



Discovery Datathon

sccm.org/datathon

EVENT OVERVIEW

July 19-20, 2025

SCCM Headquarters and Conference Center

500 Midway Drive

Mount Prospect, Illinois, USA

Join clinicians and data scientists collaborate to address real-world critical care issues and improve patient care. The Society of Critical Care Medicine (SCCM) offers a variety of sponsorship opportunities, with levels to meet every budget! Sponsorship and advertising packages start at \$5,000 and can be customized to meet your goals. Support the Datathon and unlock new opportunities to get involved in Discovery, the Critical Care Research Network. Make connections while you impact the future of critical care research.

Theme: Making Connections in Critical Care Data

Subthemes:

- Bridging Modalities: Integrating Multimodal Data for Critical Care
- Connecting Sites: Multicenter Insights for Critical Care
- Advanced Machine Learning: AI Applications in Critical Care



SPONSORSHIP BENEFITS

The Datathon provides opportunities for sponsors to bring their marketing message and information about their products and services directly to key members of the intensive care/critical care unit team and other professionals.

Demonstrate your commitment to the future of healthcare through advances in data science. SCCM and its industry partners are invested in health equity as partners in the shared mission to improve critical care. Support for health equity initiatives is ethically imperative and necessary for building trust and credibility with patients, communities, and stakeholders.

Position your organization as a leader in critical care research innovation. Your organization's support for the event will be prominently displayed in all promotional materials, providing your organization with valuable exposure to a wide range of professionals in the field.

Connect with the brightest minds within critical care and data science. This event brings together some of the most talented and innovative data professionals, providing an opportunity to develop partnerships that can help drive your organization's innovation agenda.



SPONSORSHIP OPTIONS

Multiple opportunities are available to target your company's goals and meet your budget when you become a sponsor. Contact Melissa Nielsen at mnielsen@sccm.org for more information.

RECOGNITION AND ADVERTISING \$5,000	NETWORKING SUPPORTER \$9,000	AWARD SUPPORTER \$12,000	SHOWCASE SPONSOR \$15,000
<p>Standard recognition:</p> <ul style="list-style-type: none"> • Tabletop to distribute materials • Opportunity to address the participants on day 1 • Recognition as lunch provider • Recognition on signage and slides • Datathon plus SCCM-customized mailing list of up to 10,000 addresses 	<ul style="list-style-type: none"> • Standard recognition and advertising • Networking event supporter: Sponsor an evening networking reception. Includes recognition and the opportunity to address attendees and mingle and socialize. 	<ul style="list-style-type: none"> • Standard recognition and advertising • Recognition as Datathon award sponsor in announcements and promotional materials • Complimentary advertising or sponsorship on an SCCM podcast featuring the award recipient • Complimentary sponsorship of the Congress Research Snapshot Theater featuring award recipients' work 	<ul style="list-style-type: none"> • Standard recognition and advertising • On-site video interview in SCCM's state-of-the-art recording studio with a company representative to discuss thought leadership, product overview, or human impact. SCCM will work with you to develop an approved topic and talking points. • Off-site podcast or virtual video interview can be developed for those unable to be on site.

Extend Your Reach and Maximize Value—Opportunities available exclusively to Datathon supporters:

- **One year of Discovery newsletter advertising** (six consecutive issues): **\$7,500** (25% discount)
- **Sponsored email** branded to your company to a targeted audience: **\$7,500**
- Unlock discounts for selected **Congress sponsorship** and **Critical Care Innovation Incubator** opportunities.