

Vancouver Convention Centre  
23<sup>RD</sup> ANNUAL MEETING OF THE  
ORGANIZATION FOR HUMAN BRAIN MAPPING

2017  
OHBM  
VANCOUVER  
June 25-29, 2017

# EXHIBITOR & SPONSORSHIP PROSPECTUS

IMPORTANT EXHIBITOR DATES  
*First on the Scene* pricing ends February 1, 2017

# WELCOME LETTER

## DEAR INDUSTRY PROFESSIONAL,

The Organization for Human Brain Mapping (OHBM) is pleased to invite you to partner with us at our 23rd Annual Meeting in Vancouver, Canada, June 25-29, 2017, by becoming a sponsor and/or an exhibitor.

The OHBM is the primary international organization dedicated to neuroimaging and each year 3,000 attendees gather together to attend top-notch scientific education, share their latest research and discover new collaborations. Sponsoring and/or exhibiting at the Annual Meeting is the most effective way to show support for the field of human brain mapping.

The OHBM Annual Meeting is a cutting edge, must-see and be-seen event for professionals who want to keep abreast of industry changes, new technologies and fresh ideas. You'll have ample opportunity to share your expertise as you visit one-on-one with these professionals.

OHBM is continuing to make it easier than ever for you to become involved! Our multi-level approach is sure to fit your marketing needs. Enclosed you will find information highlighting sponsorship levels and the benefits as well as instructions on how to become an OHBM 2017 exhibitor.

We look forward to having you join us at the 2017 OHBM Annual Meeting! Early commitment maximizes your recognition so please submit your application as soon as possible

For further information regarding sponsoring or exhibiting, please contact the OHBM Executive Office at [info@humanbrainmapping.org](mailto:info@humanbrainmapping.org).

Sincerely,

Alan Evans  
OHBM Council Chair

Michael Greicius  
Scientific Program  
Committee Chair

Lara Boyd  
Local Organizing  
Committee Chair

Doris J. Doudet  
Local Organizing  
Committee Co-Chair

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Images courtesy Tourism Vancouver

# GENERAL INFORMATION

## WHY OHBM 2017?

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 neuroimaging to partner with us at this exciting event.

## NETWORKING

The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. Exhibiting at OHBM 2017 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, psychics and engineering to name a few. And of course, our student attendees who are the FUTURE decision makers and new idea developers for your company!

## BENEFITS

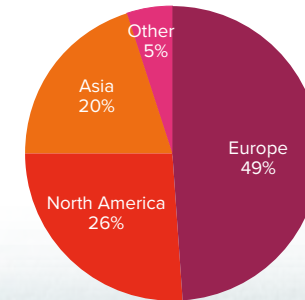
Based on your support level, OHBM provides the following:

- 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
- 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.

## 2016 OHBM ATTENDEE DEMOGRAPHICS



2016  
OHBM  
GENEVA

## Past Meeting Locations and Attendees

- 2016 Geneva, Switzerland: 3,168
- 2015 Honolulu: 2,904
- 2014 Hamburg: 3,209
- 2013 Seattle: 2,474
- 2012 Beijing, China: 2,303

# PLATINUM AND GOLD LEVEL SUPPORT OPPORTUNITIES



## PLATINUM LEVEL \$30,000 USD EACH

### OnDemand Sponsorship

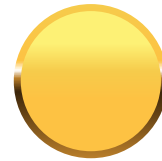
OHBM OnDemand is an online portal designed to provide Annual Meeting attendees access to educational resources dedicated to those using neuroimaging to discover the organization of the human brain. Access videos, audio and PPT presentations from the quality scientific educational offerings during this year's meeting (as well as from the 2013-2016 OHBM Annual Meetings). OHBM OnDemand is provided at no charge to those that attended the meeting. Your company will be the exclusive sponsor with prominent logo placement on the portal from June 2017 to June 2018.

### 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 of this party. We have the ability to be creative with logo placement during this party 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 / Snack 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, soda and snacks. Host a coffee/beverage/snack break, water station or have your logo on refillable water bottles. *The attendees will thank you!*

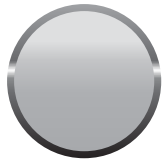
### Wireless Internet / ECafe Sponsor

The ability to have access to reliable wireless internet is more important than ever! Attendee 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 3 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.

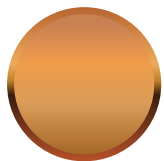
# SILVER AND BRONZE LEVEL SUPPORT OPPORTUNITIES



## 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.

### 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

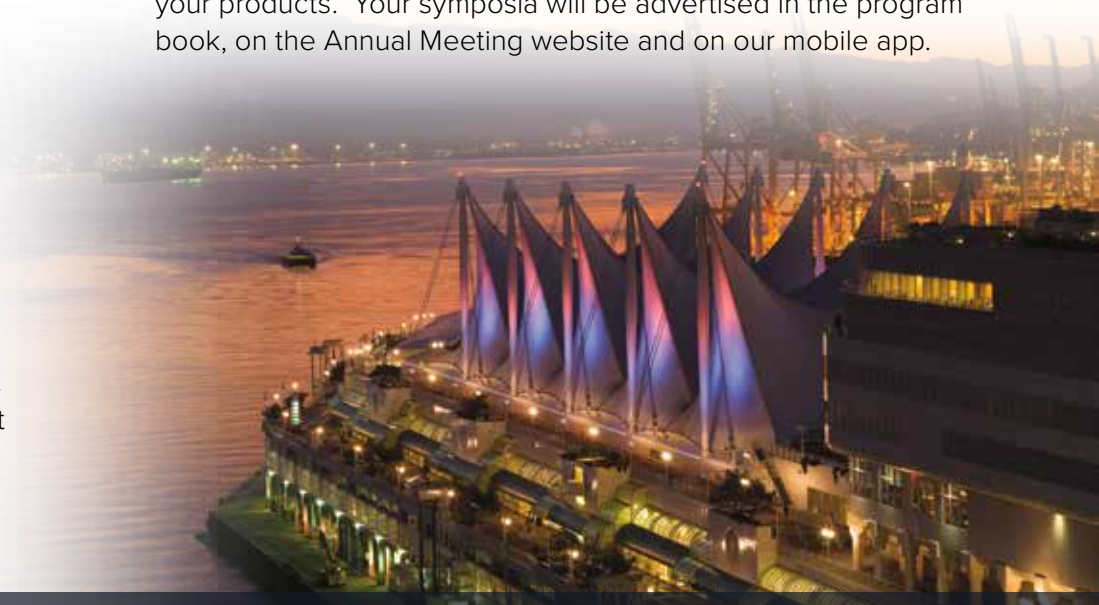
Your pads and pens will be distributed to all meeting attendees as a lasting reminder of the Annual Meeting. These items can have your company name/logo overprinted in accordance with OHBM's standards. Note that the Meeting Pads and Pens will be supplied by the sponsoring company.

### 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	2
Full page, 4 color <b>inside front cover</b> ad in Annual Meeting Program	1			
Attendee email blast highlighting your company	2	1		
Complimentary invitation to the Welcome Reception and Club Night for company representatives	6	4	2	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 corner booth space	1			
Full page, 4 color inside back cover ad in Annual Meeting Program		1		
Space on the Materials Pick Up Table (near registration)	x			
Space on the Product Display Table (in the exhibit hall)	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

*(continued)*



## 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
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 2017 Supporter Email 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 in the exhibit hall for easy access for the attendees. Limited spaces are available.

### Attendee Email 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](mailto: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](mailto:info@humanbrainmapping.org). Past examples of other sponsorship events include the Student/Post Doc Group Event and Hackathon.

# EXHIBITING AT OHBM

**Event Name:** 23rd Annual Meeting of the Organization for Human Brain Mapping

**Dates:** June 25-29, 2017

**Location:** Vancouver Convention Centre

## Benefits of Exhibiting

- Exposure to over 3,000 leaders in neuro-imaging research
- 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

Located on Vancouver's waterfront with a dramatic mountain backdrop, the award-winning Vancouver Convention Centre offers one of the most beautiful settings in the world and convenient access to all the major visitor amenities in the downtown core. As British Columbia's flagship convention centre, the facility hosts more than 500 events and welcomes hundreds of thousands of attendees each year, while generating significant economic activity for the province.

At the Vancouver Convention Centre, you're at the center of it all.

Thousands of quality hotel rooms are steps away. So are a variety of restaurant, entertainment and retail options and a vibrant nightlife. And our harbourfront setting offers unique access to a variety of recreational opportunities in a spectacular, scenic setting against a backdrop of mountains, ocean and parks.

OHBM is currently securing an exhibit decorator for the 2017 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

**Be first on the scene and return your application along with payment by February 1, 2017 a discounted booth rate of \$4,500 USD.**

February 2, 2017 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 15, 2017.*



# 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 1, 2017 it will be responsible for paying half of the booth price.*
- (b) *If a cancellation occurs after June 1, 2017, 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, outbreak of infectious disease or illness with government regulations making it not-advisable to travel for any unessential business, or other 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.

# 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 February 1, 2017.*

**TOTAL EXHIBIT BOOTH AMOUNT**

## Payment Information

**Sponsorship ONLY Payment:** A 50% non-refundable deposit must be received before this application will be processed. Balance to be paid by May 15, 2017.

**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

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](mailto: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](mailto:info@humanbrainmapping.org)

## Sponsorship Opportunities

- OnDemand Sponsorship (\$30,000)
- Welcome Reception (\$30,000)
- Club Night Party (\$30,000)
- Leadership Dinner (\$20,000)
- Beverages / Snack Break (\$20,000)
- Wireless Internet/ECafe (\$20,000)
- Poster Social (\$20,000)
- Industry Sponsored Lunch Symposia (\$15,000)
- Mobile App (\$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/Landing Page (\$1,000 each)

Product Display Table

- Non profit \$200
- For profit \$350

Attendee Email Blast

- Non profit \$400
- For profit \$800

**TOTAL SPONSORSHIP AMOUNT**