



Better Health through Better Decisions.

49th Annual Meeting

Partnership Proposal

Pursuing the Promise

**UNIVERSAL, SUSTAINABLE, PATIENT-CENTRED HEALTHCARE
THROUGH BETTER DECISION MAKING**



**TORONTO, CANADA
6-9 JUNE, 2027**

CO-HOSTED BY:

**Toronto
Metropolitan
University**

ABOUT SMDM

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.

SMDM Annual Meetings are known for their collegial, energizing environment, bringing together a global community to translate methodological rigor into real-world impact for health systems and stakeholders worldwide. These gatherings are also the major catalysts for scholarly exchange and the focal point of our in-person educational activities.

Organizations looking for year-round engagement can also learn about SMDM's Institutional Membership program at smdm.org/institutional-membership.

2027 Annual Meeting Chairs



Lauren Cipriano
Ivey Business School
Western University



Petros Pechlivanoglou
The Hospital for Sick
Children
University of Toronto



Konstantinos Georgiou
Department of Mathematics
Toronto Metropolitan
University

WHY SUPPORT US?

Supporting SMDM puts your organization in front of the researchers, clinicians, and policymakers shaping the future of health care decision making, the same audience driving new methods, hiring decisions, and cross-sector partnerships in the field. Our Annual Meeting is where new decision-science methods are presented and debated, and where 500+ attendees from hospitals, universities, government agencies, and industry worldwide come together to exchange ideas, build partnerships, and recruit talent.

The support levels below offer flexible ways to connect with this community, from broad visibility throughout the meeting to direct recognition at the sessions and events most relevant to your organization.



SUPPORTER PACKAGES

VISIONARY SUPPORTER

USD 15,000

- Company name, logo, and brief description on the meeting website
 - Company name and logo in the meeting app and on signage
 - Priority placement for exhibitor table
 - Three general conference registrations & three short course registrations
 - Option: Special recognition at one of two designated scientific sessions¹
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ADVOCACY SUPPORTER

USD 10,000

- Company name, logo, and brief description on the meeting website
 - Company name and logo in the meeting app and on signage
 - One exhibitor table
 - One general conference registration & one short course registration
 - Option: Special recognition at one of two Early Career sessions²
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COMMUNITY SUPPORTER

USD 5,000

- Company name, logo, and brief description on the meeting website
- Company name and logo in the meeting app
- One exhibitor table
- One general conference registration
- Option: Special recognition as a scholarship supporter in the meeting app³

SUPPORTER PACKAGE DETAILS

¹ SMDM will choose two **scientific session topics** and all 2027 Visionary Supporters have the option to align with one of these two sessions. More than one supporter may choose the same one, and those who prefer not to attach to a specific topic remain general Visionary Supporters with full tier benefits.

Supporters have no role in shaping session content, selecting speakers or panelists, or influencing any scientific programming; panels reflect a range of perspectives, including industry, government, academia, and patient viewpoints.

² Early Career sessions include the **Career Development Panel** and the **Speed Mentoring Lunch**. Both 60-minute sessions include lunch for trainees.



³ Scholarship recognition supports SMDM's **Trainee & LMIC Scholarship Fund**, which covers meeting registration, travel, and lodging for trainees and residents from low- and middle-income countries and Ukraine, plus one year of SMDM membership.

EXHIBITOR LOGISTICS

Exhibits will be located near the poster sessions for maximum exposure to meeting attendees. Exhibit space is limited to table-top only. Welcome reception, continental breakfast, and coffee breaks are included. The social event is an optional add-on. Lunch and dinners are on your own.

The exhibit area will be open during the welcome reception on Sunday evening, during coffee and lunch breaks, and during poster sessions Sunday to Wednesday. The program will be finalized in the months leading up to the conference; please check the our Annual Meeting webpage at www.smdm.org for full conference logistics. (We expect to release program details in April 2027.)

2027 Annual Meeting Overview

Sunday, 6 June 2026
Exhibitor set-up
Evening Welcome Reception

Monday, 7 June 2026
Day One: Full day program

Tuesday, 8 June 2026
Day Two: Full day program

Wednesday, 9 June 2026
Day Three: Half-day program





Society for Medical Decision Making

Better Health through Better Decisions.

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CONTACT INFORMATION

Website

www.smdm.org

Phone Number

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Email Address

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