



EXHIBITOR & SPONSORSHIP **PROSPECTUS**



Sunday, June 23 – Thursday, June 27
COEX CONVENTION & EXHIBITION CENTER | SEOUL

FIRST ON THE SCENE
PRICING ENDS FEBRUARY 1, 2024

30TH ANNUAL MEETING OF THE
ORGANIZATION FOR HUMAN BRAIN MAPPING



WELCOME



DEAR COLLEAGUE,

The Organization for Human Brain Mapping (OHBM) is pleased to invite you to partner with us at our 30th Annual Meeting in Seoul, June 23-27, 2024, by becoming a Sponsor and/or an Exhibitor.

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 2024 location in Seoul gives you a unique opportunity to interact and grow your markets in the number one university research hub in South Korea.

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 2024 Exhibitor or Sponsor.

We look forward to having you join us at the 2024 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 kmillion@humanbrainmapping.org.

Sincerely,

Tianzi Jiang
OHBM Council Chair

Stephanie Forkel
Program Committee Chair

Hae-Jeong Park
Local Organizing Committee Chair

TABLE OF CONTENTS

General Information	3
Sponsorship Information	4
Platinum Level Support Opportunity	5
Gold Level Support Opportunities	6
Silver Level Support Opportunities	7
Bronze Level Support Opportunities	8
Other Support Opportunities	9
Exhibiting at OHBM	10-12
Exhibitor/Sponsor Application	13
Mobile App (Exhibitors Only)	14



GENERAL INFORMATION

OHBM 2024

WHY OHBM 2024?

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

OHBM is the primary international organization dedicated to neuroimaging research. Exhibiting at OHBM 2024 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, physics, and engineering, amongst others. Additionally, you will meet 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:

- Choose booth location at OHBM 2025 in Brisbane, Australia
- Company name or logo on the OHBM Annual Meeting website and onsite signage
- Access to Pre- and Post-Annual Meeting attendee list
- E-news attendee blasts and mobile alerts
- Invite to Leadership Reception to network with OHBM leadership
- Up to 6 complimentary Annual Meeting Registrations
- Social Media posts and recognition

ANNUAL MEETING SCIENTIFIC PROGRAMMING

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

2023 Montréal, Québec: 2,880	2019 Rome, Italy: 4,013
2022 Glasgow, Scotland: 2,923	2018 Singapore: 2,078
2021 Virtual II: 2,636	2017 Vancouver, Canada: 2,634
2020 Virtual I: 3,522	2016 Geneva, Switzerland: 3,168

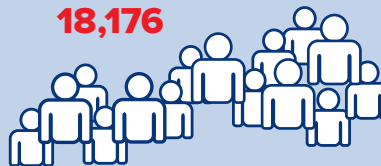
BY THE NUMBERS

X followers

OVER 18,200

E-News subscribers

18,176



YouTube subscribers
OVER 1,110



NEARLY 6,000

Mobile App downloads
in July 2023

6,534

Exhibitor Profile
views in 2023
(total across all exhibitors)

2,002

2023 Mobile App Alert

**7,684
CLICKS**



SPONSORSHIP INFORMATION



The following benefits are provided based on level of sponsorship:	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$25,000 USD	\$15,000 USD	\$10,000 USD	\$6,000 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 2024 Supporter E-News blast (includes all sponsors and exhibitors)	●	●	●	●
Choice of booth location at OHBM 2025 in Brisbane	●	-	-	-
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	-
Pre- and post-attendee lists	●	●	-	-
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	-	-	-
Social Media Posts	3	2	1	-

* Black-out dates apply.

PLATINUM 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 kmillion@humanbrainmapping.org.



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

NEW! Club Night | A Night at the Cinema* (\$25,000 USD)

Club Night

Join us in creating the most anticipated evening of the Annual Meeting where attendees flock together to network and dance the night away at a private venue. Spotlight your company through branding opportunities and strategic logo placement during this complimentary evening as the sole sponsor of this event.

A Night at the Cinema

In addition to Club Night, we are also offering a new activity in 2024 — A Night at the Cinema! This event will be an alternative for those who prefer a more relaxing environment. As with Club Night, your company will be highlighted through branding opportunities and strategic logo placement during the event.

Club Night only = \$25,000

A Night at the Cinema only = \$25,000

Both activities = \$30,000

BONUS! The exclusive Platinum Sponsor will get to choose their booth location at OHBM 2025 in Brisbane, Australia!

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



GOLD LEVEL SUPPORT OPPORTUNITIES



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!

NEW! Digital Advertising (\$24,500 USD)

XPACE (Coex's Digital Space) is the state-of-the-art, high definition digital media display screens at Coex and consists of vertical big media (Big Bridge and Edge Columns) and horizontal media (Bridge and Floor). This offers the perfect branding opportunity for your company and will grab the attention of thousands of OHBM attendees, Coex visitors and tourists. In addition, Xpace signage helps reduce human waste and carbon dioxide emissions by cutting down on print-based advertising.

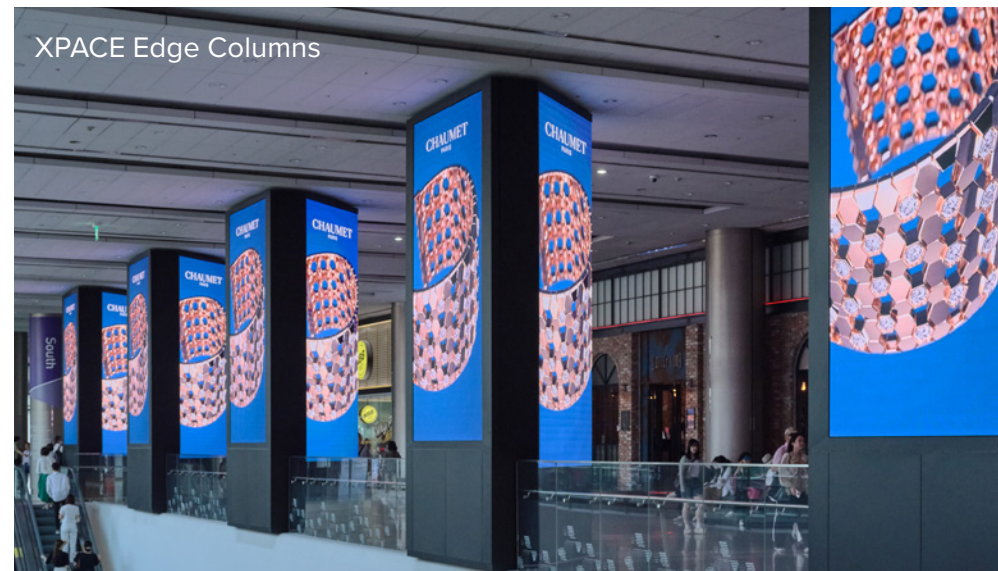
Click [here](#) to preview this eye-catching media!

Industry Sponsored Lunch Symposium (\$20,000 USD)

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

Poster Hall Reception (\$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 after the designated poster stand-by times to see the latest research. Your reception will be advertised on the Annual Meeting website, our mobile app, and onsite signage. Your company name and logo will also be placed on cocktail napkins. Choice of either June 24 or June 26.



Coffee / Snack Breaks (\$15,000 USD per day)

The most requested item at the Annual Meeting is access to coffee, water, soda and snacks. Host a coffee or snack break and your company will be recognized as the exclusive Coffee / Snack Break sponsor on the Annual Meeting website, our mobile app and onsite signage. Choice of June 24, 25, 26, or 27.

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

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!



NEW! Massage Area* (\$14,500 USD)

Sponsor the massage area and give OHBM attendees a space to relax and recuperate while showcasing your brand! The massage area will be located near your booth and is sure to be a high-traffic area in the exhibit/poster hall. Sponsorship includes designated space on the show floor, sponsor branding around the massage area, 2 x massage therapists, 1 x booth host, and lounge naming rights. Area will be similar in size to a regular booth space (3m x 3m). Option to provide massage therapists with branded uniforms.

Leadership Reception* (\$12,500 USD)

The Leadership Reception is an exclusive dinner and networking event bringing 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. Sponsor the off-site event on Monday, June 24 at a famous Korean Barbeque location in Seoul. Your company name and logo will appear on the Annual Meeting website, onsite signage, and placed on cocktail napkins at the event.

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

Wireless Internet (\$10,000 USD)

Wi-Fi is a critical must have at any event and fast, reliable Wi-Fi is even harder to come by in large gatherings. Assist OHBM in offering high-speed wireless internet to meeting attendees throughout our conference space. Your company name will be used as the wireless password and signage with your logo will be placed throughout the designated networking areas directing attendees to log in.

NEW! Feathr Ads (\$10,000 USD)

Feathr Ads is a digital marketing software used by OHBM to promote the Annual Meeting. With the help of our Feathr Ads, you will be able to promote your company and reach a new audience, including registered meeting attendees, prospective OHBM members, email list subscribers and more. Within this system you will also have access to the "Co-Pilot," an advertising professional who will assist you in creating custom ads to maximize your reach and impact. Sponsors will receive detailed reporting on the campaign's impact, including ad views and conversion rates. **Click [here](#) to view an OHBM ad from 2023.**

Virtual Symposia Series* (\$10,000 USD)

Sponsor one installment to our Virtual Symposia Series in the months leading up to the Annual Meeting. Company name, logo and link to your company's homepage will be featured on the platform and will also 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!

BRONZE LEVEL SUPPORT OPPORTUNITIES



BRONZE LEVEL PACKAGES \$6,000 – \$9,999 USD

Eco-Friendly Meeting Lanyards* (\$9,000 USD)

Place your branding around the necks of our attendees ensuring maximum visibility across the whole event with our exclusive lanyard sponsorship opportunity. All registered attendees, including OHBM leadership, exhibitors, students, and guests receive a name badge and lanyard which must be worn at all times during the meeting. Sponsorship includes 3,000 eco-friendly lanyards with your branding; One-color print (artwork must be approved by OHBM).

NEW! Giant Floor Plan Tile (\$8,000 USD)

With such a large convention center, attendees are always walking around looking for directions. Conveniently placed giant floor plan tiles will help attendees navigate the meeting venue. Your company logo and booth number will be displayed on the floor plan tile to draw attendees to your booth. Sponsorship includes branding on 1 x floor plan tile.

Mobile App* (\$8,000 USD)

The Annual Meeting Mobile App allows attendees to navigate the conference through their mobile device. The Mobile App was downloaded over 6,500 times across all platforms in July of 2023. Important information can be accessed, including the session schedule, abstract listing, speaker information, mobile alerts and more. The Mobile App sponsor receives 1 banner ad, 1 mobile alert, and top row on exhibitor list icon.

NEW! Front-and-Center Branding* (\$7,000 USD)

This unique opportunity provides a wide range of PR and branding benefits by placing you in front of our OHBM audience. Your company logo will be placed on the lectern in each symposia room, as well as on the interval screens in each lecture hall.

NEW! Yoga Class* (\$6,000 USD)

Help our OHBM attendees start their day right with a revitalizing yoga class. Sponsorship includes 1 mobile app alert and branded yoga towel (artwork must be approved by OHBM). Option to provide a yoga instructor with branded uniform.



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

OTHER SUPPORT OPPORTUNITIES

OTHER SPONSORSHIP OPPORTUNITIES \$400 USD AND UP

Photo Booth (\$2,000 USD per day [8 hrs])

According to a CNN article published in May 2023, photo booth studios have become one of the trendiest destinations among South Koreans since the pandemic (popular brand Life4Cuts estimates 2 million people visit their studios every month!) Promote your company with a sponsored photo booth. Attendees will enjoy capturing moments from the Meeting as your company's logo is displayed around the booth as well as on each photo printout!

NEW! Poster Help Desk (\$1,000 USD)

Thousands of attendees stop by the Poster Help Desk located in the Poster and Exhibit Hall during the Annual Meeting asking for directions, materials to hang their posters, and many other inquiries. Your company logo will be displayed at the Help Desk along with a QR code linked to your company's website.

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.

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 kmillion@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 kmillion@humanbrainmapping.org.



EXHIBITING AT OHBM



Event Name: 30th Annual Meeting of the Organization for Human Brain Mapping

Dates: Sunday, June 23 – Thursday, June 27

Location: Coex I 513, Yeongdong-daero, Gangnam-gu Seoul 06164 Republic of Korea

Benefits of Exhibiting

- Exposure to over 3,000 leaders in neuroimaging research
- 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
- Company listing on the Annual Meeting website
- Multiple poster receptions in exhibit hall
- Food and beverage breaks in the exhibit hall throughout the day
- Lead Retrieval
- Overnight security personnel

Coex Exhibit Hall Information

Coex is not only Korea's top convention and exhibition venue, but also the heart of the Korean World Trade Center complex. Every year, more than 35 million visitors choose Coex and the surrounding facilities as their destination, with an average of 100,000 people arriving each day. Despite the massive volume of guests and activities at the complex, Coex has become a pioneer in Korea's green growth industry, achieving many environmental management firsts in Korea and keeping pace with the latest emerging eco-friendly technologies. OHBM is excited to partner with Coex for the 2024 Annual Meeting!

OHBM is currently securing an exhibit decorator for the 2024 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, 2024* for a discounted booth rate of \$4,750 USD.

Standard pricing begins *February 2, 2024* when the cost of booth space goes up to \$5,000 USD. Application and payment deadline for Standard pricing is *April 26, 2024*.

Please note that the exhibit booth fee is for the space only – **exhibitors are responsible for all shipping, electrical and furniture fees.**



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:

- (a) *If a company cancels its space on or before April 5, 2024, it will be responsible for paying half of the booth price.*
- (b) *If a cancellation occurs after May 3, 2024, 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 2024 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 Coex Convention & Exhibition Center, 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 Coex Convention & Exhibition Center 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 Coex Convention & Exhibition Center premises and will indemnify, defend, and hold harmless OHBM, the Coex Convention & Exhibition Center, 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

OHBM 2024

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** (\$4,750) ☐ Standard Booth (\$5,000) ☐ 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, 2024.

TOTAL EXHIBIT BOOTH AMOUNT

Payment Information

Sponsorship Payment ONLY: A 50% non-refundable deposit must be received before this application is processed. Full payment must be received within 60 days of applying.

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.

Signature (Required) Date

Sponsorship Opportunities

- Club Night | A Night at the Cinema*
☐ \$25,000 (one) ☐ \$30,000 (both)
- ☐ Digital Advertising (\$24,500)
- ☐ Industry Sponsored Lunch Symposium (\$20,000)
- ☐ Poster Hall Reception (\$15,000)
- ☐ Coffee/Snack Break (\$15,000)
- ☐ Massage Area* (\$14,500)
- ☐ Leadership Reception* (\$12,500)
- ☐ Wireless Internet (\$10,000)
- ☐ Feathr Ads (\$10,000)
- ☐ Virtual Symposia Series* (\$10,000)
- ☐ Meeting Lanyards* (\$9,000)
- ☐ Floor Plan Tile (\$8,000)
- ☐ Mobile App* (\$8,000)
- ☐ Front-and-Center Branding* (\$7,000)
- ☐ Yoga Class* (\$6,000)
- ☐ Photo Booth (\$2,000/day)
- ☐ Poster Help Desk (\$1,000)
- ☐ Speaker Travel Support (TBD)

Attendee Email Blast

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

**Exclusive to one supporter per year*

TOTAL SPONSORSHIP AMOUNT

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 kmillion@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: kmillion@humanbrainmapping.org

CLEAR FORM

MOBILE APP (EXHIBITORS ONLY)

OHBM 2024

Exhibitor Information for Mobile App

The information you provide will be available to all OHBM 2024 attendees throughout the Annual Meeting.

Company Name (as you would like it to appear in the Mobile App)

Address (optional)

Website Public email address

Phone (optional) Fax (optional)

Company description (250 words max)

Category(s) — Please provide us with keywords describing your industry and/or the focus of your booth.

Exhibitor logo URL

Logos can also be emailed to Katie Million at kmillion@humanbrainmapping.org.

