Sponsorship Prospectus

PIEBM
Polish Institute for Evidence Based Medicine

McMaster University

ISIM
International Society of Internal Medicine

Jagiellonian University Medical College

MIRCIM 2027

McMaster International Review Conference of Internal Medicine

12TH EDITION

With special sessions

Annual Update in Cardiology 2027
Annual Update in Diabetology 2027
Annual Update in Nephrology 2027
Annual Update in Rheumatology 2027

And satellite events

AIMed Global Forum 2027
Young Talents in Internal Medicine World Contest Finals 2027

In-person and virtual event

May 6-8, 2027
ICE Congress Centre
Kraków, Poland

www.mircim.one



Dear Prospective Sponsor

We are thrilled to present you with the opportunity to showcase your company's expertise and portfolio during the **12th McMaster International Review Conference of Internal Medicine (MIRCIM)**, an all-encompassing medical conference for health care professionals. Unique in its international scope and prestige, it combines medicine, education, and research. MIRCIM is a collaborative event of McMaster University — one of the top medical schools in the world — and the Polish Institute for Evidence Based Medicine.

First organized in 2015 and held annually, MIRCIM has been met with glowing reviews from health care professionals that praise the exceptional practicality and rich offer of the event.

In 2027, MIRCIM will include special sessions:

- Annual Update in Cardiology 2027
- Annual Update in Diabetology 2027
- Annual Update in Nephrology 2027
- Annual Update in Rheumatology 2027

and two satellite events:

- AIMed Global Forum 2027
- Young Talents in Internal Medicine World Contest Finals 2027

The speaker line-up will feature renowned medical opinion leaders, experienced practitioners, and senior researchers mainly from Europe and North America. The audience comprises health care professionals and students, with past editions attended by participants from over 70 countries. The format is hybrid, offering the convenience of both on-site and online experience.

We look forward to exploring the possibilities of collaboration with your company.

Co-Chairs of the MIRCIM Organizing Committee

Mark Crowther
MD, MSc, FRCPC
Chair, Department of Medicine, McMaster University

Piotr Gajewski
MD, PhD, FACP
President, Polish Institute for Evidence Based Medicine

Roman Jaeschke
MD, MSc, FRCPC
Professor, Department of Medicine, McMaster University

Honorary Chair

Akbar Panju
MB, ChB, FRCPC, FRCP (Edin), FRCP(Glasg), FACP
Professor, Department of Medicine, McMaster University

Nishma Singhal
MD, FRCPC
Associate Professor, Faculty of Health Sciences, McMaster University

Paul O'Byrne
MB, FRCPC, FRSC
Dean and Vice-President, Faculty of Health Sciences, McMaster University

Why you should be part of this event

- A comprehensive medical conference for health care professionals, including in particular general internists, cardiologists, pulmonologists, gastroenterologists, endocrinologists, hematologists, rheumatologists, infectious disease specialists, other subspecialists, hospitalists, family physicians, and medical trainees
- Over 70 world-renowned medical experts from top-ranked medical universities and research centers
- Over 40 hours of educational content
- An unparalleled opportunity to address an international audience of medical professionals
- From Canada’s McMaster University, the home of evidence-based medicine and one of the top ranked research-intensive medical schools in the world, with input from numerous national societies and international medical organizations



MIRCIM 2026 at a glance

1300+	90	5	80
PARTICIPANTS	COUNTRIES	CONTINENTS	SPEAKERS

Who you reach through MIRCIM

general internists · cardiologists · pulmonologists · gastroenterologists · endocrinologists · nephrologists · hematologists · rheumatologists · infectiologists · intensivists · hospitalists · intensivists · family physicians · residents and early-career physicians · guideline authors



Sponsorship packages

Platinum Sponsor

€30,000

1 available

- 20 m² stand
- 40 on-site registrations
- 3 bag inserts
- 2 page ad in Participants' Guide (PDF)
- Wi-Fi password printed on each badge
- Sponsor of the networking area (signage)
- Sponsor recognition next to the main lecture hall
- Sponsor recognition on digital displays in the venue (dedicated slide)
- Sponsor recognition on the MIRCIM website (Sponsors section) with company description and materials
- Sponsor recognition on the media wall
- Sponsor recognition on MIRCIM social media profiles (dedicated post)
- Sponsor logo, description and materials on the MIRCIM website (Sponsors section)

Gold Sponsor

€15,000

- 16 m² stand
- 20 on-site registrations
- 2 bag inserts
- Full page ad in Participants' Guide (PDF)
- Sponsor recognition on digital displays in the venue (Gold Sponsors slide)
- Sponsor recognition on the MIRCIM website (Sponsors section) with company description and materials
- Sponsor recognition on the media wall
- Sponsor recognition on MIRCIM social media profiles (dedicated post)
- Sponsor logo, description and materials on the MIRCIM website (Sponsors section)

Silver Sponsor

€10,000

- 10 m² stand
- 10 on-site registrations
- 1 bag insert
- Full page ad in Participants' Guide (PDF)
- Sponsor recognition on digital displays in the venue (Silver Sponsors slide)
- Sponsor recognition on the MIRCIM website (dedicated Sponsors section) with company description and materials
- Sponsor recognition on the media wall
- Sponsor recognition on MIRCIM social media profiles (dedicated post) Sponsor logo, description and materials on the MIRCIM website (Sponsors section)
- Sponsor logo, description and materials on the MIRCIM website (Sponsors section)

Bronze Sponsor

€5,000

- 6 m² stand
- 2 on-site registrations
- Full page ad in Participants' Guide (PDF)
- Sponsor recognition on digital displays in the venue (Sponsors slide)
- Sponsor recognition on the media wall
- Sponsor recognition on MIRCIM social media profiles (logo only)
- Sponsor logo, description and materials on the MIRCIM website (Sponsors section)

All prices are net.



Add ons

- Exhibit space: 4 m2 stand
  €2,000
- Exclusive sponsorship of the lunch and coffee brakes area
  €10,000
- Advertisement in the Participants' Guide (PDF): full page
  €1,000
- Advertisement in the Participants' Guide (PDF): half page
  €500
- 1 item bag insert
  €500
  Insertion of one piece (2-page A4 or smaller) of promotional literature or one small item.
- Customized signage/sponsor recognition
  Available upon request

We will be happy to discuss other solutions tailored specifically to your needs.

Please reach out to **mircim@piebm.org** to explore additional promotional opportunities during MIRCIM.

All prices are net.

Educational support

Independent educational grants play a fundamental role in supporting educational medical events.

MIRCIM is a nonprofit event for practicing physicians. By presenting recent advances and focusing on practical skills, it equips participants with the essential knowledge and expertise that are applicable worldwide.

Addressing the need for making trustworthy medical education more available, a collection of recorded MIRCIM lectures, encompassing hundreds of videos, is shared free of charge with medical professionals in Ukraine and resource-poor countries, including Africa and South America, thanks to a collaboration between the Polish Institute for Evidence Based Medicine and local institutions.

Educational support is highly valued and can make a real difference. To discuss educational support opportunities, please write to **mircim@piebm.org**.

Participation fees

One ticket – three events

Participants can attend lectures from any of the three parallel conference programs.

MIRCIM <+> AiMed Young Talents

In-person event

	Standard offer	Late offer
	1 Sep – 11 Apr	from 12 Apr
Academics, postdocs, clinicians, healthcare	€400	€500
Residents / PhD students	€250	€350
Undergraduate students*	€150	€250
Industry	€500	€600

Virtual event

Academics, postdocs, clinicians, healthcare	€250	€350
Residents / PhD students	€150	€250
Undergraduate students*	€100	€200
Industry	€350	€450

*Bachelor's/Master's (pre-diploma), not yet graduated.
Valid student ID required.

Prices are VAT inclusive.





One badge, three events

MIRCIM 2027
McMaster International Review Conference of Internal Medicine

<+> AIMed 2027 GLOBAL FORUM

Young Talents in Internal Medicine
World Contest Finals 2027

AIMed 2026 at a glance

450+	35	100+	18
ATTENDEES	COUNTRIES REPRESENTED	ABSTRACT SUBMISSIONS PUBLISHING PARTNER: BMJ DIGITAL HEALTH & AI	KEYNOTE SPEAKERS

Who you reach through AIMed Global Forum

clinicians · AI researchers · data scientists · regulators & policymakers · ethicists · health system leaders · patients · startups & medtech · investors · students & ECRs · medical informaticists

Joint MIRCIM + AIMed Global Forum sponsorship

Get your full AIMed Global Forum tier plus recognition across MIRCIM's channels — reaching its internal-medicine audience alongside AIMed's.

Joint MIRCIM + AIMed Global Forum package

Bronze — €6,000 · Silver — €12,000 · Gold — €18,000

All prices are net.



Founders & Executive Organizers

Polish Institute for Evidence Based Medicine, Kraków, Poland

McMaster University Department of Medicine, Hamilton, Canada

Executive Partners

Jagiellonian University Medical College, Kraków, Poland

+ more to be announced

Partner Societies

International Society of Internal Medicine
European Federation of Internal Medicine
Algerian Society of Internal Medicine
American College of Physicians
Argentine Society of Internal Medicine
Association of Physicians of Bangladesh
Association of Physicians of India
Austrian Society of Internal Medicine
Belgian Society of Internal Medicine
Canadian Society of Internal Medicine
Chilean Society of Internal Medicine
College of General Practitioners of Lithuania
College of Physicians, Singapore
Colombian Association of Internal Medicine
Croatian Society of Internal Medicine
Czech Society of Internal Medicine
Dutch Society of Internal Medicine
Estonian Society of Internal Medicine
Faculty of Consulting Physicians of South Africa
French Society of Internal Medicine
French Society of Multidisciplinary Medicine
German Society of Internal Medicine
Hungarian Society of Internal Medicine
Icelandic Society of Internal Medicine
Indonesian Society of Internal Medicine
Internal Medicine Society of Uruguay
Israel Society of Internal Medicine
Italian Scientific Society of Internal Medicine
Italian Society of Internal Medicine
Korean Association of Internal Medicine
Latvian Society of Internal Medicine
Macedonian Association of Internal Medicine
Mexican Society of Internal Medicine
Norwegian Society of Internal Medicine
Pakistan Society of Internal Medicine
Peruvian Society of Internal Medicine
Polish Society of Internal Medicine
Portuguese Society of Internal Medicine
Romanian Society of Internal Medicine
Royal College of Physicians of Edinburgh
Royal College of Physicians of Ireland
Royal College of Physicians of London
Serbian Association of Internal Medicine
Slovak Society of Internal Medicine
Society of Bedside Medicine
Society of Internal Medicine, Buenos Aires
Society of Internal Medicine of Nepal
Spanish Society of Internal Medicine
Swedish Society of Internal Medicine
Swiss Society of General Internal Medicine
Taiwan Society of Internal Medicine
Thi-Qar Internists Association Iraq
Tunisian Society of Internal Medicine
Turkish Society of Internal Medicine

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Contact

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