

PARTNERSHIP DOSSIER

**SPORT & TECHNOLOGY:
THE ART OF WINNING THROUGH
SCIENCE, PERFORMANCE AND HEALTH**

Conference - 28th of March 2026
Brussels

Organised by

BMC
BORLÉE
MEDICAL CENTER



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About the Conference

Explore. Understand. Share.

By launching this **second edition**, CARE by BMC reaffirms its ambition to bring people together, inspire, and **help advance** practices related to human performance, sport, and health.

The goal is clear: to create a high-level **space for exchange** where field professionals, scientific experts, drivers of technological innovation, and individuals **committed to health and performance** can converge, share experiences, and **open new perspectives**.

Through this event, CARE by BMC aims to:

- Encourage the **practical adoption of advances** in neuroscience, connected technologies, and physiological analysis.
- Place the **human being at the centre**, exploring how technology can support, refine, and preserve physical and mental capacities without replacing them.
- **Build bridges between research and practice**, between elite sport and the general public, between science and real-world application.
- Foster the emergence of a **committed community** of professionals and decision-makers ready to think and act differently.
- Establish the event as a lasting fixture in Belgium and internationally—an unmissable gathering at **the crossroads of sports medicine, performance, and innovation**

For CARE by BMC, this conference is more than an event.

It is the continuation of a hands-on commitment: **supporting people, driving progress**, and always **staying at the forefront** of how we care for the **body** and the **mind**.

What will we talk about?

Sport & Technology: the art of winning through science, performance and health

It is no longer enough to train. **We must measure, anticipate, understand.**

Today, athletes and sports enthusiasts no longer just listen to their bodies: they read them, model them, optimise them. **Technology has changed the rules of the game.** And tomorrow, it will change the way we move, recover, and take care of our health—even outside the stadium.

A transformation driven by technology, science, and **a more holistic vision of human performance.**

On the 28th of March, this revolution takes the stage.

“Sport & Technology: the art of winning through science, performance and health” is a **unique event** imagined and led by BMC - Borlée Medical Center.

At the intersection of **hands-on experience, high-level standards** and openness to **emerging sciences**, BMC - Borlée Medical Center aims to create a truly distinctive gathering.

A rare moment - **demanding, accessible and inspiring** - where the world of sport, life sciences, health, and innovation come together.

We will talk about **what is already changing:**

- **Rethinking mental health** assessment through tools capable of evaluating fatigue, stress and sleep in just a few minutes.
- **Using artificial intelligence** to plan surgery, guide medical procedures or support remote rehabilitation.
- **Optimising performance** by synchronising brain and body through alpha waves and fascia.
- **Transforming medical practices** with PRP, cardiac MRI, and dynamic postural analysis.

But above all, we will talk about **what can change for everyone.**

Because what is being tested today with elite athletes will soon become accessible to amateur athletes, coaches, therapists, young people, seniors... to anyone who wants to **move better, live better, and prioritise prevention over cure.**

What will we talk about?

Sport & Technology: the art of winning through science, performance and health

200 actors united by a shared ambition

The event will bring together **200 carefully selected participants**, including sports physicians, medical doctors, physiotherapists, strength and conditioning coaches, researchers, sport-tech start-ups, trainers, and performance coaches... as well as individuals passionate about health, movement, and innovation.

All will come to **learn, exchange, be inspired, and explore** how practices are evolving at the intersection of science and real-world application.

With **keynote speakers**, concrete case studies, athlete testimonials, and technological demonstrations, the day will highlight **the power of this ongoing revolution**—as well as its ethical, economic, and human challenges.

Who are the organisers?

BMC - Medical Center

Marc Borlée is a physiotherapist specialising in sports medicine. Coming from a family that has marked the history of Belgian athletics, he has devoted his career to supporting both elite and amateur athletes, combining performance requirements, clinical rigor, and a human-centred approach to movement.

Drawing on this field experience and a **forward-looking vision**, he founded the Borlée Medical Center (BMC), a **multidisciplinary centre** dedicated to health, performance, and technological innovation applied to the human body.

BMC offers an **integrated approach** that brings together sports medicine, physiotherapy, physical preparation, data analysis, and cutting-edge technological devices to **address the specific needs of athletes and amateurs, patients, and professionals**.

Grounded in both practice and science, BMC places the human being at the centre of its mission, with a clear ambition: **to sustainably enhance physical and mental health and performance** through personalised care and concrete solutions based on innovation and precision.



Who are the organisers?

IDDUP Agency

IDDUP is a **communication, marketing, and public relations agency** specialising in strategic support for companies, institutions, and organisations undergoing transformation.

Made up of **five experts with complementary profiles**, the team combines rigour, boldness, and passion, with a strong focus on developing **maturity and impact**—just as with CARE by BMC.

The agency operates in Belgium and internationally, supporting small businesses, SMEs, large companies, and public organisations wherever clarity, structure, and accelerated growth are needed.

With **solid experience in organising events** gathering up to 1,500 participants, the agency brings the same level of excellence to every project, regardless of size.

For this second edition, **200 carefully targeted B2B and B2C participants** are expected.

The **objective**: to establish this event as a **key annual meeting** at both national and international levels.



The Speakers

(provisional programme)

Jacques Borlée, Boost by Borlée

“Alpha waves and fascia in training”.

- Coach and trainer, creator of the Boost by Borlée programme
- **Topic of the talk:** how the synchronisation of brainwaves and the release of fascia open the door to a more complete, sustainable, and high-performance approach to training—where concentration, coordination, and injury prevention come together.

Simon Bacziewicz, Winback

“Dry needling and tecar therapy: an innovative and complementary combination”.

- Physiotherapist and osteopath, specialised in neurodynamics and dry needling. He works with high-level athletes.
- **Topic of the talk:** dry needling and TECAR therapy work in synergy to release tension, stimulate circulation, and accelerate recovery, delivering fast and lasting results for tendinopathies and muscular contractures.

Alexandre Coste, BeScored

“Objectifying mental health: a technological innovation for performance and well-being”.

- PhD in Human Movement Sciences and Head of Technological Development for MASAK (Mental And Stress Assessment Kit)
- **Topic of the talk:** the MASAK device combines physiological and cognitive measurements to assess physical condition, mental fatigue, stress, and sleep in under 20 minutes — an innovation at the crossroads of sport, well-being, and health.

Dr. Ioan Dunca, Clinique 53

“The Use of Artificial Intelligence at Three Levels in Orthopedic Surgery”.

- Orthopaedic surgeon specialised in shoulder and knee surgery.
- **Topic of the talk:** from 3D implant planning to robotic assistance and post-operative follow-up via smartphone, the MyShoulder 3D, ROSA, and EXER Health technologies are redefining surgical precision, speeding up recovery, and improving patient support.

Christophe Hausswirth, BeScored

“Stress, Sleep, and Cellular Aging: Key Drivers for Preserving Health and Extending Lifespan”.

- CEO of BeScored, a scientific expertise centre specialising in product validation and the assessment of their benefits, particularly in the fields of sport and health.
- **Topic of the talk:** chronic stress disrupts sleep, impairs cellular repair mechanisms, and accelerates biological ageing. Improving stress management and sleep quality could help preserve health and slow down the ageing process.

Prof. Jean-François Kaux, CHU Liège

“Platelet-rich plasma (PRP) in musculoskeletal disorders: indications, contraindications and practical considerations”.

- Specialist in physical medicine, rehabilitation and sports traumatology, Professor at the University of Liège, and Head of Department at CHU Liège since 2016.
- **Topic of the talk:** by concentrating the blood's growth factors, platelet-rich plasma opens new perspectives in the treatment of tendinopathies and osteoarthritis. This presentation will review its scientific foundations, indications, and current limitations.

Dr. David Khorassani

“PCPTherapy: An Innovative Approach for Neuro-Muscular Release and Athletic Performance”.

- Osteopathic physician, founder of the PCPTHERAPY method, and inventor of the medical devices MyoDK (Class I) and MyoRK (Class IIa CE0197)
- **Topic of the talk:** PCPTherapy is an innovative deep neuro-muscular release method that targets trigger points through combined stretch and compression, improving mobility, proprioception, and postural alignment. It boosts athletic recovery and performance (up to +30% in a study on hockey players) and, when paired with MyoDK/MyoRK devices, represents a major step forward in chronic pain management.

Denis Morcel

Christophe Otte

“Postural Preferences and Adaptive Strategies: When the Body Submits or Compensates with Intelligence”.

- Founder of the International Academy of Orthokinesiology and of the OPS Clinic, where he developed the orthokinesiology method – dynamic posturology (OTTE Method).
- **Topic of the talk:** based on orthokinesiology, this dynamic approach reveals how the body organises itself according to its motor preferences and compensations — not to correct, but to protect. A functional vision serving rehabilitation, performance, and prevention.

Dr. Philippe Thoma, CHU de Tivoli

“The Role of Cardiac MRI in Sports Medicine”.

- Expert in radiodiagnostics, Dr Thoma has distinguished himself through his specialisation in cardiovascular imaging.
- **Topic of the talk:** cardiac MRI makes it possible to detect cardiovascular diseases at an early stage and to analyse the heart’s adaptations to athletic activity. It is an essential tool for ensuring the safety and performance of elite athletes.

The Conference at a glance

Name of the event :	Sport & Technology: the art of winning through science, performance and health
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Date and time of the event :	28th of March 2026, from 8:30 a.m. to 6:00 p.m.
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Networking times :	The programme includes four networking moments.
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Location :	Brussels periphery (TBC)
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Student fee :	75 € HTVA (Early bird) - 100 € HTVA
Normal fee :	125 € HTVA (Early bird) - 175 € HTVA

Objectives of the event :	<ul style="list-style-type: none">• Inspire through technological innovation.• Connect leaders in sport and health.• Showcase concrete and unprecedented solutions.• Demonstrate the impact of technology on performance.• Highlight excellence and innovation.• Establish an unmissable annual event.
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Media Promotion:	<ol style="list-style-type: none">1. Press relations2. Social media & advertising3. Website4. Newsletters
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Seize the opportunity to join a targeted community by becoming one of the official partners of CARE by BMC 2026.

Associating your brand with CARE by BMC, with our leading partners and **internationally recognised speakers**, means joining a **respected ecosystem** where physicians, researchers, entrepreneurs, and decision-makers converge. It also means positioning yourself alongside those who are already designing, testing, and applying the innovations that are transforming sport, health, and performance today.

The topics explored go far beyond sport: they draw on the **latest scientific advances** to rethink performance, health, prevention, and well-being.

We guarantee **maximum visibility** and **recognition**.

The conference benefits from an omnichannel communication strategy that includes:

- a targeted digital marketing campaign (LinkedIn & Instagram)
- precise performance indicators to measure your visibility
- press outreach to the most relevant regional and national media outlets.

This second edition pursues a key objective: **responding to real-world needs** while creating a **space for exchange**, innovation, and **visibility for every partner**.

Join a **forward-thinking dynamic** and position your brand within a global movement where science and technology are redefining the **future of sport and health**.

Partnership offer

	Consciousness	Performance	Excellence
Your roll-up	1	2	3
Your logo on digital materials: landing page, confirmation emails and thank-you emails	✓	✓	✓
Your logo on the conference slides (projected in the conference space)	✓	✓	✓
Your presentation in the handbook			✓
Your logo on the participants list	✓	✓	✓
Distribution of your goodies and flyers (at the reception desk)		✓	✓
Acknowledgements at the beginning of the conference	✓	✓	✓
Visibility in the invitation and in the press kit		✓	✓
Company presentation at the beginning of the conference			(2 min)
Your logo in the teaser video			✓
Your logo in a LinkedIn post announcing the partners	✓	✓	✓
Presentation of your company in an individual LinkedIn post			✓
Number of free seats at the conference		1	3
Your stand (one table and two chairs)		1	1
Price excluding VAT	1 000 €	2 500 €	5 000 €

Partnership confirmation

First name :

Last name :

Job title :

Field of activity :

VAT number :

Address :

Postcode and city :

Country :

Phone number :

Email address :

The partner agrees to provide financial support for the CARE by BMC 2026 Conference

☐ PACK « **Consciousness** » : 1 000 € excluding VAT

☐ PACK « **Performance** » : 2 500 € excluding VAT

☐ PACK « **Excellence** » : 5 000 € excluding VAT

Invoices must be paid to account no. **BE35 1030 2784 5637** in the name of **Dream Family**,
with the **reference**: CARE BY BMC + “company name”.

The partner confirms having read the general terms and conditions set out on the following pages of this contract and accepts them without reservation.

Done at _____, on the _____.

Signature :

A question? A specific request?

The BMC – Borlée Medical Center team, in collaboration with the IDDUP team, will be happy to assist you and meet your needs.

CONTACT PERSONS

Marc Borlée
Founder - CEO

marc.borlee@gmail.com
+32 479 34 01 88

Isabelle Damoisiaux-Delnoy
Founder - CEO

idd@iddup.be
+32 474 74 13 31

MORE INFORMATION

www.carebybmc.be

Terms and Conditions

1. GENERAL TERMS AND CONDITIONS

Dream Family is bound by an obligation of means. Dream Family provides no express or implied guarantee to the sponsor regarding the actual or anticipated results — financial or otherwise, positive or not — arising or potentially arising from the use and display of the advertising material. The only guarantee offered by Dream Family is that it will take all reasonable measures at its disposal, as described in the sponsorship contract, to ensure that all documents, posters, etc. are produced and published professionally and effectively.

Except in the event of gross negligence, Dream Family cannot be held liable to the sponsor for any direct or indirect damage that may result. If an error appears in the advertising material due to a reason attributable to Dream Family, the company is entitled to correct the error immediately, without having to pay any compensation or damages to the sponsor.

2. INSURANCE

Both parties agree to obtain all necessary insurance during the event covered by the sponsorship agreement. Dream Family will take all measures necessary to ensure the security of the equipment made available to it; each party shall insure its own material and bear the cost of any damage, theft, etc. In case of theft, Dream Family cannot be held responsible.

3. RATES, PAYMENT TERMS AND FEES

Rates are listed in the sponsorship contract.

4. PAYMENT TERMS

Invoices must be paid to account no. BE91 3630 6408 1876, in the name of Dream Family, by the date indicated on the invoice.

In the event of non-payment by the due date, the amounts owed shall accrue annual interest of 10%. The advertiser will also owe a penalty fee equivalent to 15% of the unpaid invoice amounts. Dream Family reserves the right to suspend performance of its services in the event of non-payment of invoices, including principal, interest, or penalty fees.

5. TERM AND TERMINATION OF THE CONTRACT

This agreement enters into force on the date of signature and ends automatically at the conclusion of the sponsored event.

The contract may be terminated early if either party fails to meet any of its obligations within 8 days of receiving a formal notice of default. Termination shall not deprive either party of any rights or release it from any obligations, including, in particular, those relating to confidentiality and intellectual property.

6. INTELLECTUAL PROPERTY

The sponsor retains ownership of all intellectual property rights related to the advertising material (trademarks, logos, designs, etc.) provided to Dream Family. All elements of the advertising material must be entirely original and must not infringe any copyright, trademark, or any other intellectual property right, title, or interest belonging to any third party.

The sponsor hereby grants Dream Family a limited licence to use the sponsor's name for identification and for the promotion of specific Dream Family events and activities. This includes, but is not limited to, banners, promotional items, social media posts, etc.

The sponsor remains the owner of the intellectual property rights relating to the advertising materials (trademarks, logos, designs, etc.) provided to Dream Family.

7. CONFIDENTIALITY

The sponsor acknowledges and accepts that Dream Family may offer advertising space rental and advertising design services to third parties, including direct competitors of the sponsor or companies promoting products or services similar to those of the sponsor. The sponsor therefore agrees not to provide Dream Family with any information that it considers confidential, secret, or private.

8. FORCE MAJEURE

Neither party shall be considered in breach of this contract if the performance of its obligations, in whole or in part, is delayed or prevented due to a situation of force majeure. Force majeure refers to an event external to the parties, unforeseeable, irresistible, and making the performance of an obligation impossible.

9. AMENDMENTS TO THE AGREEMENT

This agreement may only be amended by another written document duly signed by all parties.

10. APPLICABLE LAW AND JURISDICTION

This agreement is governed by Belgian law. In the event of a dispute between the parties, they agree to first seek an amicable resolution. Any dispute arising from the interpretation and/or execution of this agreement shall fall under the jurisdiction of the courts of the judicial district of Walloon Brabant.

11. COVID-19 CLAUSE

In the event that one or more of the restrictions listed below apply to the event due to the Covid-19 pandemic, the Parties acknowledge that they are aware of the impact of a health crisis such as Covid-19 on the organisation and running of the conference series.

If such a crisis were to occur again during the period of the conference, requiring the cancellation of the in-person event, the Parties agree to the following principles:

- The Parties agree to cancel their respective obligations related to the sponsor's visibility during the in-person conference(s) planned under this contract.
- The Parties agree not to request reimbursement of any amounts related to the sponsorship contract.
- Dream Family commits to postponing the event to a later date, as close as possible to the original date, under the same conditions.