



22ND ANNUAL MEETING OF THE
ORGANIZATION FOR HUMAN BRAIN MAPPING

EXHIBITOR & SPONSORSHIP PROSPECTUS

June 26-30, 2016

Palexpo Exhibition and Congress Centre | Geneva, Switzerland

IMPORTANT EXHIBITOR DATES

FIRST ON THE SCENE PRICING ENDS DECEMBER 1, 2015

STANDARD PRICING ENDS MAY 9, 2016

WELCOME LETTER

DEAR INDUSTRY PROFESSIONAL,

Each one of us has a personal story of family or friends who have experienced a brain disease or trauma that impacts their quality of life. Ongoing research continues to unveil new discoveries that offer options and hope for greater outcomes. The Organization for Human Brain Mapping (OHBM) is committed to using neuroimaging technology to discover how the brain works and is dedicated to sharing these discoveries through scientific education and research.

We invite you to join us by becoming a sponsor or exhibitor at the largest event for neuroimaging professionals — the 22nd Annual Meeting in Geneva Switzerland, June 26-30.

OHBM creates several ways in which you can become involved! Our multi-level approach is sure to offer a way in which you can engage with OHBM leaders.

Join us and do your part to bring new technologies and fresh ideas into the neuroimaging community.

For further information regarding sponsoring or exhibiting, please contact the OHBM Executive Office at info@humanbrainmapping.org.

Sincerely,

Karl Zilles
OHBM Council Chair

Andreas Kleinschmidt
Scientific Program
Committee Chair

Christoph Michel
Local Organizing
Committee Chair

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GENERAL INFORMATION

WHY OHBM 2016?

There is no other meeting to connect with pioneers who are finding new ways to understand the functions of the brain through neuroimaging research.

NETWORKING:

As an international organization, key decision makers attend this meeting from all fields of neurology, psychiatry, physics and engineering looking for companies new ideas, new technologies and new collaborations to expand their research.

BENEFITS:

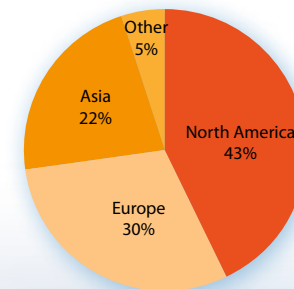
Based on your support level, OHBM provides the following:

- Detailed company listing in the Annual Meeting program book and on our mobile app
- Company listing on the Annual Meeting website
- Pre and Post Annual Meeting attendee lists, ENews attendee blasts and mobile alerts
- Ability to upload handouts to the mobile app
- Program ad space
- Space on the Product Display Table
- Opportunity to meet one on one with OHBM leadership at a Top Supporter breakfast
- Up to 6 Annual Meeting registrations

ANNUAL MEETING 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.

2015 OHBM ATTENDEE DEMOGRAPHICS



Past Meeting Locations and Attendees

2015 Honolulu: 2,904
2014 Hamburg: 3,209
2013 Seattle: 2,474
2012 Beijing, China: 2,303
2011 Quebec, Canada: 2,376

PLATINUM AND GOLD LEVEL SUPPORT OPPORTUNITIES



PLATINUM LEVEL
\$30,000 USD EACH

Welcome Reception

The Annual Meeting excitement starts here! The welcome reception immediately follows the Opening Ceremonies and is included in the Annual Meeting registration. It is the OHBM social event of the year where attendees get their first taste of local cuisine, enjoy local entertainment and meet up with colleagues and friends. Your company will be the exclusive sponsor, and over 2,500 attendees will see your logo everywhere - on the tables, bars, cocktail napkins, along with signage at the entrance.

Club Night Party

This is the most anticipated social evening of the Annual Meeting where attendees flock together to dance the night away at a private venue. Spotlight your company during this complimentary party as the sole sponsor. We have the ability to be creative with logo placement to optimize your exposure.



GOLD LEVEL
\$20,000 USD EACH

Leadership Dinner

Host this exclusive reception and dinner which brings together over 70 of OHBM's top leaders in the field of human brain mapping. Members of OHBM's Council, Program Committee and Local Organizing Committee as well as prestigious speakers attend to celebrate the success of the field and the Annual Meeting.

Beverages Breaks

Highlight your company's logo in front of a group of the most grateful attendees! The most requested item at the Annual Meeting is access to coffee, water and soda. Host a coffee/beverage break, water station or have your logo on refillable water bottles. *The attendees will thank you!*

Wireless Internet / ECafe Sponsor

The ability to have access to reliable wireless internet is more important than ever! Attendees access wireless internet using different devices to stay connected to work and home. Your company name will be used as the wireless password and your logo will be displayed as the sole sponsor on all the ECafe terminals.

Poster Socials

Poster presentations are rated among the top three favorite events of the Annual Meeting. Sponsor one of two wine and beer receptions where attendees gather to see the latest research. As a sponsor, your company name and logo will be placed on signage and cocktail napkins.



SILVER AND BRONZE LEVEL SUPPORT OPPORTUNITIES



SILVER LEVEL
\$15,000 USD EACH

Industry Sponsored Lunch Symposia

Host a symposia over the lunch hour for attendees to come and learn about your company and your products. Your symposia will be advertised in the program book, on the Annual Meeting website and on our mobile app. *Lunch symposia are very popular! Only a limited number of slots are available so act fast!*



BRONZE LEVEL
\$10,000 USD EACH

Mobile App

The Annual Conference Mobile App allows attendees to navigate the conference through their mobile device. Important information can be accessed including the session program, abstracts, speaker information, links to social media, mobile alerts and more. Mobile App sponsor receive their logo on a secondary splash page, app store screen shot, a banner ad & landing page, video package, row on exhibitor list and weighted banners

NEW! OHBM OnDemand

OHBM OnDemand offers complimentary access to recordings and slides from the Scientific Program to all meeting attendees. Sponsorship of this item includes a web banner (artwork provided by supporting company) displayed on the OnDemand home page

Meeting Lanyards

All registered attendees will receive a name badge and lanyard which must be worn at all times during the meeting. Your company logo can be placed on the lanyard. Note that the lanyards will be supplied by the sponsoring company (artwork and product to be approved by OHBM).

Meetings Pads and Pens

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. Note that the Meeting Pads and Pens will be supplied by the sponsoring company.

E-Posters

Poster presenters upload their traditional poster onto an E-Poster portal for electronic access. This is then available online before, during and after the Annual Meeting to all attendees. Your company name/logo (artwork provided by supporting company) will be displayed on the E-Posters homepage.

NEW! Industry Sponsored Sunrise Breakfast Symposia

Host a breakfast symposia before the Annual Meeting sessions begin for attendees to come and learn about your company and your products. Your symposia will be advertised in the program book, on the Annual Meeting website and on our mobile app.

SPONSORSHIP INFORMATION

The following benefits are provided based on level of sponsorship:

	Platinum Sponsor \$30,000 USD	Gold Sponsor \$20,000 USD	Silver Sponsor \$15,000 USD	Bronze Sponsor \$10,000 USD
Complimentary Annual Meeting Registrations	6	4	2	-
Full page, 4 color inside front cover ad in Annual Meeting Program	1	-	-	-
Attendee ENews blast highlighting your company	2	1	1	-
Complimentary invitation to the Welcome Reception and Club Night for company representatives	6	4	2	-
Complimentary invitation to the Leadership Dinner for company representatives	4	2	-	-
Mobile app alerts	2	1	-	-
Banner Ad/Landing Page Ad on OHBM's mobile application	2	1	-	-
Premium exhibitor booth space	1	-	-	-
Full page, 4 color inside back cover ad in Annual Meeting Program	-	1	-	-
Space on the Product Display Table	x	x	-	-
Company name and logo in the Final Annual Meeting Program	Logo	Logo	Name	Name
Company name and logo on the Annual Meeting website and app with a link to your website	Logo	Logo	Name	Name

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SPONSORSHIP INFORMATION (CONT.)

The following benefits are provided based on level of sponsorship:

	Platinum Sponsor \$30,000 USD	Gold Sponsor \$20,000 USD	Silver Sponsor \$15,000 USD	Bronze Sponsor \$10,000 USD
Company name and logo to appear on electronic Supporter slides in Annual Meeting Opening and Closing Sessions	Logo	Logo	Name	Name
Complimentary Supporter Breakfast invitation	2	2	2	2
Exposure and acknowledgement as a Supporter of the Annual Meeting in major marketing activities and onsite signage	x	x	x	x
Recognition during the Annual Meeting opening and closing ceremony and at appropriate times throughout the meeting	x	x	x	x
Pre and post attendee list	x	x	x	x
Inclusion in OHBM 2016 Supporter ENews blast. <i>This email includes all sponsors and exhibitors.</i>	x	x	x	x

OTHER SPONSORSHIP OPPORTUNITIES

Banner Ad/Landing Page Ad Package (\$1,000 USD each)

Promote your company's message with a rotating banner ad seen on the Mobile App's Dashboard. When tapped, the user is taken to a full-screen app landing page showing product or service graphics and information. This page then leads a user to the company's exhibitor listing page.

Product Display Table (\$200 USD non profit / \$350 for profit)

Display your brochures and literature within easy reach of our attendees! The Product Display Table is centrally located for easy access for the attendees. Limited spaces are available.

ENews Attendee Blast (\$400 USD non profit / \$800 for profit)

OHBM will send out a personalized ENews blast to our attendees highlighting your company either before or after the Annual Meeting. Limited spaces are available and dates must be mutually agreeable.

Speaker Travel Support

Support travel fees for OHBM's Talairach and Keynote Speakers. Please note that this sponsorship option is available only for non-industry supporters (e.g. academic universities). Contact the OHBM Executive Office at info@humanbrainmapping.org if you are interested in supporting speaker travel.

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 info@humanbrainmapping.org. Past examples of other sponsorship events include the Student/Post Doc Group Event and Hackathon.

EXHIBITING AT OHBM

Event Name: 22nd Annual Meeting of the Organization for Human Brain Mapping

Dates: June 26-30, 2016

Location: Palexpo Exhibition and Congress Centre, Geneva, Switzerland

Benefits of Exhibiting

- Exposure to over 2,500 leaders in neuro-imaging research
- **New to 2016!** Exhibitor raffle! Each attendee will receive a raffle card which exhibitors will sign as the attendee visits. Each full card of signatures will be entered into a drawing for \$300 cash. The winner will be announced during the poster farewell reception.
- Exhibit Hall: The poster presentations rank in the top three favorite events of the Annual Meeting. Exhibit booths are placed strategically in the poster/exhibit hall for optimal exposure.
- Exhibitors lounge with complimentary beverages during exhibit hours.
- Detailed company listing in the Annual Meeting program book and on our mobile app
- Ability to upload handouts to the mobile app
- Company listing on the Annual Meeting website
- Pre and post Annual Meeting attendee lists
- Up to 6 Exhibitor passes
- Afternoon food and beverage breaks in the exhibit hall
- Poster receptions in exhibit hall
- Overnight security personnel

Exhibit Information

From books to cars, contemporary art to planes, and showjumping to Egyptian pharaohs, Palexpo showcases everything the world has to offer — all located in the heart of Europe. Exhibitions, conferences, congresses, shows and sporting

competitions are held continuously throughout the year over 106,000 m² of interconnected event space at Switzerland's most international congress and exhibition centre.

Getting to Palexpo's seven exhibition halls couldn't be simpler: the site offers ample parking and is easily accessible from Geneva International Airport and the city's central railway station. Cultural, sporting and economic shows and events can all be catered for thanks to the centre's flexible modern infrastructure and 2,800 parking spaces

OHBM is currently securing an exhibit decorator for the 2016 meeting. Shipping information, the Exhibit Service Kit, Rules and Regulations, as well as the specifics regarding booth size will be posted on the OHBM website and emailed to your company representative when available.

Exhibit Payment

NEW in 2016! Be first on the scene and return your application along with payment by December 1, 2015 and enjoy a discounted booth rate of \$4,500 USD.

December 2nd and beyond the cost of each exhibit booth space is \$4,750 USD. Please note that the exhibit booth fee is for the space only — exhibitors are responsible for all shipping, electrical and furniture fees. Application and payment deadline is May 9, 2016.

(continued)

EXHIBITING AT OHBM (CONT.)

Nonprofit Organizations

Nonprofit organizations are eligible for a discounted booth or a complimentary table top. 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.

- **Discounted Booth Space - \$2,000**

If approved for a discounted booth space, you will receive an exhibit space within the rest of the exhibitors. Booth spaces are limited and the reduced rate will be approved on a first come, first serve basis and is for the space only — exhibitors are responsible for all shipping, electrical and furniture fees.

- **Complimentary Table Tops**

If approved for a table top, you will be given a 6ft or 8ft table with two chairs. Table top space are limited and will be approved on a first come, first serve basis and is for the space only – exhibitors are responsible for all shipping, electrical and furniture fees.

Exhibit 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. Your booth assignment will be emailed to your company representative following the exhibit application deadline.

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 9, 2016 it will be responsible for paying the amount of the deposit.*
- (b) *If a cancellation occurs after May 9, 2016, 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 2016 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.

2015 OHBM SUPPORTERS

Many of our sponsors and exhibitors have been supporting the Organization for Human Brain Mapping for 10+ years. Thank you!

2015 Corporate Sponsors

Siemens AG
Electrical Geodesics, Inc. (EGI)
GE Healthcare
Philips Healthcare
Elsevier
Wiley-Blackwell
National Institute of Health - NIH

2015 Exhibitor List

ANT Neuro B.V.
BESA GmbH
BIOPAC Systems, Inc.
Brain Innovation bv
Brain Products GmbH
Brain Vision LLC
Brainnetome Center
BrainMap, Research
Imaging Institute
Compumedics Inc.
Cortech Solutions, Inc.
Current Designs Inc.
Elekta
Elsevier BV
Electrical Geodesics, Inc. (EGI)
Flywheel, LLC.
Hitachi High-Technologies
Corporation
Human Connectome Project

INCF

KinetiCor, Inc.
LOCALITE GmbH
Magstim
MRC Systems GmbH
Neuro Device
Neuroelectronics
NITRC-Neuroimaging Informatics
Tools and Resources
Clearinghouse
Optoacoustics Ltd.
Psychology Software Tools, Inc.
Resonance Technology, Inc.
Rogue Research
Rogue Resolutions
Shimadzu Corporation
Siemens AG
SMRT IMAGE
VPixx Technologies Inc.

2015 Nonprofit Table Tops

NeuroDebrain
Diffusion Imaging in Python (DIPY)

SWISS is the official
carrier for OHBM 2016.



Official Carrier

EXHIBITOR/SPONSORSHIP APPLICATION

Company Information

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

Company Name <input type="text"/>	Country <input type="text"/>
Address 1 <input type="text"/>	Company Phone <input type="text"/>
Address 2 <input type="text"/>	Company Email <input type="text"/>
City <input type="text"/>	Website <input type="text"/>
Postal/Zip Code <input type="text"/>	

Company Representative Information

Contact Name <input type="text"/>	Phone <input type="text"/>
	Email <input type="text"/>

Exhibiting

Total number of booths requested

Amount to be charged on card

☐ First on the Scene Exhibitor Booth (\$4,500) ☐ Standard Booth (\$4,750) ☐ Nonprofit Booth (\$2,000) ☐ Nonprofit Table Top (Gratis)

In order to reserve First on the Scene pricing, the application and payment must be received by December 1, 2015.

Total Exhibit Booth 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 9, 2016.

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

Sponsorship Opportunities

- ☐ Welcome Reception (\$30,000)
- ☐ Club Night Party (\$30,000)
- ☐ Leadership Dinner (\$20,000)
- ☐ Beverage Break (\$20,000)
- ☐ Wireless Internet/ECafe (\$20,000)
- ☐ Poster Social (\$20,000)
- ☐ Industry Sponsored Lunch Symposia (\$15,000)
- ☐ Mobile App (\$10,000)
- ☐ OHBM OnDemand (\$10,000)
- ☐ Meeting Lanyards (\$10,000)
- ☐ Meeting Pads and Pens (\$10,000)
- ☐ E-Posters (\$10,000)
- ☐ Industry Sponsored Sunrise Breakfast Symposia (\$10,000)
- ☐ Mobile App Banner (\$1,000 each)
- ☐ Product Display Table (\$200/\$350)
- ☐ ENews Blast (\$400/\$800)

Total Sponsorship Amount

Return the completed form by faxing to 952-545-6073, mail to the address below, or click the link to email this form directly to info@humanbrainmapping.org

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