



# EXHIBITOR & SPONSORSHIP PROSPECTUS



Photo © Tourisme Montréal, Mathieu Dupuis

Saturday, July 22 - Wednesday, July 26  
PALAIS DES CONGRÈS | MONTREAL



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

**FIRST ON THE SCENE**  
PRICING ENDS FEBRUARY 1, 2023



# WELCOME LETTER



## DEAR COLLEAGUE,

The Organization for Human Brain Mapping (OHBM) is pleased to invite you to partner with us at our 29th Annual Meeting in Montréal, July 22-26, 2023, by becoming a Sponsor and/or an Exhibitor.

The OHBM is the primary international organization dedicated to neuroimaging. Each year, approximately 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. The 2023 location in Montréal gives you a unique opportunity to interact and grow your markets in the number one university research hub in Canada.

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 2023 Exhibitor or Sponsor.

We look forward to having you join us at the 2023 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 [bslater@humanbrainmapping.org](mailto:bslater@humanbrainmapping.org).

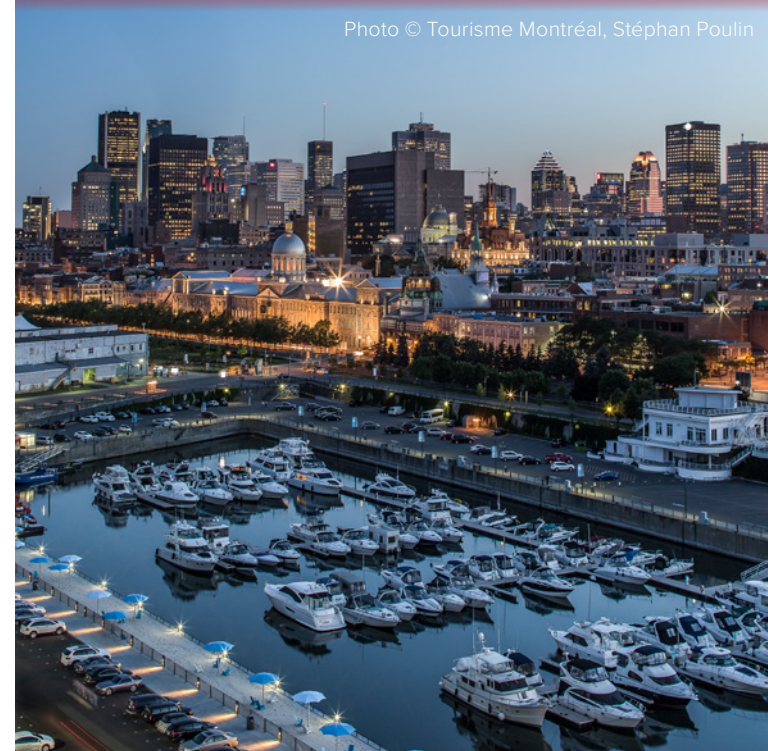
Sincerely,

Michel Thiebaut de Schotten OHBM Council Chair	Mallar Chakravarty Program Committee Chair	Alan Evans Local Organizing Committee Co-Chair	Julien Doyon Local Organizing Committee Co-Chair
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## WHY OHBM 2023?

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.

## COVID-19 VACCINATION REQUIREMENT

The OHBM 2023 Annual Meeting will be in person and will require proof of vaccination to attend. This includes all attendees including speakers, presenters, employees, sponsors, and exhibitors.

## NETWORKING

The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. Exhibiting at OHBM 2023 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, physics, and engineering, amongst others. 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, some benefits can include:

- Detailed company listing on our mobile app
- Company listing on the Annual Meeting website
- Post Annual Meeting attendee list
- E-News attendee blasts and mobile alerts
- Ability to upload handouts to the mobile app
- Space on the Product Display Table
- Invitation to Leadership Reception to network with OHBM Leadership
- Up to 6 Annual Meeting registrations

## ANNUAL MEETING SCIENTIFIC 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.

## PAST MEETING LOCATIONS AND ATTENDEES

2022 Glasgow, Scotland: 2,923

2021 Virtual II: 2,636

2020 Virtual I: 3,522

2019 Rome, Italy: 4,013

2018 Singapore: 2,078

2017 Vancouver, Canada: 2,634

2016 Geneva, Switzerland: 3,168

2015 Honolulu, USA: 2,904

2014 Hamburg, Germany: 3,209

## BY THE NUMBERS

Twitter followers

**OVER 16,400**

LinkedIn  
**ALMOST 1,000**

Mobile App downloads  
in June 2022

**4,738**

E-News subscribers

**11,866**



YouTube subscribers  
**ALMOST 1,000**

Exhibitor Profile  
views in 2022  
(total across all exhibitors)

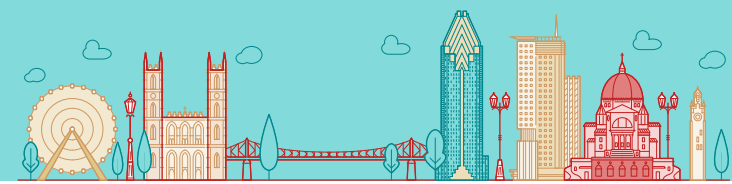
**1,472**

2022 Mobile App Alert

**4,766  
CLICKS**



# SPONSORSHIP INFORMATION



The following benefits are provided based on level of sponsorship:	Platinum Sponsor \$25,000 USD	Gold Sponsor \$15,000 USD	Silver Sponsor \$10,000 USD	Bronze Sponsor \$5,000 USD
Company name or logo on the Annual Meeting website, Mobile app (with a link to your website), and on electronic Supporter slides in Annual Meeting Opening and Closing Ceremonies	Logo	Logo	Name	Name
Exposure and acknowledgement as a Supporter of the Annual Meeting in major marketing activities and onsite signage	●	●	●	●
Inclusion in OHBM 2023 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 Educational Courses)	6	4	2	1
Complimentary invitation to the Leadership Reception for company representatives	4	2	1	-
Post-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 app	2	1	-	-
Premium exhibitor corner booth space	1	-	-	-
Space on the Product Display Table	●	-	-	-
Social Media Tweets	3	2	1	-

\*Black-out dates apply.

# PLATINUM AND GOLD LEVEL SUPPORT OPPORTUNITIES

Support packages are flexible and can be tailored to your needs! Choose from any of the predetermined packages below or mix and match packages to create an ideal Sponsor Package that meets your budget. Contact the OHBM Executive Office to discuss custom packages at [bslater@humanbrainmapping.org](mailto:bslater@humanbrainmapping.org).



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

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

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.



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

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

### Beverages / Snack Breaks (\$20,000 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 or water bottle refilling station. Company logo will be featured with onsite signage. The attendees will thank you!

### Leadership Reception\* (\$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 and award winners attend to celebrate the success of the field and the Annual Meeting.

*Packages marked with \* are exclusive to one supporter per year.*

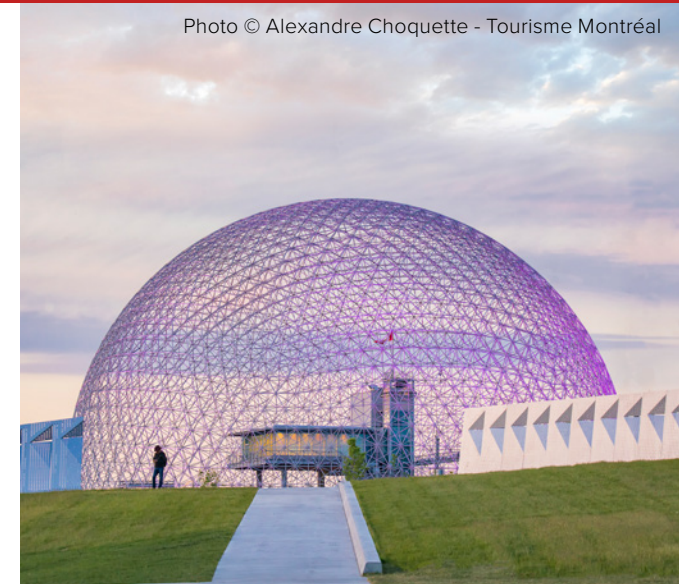
### Poster Socials (\$20,000 USD)

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.

### Industry Sponsored Lunch Symposium (\$15,000 USD)

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

Photo © Alexandre Choquette - Tourisme Montréal



# SILVER LEVEL SUPPORT OPPORTUNITIES



## SILVER LEVEL PACKAGES \$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 Meeting Mobile App allows attendees to navigate the conference through their mobile device. The Mobile App was downloaded 4,738 times across all platforms in June of 2022. Important information can be accessed including the session schedule, abstract listing, speaker information, links to social media, mobile alerts and more. Mobile App sponsors receive their logo on a secondary splash page, app store screen shot, a banner ad and landing page, video package, row on exhibitor list, and weighted banners.

### **YouTube Channel\* (\$10,000 USD)**

Annual Meeting content will live on this platform to be enjoyed for years to come and your company name can be featured! The OHBM channel has grown 53% in the last year with over 8,700 views and almost 1,000 subscribers. Your company name will be listed in the content title for the 2023 programming; company logo and link to your website or channel will be added to the playlist description. Reach a target audience year-around!

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

The hugely popular software demonstrations are a highlight of the in-person Annual Meetings and 2023 will feature them again! Sponsor these demonstrations and your company name and logo will be shown on each display screen, as well as on the onsite signage and the rotating screens that precede each session at the meeting.

### **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 Symposium (\$10,000 USD)**

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

*Packages marked with \* are exclusive to one supporter per year.*



# BRONZE LEVEL SUPPORT OPPORTUNITIES



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

### Virtual Symposia Series\* (\$8,000 USD)

New support opportunity for 2023! Sponsor one installment to our new Virtual Symposia Series in the months leading up to the Annual Meeting. Company name, company logo and link to company homepage will be featured on the platform; company name and logo will be featured on all E-Blasts sent by OHBM to promote the Symposia. Get exposure for your company and encourage booth traffic months before anyone else!

### Lounge Area\* (\$8,000 USD)

Conferences can be exhausting for attendees and presenters! Lounge space with comfy chairs and tables will be available for all who visit the Poster and Exhibit Hall throughout the meeting. Be sure your company logo and QR code to your website is visible to all who use the space to quietly recharge or have impromptu meetings with colleagues from around the globe.

### Meeting Lanyards\* (\$8,000 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).

### 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 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 on our meeting website, mobile app, and onsite signage. *Act fast because this sponsorship opportunity is limited to 2 showcases per day and space must be reserved by December 20, 2022!*

### 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).

### Meeting 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).

*Packages marked with \* are exclusive to one supporter per year.*

# OTHER SUPPORT OPPORTUNITIES

## 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. The banner ad used in 2022 was clicked over 4,700 times.

### **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 E-News 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.

### **Sponsored Photo Booth (\$1,600 USD per day [8 hrs])**

Promote your company's message with a sponsored photo booth. Attendees will enjoy capturing moments from the Meeting as your company's logo and banner are displayed all around the booth.

### **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 [bslater@humanbrainmapping.org](mailto:bslater@humanbrainmapping.org) if you are interested in supporting speaker travel.

### **Other Ideas? Choose your own support avenue!**

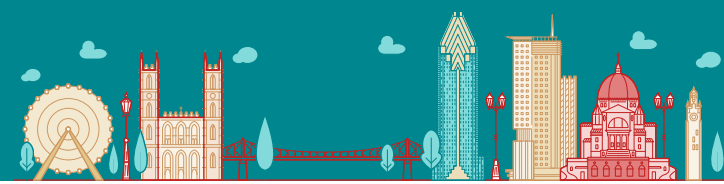
OHBM is open to discussing ways to tailor our sponsorship program to meet your needs. If you have other financial support ideas that you would like the OHBM Executive Office to consider, or are interested in negotiating the prices listed, please contact [bslater@humanbrainmapping.org](mailto:bslater@humanbrainmapping.org).



Photo © Alexandre Choquette - Tourisme Montréal



# EXHIBITING AT OHBM



**Event Name:** 29th Annual Meeting of the Organization for Human Brain Mapping

**Dates:** Saturday, July 22 - Wednesday, July 26, 2023

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

## Benefits of Exhibiting

- Exposure to over 3,000 leaders in neuroimaging research
- Through the mobile app, attendees will be encouraged to visit your booth
- 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 on our mobile app with link to company homepage
- Ability to upload handouts to the mobile app
- Company listing on the Annual Meeting website
- Lead Retrieval
- Afternoon food and beverage breaks in the exhibit hall
- Poster receptions in exhibit hall
- Overnight security personnel

## Exhibit Information

Montréal is the first city in Canada to join the Global Destination Sustainability Index (GDS-Index), and the Palais des congrès de Montréal shares that commitment to sustainability. The convention center was among the first in the Americas to have a carbon-neutral building. Located in the heart of downtown Montréal, the Palais des congrès de Montréal is near almost everything an attendee needs - hotels, food, shopping, and transportation. Hosting over 8,300 events since 1983, the Palais des congrès de Montréal will be a wonderful partner for the 2023 OHBM Annual Meeting.

OHBM is currently securing an exhibit decorator for the 2023 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, 2023 for a discounted booth rate of \$4,500 USD.

Standard pricing begins February 2, 2023 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 28, 2023*.



# 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 is 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 awarded based on current and past sponsorship, the number 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 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:

- If a company cancels its space on or before April 7, 2023, it will be responsible for paying half of the booth price.*
- If a cancellation occurs after May 19, 2023, the company will be responsible for paying the full cost of the booth space.*



# EXHIBITING AT OHBM (CONT.)

## 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 2023 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.

## Misrepresentation Policy

If the exhibiting company misrepresents themselves during the application process, OHBM has the right to evict the exhibitor from the Exhibit Hall and deny space in the Exhibit Hall. If evicted for misrepresentation on-site, the exhibitor in question will not receive a refund.

## Indemnification

The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold OHBM, the Palais des congrès de Montréal, and their employees and agents harmless against all claims, losses, damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Palais des congrès de Montréal and their employees and agents.

## Liability

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities at the Palais des congrès de Montréal premises and will indemnify, defend, and hold harmless OHBM, the Palais des congrès de Montréal, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.





# 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"/>	State	<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 billed:

**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, 2023.*

**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, 2023.

**TOTAL AMOUNT DUE**

Enclosed is our check made payable to OHBM   Check #

We prefer to pay via wire transfer. Please send an invoice with transfer instructions.

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

Name on Card	<input type="text"/>				
Credit Card No.	<input type="text"/>	Exp. Date	<input type="text"/>	Security Code	<input type="text"/>
Billing Address 1	<input type="text"/>	Address 2	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>	Postal/Zip Code	<input type="text"/>
Signature (Required)	<input type="text"/>	Date	<input type="text"/>		

Return the completed form by faxing to 888-381-0170, mail to the address below, or **save the form as a PDF and send it in an encrypted email to [bslater@humanbrainmapping.org](mailto:bslater@humanbrainmapping.org).**

**ORGANIZATION FOR HUMAN BRAIN MAPPING**

1935 County Road B2 W, Ste 165, Roseville, MN 55113 | Phone: 952-641-3041 | Fax: 888-381-0170 | Email: [bslater@humanbrainmapping.org](mailto:bslater@humanbrainmapping.org)

**CLEAR FORM**

## Sponsorship Opportunities

- Wireless Internet/ECafe\* (\$25,000)
- Beverages/Snack Breaks (\$20,000)
- Leadership Reception\* (\$20,000)
- Poster Socials (\$20,000)
- Industry Sponsored Lunch Symposium (\$15,000)
- Mobile App\* (\$10,000)
- YouTube Channel\* (\$10,000)
- Software Demonstrations (\$10,000)
- Tote Bags\* (\$10,000)
- E-Posters (\$10,000)
- Industry Sponsored Sunrise Breakfast Symposium (\$10,000)
- Virtual Symposia Series\* (\$8,000)
- Lounge Area\* (\$8,000)
- Meeting Lanyards\* (\$8,000)
- Company Product Showcase (\$8,000)
- Charging Station (\$8,000)
- Meeting Pads and Pens\* (\$8,000)
- Guest Room Key Cards\* (\$5,000)
- Banner Ad/Landing Page (\$1,000 each)
- Sponsored Photo Booth (\$1,600/day)
- Speaker Travel Support (TBD)

Product Display Table

- Nonprofit \$200
- For profit \$350

Attendee Email Blast

- Nonprofit \$400
- For profit \$800

*\*Exclusive to one supporter per year*

**TOTAL SPONSORSHIP AMOUNT**