



# **SMIT Washington, DC: Re-Imagining the Future of Surgery**

The 36th Annual International Society for Medical Innovation and Technology Conference  
**October 9-11, 2025 | Washington, DC**





# SMIT 2025

The SMIT annual international conference brings together engineers and physicians from around the world to debate, discuss, and discover next trends in minimally invasive therapies, AI, robotics, and image-guided surgeries. It is an invaluable forum for innovation. In 2025 we will “reimagine the future of surgery”.

Just minutes from Washington DC, Bethesda Maryland is the home of the National Institute of Health (NIH) campus. It is the primary agency of the United States government responsible for biomedical and public health research.

**The SMIT 2025 conference will take place at the Bethesda North Marriott Hotel & Conference Center.**

Explore scientific innovation, network with peers, experience cutting-edge technology and visit the iconic and historic US Capital – Washington, DC.

# Conference Organizing Committee



**Kevin Cleary, PhD**  
Lead organizer



**Anthony Sandler, MD**  
Chief of surgery



**Kolaleh Eskandanian, PhD**  
Innovation lead

For further information:  
[kcleary@childrensational.org](mailto:kcleary@childrensational.org)



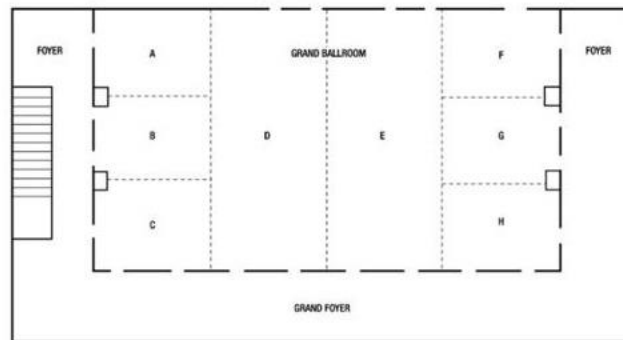




# Bethesda North Marriott Hotel & Conference Center

## FLOORPLAN

MAIN LEVEL



Knowledge Center (A-C) /Main Stage D

LOWER LEVEL



Innovation/Learning Sessions

# 36th Annual SMIT Conference at a Glance

## Thursday, October 9, 2025

Arrivals

## Friday, October 10, 2025

### Knowledge Center:

Exhibits and Kiosks throughout the day

### Morning:

Opening Scientific Main Stage Session

Topic Area Learning Sessions

Morning Networking Break – Knowledge Center

### Afternoon:

Main Stage Luncheon Session

Innovation Sessions

Afternoon Networking Break – Knowledge Center

### Evening:

Networking Reception

## Saturday, October 11, 2025

### Knowledge Center:

Exhibits and Kiosks throughout the day

### Morning:

Opening Scientific Main Stage Session

Topic Area Learning Sessions

Morning Networking Break – Knowledge Center

### Afternoon:

Main Stage Luncheon Session

Innovation Sessions

Afternoon Networking Break – Knowledge Center

Closing Main Stage Session

### Evening:

Closing Dinner



# 2025 SMIT Topics

- Minimally invasive surgery technology
  - Robotics
  - Image guidance
  - Navigation
- Biomedical devices
- Optical imaging
- Machine learning / AI
- Visualization and simulation
- Telemedicine
- Operating room of the future
- Innovation and entrepreneurship
- Pediatrics

2025 SMIT will welcome over 50 presenters and over 300 participants.





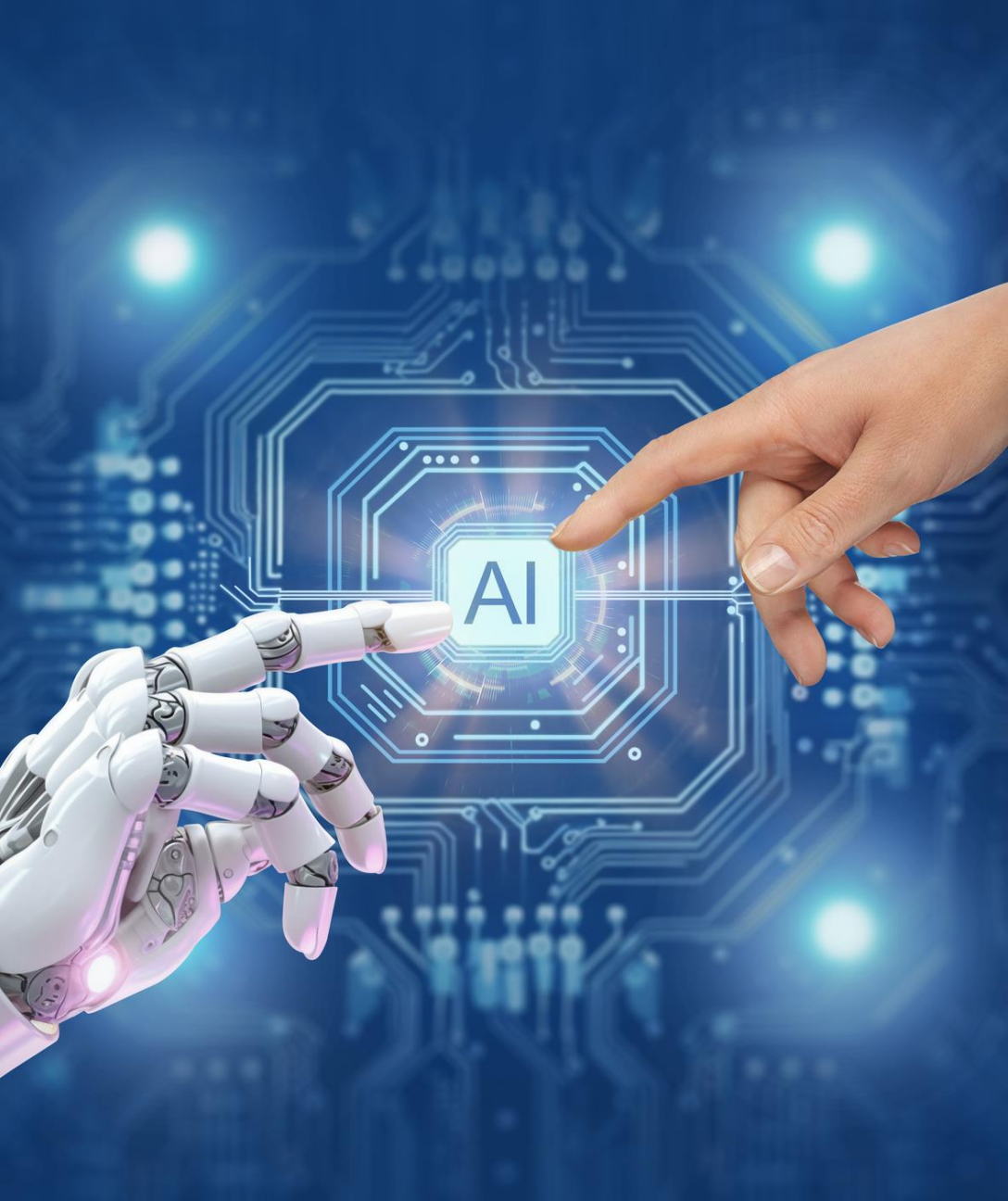


## Sponsorship Levels

# Presenting Sponsor

- Logo on conference sponsor signage and main stage walk in AV messaging
- Logo placement and recognition on ISMIT webpage as a Presenting Sponsor
- Recognition for activation selected
- Logo placement on activation selected
- Pre and Post attendee lists (attendee opt-in required)
- Dedicated Email to all attendees
- Social Media Posts – Ten
- Mobile App Placement as a Presenting Sponsor
- Mobile App 50 word description
- Demonstration Room
- \$25,000US





## Sponsorship Levels

# Supporting Sponsor

- Logo on conference sponsor signage and main stage walk in AV messaging
- Logo placement and recognition on ISMIT webpage as a Supporting sponsor
- Recognition for activation selected
- Logo placement on activation selected
- Pre and Post attendee lists (attendee opt-in required)
- Social Media Posts – Five
- Mobile App Placement as a Supporting Sponsor
- Mobile App 25-word description
- \$15,000US







## Sponsorship Levels

# Sponsor

- Company name listed on conference signage and main stage walk in AV messaging
- Company name listing recognition on ISMIT webpage as a Sponsor
- Recognition for sponsorship activation selected
- Logo placement on activation selected
- Pre and Post attendee lists (attendee opt-in required)
- Social Media Posts – Two
- Mobile App Placement as a Sponsor
- Mobile App 25-word description
- \$10,000US

# Sponsorship Activations

## Networking Events

|                    |            |
|--------------------|------------|
| Reception          | \$25,000US |
| Thursday Breakfast | \$10,000US |
| Friday Breakfast   | \$10,000US |
| Thursday Luncheon  | \$20,000US |
| Friday Luncheon    | \$20,000US |
| Dinner             | \$25,000US |
| Board Dinner       | \$15,000US |

## Program and Content

|                                |            |
|--------------------------------|------------|
| Main Stage Sessions (each)     | \$15,000US |
| Learning Session Tracks (each) | \$10,000US |
| Innovation Sessions (each)     | \$10,000US |

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## Conference Activations – Branding

|                             |            |
|-----------------------------|------------|
| Registration                | \$10,000US |
| Mobile App                  | \$20,000US |
| Lanyards                    | \$15,000US |
| Wayfinding Branding Signage | \$20,000US |
| Conference WIFI             | \$20,000US |

### Initial Step – Sponsors Select a Sponsorship level

**Presenting:** \$25,000US and above | **Supporting:** \$15,000US - \$24,000US | **Sponsor:** \$10,000US – \$14,000US

### Next Step - Sponsors Select a Conference Activation

In the amount of the sponsorship level selected. Each sponsor will be exclusively recognized for the activation selected and the sponsorship level they select for the conference.



# Knowledge Center – Exhibit Experience

The SMIT Knowledge Center is an immersive conversation area designed to maximize and engage dialogue by incorporating SMIT conference partners, exhibit booths, presenters, refreshment breaks, colleague meetings, and “continue the conversation” opportunities with conference speakers and conference participants to encourage collaboration, discussion, and networking. The Knowledge Center will be open for all participants throughout the conference.

*“Participating in the SMIT Annual Conference is not just a passive act of attending, it’s an active investment in innovation, discovery, and growth. It’s a commitment to yourself, your organization, and your goals.”*

**Kevin Cleary, PhD** – Lead Organizer

## Leverage Special Opportunities

- Meet key decisions makers who influence and have buying authority for their companies
- Expand your customer base
- Gather information and research
- Strengthen relationships with existing customers and colleagues
- Introduce new products and services to a unique audience
- Be aware of future trends in surgery





# Knowledge Center – Exhibit Experience

## Booth Sizes/Costs

- 10' x 10' booth \$6,000US
- Kiosk \$10,000US
- 20' x 10' booth \$12,000US
- 30' x 10' booth \$18,000US
- 20' x 20' booth \$24,000US
- 30' x 20' booth \$36,000US

### Included in the Cost of the Booth

- Full booth set up consisting of flameproof backdrop (8' high) and side drapery (3' high) on aluminum supports.
- Each 10'x10' booth receives one complimentary full conference registration Including all sessions, listing in the digital platform, access to digital session materials, luncheons, breakfasts, and networking events.
- Registration list prior to and after the conclusion of the conference (includes only those participants who opt in)

### Included in the Cost of the Kiosk

- Branded kiosk with company brand, plasma screen and connection for presentations, Small table and 2 chairs. (notebook computer is provided by the company exhibiting)
- One complimentary full conference registration Including all sessions, listing in the digital platform, access to digital session materials, access to luncheons, breakfasts, and networking events.
- Registration list prior to and after the conclusion of the conference (includes only those participants who opt in)





# Contacts

**Kevin Cleary, PhD – Lead Organizer**

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