

OHBM 2021



27TH ANNUAL MEETING OF THE
ORGANIZATION FOR HUMAN BRAIN MAPPING

MONDAY, JUNE 21 – FRIDAY, JUNE 25
ALL VIRTUAL

EXHIBITOR & SPONSORSHIP **PROSPECTUS**

FIRST ON THE SCENE PRICING
ENDS APRIL 1, 2021

WELCOME

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 27th Annual Meeting, being held virtually, June 21-25, 2021.

For over 26 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 3,000-4,000 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 2021 virtual location gives you a unique opportunity to interact and grow your markets with the global scientific community. We are so excited for you to experience our brand new, open-source, completely customized virtual event platform, Sparkle.

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 2021 Exhibitor or Sponsor.

We look forward to having you join us at the 2021 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.

Sincerely,

Aina Puce
OHBM Council Chair

Daniel Marguiles
Program Committee Chair

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GENERAL INFORMATION

WHY OHBM 2021?

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 online. A virtual meeting setting has many benefits to a sponsor or exhibitor: reduced cost and time commitment related to travel and lodging; increased reach due to the global nature of the meeting; increased flexibility with attendee interaction; and, simplified result measurement via booth analytics.

NETWORKING

Exhibiting at OHBM 2021 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, physics 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:

- Sponsored Symposia
- Virtual exhibit space, including visitor analytics
- Company listing on the Annual Meeting website
- Comprehensive post Annual Meeting attendee lists
- Attendee ENews notification
- Alerts within the virtual platform to all attendees
- Strategic logo placement within the virtual platform
- Direct messaging and video chat capabilities with attendees
- 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

2020 Virtual: 3,522

2019 Rome, Italy: 4,013

2018 Singapore: 2,078

2017 Vancouver, Canada: 2,634

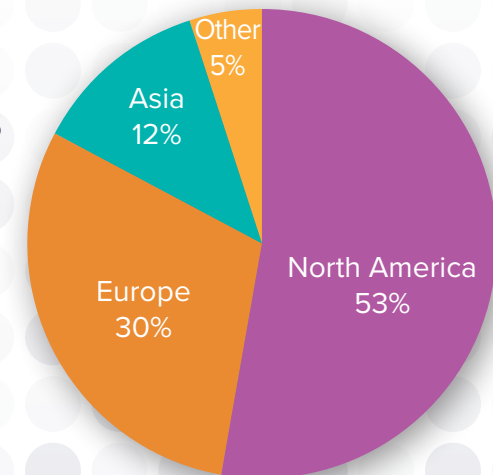
2016 Geneva, Switzerland: 3,168

2015 Honolulu: 2,904

2014 Hamburg: 3,209

2013 Seattle: 2,474

2020 OHBM ATTENDEE DEMOGRAPHICS



SPONSORSHIP INFORMATION

The following benefits are provided based on level of sponsorship:	Gold Sponsor \$15,000 USD	Silver Sponsor \$10,000 USD	Bronze Sponsor \$5,000 USD
Company logo or name on the Annual Meeting website, landing page of virtual platform, and on electronic Supporter slides during opening and closing remarks	Logo	Logo	Name
Exposure and acknowledgment as a Top Supporter of the Annual Meeting in major marketing activities and virtual platform signage	✓	✓	✓
Industry sponsored symposia	✓		
Inclusion in OHBM 2021 Supporter E-News blast (includes all sponsors and exhibitors)	✓	✓	✓
Complimentary invitation to the Welcome Reception and Club Night for company representatives	6	4	2
Complimentary Annual Meeting Registrations (excludes Educational Courses)	6	4	2
Post-attendee list	✓	✓	
Attendee E-News blast highlighting your company	2	1	1
Virtual platform alerts	2	1	
Virtual exhibitor space	1		

SUPPORT OPTIONS / A LA CARTE OPTIONS

Club Night Party (\$15,000 USD)

This is the most anticipated social evening of the Annual Meeting where attendees get together to network. 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.

OnDemand Sponsorship (\$15,000 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 2021 to June 2022.

Welcome Reception (\$10,000 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 meet up with colleagues and friends. Your company will be the exclusive sponsor, and over 3,500 attendees will see your logo on the virtual platform.

Industry Sponsored Symposium (\$10,000 USD)

Host a symposium during a program break or in the weeks following the meeting to allow attendees to come and learn about your company and your products. Your symposium will be advertised in the program schedule and on the Annual Meeting website. Lunch symposia are very popular! Only a limited number of slots are available so act fast!

SUPPORT OPTIONS / A LA CARTE OPTIONS

Software Demonstrations (\$5,000 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 2021. Sponsor the software demonstrations and have your logo on the screen for software demonstrations.

E-Posters (\$5,000 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.

E-News Attendee Blast (\$400 USD nonprofit / \$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.

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

EXHIBITING AT OHBM

Event Name: 27th Annual Meeting of the Organization for Human Brain Mapping

Dates: Monday, June 21 - Friday, June 25

Location: Virtual

Benefits of Exhibiting

- Exposure to over 3,000 leaders in neuro-imaging research
- Ability for direct message and video chat with booth visitors
- Exhibit Hall: The poster presentations rank third in the top three favorite events of the Annual Meeting. Exhibit booths are placed strategically near the poster/exhibit hall for optimal exposure.
- Detailed company listing on Annual Meeting website
- Ability to upload PDFs and video to your virtual booth
- Post Annual Meeting attendee lists
- Exhibit booth visitor analytics
- Up to 4 Exhibitor passes

Exhibit Payment Information

Be First on the Scene and return your application along with payment by April 1, 2021 for a discounted booth rate of \$2,500 USD.

Standard pricing begins April 2, 2021 when the cost of booth space goes up to \$3,250 USD.

Application and payment deadline (for Standard pricing) is *May 29, 2021*.

Nonprofit Organizations

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. Nonprofit organizations are eligible for a deeply discounted booth.

• Discounted Booth Space – \$750

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 virtual space only.

Meeting Cancellation

It is mutually agreed that in the event of cancellation of the 2021 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 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

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** (\$2,500) ☐ Standard Booth (\$3,250) ☐ Nonprofit Booth (\$750)

In order to reserve First on the Scene pricing, the application and payment must be received by April 1, 2021.

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, 2021.

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 here to email this form directly to 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

Sponsorship Opportunities

- ☐ Club Night Party (\$15,000)
- ☐ OnDemand Sponsorship (\$15,000)
- ☐ Welcome Reception (\$10,000)
- ☐ Industry Sponsored Symposia (\$10,000)
- ☐ Software Demonstrations (\$5,000)
- ☐ E-Posters (\$5,000)

Attendee Email Blast

- ☐ Nonprofit \$400
- ☐ For profit \$800

TOTAL SPONSORSHIP AMOUNT