

Sponsorship Prospectus



Image analysis and deep learning in Python

June 14th – July 31st



About us

Our mission is to teach students and researchers new to the field the fundamentals of medical image analysis and deep learning in Python. McMedHacks is a program organized by students of Dr. Enger's lab at McGill Medical Physics Unit and the Lady Davis Institute and consists of a workshop series and a hackathon.

Participants will learn how to

- **process** data in formats ranging from JPG images to DICOM files used in clinical settings
- **analyze** images from several imaging modalities such as pathology, endoscopy, and CT
- use both **algorithmic** and **deep learning-based** approaches to medical image analysis
- **recognize and overcome common challenges** associated with different imaging modalities and analysis methods

The Workshops

From June 14th – July 31st, we will be hosting a series of weekly keynotes and interactive workshops. Leading researchers in medical image analysis and deep learning will present their cutting-edge research to inspire and motivate students for the complimentary workshops.

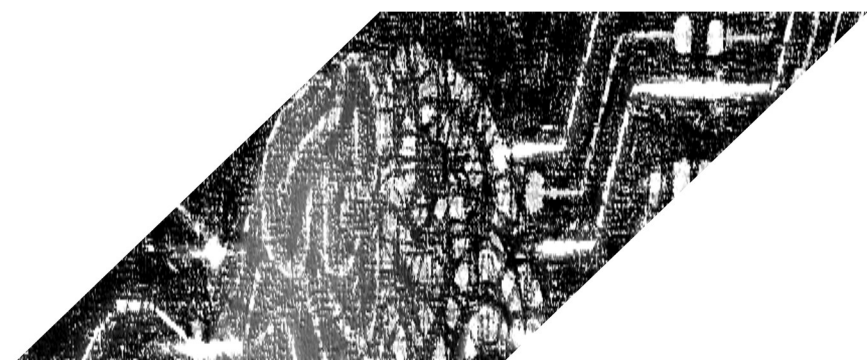
Our interactive workshops will be instructed by current and former students with research experience in deep learning and medical image analysis. Each workshop will consist of:

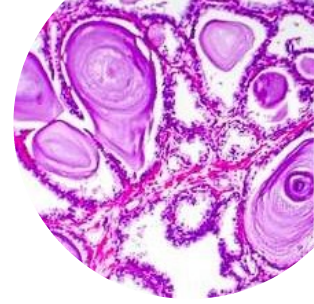
1. a classroom-style introduction to a new image analysis method and imaging modality
2. an interactive demonstration of the newly learned skills

The workshops will be **free**. Due to COVID restrictions and for accessibility purposes, the workshops will be held **entirely online**, recorded, and made publicly available. Anyone from anywhere can join. All demonstrations will be performed in Google Colab, which will allow anyone with internet access to perform complex computations on their machines regardless of hardware specifications.

The Hackathon

To put the skills that participants learned during the workshops to the test, we will be hosting a hackathon in the first week of August. Participants will be asked to solve problems in medical image analysis using deep learning. The event will be held **online and in-person optionally**, if COVID restrictions allow. During the event, participants will receive mentorship from researchers and experienced students.





Why sponsor us?

Your sponsorship will allow us to expand our team of expert instructors, speakers, and mentors. With your support, we can reach a larger audience.

Networking and Recruitment

Over 100 participants ranging from undergraduates to postdocs and MDs have signed up for the event. These bright minds are hungry for challenges and new opportunities. Since the event will be online, participants not just from Canada and the USA but from around the globe will be attending.



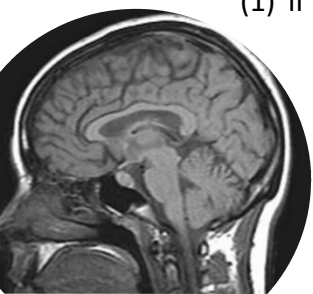
Brand Recognition

Your company will be exposed to current and future scientists pushing the boundaries of medicine and computing. Leave a lasting impression with branded merchandise, product demonstrations, and your own coding challenges. You will reach participants during the events and a much broader audience through the recordings posted on social media.

Sponsorship options

Tier	Bronze	Silver	Gold
Cost	\$500	\$1000	\$2000
Logo on our website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on merchandise	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion on social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5-minute advertisement and recruitment slot during an event		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mention or use of your product during our interactive workshop ⁽¹⁾		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Host mini-coding challenge(s) with branded prize(s)			<input checked="" type="checkbox"/>

(1) if your product is applicable to medical image analysis or deep learning



How to reach us

If you are interested in supporting our event or have any questions, please reach out to our sponsorship team at medhacks2021@gmail.com

You can learn more about our event on our website: www.mcmedhacks.com

Our sponsorship team



Yujing Zou

Masters Student – Medical Physics

yujing.zou@mail.mcgill.ca



Luca Weishaupt

Undergraduate - Physics

luca.weishaupt@mail.mcgill.ca

