

Exhibitor and Sponsor Prospectus

18th Annual Meeting
of the Organization for Human Brain Mapping

OHBM2012 *Beijing, China*



OHBM2012

Beijing, China

June 10-14, 2012

China National Convention Center (CNCC)



IMPORTANT DATES

Exhibit Application and Deposit Due	April 16, 2012
Exhibit Fee Balance Due	May 14, 2012

INVITATION TO EXHIBITORS



Dear Industry Professional;

On behalf of the Organization for Human Brain Mapping (OHBM), we invite you to participate in our 18th Annual Meeting in Beijing, China, **June 10-14, 2012** where you can showcase your product or service by participating as an Exhibitor and/or Corporate Sponsor. In both instances, you will be able to interact with **over 2,000** neuroscience professionals from across the world that specialize in neuro-imaging research.

The OHBM Annual Meeting brings together professionals who want to keep abreast of industry changes, new technologies and fresh ideas, and who are typically decision-makers when it comes to purchasing new equipment for brain imaging laboratories. You'll have ample opportunity to share your expertise as you visit one-on-one with these key decision makers.

This Exhibitor Prospectus details ways to secure your booth at this "must attend" event. We encourage you to act quickly – space is limited and last year was a sell-out.

OHBM is also making it easier than ever for you to become involved as an event sponsor. Our multi-level approach is sure to fit your marketing needs. Enclosed you will find information highlighting the details of our Sponsorship Program.

We look forward to having you join us at the 2012 OHBM Annual Meeting!

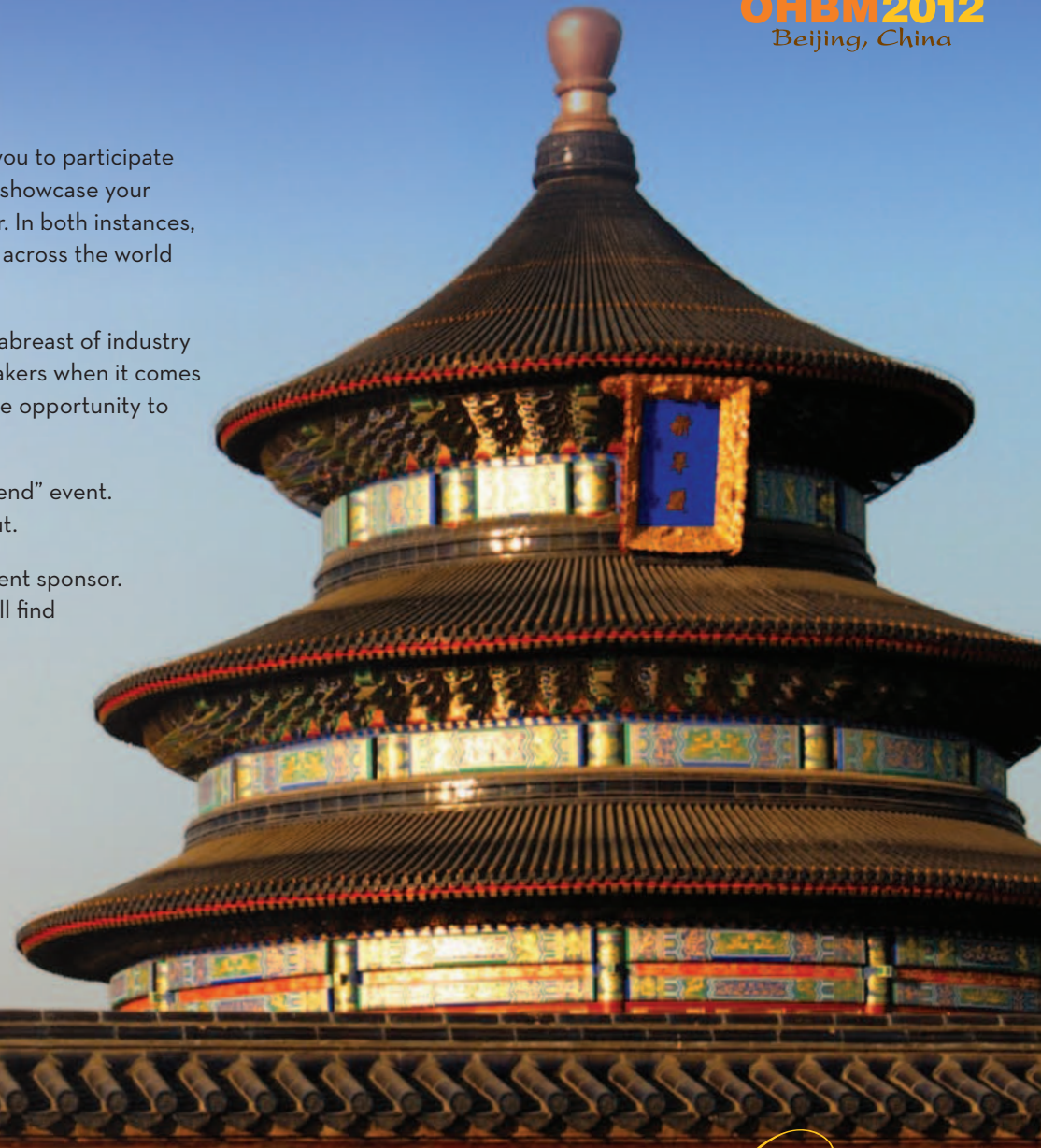
For further information regarding Exhibiting or Sponsorship, contact the OHBM Executive Office at info@humanbrainmapping.org.

Sincerely,

Maurizio Corbetta
OHBM Council Chair

Katrin Amunts
Scientific Program
Committee Chair

Jia-Hong Gao
Local Organizing
Committee Chair



GENERAL INFORMATION



WHO WE ARE

The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. The organization was created in 1995, and due to the explosion in the field of human functional neuroimaging and its movement into the scientific mainstream, it has evolved into one of the largest organizations serving the Brain Mapping community. One of the primary functions of the organization is to provide an educational forum that initiates the exchange of up-to-the-minute and groundbreaking research across modalities exploring Human Brain Mapping. It does this through a growing membership and an annual conference held in differing locations throughout the world.

With its tradition of alternating meetings between North America, Asia and Europe, the meeting attracts between 2000-2500 attendees each year. The work presented at the conference typically employs brain scanning techniques such as magnetic resonance imaging, positron emission tomography, SPECT or methods such as EEG, MEG or Transcranial magnetic stimulation (TMS). Since the human brain mapping field is cross-disciplinary, OHBM members and attendees range from neurologists, psychiatrists and psychologists to physicists, engineers, and statisticians. Immense growth and dramatic new findings continue to characterize the organization.

MEETING VENUE

The 18th Annual Meeting of the Organization for Human Brain Mapping will be held in Beijing, China at the China National Convention Center (CNCC). Ideally located in the heart of Beijing Olympic Green, China National Convention Center stands right next to the Bird's Nest, Water Cube (National Aquatic Centre) and National Indoor Stadium. CNCC enjoys unparalleled location. It only takes 30 minutes to the airport and the subway linking city center and the airport has a stop at CNCC.

PROGRAM

The Annual Meeting will have an extensive program of local and international speakers, covering a wide range of topics and issues, and specifically address the field of human functional neuroimaging and its movement into the scientific mainstream. The focus will be to gather scientists and medical professionals using modern, functional, brain mapping techniques such as PET, SPECT, fMRI, EEG, MEG, optical imaging and neuroanatomical tools for assessment of the functioning of the human brain. It will include the applications of these techniques to study brain implementation of sensory and motor systems, vision, attention, memory and language in normal and pathological states. For more information on the scientific program please visit the conference website at www.humanbrainmapping.org/OHBM2012.

We invite companies that share our educational goals, wish to have a presence in this fast-growing, dynamic community of science and who want to have direct contact with those who are pioneers in neuro-imaging to consider partnering with us.

GOLD & SILVER SUPPORT OPPORTUNITIES



GOLD LEVEL - \$50,000 USD

Welcome Reception

This event is open and complimentary to all meeting attendees. It offers a casual atmosphere for networking and collaboration and attracts over 2000 participants. Support of this event includes:

- Company logo on napkins provided by the supporting company
- Company logo on table and bar signs

Club Night Party

This event is open and complimentary to all meeting attendees. It offers a casual atmosphere for networking and collaboration and attracts over 2000 participants. Support of this event includes:

- Company logo on napkins provided by the supporting company
- Company logo on table and bar signs

Mobile App

The Annual Conference Mobile App will allow attendees to have mobile access to conference information including the session program, abstracts, speaker information, links to social media, last minute updates and more. Support of this event includes:

- Company logo included on the home page of the 2012 conference mobile app and will include a link to your company's homepage.

SILVER LEVEL - \$25,000 USD

Leadership Dinner

Host this exclusive evening that brings together over 70 of the top leaders in the field of human brain mapping. Members of OHBM's Council, Program Committee, Local Organizing Committee, our Talairach Lecturer and other key members of the Annual Meeting faculty will be invited to celebrate the success of the field and the Annual Meeting. Support of this event includes:

- Company logo on the cocktail napkin provided by the supporting company

Coffee Break

Host a coffee break following the session of your choice. Over 2000 attendees will see your company's name/logo on buffet signs and cocktail napkins provided by the supporting company.

Internet Café

Support assists the organization in offering complimentary wireless internet access to all meeting attendees in designated areas of the conference space. Support of this item includes:

- Company logo on the screensaver of all internet café workstations and on the login screen of wireless access

Poster Social

Host one of our popular poster socials. Over 2000 attendees will see your company's name/logo on buffet signs and cocktail napkins provided by the supporting company.

BRONZE & OTHER SUPPORT OPPORTUNITIES

BRONZE LEVEL - \$10,000 USD

Online Library

Support assists the organization in offering complimentary recordings of the Tailarach Lecture, as well as the Keynote & Symposium Speakers, to all meeting attendees. All slides from session presentations are included on the library as well. Support of this item includes:

- Web banner (provided by supporting company) displayed on online library home page

Meeting Lanyards

(plus products to be supplied)

All registered attendees will receive a name badge and lanyard which must be worn at all times during the meeting. Support of this item includes:

- Company logo on lanyard (artwork and product to be approved by OHBM)

Meetings Pads and Pens

(plus products to be supplied)

Your pads and pens will be distributed to all meeting attendees as a lasting reminder of the Annual Meeting. These items can have your company name/logo overprinted in accordance with OHBM's standards.

E-Posters

OHBM will feature the top 300 posters at the conference as electronic posters viewable online. Your company name/logo will be displayed on the E-Posters homepage.

OTHER SPONSORSHIP OPPORTUNITIES

Industry Sponsored Event

If you are interested in hosting an Industry Sponsored Event at the Annual Meeting, please go to www.humanbrainmapping.org/OHBM2012 for guidelines and application. Industry Sponsored Events are assigned on a first come first serve basis. Space is limited.

Other Ideas?

OHBM is open to discussing ways to tailor our sponsorship program to meet your needs. If you have other financial support ideas that you would like the OHBM Executive Office to consider, please contact the OHBM executive Office at info@humanbrainmapping.org.



BASED ON LEVEL OF SPONSORSHIP, SUPPORT OF THE OHBM MEETING INCLUDES THE FOLLOWING BENEFITS IN ADDITION TO THE BENEFITS ALREADY LISTED UNDER EACH EVENT



	Gold Supporter \$50,000 USD	Silver Supporter \$25,000 USD	Bronze Supporter \$10,000 USD
The inclusion of your company name and logo in the Final Annual Meeting Program	X	X	X
Exposure and acknowledgement as a Supporter of the Annual Meeting in major marketing activities and onsite signage	X	X	X
Inclusion of your logo and company name on the Annual Meeting website with a link to your own website	X	X	X
Company logo to appear on electronic Supporter slides in Annual Meeting Opening and Closing Sessions	X	X	X
Recognition during the Annual Meeting opening and closing ceremony and at appropriate times throughout the meeting	X	X	X
Purchase of priority one (1) exhibit space valued at \$3,100 USD	X	X	
Complimentary Scientific Program registration to the meeting for all sessions, coffee breaks, and poster socials	4	2	
Complimentary invitation to the Welcome Reception for company representatives	4	2	
Complimentary invitation to the Leadership Dinner for company representatives	2	1	

EXHIBITING

Benefits of Exhibiting

- Exposure to over 2,000 leaders in neuro-imaging research;
- Promotion as an exhibitor via company name and description listed in the onsite program and OHBM website;
- Attendee list provided in excel format, including names and addresses, will be provided after the meeting.

Exhibit Information

The China National Convention Center (CNCC) has an excellent conference facility with meeting rooms, exhibition areas, and posters all in close proximity to one another. The exhibit hall will host coffee breaks and be the main networking area for attendees.

OHBM is currently securing an exhibit decorator for the 2012 meeting. Shipping information, exhibit service kit, rules and regulations, as well as the specifics regarding booth size (10'x10' or 8'x10') will be sent with booth confirmation materials and posted on the OHBM website when available.

Payment

The cost of each exhibit booth space is \$3,100 USD. An application and deposit of \$2,000 USD per booth space is due on April 16, 2012. The balance is due on or before May 14, 2012.

Nonprofit organizations are eligible for a discounted booth rate. Interested organizations must submit a letter on company letterhead to OHBM either by mail, FAX or email requesting reduced booth fees. The letter must include a description of the organization as well as why it is considered a non-profit organization. If approved, the non-profit organization will receive a discounted rate of \$1,000 per booth space. Booth spaces are limited and the reduced rate will be given on a first come, first serve basis.

Space Assignment

Space is assigned on a point system. Points are rewarded based on current and past sponsorship, the numbers of years your company has attended the OHBM conference, and the order in which applications are received. Space is limited, so be sure to complete and return your application immediately.

Contract for Space

The order for a booth(s) (upon acceptance by the OHBM) assignment of space, and the payment of rental charges constitute a contract for rental of the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. If not occupied by the time set for completion of display installation, such space may be repossessed by the OHBM. Said contract will not be binding upon the OHBM in the event of strikes or other circumstances beyond the OHBM's control.

It is agreed that:

- (a) If a company cancels its space on or before May 14, 2012 it will be responsible for paying the amount of the deposit.
- (b) If a cancellation occurs after May 14, 2012, the company will be responsible for paying the full cost of the booth space.

Certificate of Insurance

The OHBM does not provide liability or property damage insurance for exhibitor's property. Exhibitors will be responsible for adequately insuring their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind, but will not be required to submit a certificate of insurance to the OHBM.

Meeting Cancellation

It is mutually agreed that in the event of cancellation of the 2012 Exhibits due to fire, strikes, government regulations, or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated, and the Executive Council of the OHBM, in conjunction with the Local Organizing Committee, shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after consideration of expenditures and commitments already made.



2011 CORPORATE SPONSORS

Siemens Medical Solutions
Philips Healthcare
Wiley-Blackwell
Rogue Research
Electrical Geodesics, Inc
Siemens-Canada



2011 EXHIBITOR LIST

Allen Institute	Magstim
Avotec Inc.	Magventure, Inc.
BESA GmbH	Mary Ann Liebert Inc., publishers
Brain Image Analysis	Mega Electronics Ltd
Brain Innovation	NeuroDebian
Brain Products GmbH	NIRx Medical Technologies LLC
Brain Research Center (BRC), NCTU	NITRC-Neuroimaging Informatics Tools and Resources Clearinghouse
Cambridge Research Systems	NordicNeuroLab
Compumedics Neuroscan, Inc	Osmic Enterprises, Inc.
Cortech Solutions, Inc.	Oxford University Press
Current Designs, Inc.	Psychology Software Tools, Inc.
Electrical Geodesics	Resonance Technology, Inc.
Elekta Oy	Rogue Research
Elsevier	Shimadzu Corporation
fNIR Devices	Siemens
Hitachi Medical Corporation	Spring Solutions
Human Connectome Project, WU-Minn Consortium	SR Research
International Neuroinformatics Coordinating Facility	VPixx Technologies, Inc.
Mag Design and Engineering	Wiley-Blackwell

EXHIBITOR/SPONSORSHIP Application Form

PLEASE NOTE: All acknowledgements of your company and listing of company name and address will be generated from the following information.

Company Name <input type="text"/>	Company Phone <input type="text"/>
Contact Name <input type="text"/>	Direct Phone <input type="text"/>
Address <input type="text"/>	Fax <input type="text"/>
City <input type="text"/>	Website <input type="text"/>
State/Province <input type="text"/>	Company Email <input type="text"/>
Postal/Zip Code <input type="text"/>	Direct Email <input type="text"/>
Country <input type="text"/>	

Sponsorship Opportunities

- Club Night Party (\$50,000)
- Welcome Reception (\$50,000)
- Mobile App (\$50,000)
- Leadership Dinner (\$25,000)
- Coffee Break (\$25,000)
- Internet Cafe (\$25,000)
- Poster Social (\$25,000)
- Online Library (\$10,000)
- Meeting Lanyards (\$10,000)
- Meeting Pads and Pens (\$10,000)
- E-Posters (\$10,000)

Exhibiting

Total number of booths requested

Amount to be charged on card

- Deposit for each booth (\$2,000) Full amount for each booth (\$3,100) Nonprofit (\$1,000)

50 word company description to be included in the onsite program

Total Exhibit Booth Amount

Gold Sponsorship = \$50,000
Silver Sponsorship = \$25,000
Bronze Sponsorship = \$10,000

Total Sponsorship Amount

Payment Information

Sponsorship Payment: A 50% non-refundable deposit must be received before this application will be processed. Balance to be paid by May 14, 2012.

Exhibit Payment: Exhibit Booth deposit is due by April 16, 2012. Balance to be paid by May 14, 2012.

TOTAL AMOUNT DUE

- We would like to use the following credit card for payment: Mastercard Visa AMEX

Credit Card No. Exp. Date Name on Card

- Enclosed is our check made payable to OHBM Check #

Signature Date



OHBM 2012
Beijing, China

June 10-14, 2012

China National Convention Center (CNCC)

Please return the completed form by faxing to 952-545-6073, scanning to info@humanbrainmapping.org, or mailing to the address below.

ORGANIZATION FOR HUMAN BRAIN MAPPING

5841 Cedar Lake Road, Suite 204 | Minneapolis, MN 55416 | Phone: 952-646-2029 | Fax: 952-545-6073 | Email: info@humanbrainmapping.org