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**FOR IMMEDIATE RELEASE**

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**WORLD MOLECULAR IMAGING SOCIETY RETURNS TO HAWAII  
FOR ANNUAL MEETING, SEPT. 2-5**

*– 1,500 delegates will convene in Honolulu for World Molecular Imaging Congress 2015 –*

**HONOLULU** – The Hawai'i Convention Center is preparing to welcome 1,500 international scientists, clinicians and practitioners specializing in advanced imaging as they arrive on O'ahu for the World Molecular Imaging Congress (WMIC) 2015, Sept. 2-5. This is the World Molecular Imaging Society (WMIS)'s second time hosting its annual gathering in Hawai'i, having previously met in 2006 as the Society of Molecular Imaging.

The conference is expected to generate an estimated \$11.8 million in visitor spending and \$1.1 million in state tax revenue to benefit Hawai'i's economy.

George D. Szigeti, president and CEO for the Hawai'i Tourism Authority (HTA) said, "It's a privilege to welcome back to O'ahu the World Molecular Imaging Society and its esteemed members for their annual meeting. Hawai'i's mesmerizing beauty, rich multi-cultural history and warm *aloha* spirit provides an inspiring setting for the exchange of new, cutting-edge discoveries and research that can have far reaching effects on improving specialized medical care."

"When deciding where to hold our next World Molecular Imaging Congress, we aimed to find a destination where our members would be able to enjoy beautiful scenery and a rich culture, while also engaging in the many spotlight sessions and activities at WMIC," said Lisa Baird, executive director of the WMIS. "The location is key because it's so easily accessible for the U.S. and Asia, where most of our members reside."

Throughout the week, the World Molecular Imaging Congress will feature more than 160 oral presentations and more than 900 scientific poster presentations from world-renowned global institutions with keynote sessions on precision medicine and co-clinical trials.

New to this year's meeting, WMIS members will share their insights with the community, inspire young scientists, and lead discussions on controversial topics in the field in a Fellow's Forum Panel on Fri., Sept. 4.

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Featured spotlight sessions will cover topics such as:

- **Women's Imaging:** An overview of the clinical aspects of breast and gynecologic cancers and how precision medicine affects both the imaging and treatment of these malignancies.
- **Molecular Imaging Based Companion Diagnostics:** Understanding the challenges faced by drug development and how molecular imaging based approaches can help patient stratification in real time by identifying patients who are likely to respond to a given drug.
- **Metabolism:** A discussion of the current understanding of the relationship between oncogenic signaling and tumor metabolism, and the use of emerging techniques in molecular imaging to illuminate key aspects of tumor metabolism in mice and humans.
- **Radiogenomics:** By comparing individual patient data to pre-existing databases, radiomics information can be used to develop patient-specific decision support tools. Furthermore, complementary innovations in next generation sequencing and radiomics that allow spatial quantification of tumor phenotypic heterogeneity/clonal composition and its change during drug treatment will provide the basis for improved treatment outcome and will be the fundamental drivers for the future of personalized oncology.

The WMIS is dedicated to developing and promoting translational research through multimodality molecular imaging. The education and abstract-driven WMIC is the annual meeting of the WMIS and is held in conjunction with partner societies including the European Society for Molecular Imaging (ESMI) and the Federation of Asian Societies for Molecular Imaging (FASMI). WMIC provides a unique setting for scientists and clinicians with very diverse backgrounds to interact, present, and follow cutting-edge advances in the rapidly expanding field of molecular imaging that impacts nearly every biomedical discipline. Industry exhibits at the congress included corporations who have created the latest advances in preclinical and clinical imaging approaches and equipment, providing a complete molecular imaging educational technology showcase. For more information, visit [www.wmis.org](http://www.wmis.org).

**About Meet Hawai'i and Hawai'i Tourism Authority**

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs. The marketing efforts of the Meet Hawai'i team are overseen by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit [MeetHawaii.com](http://MeetHawaii.com).

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