

Pain, Pleasure and the Agony of Christmas

The British Neuroscience Association Christmas Symposium 2019
Monday 16th December
King's College London, Bush House, The Strand

Sponsorship opportunities

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King's College London, Bush House, the Strand, London

The BNA Christmas Symposium is one of the most popular events in the neuroscience calendar, with a reputation for lively and inclusive programmes which attract people interested in neuroscience across all stages of their career. Last year's event sold out weeks in advance and was covered in a full-length programme on BBC Radio Four¹.

This year we have relocated to the iconic and recently renovated Bush House, former home of the BBC, increasing capacity for the event to 300 delegates.

Why pain? Pain has long been recognized as something of an enigma by scientists and clinicians, being both a measurable physiological process, as well as deeply personal and subjective. Moreover pain can be associated with pleasure, is influenced by cultural expectations, can be manipulated, and can be a weapon of war. It is also costly at both individual and societal levels; it is estimated that 43% of the UK population experience chronic pain². In recent decades, scientists have delved further than ever into both the physiology and the experience of pain, and this symposium – with a programme devised by **Professor Irene Tracey, the 'Queen of Pain'** – sets out to explore it all.

We are all looking forward to this exciting one-day event and would love your organisation to be a part of it.

As well as reaching delegates on the day, by sponsoring this event **you will also access 2000+ BNA members** via our newsletters and printed publications and an additional **20,000+ people who follow the BNA's social media channels.**

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).

1. All in the Mind, first broadcast Wed 19 Dec 2018 <https://www.bbc.co.uk/programmes/m0001l83>

2. Fayaz A, Croft P, Langford RM, et al *Prevalence of chronic pain in the UK: a systematic review and meta-analysis of population studies* *BMJ Open* 2016;6:e010364. doi: [10.1136/bmjopen-2015-010364](https://doi.org/10.1136/bmjopen-2015-010364)

Photo credit: Hufton & Crow



The iconic Bush House

Headline sponsor

£2,500 – exclusive opportunity

As the main sponsor of this event, you will gain unrivalled access to a unique, large and focused audience of neuroscientists - you will have the chance to connect with the BNA's 2000 email subscribers, 18,735 Twitter followers, 12,218 Facebook followers, 1864 LinkedIn followers and nearly 1,000 Instagram followers (over 33k in total). You will also be the **sole exhibitor** at the event itself, and the sole sponsor to feature across all the event's branding including signage, name badges, and holding slides during the presentations. Moreover, up to six individuals at your organisation will have the opportunity to network with speakers and BNA guests at the evening VIP dinner.

Headline sponsor benefits:

- Exhibition stand at the event with table, chairs and power supply, and two stand personnel included – **exclusive opportunity**
 - Additional four registrations to attend the event
 - Six invitations to the VIP buffet supper
 - Full company / organisation profile in the printed event programme
 - Company profile on the event website listing, including direct hyperlink to your company / organisation website
 - Exclusive mailshot to opted-in delegates prior to the event – **exclusive opportunity**
 - Inclusion in the BNA+ email newsletter (2000 subscribers) – **exclusive opportunity**
 - Six month web banner on the BNA website with a hyperlink to your company
 - Full page advertisement in the BNA Bulletin (Autumn 2019 or Spring 2020 issue)
- Plus full acknowledgement of headline sponsor support via the following:*
- Name badges – **exclusive**
 - Onsite signage – **exclusive**
 - Front page of printed onsite programme
 - Event webpage, in a prominent position
 - Posters advertising the event
 - Social media posts related the BNA Christmas symposium
 - Holding slides during the event itself
 - *BNA Bulletin* articles and meeting reports

Credibility in neuroscience

Be part of what is arguably the most significant and disruptive change taking place across biomedical science for decades. Credibility in neuroscience is the BNA's central focus for at least the next 5-10 years, ensuring that neuroscience research is reproducible, replicable and reliable, essential if we are to create a sustainable future for 21st century neuroscience. See bna.org.uk/credibility for more information. All eyes are on credibility right now; they could be on your organisation as well!

Credibility Zone: £1,250

Credibility Zone Sponsor benefits:

A proven hit at the BNA2019 Festival of Neuroscience, the Credibility Zone is a drop-in station at the event, providing the opportunity for delegates to talk to experts about all things credibility. Credibility Zone sponsorship will include acknowledgment via:

- Printed onsite event programme
- Printed onsite Credibility Zone signage
- On event webpage
- On event posters
- In social media posts related to the Credibility Zone

Plus

- Two registrations to the event
- Two invitations to the VIP buffet supper
- Company profile in the printed event programme
- Hyperlink to website on the event web page
- Shared mailshot to opted-in delegates prior to event
- 2 month web banner on the BNA website with a hyperlink to your company

Credibility Prize: £1,000

Credibility Prize Sponsor benefits:

Be directly associated with the best reproducible, credible neuroscience research and leading researchers. Full acknowledgement of your support will be via:

- Printed onsite programme
- On event webpage
- On event posters
- In social media posts related to the credibility prize
- On prize certificates, at the prize presentation, and all reports of the winners

Plus

- Two registrations to the event
- Two invitations to the VIP buffet supper
- Company profile in the printed event programme
- Hyperlink to website on the event web page
- Shared mailshot to opted-in delegates prior to event
- 2 month web banner on the BNA website with a hyperlink to your company

Supporting individuals

A meaningful association with an individual is the most likely to be remembered, but how can your company or organisation make that association? Via the BNA, you can support activities which mean the most to individuals. Without fail, the careers pages are the most visited on the BNA website, careers events are always fully booked, and careers advice is the topic of more enquiries than any other. However, having recently introduced childcare bursaries, the attention on careers is being diverted! Being able to make events accessible to all is important to the BNA, including those with caring responsibilities, and we hope it is something our sponsors would like to support too.

Career Surgery: £1,250

Childcare Bursaries: £1,000

Career Surgery Sponsor benefits:

At the Christmas Symposium Career Surgery, delegates will talk with people working in different fields about their career choices. Sponsors will be acknowledged via:

- Printed onsite event programme
- Printed onsite Career Surgery signage and materials
- On event webpage and event posters
- In all promotion of the Career Surgery
- In social media posts related to the Career Surgery
- In email correspondence relating to the Surgery

Plus

- Two registrations to the event
- Two invitations to the VIP buffet supper
- Company profile in the printed event programme
- Hyperlink to website on the event web page
- Shared mailshot to opted-in delegates prior to event
- 2 month web banner on the BNA website with a hyperlink to your company

Childcare Sponsor benefits:

Childcare bursaries attracted a lot of attention when we introduced them at the recent Festival of Neuroscience. Sponsorship will include acknowledgment via:

- Printed onsite programme
- On event webpage and event posters
- In all promotion of the bursaries
- In social media posts related to childcare bursaries
- In email correspondence relating to bursaries

Plus

- Two registrations to the event
- Two invitations to the VIP buffet supper
- Company profile in the printed event programme
- Hyperlink to website on the event web page
- Shared mailshot to opted-in delegates prior to event
- 2 month web banner on the BNA website with a hyperlink to your company

Promotional opportunities

Drinks Reception Sponsor: £1,500

Exclusive opportunity

Drinks Reception Sponsor benefits:

The drinks reception takes place at the end of the symposium, and is always well-attended by delegates keen to carry on conversation over a glass or two. The wine reception sponsor will be acknowledged via:

- Printed onsite event programme
- On event webpage
- Signage related to the drinks reception

Plus

- Opportunity to have flyers distributed and/or banners displayed during the wine reception - **exclusive opportunity**
- Two registrations to the event
- Two invitations to the VIP buffet supper
- Company profile in the printed event programme
- Hyperlink to website on the event web page
- Shared mailshot to opted-in delegates prior to event
- 2 month web banner on the BNA website with a hyperlink to your company

Additional opportunities: £150 - £450

Something to suit every budget

Advertising in the onsite printed event programme

Full page (A4, portrait):

- £450 outside back cover
- £400 inside front cover
- £350 inside back cover
- £300 internal, full page

Half page (A5, landscape) : £225

Quarter page (A6, portrait) : £150

Flyers inserted in to event programme:

- £350

Flyers to be provided by your organisation

Inclusion in shared mailshot to opted-in delegates prior to event

- £250

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

Important information

Date: 16th December 2019

Venue: Bush House, 30 Aldwych, London, WC2B 4BG

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

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

All flyers and advertising are subject to approval by the BNA.

Please complete the accompanying booking form and return to office@bna.org.uk to secure your space.



Iconic building in central London



300-seater auditorium