors and attendees, and to ensure each of our supporters leave knowing that their organization was promoted and represented well. To that end, the current benefits listed for upcoming events are non-negotiable. If you have ideas or feedback for future events please email as archimedes@umich.edu or take our sponsor survey at the end of the event.

Attendee lists

We do not share attendee lists, period.

Extra passes

Sponsors may not purchase additional passes for any reason. Archimedes has a 1:8 sponsor to attendee ratio and we will adhere to the number of passes listed. An attempt to send extra representatives could result in the forfeit of your spot and exclusion from future events.

Payment

Payment is due on or before the due dates indicated above. Archimedes has the right to remove a sponsor from the program if payment is not received.

No-selling Policy

Out of respect for all of our attendees, sponsors are not permitted to do any "selling" during the event presentations. This includes mentioning products or services as a solution to a problem being discussed, handing out "swag", speaking about another vendor in a disparaging way, or any other obvious promotional activities. Our team works continuously on your behalf to highlight and promote your participation before, during, and after the event. All marketing is to be done by Archimedes using the channels outlined in the promotional schedule you received.