

# Medical Decision Making in Uncertain Times

SMDM's 48th Annual Meeting

28 June – 1 July 2026

University of Oslo  
Oslo, Norway



## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Meeting Chairs:

Emily Annika Burger, PhD  
University of Oslo

Torbjørn Wisløff, MSc, PhD  
University of Oslo

Local Sponsor Chair: Ivar Sønnebø Kristiansen

For additional details and  
up-to-date information visit

[www.SMDM.org](http://www.SMDM.org)



*Better Health through Better Decisions.*

## **Description:**

Founded in 1979, the Society for Medical Decision Making (SMDM) is an interdisciplinary, professional research organization that promotes scientific and methodological rigor in health care decision research and its application to health policy and clinical care. We bring together experts from a wide range of disciplines and have significant and active engagement with health services and policy research professionals from academia, government agencies, industry, hospitals, and health systems.

Our Annual Meetings are the major catalysts for scholarly exchange and are the focal points of our in-person educational activities. SMDM publishes two journals: Medical Decision Making focuses on methodological work and systematic approaches to decision making, and MDM Policy & Practice, an open access journal, focuses on applications to problems facing decision-makers, including patients, providers, and payers. The journals have become increasingly influential as a rigorous source of important new knowledge – clinical and methodological – as well as a place to find authoritative review articles and incisive editorials.

## **Values:**

We value a global perspective on health and use interdisciplinary scholarship and methodological excellence, both in breadth and depth, to address these issues. We equally value the inspiring, energizing, respectful, collegial, and friendly learning environment that the Society provides. Through multiple interactions with health care systems and stakeholders around the world, we strive to have a positive impact on decision making in health care.

**[View Our 2025 Conference Schedule](#)**

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Dear Colleagues,

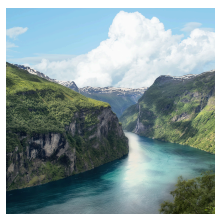
It is our distinct pleasure to invite you to join us for the 48th Annual Meeting of the Society for Medical Decision Making, to be held 28 June–1 July 2026 in Oslo, Norway. Following the tradition of previous meetings, SMDM 2026 will offer attendees the opportunity to explore diverse and cutting-edge topics in medical decision making. The meeting will provide interactive forums for the presentation of novel research, along with ample opportunities to connect and collaborate with colleagues from around the world.



Oslo, the vibrant capital of Norway, offers a stunning backdrop where natural beauty meets forward-thinking innovation. With its rich history, dynamic healthcare system, and commitment to sustainability, Oslo provides a fitting setting for advancing conversations on health policy, decision science, and ethical practice.

SMDM 2026 will be an in-person meeting, with some hybrid components. More information about the program, travel planning, and registration will be shared on the [SMDM website](#), through our social media channels, and via email.

The program will include symposia, oral presentations, posters, and workshops inspired by the meeting theme, Medical Decision Making in Uncertain Times. We will also have Lee Lusted student presentations, a special keynote session, career development activities, and an advocates-for-equity session.



We very much look forward to your participation in SMDM26.

Beate Jahn, PhD  
SMDM President

Emily A. Burger, PhD  
Meeting Chair

Torbjorn Wisloff, PhD  
Meeting Chair



## SMDM ANNUAL CONFERENCE

SMDM's Annual Meeting provides a highly interactive forum for discussion of novel research based on medicine, psychology, economics, decision theory, and analytical models applied to health-related decisions. Presentations of original research, keynote talks, special symposia and short courses will offer attendees the opportunity to explore diverse topics related to medical decision making.

Meetings typically draw 300 – 600 attendees from a variety of professional backgrounds and academic disciplines. They work in hospitals, universities, private corporations, foundations, and government agencies across the globe. Our audience includes researchers, educators, clinicians, patients, managers, policy-makers, administrators, informatics professionals, medical decision-making practitioners, and trainees, among others.

Attendees often include representatives from our Institutional Membership program, which has included: Amgen Inc., Archimedes, AstraZeneca R&D Lund, Biogen Idec, Bristol Myers, Squibb, Center for Disease Analysis, Eli Lilly and Company, Express Scripts, Inc., F. Hoffman-La Roche, GE Healthcare, IMS Health Care, Merck & Co., Novartis Pharmaceuticals Corporation, Pfizer, ScheringPlough Corporation, Treeage Software, University of Toronto THETA, Collaborative, VA Technology Assessment Program (VATAP).

## EXHIBITOR SCHEDULE

Exhibits will be located near the Poster Sessions for maximum exposure time to meeting attendees. Exhibit space is limited to table-top only. Exhibitor registration, continental breakfast, lunch, and coffee breaks are included. Dinners are on your own.

The exhibition will be during the Welcome Reception on Sunday and also during coffee & lunch breaks, and poster sessions from Monday to Wednesday.

Please note that there will be no exhibitions during scientific sessions. All times are tentative and will be finalized in the months leading up to the conference. Please check the current schedule beginning 23 March, 2026 at [www.smdm.org](http://www.smdm.org).

- Sunday, 28 June 2026 - SMDM Evening Welcome Reception
- Monday, 29 June 2026 - Day One
- Tuesday, 30 June 2026 - Day Two
- Wednesday, 1 July 2026 - Day Three (1/2 day)

Key: \* Multiple Available

### **\* Meeting Supporter NOK 150,000 (USD 15,000)**

Show your support for the groundbreaking research being presented at SMDM by becoming a Meeting Supporter. Maximize your exposure to every attendee.

- Company name, logo, and brief description on the meeting website
- Company name, logo, and link to company website in the meeting app
- Individual sign with company name and logo placed prominently in meeting area
- THREE general conference registrations and THREE short course registrations
- Your logo will be displayed in the reception room, on signage outside of the reception room and on signage throughout the meeting
- Special recognition from the podium during the welcoming comments
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

### **First-Time Attendee Reception Supporter NOK 75,000 (USD 7,500)**

Support new meeting attendees and make a great first impression.

- Company name and logo on the meeting website
- Company name and logo in the meeting app
- ONE general conference registrations and ONE short course registrations
- Your logo will be displayed in the reception room and on signage outside of the reception room
- Special recognition from the podium during the reception opening comments
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

### **\* Targeted Event Supporter NOK 50,000 (USD 5,000)**

Select from one of our Annual Meeting events to align with your target audience and message. Options include ([click here](#) for more details on each session):

\* Welcome Reception

Trainee Luncheon

Advocates For Equity Session

Mid-Career Luncheon

International Networking Reception

- Company name listed on the meeting website and in the meeting app
- ONE general conference registration and ONE short course registration
- Opportunity to stand and welcome attendees to the targeted event
- Your logo displayed at the targeted event
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

### **Communications Supporter NOK 50,000 (USD 5,000)**

Support the SMDM Annual Meeting mobile app and showcase your organization's name and logo to attendees as they check the program and read abstracts and speaker bios on their mobile devices and tablets.

- The meeting app will list your organization's name and logo first wherever supporters are listed or displayed.
- Company name listed on the meeting website
- ONE General Conference Registration and ONE Short Course Registration
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

**[Sign up to support the 48<sup>th</sup> Annual Meeting here.](#)**

Key: \* Multiple Available

#### **\* Short Course Supporter NOK 50,000 (USD 5,000)**

Support the ongoing education of researchers in all stages of their careers.

- Company name listed on the meeting website and in the meeting app
- ONE Complimentary General Conference and ONE Complimentary Short Course Registration
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

#### **\* Trainees and LMIC Scholarships NOK 50,000 (USD 5,000)**

SMDM would like to offer scholarships to Trainees and Residents in a Low- or Middle-Income Country (LMIC) and Ukraine to participate in and attend the meeting. One sponsorship covers meeting registration, travel and lodging costs for one trainee or attendee from LMICs. All scholarships included SMDM membership for one year, including online access to the SMDM journals.

- Company name listed on the meeting website and in the meeting app
- ONE General Conference Registration and ONE Short Course Registration
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

#### **\* Exhibit Table ONLY NOK 12,500 (USD 1,250)**

- Company name listed on the meeting website and in the meeting app
- ONE Complimentary Exhibitor Registration
- One 140x70 cm draped table with two chairs and a wastebasket (table-top display only)

#### **\* Company Banner Add-On NOK 35,000 (USD 3,500)**

Opportunity to add a retractable banner to your exhibit table space.

- Add a retractable banner to your exhibit table-top display space

#### **\* Support Special Interest Group (SIG) Meetings NOK 10,000 (USD 1,000)**

Select one of our active SIGs to align with your target audience and message.

- Logo on the sign for the SIG meeting room
- Company name listed on the meeting website and in the meeting app

#### **\* T-shirts Supporter NOK 7,500 (USD 750)**

Support conference logistics for volunteers and attendee give-aways.

- Company name listed on the meeting website and in the meeting app

#### **\* Institution registration *Price Varies***

Price depends on number and type of registrations you would like to offer.

- Set number of registrations available for your institution to offer to your constituents
- Institution name listed on the meeting website and in the meeting app
- Unused registration value is donated to SMDM in general support of the meeting

**[Sign up to support the 48<sup>th</sup> Annual Meeting here.](#)**