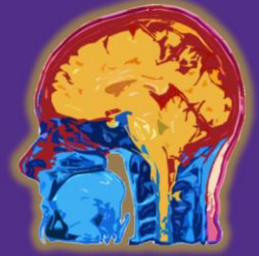




**BNA2017**  
FESTIVAL OF  
NEUROSCIENCE

**SAVE THE DATE...**

10th-13th April 2017  
ICC, Birmingham



# **BNA2017: FESTIVAL OF NEUROSCIENCE**

**10th - 13th April, 2017**  
**International Convention Centre, Birmingham**

## **SPONSORSHIP OPPORTUNITIES and EXHIBITION PROSPECTUS**

*Exploring and celebrating the latest  
advances in neuroscience*



**BNA2017**  
FESTIVAL OF  
NEUROSCIENCE

**the icc**  
birmingham

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## A. THE BNA2017 FESTIVAL OF NEUROSCIENCE

### Welcome to the Festival of Neuroscience 2017

The idea for a large inter-disciplinary biennial neuroscience 'festival' in the UK was first spawned only six years ago. Since then the event has gained huge momentum, with the 2015 Festival in Edinburgh attracting 1600 delegates. Clearly it has caught the imagination of academics, corporations, SMEs and policy-makers alike, its unique feature being an extensive series of accompanying public engagement activities, from public lectures and debates to street art and hands-on interactive exhibits for families. **The Festival of Neuroscience has now become by far the largest gathering of neuroscientists in the UK, attracts many delegates from overseas, and is expected to be the largest international neuroscience conference in Europe in 2017.**

Hosted by the British Neuroscience Association (BNA), and with enthusiastic support from other learned societies with an interest in neuroscience, the 2017 Festival of Neuroscience will bring together basic, translational and clinical researchers – biochemists, pharmacologists, anatomists, developmental biologists, physiologists, immunologists, pharmacologists, oncologists, psychologists, neurologists and psychiatrists - in an excellent venue, the International Conference Centre (ICC) in Birmingham, the UK's second city.

Over 1,500 delegates are expected to register for the meeting. This will include six high profile plenary lectures (including the Nobel Laureate, May-Britt Moser and *Grete Lundbeck* Brain Prize winner, Graham Collingridge), forty symposia and special events, along with about 750 poster presentations. A number of social events will foster networking and collaboration opportunities.

A major Exhibition will be held in Hall 3, a state-of-the-art exhibition facility that will allow ample space for exhibitors' stands to be fully integrated with the poster sessions and main catering points. Incentive schemes will be used to channel delegates to the Exhibition, and exhibitors will be encouraged to engage visitors and maximise leads. Over 50 companies joined us at the 2015 Festival of Neuroscience in Edinburgh ([bna2015.org/exhibition-sponsorship/exhibitor](http://bna2015.org/exhibition-sponsorship/exhibitor)) and some took advantage of special sponsorship packages that we provided.

We would be delighted if you can join us for the 2017 Festival of Neuroscience; we look forward to seeing you there.

**Professor John Aggleton**  
President

**Dr Anne Cooke**  
Chief Executive

## Outline of scientific programme

The Scientific Programme has been structured around Plenary and Public Lectures, Symposia, Special Events and Poster Sessions that fall into a set of ten broad themes. In addition, we are also offering a theme in collaboration with The Physiological Society on the 'Neurobiology of Stress'. The symposia are designed to provide leading insights across a diverse range of neuroscience research areas as follows:

1. Developmental neuroscience
  2. Genetics and epigenetics
  3. Neuronal and glial molecular and cellular mechanisms
  4. Sensory and motor systems
  5. Novel treatments and translational neuroscience
  6. Psychiatry and mental health
  7. Attention, motivation and behaviour
  8. Learning and memory
  9. Neuroendocrine and autonomic nervous systems
  10. Neurodegenerative disorders and ageing
- The neurobiology of stress – *a topic meeting of The Physiological Society*

## The Festival Venue (BICC) and the City of Birmingham

The City of Birmingham is the UK's 'Second City' in both size and influence. The past decade or so especially has seen a transformation and regeneration on such a scale that it is now, justifiably, the UK's most popular conference and events destination outside of the Capital\*. For 'culture vultures', there are exceptional art galleries, museums, libraries and concert halls. For 'foodies', there are over 200 restaurants, four of which are Michelin-starred – more than any other English city outside of London. 'Shopaholics' will enjoy their pick of over 1,000 stores, from high-end fashion to independent chic. However, for those who prefer relaxing in pubs and wine bars, then you should explore the quaint pubs and wine bars that have emerged along the canal-side, just outside the ICC. What better way to unwind after a long day conferencing!

The BNA2017 Festival of Neuroscience will be held at Birmingham ICC, Broad Street Birmingham, England, B12EA. Please explore the website to see more of the excellent conferencing and exhibiting facilities it can provide.

*\*British Meetings and Events Industry Survey, 2013/14*



T: +44 (0) 121 644 5025 E: [info@theicc.co.uk](mailto:info@theicc.co.uk) W: [theicc.co.uk](http://theicc.co.uk)

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## B. SPONSORSHIP OPPORTUNITIES

### HOW TO BECOME A SPONSOR

In the following pages, we are offering your organisation the opportunity to become a sponsor of the BNA2017 Festival of Neuroscience with a wide range of sponsorship options.

Packages can also be individually tailored up to the amount of the financial support you can afford.

If you are interested in becoming a sponsor, the application form attached with this document should be fully completed and returned by email to **Neurofest17 Ltd**, our Conference Secretariat for this event ([caroline.griffiths@neurofest17.co.uk](mailto:caroline.griffiths@neurofest17.co.uk)).

Alternatively, you can find out more by calling: Dr Yvonne Allen (0151 794 5449/ 07970 247401), or by emailing: [yvonne.allen@neurofest17.co.uk](mailto:yvonne.allen@neurofest17.co.uk).

All sponsors will be treated on a “first come, first served basis”.

### Standard Core Sponsorship Package

Each sponsor receives the standard core package:

- Name listing and company profile (200 words) in the final e- programme
- Exhibition space 4m by 4m in prime location (see booths A-F on floor plan) or in Registration foyer
- Tea/coffee/lunches for two stand personnel per day
- Power supply
- Table and chairs
- Access to scientific sessions for two stand personnel per day
- Delegate list (by email)
- One pre-meeting email to all delegates (undertaken by Festival Secretariat)
- Delegate interaction incentives
- Invitation to participate in the Opening Ceremony and Welcome Reception

Each level of sponsorship (Platinum, Gold, Silver and Bronze) then includes its own unique types of upgrades and recognition as described in the following pages.

## PLATINUM SPONSOR

1 opportunity available

Cost (VAT excluded)

£50,000

Benefits of sponsorship include **Standard Core Sponsorship Package** as above, plus:

- Opportunity to brand a Plenary Lecture and up to three symposia (from list provided by Organiser)
- Opportunity to host a lunch-time industry session
- Allocated meeting room for private use throughout Festival
- Exclusive invitations to the VIP and Speakers' dinner
- Company logo identified as the Platinum sponsor on the Festival website with hyperlink to own website
- A further four complimentary registrations and invitations to the Opening Ceremony and Welcome Reception
- Full page advertisement in a prominent position in the electronic version of the Festival programme
- Sponsorship of the onsite Festival mini-guide
- Sponsorship acknowledged with branded slide at the Opening Ceremony
- Company logo on all Festival directional signage and banners
- Company logo on delegate badges
- Opportunity for exhibition space to be located next to registration desk

## GOLD SPONSOR

3 opportunities available

Cost (VAT excluded)

£20,000

Benefits of sponsorship include **Standard Core Sponsorship Package** as above, plus:

- Opportunity to brand a Plenary Lecture and one symposium (list to be provided by the Organisers)
- Opportunity to host a lunch-time industry session
- Allocated meeting room for private use throughout Festival
- Exclusive invitation to the VIP and Speakers' dinner
- Sponsorship acknowledged during Opening Ceremony
- A further three complimentary registrations and invitations to the Opening Ceremony and Welcome Reception
- Full page advertisement in the final electronic version of the Festival programme
- Company logo identified as the Gold sponsor on the Festival website with hyperlink to own website
- Company logo on all Festival directional signage and banners

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**SILVER SPONSOR**

5 opportunities available

Cost (VAT excluded)

£10,000

Benefits of sponsorship include **Standard Core Sponsorship Package** as above, plus:

- Opportunity to brand one symposium (list to be provided by the Organisers)
- Sponsorship acknowledged during Opening Ceremony
- Exclusive invitation to the VIP and Speakers' dinner
- A further two complimentary registrations and invitations to the Opening Ceremony and Welcome Reception
- Half page advertisement in the final electronic version of the Festival programme
- Company logo identified as Silver Sponsor on the Festival website with hyperlink to own website
- Company logo on all Festival directional signage and banners
- Company inserts in delegate folders

**BRONZE SPONSOR**

5 opportunities available

Cost (VAT excluded)

£5,000

Benefits of sponsorship include **Standard Core Sponsorship Package** as above, plus:

- Sponsorship acknowledged during Opening Ceremony
- Exclusive invitation to the VIP and Speakers' dinner
- A further complimentary registration and invitation to the Opening Ceremony and Welcome Reception
- Half page advertisement in the final electronic version of the Festival programme
- Company logo identified as Sponsor on the Festival website with hyperlink to own website
- Company logo on all Festival banners
- Company inserts in delegate folders

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## OTHER PROMOTIONAL AND MARKETING OPPORTUNITIES

### Delegate lanyards

*Please enquire for details and price*

With the logo of your company alongside the BNA logo and the BNA2017: Festival of Neuroscience logo, increase your visibility by sponsoring the lanyards worn by all delegates throughout the Festival.

### Festival folders

*Please enquire for details and price*

Sponsorship of the Festival folders allows promoting your company in a very prominent and visual way. The logo of the sponsoring company will be printed on each Festival folder, alongside the BNA logo and the BNA2017: Festival of Neuroscience logo. (Position and size of the logos will be at the organisers' discretion).

### Inserts in Festival folder

*Exhibitor: £1000 +VAT*

*Non-exhibitor: £1,500 +VAT*

Your company promotional leaflet will be inserted into each Festival folder and given to each delegate upon arrival.

### *In conversation with.... The Grete Lundbeck Brain Prize winners, 2016*

*£3000 + VAT*

A unique opportunity to be associated with a unique event where, over a glass of wine or two, Professors Tim Bliss, Richard Morris and Graham Collingridge, this year's winners of the prestigious *Grete Lundbeck Brain Prize*, will talk candidly and humorously about the importance of their discoveries to understanding how memories are formed.

### Student bursaries

*£5000 +VAT*

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 be acknowledged in all the meeting documentation.

### Early Career 'speed-dating'

*£2,000 +VAT*

A very popular event with students - they have the opportunity to talk in small groups with 'movers and shakers' in the neuroscience world about careers, getting started, writing grants, and any other inspirational advice or anecdotes before moving on (after 15 minutes) to the next table. Your company will be widely advertised as the sponsor of this important event to leading neuroscientists wishing to participate, and to the younger generation, either in training or newly qualified.

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## Welcome Reception (Exhibition Hall)

*£5,000 +VAT*

An excellent networking opportunity for delegates and exhibitors to get together on the first evening to enjoy canapés and a glass of wine. Your sponsorship of this event will be announced at the Opening Ceremony and company leaflets will be distributed on the cocktail tables.

## Festival App

*£6000 +VAT*

The Festival App enables all participants to access all Festival-related information and functions, such as 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, for instance. 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.*

## Hospitality

*Please enquire for details and price*

Your company can brand a range of social events, from the student 'Brainstorming' event to individual coffee sessions or lunches.

## Advertising in the e-Programme and Book of Abstracts

*Please enquire about availability; platinum, gold and silver sponsors will have first choice on positioning. Prices will range from £500 - £1000*

By advertising in these important publications, your company will be seen to be associated with this prestigious event, enhancing your company's profile amongst Festival participants and beyond.

## Alternative Options

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 BNA2017 Festival Secretariat Manager, **Dr Yvonne Allen** ([yvonne.allen@neurofest17.co.uk](mailto:yvonne.allen@neurofest17.co.uk); 0151 794 5449; 07970 247401)

All Sponsorship Opportunities are available on a first-come, first served basis. All sponsorship provided will be prominently acknowledged.

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## C: EXHIBITION ONLY

The Exhibition will take place in Hall 3 at the BICC, providing over 3000sqm of carpeted space for exhibitors, poster sessions and several catering outlets, all under one roof.

### EXHIBITION CONTRACTORS

Europa International

**Contact: Stephen Murphy**

Senior Designer & Account Manager

**Office:** Europa House, Meaford Way, London SE20 8RA **Tel:** +44 (0) 20 8676 0062

**Fax:** +44 (0) 20 8676 9976 **Mobile:** +44 (0) 7786 54 54 90

**E-mail:** [stephen.murphy@europainternational.com](mailto:stephen.murphy@europainternational.com)

**Web:** [www.europainternational.com](http://www.europainternational.com)

### EXHIBITION COSTS

*£1750 + VAT*

*£900 + VAT (not-for-profit)*

### EXHIBITION DETAILS

#### Included in the price

- Name listing and company profile (200 words) in the final e-programme
- Exhibition space 3x2m
- Shell Scheme (trade exhibition only)
- Power supply (500W plus two spot lights)
- Two chairs and 2m trestle table
- Tea/coffee and lunches (2 persons)
- Access to scientific sessions (2 persons)
- Invitation to the Opening Ceremony and 'Welcome Reception'
- Delegate list (by email), plus one pre-meeting email shot (carried out by organisers)
- Delegate interaction incentives (including Welcome Reception in Hall 3)

#### Not included

- Additional power points
- Additional furniture
- Car parking costs

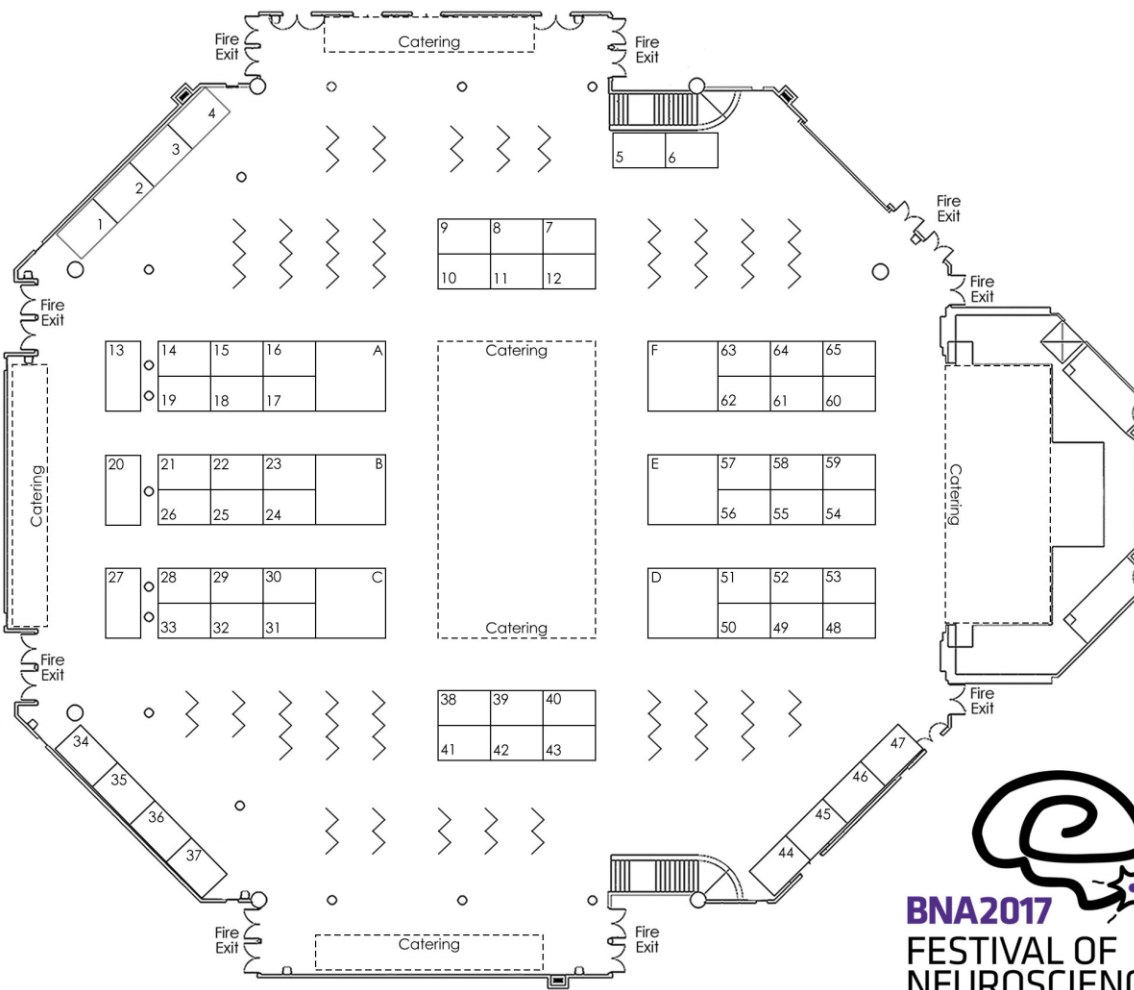
#### Set-up

From 11.00am, Monday, 10<sup>th</sup> April (Exhibition opens at 2.00pm)

#### Break-down

From 5.00pm, Wednesday, 13<sup>th</sup> April (or until 10.30am, Thursday, 13<sup>th</sup> April, if required)

# HALL 3 – FLOOR PLAN



Event - BNA Festival of Neuroscience 2017  
 Venue - ICC Hall 3  
 Client - BNA  
 Contact - Yvonne Allen & Caroline Griffiths  
 Event Dates - 10-12th April 2017  
 Build - 10th April 2017  
 De-Rig - 12th April 2017

Drawn by Anthony Weakner  
 Date Drawn - 10th March 2016  
 Version No. 2.71.136

**Notes**  
 Stands A-F - 4m x 4m  
 Stands 13, 20 & 27 - 4m x 2m  
 Stands 1-65 - 3m x 2m  
 (Excluding Stands 13, 20, 27 & A-F)

the furniture, carpet & panel hire people  
**europa**  
 international  
 europa international - europa house london - SE20 8RA  
 tel + 44 (0) 20 8676 0062  
 europainternational.com

Scale

*(For your convenience, the Floor Plan is also provided as a separate attachment. Please note that there are two entrances on the left of the plan directly from the Registration Foyer, either side of the catering outlet)*

**D: BOOKING FORMS ( (1) Exhibition Only; or (2) Sponsorship Packages and additional promotional and marketing opportunities)**

*(See separate attachments)*

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## E: TERMS AND CONDITIONS

1. Exhibitors and sponsors must set up their stands on **Monday, 10<sup>th</sup> April**. Details of times and access points will be provided to confirmed exhibitors and sponsors early in 2017. Stands must be removed from the BICC by **Wednesday evening, 12th April** (boxes may be left for courier collection until Thursday morning, 13<sup>th</sup> April, if required).
2. The British Neuroscience Association (BNA) cannot accept responsibility for any loss or damage, however it may be caused. Exhibitors and sponsors are responsible for the insurance of their own stand and of their employees.
3. Any damage to the conference venue by the exhibitor shall be the financial responsibility of the exhibitor or sponsor.
4. 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 unauthorised sub-letting.
5. A deposit of **£ 300 + VAT** (*commercial exhibitors*), **£ 200 + VAT** (*not-for-profit exhibitors*) will be invoiced after receiving a completed booking form. Sponsors (purchasing sponsorship packages and/or additional promotional opportunities) will be invoiced for **10% +VAT** of the total cost of the package. All payments on invoice 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, or by credit card (see invoice for details). The balance of exhibition costs or sponsorship package must be paid within 28 days of receipt of the final invoice (to be sent out in December, 2016). In the unlikely event of cancellation of the conference, a full refund will be given for stand space payments made by the exhibitors and sponsors.
6. Cancellations by exhibitors and sponsors are accepted up to and including 31st December, 2016 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 2017. No refunds can be made for cancellations after 28th February 2017.
7. 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.
8. The BNA reserves the right to make changes to these terms and conditions as and when required.
9. 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.

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