

BNA 2019 FESTIVAL OF NEUROSCIENCE

SPONSORSHIP OPPORTUNITIES

14-17 April - Dublin, Ireland



BNA 2019 Festival Secretariat:

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www.bna2019.org

The BNA2019 Festival of Neuroscience: A unique opportunity

The British Neuroscience Association (BNA) is excited to be bringing the international Festival of Neuroscience to Dublin, a city of culture, excitement and neuroscience from 14-17 April, 2019!

What makes the Festival unique?

BNA2019 will be the largest event of its kind throughout Europe in 2019.

BNA Festivals represent a completely novel forum where **multiple organisations** with an interest in the nervous system are invited to join the BNA to create a cross-disciplinary and celebratory neuroscience event, bringing together fundamental research with clinical expertise and generating a genuinely diverse and stimulating mix of interests.

This year we have the highest number of participating organisations to date: **two major Festival Partners, plus a further nineteen Partner Societies** (shown right) including the French Neuroscience Society and Canadian Association for Neuroscience.

Having multiple organisations means that exhibitors and sponsors are not just accessing one society but instead reaching a combined membership of at least 20,000 people; and not just one speciality but all aspects of neuroscience.

Expected numbers

Based on plans to date (see www.bna2019.org) plus stats from previous Festivals:

4 days of neuroscience	200+ speakers
6 parallel sessions	750+ poster presentations
35 symposia	1500+ delegates
4+ workshops	Networking and social events
9 world-leading plenary lecturers	Full public programme of activities

BNA2019 Festival Partners



BNA2019 Partner societies





Platinum Sponsor

£30,000 - exclusive opportunity

Value of component parts if purchased separately: £36,600

BENEFITS TO A PLATINUM SPONSOR:

- ✓ Opportunity to brand a Plenary lecture and up to two symposia (from list provided by Organiser)
- ✓ Opportunity to host a lunch-time industry session
- ✓ Opportunity to brand a poster session
- ✓ Exhibition space (4m by 4m) in prime location
- ✓ Logo displayed on the Festival website with link to sponsor's own website (**exclusive**)
- ✓ Plus separate acknowledgment & company description on website
- ✓ 5 complimentary full festival passes including refreshments
- ✓ Reduced (members) rate for 5 additional full festival passes
- ✓ 5 exhibitor passes (no access to sessions)
- ✓ 5 VIP Dinner invitations
- ✓ Listing on meeting app and in printed onsite guide
- ✓ 2 x Push notifications via app
- ✓ Exclusive mailshot to (opted in) delegates prior to meeting
- ✓ Company logo on all lanyards
- ✓ Company logo on all Festival directional signage and banners
- ✓ Full page advert in printed onsite guide
- ✓ 4 x fliers / promotional items on display table
- ✓ Specific acknowledgement in Opening Ceremony
- ✓ Slide in Opening Ceremony (**exclusive**)
- ✓ 3 x inserts in delegate folders
- ✓ Logo on front cover of Festival Folders (**exclusive**)



Gold Sponsor

£15,000 - 2 opportunities available

Value of component parts if purchased separately: £17,200

BENEFITS TO A GOLD SPONSOR:

- ✓ Opportunity to brand one symposium (from list provided by Organiser)
- ✓ Opportunity to brand a poster session
- ✓ Exhibition space (3m by 4m) in prime location
- ✓ 3 complimentary full festival passes including refreshments
- ✓ Reduced (members) rate for 3 additional full festival passes
- ✓ 4 exhibitor passes (no access to sessions)
- ✓ 4 VIP Dinner invitations
- ✓ Logo on Festival website
- ✓ Plus separate acknowledgement & description on website
- ✓ Listing on meeting app and in onsite printed guide
- ✓ Exclusive Mailshot to (opted in) delegates prior to meeting
- ✓ 1 x push notification via app
- ✓ Full page advert in printed onsite guide
- ✓ 3 x fliers / promotional items on display table
- ✓ Specific acknowledgement in Opening Ceremony
- ✓ 2 x inserts in delegate folders



Silver Sponsor

£7,750 - 3 opportunities available

Value of component parts if purchased separately: £8,975



Bronze Sponsor

£3,500 - 5 opportunities available

Value of component parts if purchased separately: £4,050

BENEFITS TO A SILVER SPONSOR:

- ✓ Opportunity to brand one symposium (from list provided by Organiser)
- ✓ Exhibition space (4m by 2m)
- ✓ 3 complimentary full festival passes including refreshments
- ✓ Reduced (members) rate for 2 additional full festival passes
- ✓ 3 exhibitor passes (no access to sessions)
- ✓ 3 VIP Dinner invitations
- ✓ Logo on Festival website
- ✓ Listing on meeting app and in printed onsite guide
- ✓ Shared Mailshot to (opted in) delegates prior to meeting
- ✓ ½ page advert in printed onsite guide
- ✓ 2 x fliers / promotional items on display table
- ✓ 1 x insert in delegate folders

BENEFITS TO A BRONZE SPONSOR:

- ✓ Exhibition space (3m by 2m)
- ✓ 1 complimentary full festival passes including refreshments
- ✓ 2 exhibitor passes (no access to sessions)
- ✓ 2 VIP Dinner invitations
- ✓ Listing on meeting app and in printed onsite guide
- ✓ Shared Mailshot to (opted in) delegates prior to meeting
- ✓ ¼ page advert in printed onsite guide
- ✓ 1 x flier / promotional item on display table

Summary of Main Sponsorship Options

	Platinum £30,000 (worth £36,600)	Gold £15,000 (worth £17,200)	Silver £7,750 (worth £8,975)	Bronze £3,500 (worth £4,050)
Opportunity to brand a Plenary Lecture	✓			
Opportunity to brand symposia	Up to two	One	One	
Opportunity to host a lunch time industry session	Exclusive			
Oppurtunity to brand a poster session	✓	✓		
Complimentary full festival passes including refreshments	5	3	3	1
Reduced (members) rate for additional full festival passes	5	3	2	2
Exhibitor passes (no access to sessions)	5	4	3	2
VIP Dinner invitations	5	4	3	2
Exhibition space	16 m ²	12 m ²	8 m ²	6 m ²
Company logo with link displayed on the Festival website	Exclusive			
Separate acknowledgement & description on website	✓	✓		
Logo on Festival website	✓	✓	✓	✓
Listing on app and in mini onsite guide	✓	✓	✓	✓
Mailshot to (opted in) delegates prior to meeting	Exclusive mailshot	Exclusive mailshot	Shared mailshot	Shared mailshot
Push notification via app	2	1		
Company logo on lanyards	Exclusive			
Company logo on all Festival directional signage & banners	Exclusive			
Advert in printed onsite guide	Full page	Full page	Half page	Quarter page
Fliers / promotional items on display table	4	3	2	1
Specific acknowledgement in Opening Ceremony	✓	✓		
Slide in Opening Ceremony	Exclusive			
Inserts in Delegate Folders	3	2	1	
Logo on front cover of Festival Folders	Exclusive			

Educational support opportunities (1)

Scientific and medical education is essential for delivering healthcare across the globe. By supporting the educational opportunities below, your company is making a vital contribution to these efforts and supporting better patient outcomes worldwide.

All educational support management complies with relevant CME accreditation criteria and industry codes. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. All support will be disclosed to participants.

Plenary Sponsor - £3,000 (8 remaining)

Be associated with the headline events of the Festival! Nine international experts will present plenary lectures through the festival: [see full list online](#).

Symposium / Workshop Sponsor - £1,250

Symposia and workshops are the lifeblood of the Festival. A number are available for sponsorship from the [full list online](#).

Poster Sessions - £3,500 (3 available)

At least 750 posters will be presented over the course of the Festival. Each poster session includes a preview of 40 minutes prior to a presentation session of 1 hour 40 min, in addition to having the poster boards displayed throughout the day, meaning that poster sessions represent one of the most visible and direct ways to display your company's support to delegates.



Plenary lecture



Poster session

Educational support opportunities (2)

Student Bursaries - any amount

Student participation in our Festivals is particularly encouraged; your generosity will contribute towards travel and accommodation and allow many more to enjoy our Festival. Their posters will carry a special 'thank you' for your support and the bursaries will of course be acknowledged in all the meeting documentation.

Student 'career speed dating' - £1,250 (2 available)

Very popular with students and Early Career Researchers (ECRs), the lunchtime career speed-dating sessions are routinely booked out months in advance. There are two speed-dating sessions:

- 1) **Academic research** - the chance to talk, in small groups, with both 'movers and shakers' (successful senior scientists) and those who are just one step ahead (new Principle Investigators/Fellows) about careers, getting started, writing grants and any other advice or anecdotes.
- 2) **Beyond Academe** - a range of people who started in neuroscience research and moved into all sorts of other careers - journalism, industry, policy and more - will be there to talk with students and ECRs keen to explore outside the world of academia.

Your company will be widely advertised as the sponsor to leading neuroscientists wishing to participate and to the younger generation either in training or newly qualified.

Student Prizes - £1,000 (1 available)

Ensure the top scientists and clinicians of the future know your name! This exclusive opportunity will mean your company will be associated with scientific success.

Student careers workshop - £1,250

A drop-in workshop where students and ECRs can find career advice on tap.

Poster rapid-fire talks - £2,000

This session was standing-room only at the previous Festival. Taking place on the first day, and with each talk only 3 minutes long, it represents an exciting event where everyone can get a taste of the whole Festival on day one.



Career speed-dating



Rapid-fire talks

Promotional opportunities (1)

Festival Welcome Reception - £5,000 (1 available)

An excellent, one-off opportunity where all delegates and exhibitors get together on the first evening over a glass of wine to make new friends, catch up with long-standing acquaintances and colleagues, and get ready for the exciting Festival ahead.

- ✓ Recognition at the Festival by display of your organisation's logo on Sponsors' Recognition Board.
- ✓ Acknowledgement on official Festival website with logo and hyperlink to your organisation's website.
- ✓ Your sponsorship of this event will be announced at the Opening Ceremony.
- ✓ Company leaflets will be distributed on the cocktail tables.

Refreshment Break Supporter- £1,200 (5 available)

Make your company popular with everyone! All delegates enjoy coming together during the refreshment breaks between sessions, giving the chance for tea, coffee and discussion between people from academia, medicine and industry. The sponsorship of a refreshment break provides a sure-fire way for your company logo to be seen and recognised by delegates.

- ✓ Recognition at the Festival by display of your organisation's logo on a Sponsors' Recognition Board.
- ✓ Acknowledgement on official Festival website with logo and hyperlink to your organisation's website.
- ✓ Tent cards with your company name and logo will be placed on all tables and serving points.
- ✓ Branded napkins can also be arranged at an additional cost.

Speaker Ready Room Supporter - £3,250 (1 available)

With over 200 speakers from across the world all gathering in the speaker ready room prior to their talks, having exclusive rights to brand the room will guarantee your company recognition by a targeted audience of leading clinicians and researchers in neuroscience.



Opening ceremony



Refreshment break

Promotional opportunities (2)

Lunch-time Industry session - £5,000 (1 available, Priority given to Platinum sponsor)

An exclusive opportunity to engage with delegates during a bespoke lunch-time session, to be arranged with the help of the conference secretariat.

- ✓ Exclusive chance to design and run your own session for delegates.
- ✓ Recognition at the Festival by display of your organisation's logo on a Sponsors' Recognition Board.
- ✓ Two exhibitor passes included: further passes available.
- ✓ Inclusion of session in the Festival programme on the website, app, and printed onsite guide.
- ✓ Inclusion of session in one shared mailshot prior to Festival.

Speakers' Dinner - £3,250 (1 available)

This dinner, for speakers and guests of the Festival Partners, is the highlight in the Festival's social calendar. By supporting this dinner your company will be associated with a highly enjoyable occasion attended by top international research and clinical neuroscientists.

- ✓ Recognition at the Festival by display of your organisation's logo on a Sponsors' Recognition Board.
- ✓ Acknowledgement on official Festival website with logo and hyperlink to your organisation's website.
- ✓ Company pull up banner can be displayed at the venue.
- ✓ Company logo included on menus that are displayed on each table.
- ✓ 2 x tickets to the Speakers' Dinner.

Student & ECR Networking Event - £3,250 (1 available)

The neuroscientists of tomorrow will have a night to remember in Dublin city - and your company could join them! Networking occasions are an essential component of the Festival for students and Early Career Researchers, and this event is bound to be well attended and remembered for years to come.

- ✓ Recognition at the Festival by display of your organisation's logo on a Sponsors' Recognition Board.
- ✓ Acknowledgement on official Festival website with logo and hyperlink to your organisation's website.
- ✓ Company pull up banner can be displayed at the venue.
- ✓ Company logo displayed on promotional and printed material associated with the event.
- ✓ 2 x tickets to the Student and ECR evening social.



Trying out devices



Speakers' dinner

Promotional opportunities (3)

Delegate Lanyards - £5,000 (Priority given to Platinum sponsor)

With the logo of your company alongside the BNA logo and the BNA2019: Festival of Neuroscience logo, increase your visibility by sponsoring the lanyards worn by all delegates throughout the Festival.

Festival Folder back cover - £1,200

Sponsorship of the back cover of the Festival folder - which is given to each delegate - allows promoting your company in a very prominent and visual way.

Inserts in Festival Folders

Your promotional leaflet will be inserted into folders and given to each delegate upon arrival.

Standard: £1,000

Not for Profit: £750

Advertising in the printed Onsite Mini Guide

This printed booklet will double-up as a name badge (a 'bradge') as well as a programme, site map, and complete mini guide to the Festival, and will be carried around with delegates at all times.

1 page advertisement - £800

½ page advertisement - £450

¼ page advertisement - £250

Festival App- £6,000

The Festival app enables all participants to access all Festival related information and functions such as the scientific programme, abstracts, posters and exhibitors. It allows Festival participants to plan and organise their personal schedules for the Festival and can be fully interactive with venue plans and with links to exhibitor and sponsors websites. The app will be available on Apple and Android devices.

Details of the app will be discussed with the Sponsor and no advertising will be permitted in the app other than that agreed with the Sponsor.

Additional Promotional Opportunities

Flyer/promotional item on Display Table £350

Flyer/promotional item on Display Table (not for profit) £150

App 'push notification' £1000

Exclusive mailshot to (opted in) delegates prior to meeting £1000

Shared mailshot to (opted in) delegates prior to meeting £600



Festival literature



Delegate engagement

Exhibition

Exhibiting at BNA 2019 - For spaces see exhibition area floorplan

Commercial Exhibit Stand -	£2,200
Not for Profit Exhibit Stand -	£1,100
Partner Society Stand -	£875

Early Bird Offers - Deposit must be paid by October 1st 2018

Commercial Exhibit Stand -	£1,950
Not for Profit Exhibit Stand -	£995
Partner Society Stand -	£775

The exhibition will be held in the Festival venue and will be accessible to all attendees during the refreshment breaks and networking events. Seating and several catering outlets will be co-located in this space. The hall, main lecture theatre and all break-out rooms are clustered together in the same building.

Great care has been taken by the organisers to ensure the Festival programme maximizes the number of visitors and time spent by delegates in the exhibition hall. All poster sessions take place in the hall, with poster stands located in amongst exhibition booths. Very few events are scheduled to take place during lunchtimes to avoid competing with the exhibition. Of those that do take place at lunchtime, most will be held within the exhibition hall itself, in 'workshop' areas between the stands.

The stands will be in place for the duration of the Festival, allowing you to make contacts and develop relationships with key industry representatives and academics.

- ✓ Exhibition space (3m by 2m)
- ✓ Shell scheme included
- ✓ Power supply
- ✓ Two chairs and 2m trestle table
- ✓ Two exhibitor passes (additional available to purchase)
- ✓ Refreshment Breaks (2 persons)



Viewing equipment



Delegate engagement

BNA2019: Festival of Neuroscience

Please note that bespoke sponsorship packages can be negotiated to suit your objectives and budget and will be available upon request and with prior agreement of the Organising Committee. To discuss bespoke packages please contact the BNA2019 Sponsorship and Exhibition Manager, Emma Power (bn2019@abbey.ie).



Terms & Conditions

EXHIBITION SPACE

Exhibition space is assigned by the Festival organisers with priority given to headline sponsors. Remaining space is assigned on a first come first served basis. Full details of exhibitor set up, delivery and locations of stands will be distributed prior to the Festival. The BNA reserves the right to make changes to the layout of the exhibition. Sub-letting of space is not permitted without prior consent of the BNA and a surcharge of 50% of the stand space will be applied in cases of unauthorized sub-letting. The floor plans presented are for guidance only and may be subject to change. Health and Safety guidelines and fire regulations must be adhered to.

PAYMENT AND CANCELLATION

Prices throughout are stated without VAT; appropriate rates will be applied.

A deposit of £300 plus VAT (commercial exhibitors) or £200 plus VAT (not-for-profit exhibitors) will be invoiced after receiving a completed booking form. All payments must be made in Pounds Sterling by automated bank transfer (details will be provided on the invoice, bank charges are the responsibility of the payer) or by cheque (made payable to Abbey Conference & Events) or by credit card (see invoice for details) The balance of exhibition costs must be paid within 28 days of receipt of the final invoice (to be sent out in December 2018) In the unlikely event of cancellation of the Festival, a full refund will be given for stand space payments made by the exhibitors. Cancellations by exhibitors are accepted up to and including December 31st, 2018 with forfeit of the paid deposit. 50% of the agreed total amount will be refunded if the cancellation is made between 1st January and 28th February 2019. No refunds can be made for cancellations after 28th February 2019.

LIABILITY

The British Neuroscience Association (BNA) cannot accept responsibility for any loss or damage however it may be caused. Exhibitors are responsible for the insurance of their own stand and of their employees. Any damage to the Conference venue by the exhibitor shall be the financial responsibility of the exhibitor.

The BNA can make no accurate forecast of attendance. All estimates of likely attendance are based on previous experience but should not be taken as more than an indication of that expected at the meeting.

The BNA reserves the right to make changes to these terms and conditions as and when required.



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