

Neuromyths

and the science behind them

The BNA Christmas Symposium 2018

Monday 17th December 2018 - King's College London, Strand Campus, WC2R 2LS

SPONSORSHIP OPPORTUNITIES



BNA Office:

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The BNA Christmas Symposium 2018: Sponsorship opportunities

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This topic will give us the opportunity to discuss common misconceptions about brain mechanisms, (e.g. that we only use 10% of the brain); the science of why and how neuromyths arise (e.g. cognitive biases) and ways the neuroscience community can help address or prevent mis-understandings in neuroscience. Neuromyths emerge in many forms, and [research suggests that people are often seduced by neuroscientific explanations](#), even if these are not accurate or even relevant.

More information about the event including speaker line-up can be viewed at bna.org.uk.

The BNA Christmas Symposium is one of the most popular events in the neuroscience calendar. Having established a reputation for lively and inclusive programmes, the annual event attracts a wide range of professionals (university researchers, clinicians, psychiatrists, teachers and neurologists) across all career stages, from high school students to retired professors. **Last year's event sold out two months in advance and we anticipate high interest in this year's event as well.**

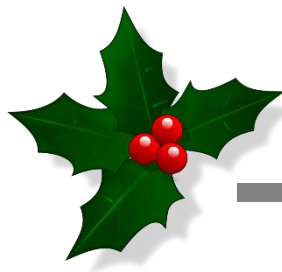
The meeting will take place in the iconic **King's building** in the Strand Campus in central London. Exhibition stands will be located in the **Great Hall**, co-located with delegate registration, all refreshment breaks during the day (including lunch) as well as a wine reception in the evening.

We expect ~250 delegates to attend this exciting one-day event and would love your organisation to be a part of it.

As well as contacting delegates on the day **you will also be reaching the 2000+ BNA members** via advertising of the event in our newsletters, printed publications, social media and email updates.

Please complete and return the booking form on the last page to secure your space now. If you would like to discuss alternative options please contact the BNA office (office@bna.org.uk, 07584 016279).





Platinum Sponsor

£3,500 - exclusive opportunity

BENEFITS TO A PLATINUM SPONSOR:

- ✓ Exhibition space in the Great Hall
- ✓ One table (3x2m) and two chairs with power supply
- ✓ Tea, coffee, refreshments and registration for 2 stand personnel
- ✓ 5 additional registrations to the event
- ✓ 5 invitations to the evening VIP buffet supper
- ✓ Company profile in the printed event programme
- ✓ Full page advertisement or inserts in the printed event programme
- ✓ Company profile and hyperlink to website on the event web page
- ✓ Exclusive mailshot to opted-in delegates prior to meeting
- ✓ Full page advertisements in the Spring 2019 and Summer 2019 editions of the BNA Bulletin
- ✓ 6 month web banner on the BNA website with a hyperlink to your company

Full acknowledgement of support by including your logo on the following:

- ✓ Printed onsite programme
- ✓ Event posters in a prominent position
- ✓ On website event page in a prominent position
- ✓ Holding slides used throughout the event
- ✓ All other promotional material including directional signage
- ✓ Acknowledgement in email communications about the event sent by the BNA
- ✓ Displayed on name badges



Gold Sponsor

£2,500 - 2 opportunities available

BENEFITS TO A GOLD SPONSOR:

- ✓ Exhibition space in the Great Hall
- ✓ One table (3x2m) and two chairs with power supply
- ✓ Tea, coffee, refreshments and registration for 2 stand personnel
- ✓ 3 additional registrations to the event
- ✓ 3 invitations to the evening VIP buffet supper
- ✓ Company profile in the printed event programme
- ✓ Half page advertisement or inserts in the printed event programme
- ✓ Company profile and hyperlink to website on the BNA event web page
- ✓ Exclusive mailshot to opted-in delegates prior to meeting
- ✓ Half page advertisements in the Spring 2019 and Summer 2019 editions of the BNA bulletin
- ✓ 3 month web banner on the BNA website with a hyperlink to your company

Full acknowledgement of support by including your logo on the following:

- ✓ Printed onsite programme
- ✓ On website event page in a prominent position
- ✓ On event posters in a prominent position
- ✓ All other promotional material including directional signage
- ✓ Acknowledgement in email communications about the event sent by the BNA



Silver Sponsor

£1,250 - 5 4 opportunities available

BENEFITS TO A SILVER SPONSOR:

- ✓ Exhibition space in the Great Hall to exhibit your company's profile
- ✓ One table (3x2m), two chairs and power supply included
- ✓ Tea, coffee, refreshments and registration for 2 stand personnel
- ✓ 2 additional registrations to the event
- ✓ 2 invitations to the VIP buffet supper
- ✓ Company profile in the printed event programme
- ✓ Company profile and hyperlink to website on the BNA event web page
- ✓ Shared mailshot to opted-in delegates prior to meeting
- ✓ 2 month web banner on the BNA website with a hyperlink to your company

Full acknowledgement of support by including your logo on the following:

- ✓ Printed onsite programme
- ✓ On website event page in a prominent position
- ✓ On event posters in a prominent position



Bronze Sponsor

£700 - 5 4 opportunities available

BENEFITS TO A BRONZE SPONSOR:

- ✓ 2 registrations to the event
- ✓ 2 invitations to the VIP buffet supper
- ✓ Company profile in the printed event programme
- ✓ Company profile and hyperlink to website on the BNA event web page
- ✓ 1 month web banner on the BNA website with a hyperlink to your company

Full acknowledgement of support by including your logo on the following:

- ✓ Printed onsite programme
- ✓ On website event page in a prominent position

Wine reception Sponsor

£700 - exclusive opportunity

EXCLUSIVE BENEFITS TO A WINE RECEPTION SPONSOR:

- ✓ 2 registrations to the event
- ✓ 2 invitations to the VIP supper
- ✓ Company profile and hyperlink to website on the BNA event web page
- ✓ Leaflets displayed on tables during the wine reception

Full acknowledgement of support by including your logo on the following:

- ✓ Printed onsite programme
- ✓ On website event page in a prominent position
- ✓ Wine reception holding slide

Additional opportunities

A4 advert in the onsite printed event programme

- £450 outside back cover
- ~~£400 inside front cover~~ **BOOKED**
- £350 inside back cover
- £300 internal

A4 flyers (to be provided by your organisation) inserted in event programme:

- £350

If you would like to discuss alternative options please do not hesitate to contact the BNA office (office@bna.org.uk, 07584 016279).

Summary of sponsorship options	Platinum £3,500	Gold £2,500	Silver £1,250	Bronze £700	Wine Reception £700
Exhibition space to promote your company's profile	✓	✓	✓		
One table (3x2m) and two chairs	✓	✓	✓		
Power supply	✓	✓	✓		
Tea, coffee refreshments and registrations for 2 stand personnel	✓	✓	✓		
Complimentary registrations to the event	5	3	2	2	2
Invitations to VIP buffet supper	5	3	2	2	2
Company profile in the printed event programme	✓	✓	✓	✓	
Advertisements or inserts in the printed event programme	Full page	Half page			
Company profile and link to website on the BNA event web page	✓	✓	✓	✓	✓
Mailshot to opted-in delegates prior to event	Exclusive	Exclusive	Shared		
Leaflets displayed on tables during wine reception					✓
Advertisements in the Spring 2019 and Summer 2019 BNA bulletins	Full page	Half page			
Web banner on the BNA website with hyperlink to company website	6 months	3 months	2 months	1 month	
<i>Full acknowledgement of support by including logo on the following</i>					
Printed onsite programme	✓	✓	✓	✓	✓
Website event page in a prominent position	✓	✓	✓	✓	✓
Event posters in a prominent position	✓	✓	✓		
On holding slides used throughout the event	✓	✓			
All other promotional material including directional signage	✓	✓			
Acknowledgement in communications about the event sent by the BNA	✓	✓			
Displayed on name badges	✓				
Wine reception holding slide					✓
Opportunities available	Exclusive	2	5	5	Exclusive

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Please note all prices are ex VAT, and all flyers and advertising are subject to approval by the BNA.

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Please note all prices stated in this document are ex VAT.

PLEASE COMPLETE THE ACCOMPANYING BOOKING FORM AND RETURN TO OFFICE@BNA.ORG.UK TO SECURE YOUR SPACE.



Exhibition in the Great Hall



KCL lecture theatre