



26<sup>TH</sup> ANNUAL MEETING OF THE  
ORGANIZATION FOR HUMAN BRAIN MAPPING

## EXHIBITOR & SPONSORSHIP **PROSPECTUS**

**Friday, June 26 - Tuesday, June 30**

**PALAIS DES CONGRÈS | MONTREAL**

**IMPORTANT EXHIBITOR DATES**

***FIRST ON THE SCENE*** PRICING ENDS FEBRUARY 1, 2020



# WELCOME LETTER

## DEAR INDUSTRY PROFESSIONAL,

On behalf of the Organization for Human Brain Mapping (OHBM), we are excited to invite your company to partner with us at our 26th Annual Meeting in Montreal, June 26-30, 2020.

For over 25 years, OHBM has been the international “Who’s Who” of researchers and professionals dedicated to understanding how the brain functions using neuroimaging technologies. Each year, approximately 3,000 attendees gather together to attend top-notch scientific education, share their latest research, and discover new collaborations. This is what makes sponsoring or exhibiting at this event essential to increase your sales and product awareness while gaining insight into the needs of your target audience.

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. The 2020 location in Montreal gives you a unique opportunity to interact and grow your markets with the fast-growing European scientific community.

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 2020 Exhibitor or Sponsor.

We look forward to having you join us at the 2020 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 [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org).

Sincerely,

|                    |                         |                                     |                                     |
|--------------------|-------------------------|-------------------------------------|-------------------------------------|
| Jia-Hong Gao       | Xi-Nian Zuo             | Julien Doyon                        | Alan Evans                          |
| OHBM Council Chair | Program Committee Chair | Local Organizing Committee Co-Chair | Local Organizing Committee Co-Chair |

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# GENERAL INFORMATION

## WHY OHBM 2020?

The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. 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 want to interact and partner with leaders in the neuroimaging community to join us in Montreal.

## NETWORKING

Exhibiting at OHBM 2020 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, psychics and engineering to name a few. Sponsoring provides that opportunity for personal dialogue that leads to partnerships and collaborations. 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, benefits can include:

- Detailed company listing in the Annual Meeting program book and on our mobile app
- Company listing on the Annual Meeting website
- Post Annual Meeting attendee lists, ENews attendee blasts and mobile alerts
- Ability to upload handouts to the mobile app
- Space for your ad in the Annual Meeting program book
- Space on the Product Display Table
- Invitation to Leadership Dinner to network with OHBM Leadership
- Up to 6 Annual Meeting registrations

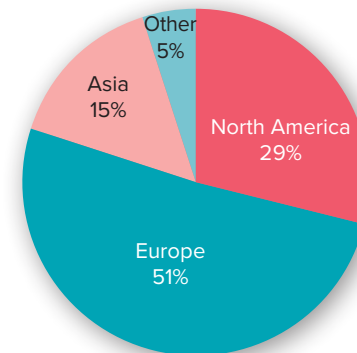
## ANNUAL MEETING SCIENTIFIC PROGRAM

The Annual Meeting will have an extensive scientific program with renowned speakers from around the globe, 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.















## PAST MEETING LOCATIONS AND ATTENDEES

|                                 |                            |
|---------------------------------|----------------------------|
| 2019 Rome, Italy: 4,013         | 2015 Honolulu: 2,904       |
| 2018 Singapore: 2,078           | 2014 Hamburg: 3,209        |
| 2017 Vancouver, Canada: 2,634   | 2013 Seattle: 2,474        |
| 2016 Geneva, Switzerland: 3,168 | 2012 Beijing, China: 2,303 |

## 2019 OHBM ATTENDEE DEMOGRAPHICS



# SPONSORSHIP INFORMATION

| The following benefits are provided based on level of sponsorship:  | Platinum Sponsor<br>\$25,000 USD  | Gold Sponsor<br>\$15,000 USD  | Silver Sponsor<br>\$10,000 USD  | Bronze Sponsor<br>\$5,000 USD   |
|---|---|---|---|---|
| Company name or logo in the Final Annual Meeting Program, Annual Meeting website, Mobile app (with a link to your website), and on electronic Supporter slides in Annual Meeting Opening and Closing Ceremony | Logo  | Logo  | Name  | Name  |
| Exposure and acknowledgement as a Supporter of the Annual Meeting in major marketing activities and onsite signage  |    |    |  |  |
| Inclusion in OHBM 2020 Supporter E-News blast (includes all sponsors and exhibitors)  |    |    |  |  |
| Complimentary invitation to the Welcome Reception and Club Night for company representatives  | 6   | 4   | 2   | 1   |
| Complimentary Annual Meeting Registrations (excludes Sunday Educational Courses)  | 6   | 4   | 2   | 1   |
| Complimentary invitation to the Leadership Dinner for company representatives   | 4   | 2   | 1   | -   |
| Attendee list   |    |    |  | -   |
| Attendee E-News blast highlighting your company   | 2   | 1   | -   | -   |
| Mobile app alerts   | 2   | 1   | -   | -   |
| Banner Ad/Landing Page Ad on OHBM's mobile application  | 2   | 1   | -   | -   |
| Space on the Product Display Table  |  |  | -   | -   |
| Full page, 4 color inside front cover ad in Annual Meeting Program  | 1   | -   | -   | -   |
| Premium exhibitor corner booth space  | 1   | -   | -   | -   |
| Space on the Materials Pick-Up Table  |  | -   | -   | -   |
| Full page, 4 color back inside cover ad in Annual Meeting Program   | -   | 1   | -   | -   |



# PLATINUM LEVEL SUPPORT OPPORTUNITIES



## PLATINUM LEVEL PACKAGE \$25,000 – \$30,000 USD

### Welcome Reception (\$30,000 USD)

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 (\$30,000 USD)

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.

### Wireless Internet / ECafe Sponsor (\$25,000 USD)

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



# GOLD LEVEL SUPPORT OPPORTUNITIES



## **GOLD LEVEL PACKAGE** **\$15,000 – \$24,999USD**

*Want to be a Platinum Sponsor? You're so close – just add on a Bronze Level Package!*

### **OnDemand Sponsorship (\$20,000 USD)**

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 2013-2020 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 2020 to June 2021.

### **Leadership Dinner (\$20,000 USD)**

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.

### **Industry Sponsored Lunch Symposia (\$20,000 USD)**

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!

### **Beverages / Snack Breaks (\$15,000 USD)**

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!

### **Poster Socials (\$15,000 USD)**

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.



Photo © Eva Blue



# SILVER LEVEL SUPPORT OPPORTUNITIES



## SILVER LEVEL PACKAGE \$10,000 – \$14,999 USD

Purchase **three** Silver Level packages and you'll become a Platinum Level Sponsor!

### Mobile App (\$10,000 USD)

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 (\$10,000 USD)

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).

### Software Demonstrations (\$10,000 USD)

In 2018 OHBM offered abstracts to be displayed as software demonstrations in addition to the traditional poster. The software demonstrations were a huge hit and will be available again in 2020. Sponsor the software demonstrations and have your logo on each display screen as well as on a sign placed by the software demonstrations.

### Tote bags (\$10,000 USD)

Get your brand in their hand! Annual Meeting attendees love tote bags to carry around their materials during (and after!) the meeting. (Bags and artwork provided by Sponsor. Prior product approval from OHBM required).

### E-Posters (\$10,000 USD)

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.

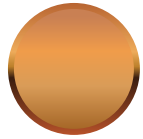
### Industry Sponsored Sunrise Breakfast Symposia (\$10,000 USD)

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.



Photo © Bob Fisher

# BRONZE LEVEL AND OTHER SUPPORT OPPORTUNITIES



## BRONZE LEVEL PACKAGE \$5,000 – \$9,999 USD

### Company Product Showcase (\$8,000 USD)

Take advantage of this great opportunity to showcase your company or product to OHBM members and provide them with a lunch! OHBM will create a space where you can captivate members for a 30 minute presentation of your choice. After the presentation, those who attended will receive a complimentary lunch (max 25). OHBM will provide meeting space, lunch for 25, and will help you market your Showcase to our Annual Meeting attendees by including details in our attendee final program, meeting website, mobile app, and onsite signage. *Act fast because this sponsorship opportunity is limited to 2 showcases per day!*

### Charging Station (\$8,000 USD)

Offer attendees a charging station where they can charge their smart phones, laptops, and other wireless devices without leaving the exhibit area. These stations will be placed in high-traffic areas with your logo featured prominently on the station (Artwork provided by the sponsor).

### Meetings Pads and Pens (\$8,000 USD)

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.

### Guest Room Key Cards (\$5,000 USD)

Personalize hotel guest room keys with your company's logo or product promotion for immediate exposure to attendees at the host hotel. (Artwork and key cards to be provided by sponsoring company).

## OTHER SPONSORSHIP OPPORTUNITIES \$200 USD AND UP

### 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.

### E-News Attendee Blast (\$400 USD non-profit / \$800 for profit)

OHBM will send out a personalized E-News 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 [mmulally@humanbrainmapping.org](mailto:mmulally@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 [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org). Past examples of other sponsorship events include the Student/Post Doc Group Event and Hackathon.



# EXHIBITING AT OHBM

**Event Name:** 26th Annual Meeting of the Organization for Human Brain Mapping

**Dates:** Friday, June 26 - Tuesday, June 30, 2020

**Location:** Palais des Congrès de Montreal, 201 Viger Ave W, Montreal, QC H2Z 1X7, Canada



Photo © Montreal Convention Centre

## Benefits of Exhibiting

- Exposure to over 3,000 leaders in neuro-imaging research
- Through the mobile app, attendees will be encouraged to visit your booth to take part in a scavenger hunt!
- Exhibit Hall: The poster presentations rank third 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
- Post Annual Meeting attendee list
- Up to 6 Exhibitor passes
- Afternoon food and beverage breaks in the exhibit hall
- Poster receptions in exhibit hall
- Overnight security personnel

## Exhibit Information

A The Palais des congrès de Montreal is a state of the art convention center in Montreal's Quartier international at the north end of Old Montreal. The Palais has the right type of space for all events! Incredibly versatile, the various rooms cater to all activities. Eight levels can accommodate special events, receptions, congresses, conventions, exhibitions, and the list goes on.

The Palais des congrès was built above the Ville-Marie Expressway, downtown Montreal's main underground highway. It is conveniently located on the Montreal Metro at the Place-d'Armes station and is

20 kilometres away from Montreal-Pierre Elliott Trudeau International Airport. The convention center is connected to Montreal's underground city and by indoor walkways to 4,000 hotel rooms and a variety of shops and eateries. It has 200,000 sq ft of exhibition space, 65 meeting rooms, and 18 loading docks.

The Palais has a Sustainable development philosophy which is centered around meeting the needs of the present without compromising the ability of future generations to meet their own needs. It is based on a long-term approach that takes into account the inextricable nature of environmental, social and economic development activities.

OHBM is currently securing an exhibit decorator for the 2021 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 Information

Be First on the scene and return your application along with payment by February 1, 2020 for a discounted booth rate of \$4,500 USD.

Standard pricing begins February 2, 2020 when the cost of booth space goes up to \$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 (for Standard pricing) is *April 29, 2020*.

*(continued)*

# EXHIBITING AT OHBM (CONT.)

## Nonprofit Organizations

Nonprofit organizations are eligible for a deeply discounted booth or 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.

- **Table Tops – \$500**

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

New this year - exhibitors will have the opportunity to select their booth (and other sponsorship opportunities) via an interactive exhibit hall floor plan. Please visit the OHBM website, [www.humanbrainmapping.org/2020Supporters](http://www.humanbrainmapping.org/2020Supporters), for details and instructions. Space is limited, so be sure to submit 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



Photo © Tourisme Montreal

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 April 10, 2020, it will be responsible for paying half of the booth price.*
- (b) *If a cancellation occurs after May 20, 2020, 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 2020 Exhibits due to fire, strikes, government regulations, health epidemics, 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

To select your own booth, please visit [www.humanbrainmapping.org/2020Supporters](http://www.humanbrainmapping.org/2020Supporters); otherwise one will be assigned to you. Please remit a check or wire transfer for the amount owed at your earliest convenience.

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 (\$500)

In order to reserve First on the Scene pricing, the application and payment must be received by February 1, 2020.

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 April 29, 2020.

TOTAL AMOUNT DUE

Please remit a check or wire transfer for the amount owed at your earliest convenience.

Sponsorship Opportunities & Exhibit Booth purchases are on a first come, first serve basis and are only considered secured once payment is received.

**Check Payment Information:** Organization for Human Brain Mapping, 5841 Cedar Lake Rd, Suite 204, Minneapolis, MN 55416

\*\*Please include "sponsor/exhibit payment" in the memo

**Wire Payment Information:** Name: Organization for Human Brain Mapping, Address: 5841 Cedar Lake Road, Suite 204, Minneapolis, MN 55416

Bank Account Number: 387510594 • Bank Name: Bremer • Bank Address: 372 St Peter Street St. Paul MN 55102

ABA or Routing Number: 096010415 • Swift Code: BRFSUS4T

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 [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org)

ORGANIZATION FOR HUMAN BRAIN MAPPING

5841 Cedar Lake Road, Suite 204 | Minneapolis, MN 55416 | Phone: 952-646-2034 | Fax: 952-545-6073 | Email: [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org)

## Sponsorship Opportunities

- ☐ Welcome Reception (\$30,000)
- ☐ Club Night Party (\$30,000)
- ☐ Wireless Internet/ECafe (\$25,000)
- ☐ OnDemand Sponsorship (\$20,000)
- ☐ Leadership Dinner (\$20,000)
- ☐ Industry Sponsored Lunch Symposia (\$20,000)
- ☐ Beverages/Snack Break (\$15,000)
- ☐ Poster Social (\$15,000)
- ☐ Mobile App (\$10,000)
- ☐ Meeting Lanyards (\$10,000)
- ☐ Software Demonstrations (\$10,000)
- ☐ Tote Bag (\$10,000)
- ☐ E-Posters (\$10,000)
- ☐ Industry Sponsored Sunrise Breakfast Symposia (\$10,000)
- ☐ Company Product Showcase (\$8,000)
- ☐ Charging Station (\$8,000)
- ☐ Meeting Pads and Pens (\$8,000)
- ☐ Guest Room Key Cards (\$5,000)
- ☐ Mobile App Banner/Landing Page (\$1,000 each)

Attendee Email Blast

- ☐ Nonprofit \$400
  - ☐ For profit \$800
- Product Display Table
- ☐ Nonprofit \$200
  - ☐ For profit \$350

TOTAL SPONSORSHIP AMOUNT