

# CNS

Cognitive Neuroscience Society

Committed to the development of mind and brain research.

# 20TH ANNIVERSARY MEETING PROSPECTUS

## EXHIBIT ADVERTISE SPONSOR

APRIL 13-16, 2013  
HYATT REGENCY,  
SAN FRANCISCO

### ADVERTISING OPPORTUNITIES

- ADVERTISE IN THE MEETING PROGRAM
- FLYER INSERTS
- JOURNAL/BROCHURE ADVERTISING

### SPECIAL ADVERTISING

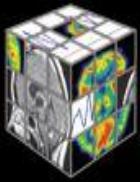
- REGISTRATION BAGS
- REGISTRATION BADGE LANYARDS
- "SNAIL" MAIL LIST RENTAL
- EMAIL ADVERTISING
- ONSITE SIGNAGE
- AND MUCH, MUCH, MORE!

COME JOIN US IN SAN FRANCISCO AND SEE HOW FAR COGNITIVE NEUROSCIENCE HAS COME IN THE LAST 20 YEARS

Each year The Cognitive Neuroscience Society holds an annual meeting in the spring. The purpose of the meeting is to bring together researchers from around the world to share the latest studies in cognitive neuroscience. This four day event is filled with symposia, posters, awards and, most importantly, the opportunity to connect with colleagues.

The 20th Anniversary meeting of the Cognitive Neuroscience Society will have a special program format. Keynote addresses will be included in addition to the award lectures, and the main general-interest symposia will be by invitation to commemorate the anniversary. New topically-focused mini-symposia will replace the slide sessions.





# CNS

## Cognitive Neuroscience Society

Committed to the development of mind and brain research.

# AN INVITATION...



## Traffic Generating Features

**Posters:** Attendees walk through the exhibits to attend all poster sessions in the Exhibit Hall.

**Refreshments:** Continental Breakfast and Coffee breaks are held in the Exhibit Hall near exhibits.

**Reception:** 20<sup>th</sup> Anniversary Gala. Join us on Sunday, April 14 in the Hyatt Regency Grand Ballroom; enjoy a formal banquet dinner, live music, dancing and more.

Your company is invited to exhibit at the 20th Annual CNS Meeting, April 13-16, 2013, at the Hyatt Regency, San Francisco. The CNS Meeting is the annual meeting of the Cognitive Neuroscience Society. The Cognitive Neuroscience Society is a multidisciplinary professional association with an international membership of approximately 2,000 researchers and professionals who meet annually. Our members are committed to the development of mind and brain research aimed at investigating the psychological, computational, and neuroscientific bases of perception and cognition.

“ **Cognitive Neuroscience—with its concern about perception, action, memory, language and selective attention—will increasingly come to represent the central focus of all Neurosciences in the 21st century.** ”

— Eric R. Kandel, M.D. (Nobel Laureate)

This year marks the 20th Anniversary of the Cognitive Neuroscience Society (CNS). Founded in 1994, CNS's mission was to provide its members with a forum to present posters, symposia and to engage in scientific discourse on the understanding of the nature of the mind. Twenty years later, CNS's mission is the same and the Society is going strong thanks to the involvement of its 2,000 members worldwide. As usual, the annual meeting promises not to disappoint and it is scheduled to take place from Saturday, April 13 through Tuesday, April 16, at the Hyatt Regency, San Francisco.

Meeting activities will begin on the afternoon of Saturday April 13<sup>th</sup> which includes the regular symposia, poster sessions, the annual George A. Miller Lecture and Distinguished Career Contributions Award in Cognitive Neuroscience and the reception. The four-day program will continue the tradition of symposia, poster sessions, invited addressees, publisher exhibits, and special events. Expect to see more than 1,700 national and international researchers and professionals, who are engaged in research that is related to the general areas of perception and cognition, present their findings at our member-supported annual scientific conference. This four-day program of speakers, panels, posters, and exhibits, addresses various aspects of cognitive neuroscience education and research. With this sizable concentration of experts in the cognitive neuroscience field, the CNS Annual Meeting is the best possible investment of your exhibit and advertising dollar in 2013.

Your company is invited to advertise in the printed meeting program. Special Advertising is also offered. See the Advertising Opportunities page for details.

As a benefit of signing up early, you will receive the Advance Price rate, position yourself for a good booth location, and receive a free hyperlink from our site to yours.

Your company is invited to sponsor, contact CNS for more details.



# EXHIBITOR APPLICATION

CNS is hereby authorized to reserve exhibit space for use during the CNS Meeting, April 13-16, 2013 at the Hyatt Regency, San Francisco. It is understood and agreed that all exhibit space will be assigned on a first-come, first-served basis, and that CNS reserves the right to decline any application or disallow any exhibit which is not in keeping with the character of the convention, to assign exhibitors to the best alternative space in the event that their initial choices are not available, and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the convention. It is also understood that there is limited space available for booths and that this space may sell out before February 8, 2013.

Advance Price deadline is February 8, 2013. Booth payments received after this date will be charged the Regular Price rate if space is still available. Payment must accompany booth reservation; booth assignments are not made until payment is received. Paying by the Advance Price deadline guarantees that your company will be listed in the Convention Program.

## EXHIBIT SPACE

**Advanced Price Booth: \$1,200**  
*(paid by 2/8/13)*

**Regular Price Booth: \$1,400**  
*(paid After 2/8/13)*

## CONTACT INFORMATION

We would like to exhibit at the CNS Annual Meeting 2013

Name \_\_\_\_\_

Company \_\_\_\_\_ URL \_\_\_\_\_

How should your company name appear in the meeting program? \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I am reserving \_\_\_\_\_ booth (s).

I agree to the terms and conditions outlined in the Exhibitor Agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Each booth may be staffed by up-to-four representatives. Please indicate how name should appear on badge.

First badge \_\_\_\_\_ Email \_\_\_\_\_

Second badge \_\_\_\_\_ Email \_\_\_\_\_

Third badge \_\_\_\_\_ Email \_\_\_\_\_

Fourth badge \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT

Total payment for reserved booth(s) \$ \_\_\_\_\_

**Pay By Credit Card** *(all major credit cards accepted)*

CC # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Fax Completed Application to: 415.593.7606

**Pay by Check or Money Order**

Mail Completed Application and payment to:

19 Richardson Rd., Novato, CA, 94949

*(Make checks/money orders payable to CNS Meeting)*

**Billing Address**

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Pay by PayPal**

If you would like to pay by PayPal, please contact our office at CNS Meeting Exhibits 415.883.3301 or

[exhibits@taramillerevents.com](mailto:exhibits@taramillerevents.com)



# EXHIBITOR AGREEMENT

**BOOTH SPECIFICATIONS:** Each booth is 8' x 10' and includes a 7" x 44" sign identifying your organization, one 6' x 30" skirted table, two side chairs, and one wastebasket.

Furniture rental and other exhibitor services will be available through Curtin Convention, the show decorator.

**EXHIBIT HOURS:** Exhibitors will have access to their exhibit space during the following times.

**TENTATIVE SCHEDULE:** Exhibitor Hours and events are tentative and subject to change. Final hours will be shown in the Exhibitor Service Kit.

Saturday, April 13 8:00 am - 12 pm 12:00 - 5:00 pm 5:00 - 7:30 pm	Decorator Set-Up Exhibitors Set-Up Exhibits open
Sunday, April 14 and Monday, April 15 7:30 - 8:00 am 8:00-10:30 am 1:00-3:30 pm 4:30-7:30 pm 7:30-8:00 pm	Exhibit Room access to Exhibitors/Poster set-up only Exhibits open Exhibits open Exhibits open Poster tear-down
Tuesday, April 16 7:30 - 8:00 am 8:00-10:30 am 2:30-5:00 pm 5:00 - 7:00 pm 7:00-10:00pm	Exhibit Room access to Exhibitors/Poster set-up only Exhibits open Exhibits open Exhibitor and poster tear-down Decorator tear-down

**BOOTH RESERVATION:** Exhibit booths will be reserved upon receipt of the completed Exhibitor Application and payment. Confirmation of booth reservation will be sent via email. Booth reservation can be made by mail, fax or email. To reserve by mail, complete the Exhibitor Application and mail, along with payment, to: CNS Meeting Exhibits, 19 Richardson Rd., Novato, CA 94949. To reserve by fax, complete the Exhibitor Application and credit card payment information and fax to: 415.593.7606.

**PAYMENT:** Payment must accompany your Exhibit Application. Payment can be made by check, money order, or credit card. To pay by check or money order, make the check or money order payable to CNS Meeting and submit with your Exhibitor Application to the address shown on the form. There is a \$30 charge for returned checks.

**BOOTH STAFFING:** Each booth reservation includes complimentary meeting registrations for up-to-four company representatives. Name badges will be issued as indicated on the Exhibitor Application. Exhibitors are required to wear badges at all times when in the Exhibit Hall. Additional representatives must pay regular meeting fees to attend. Badges are not transferable.

**EXHIBIT SPACE SET UP/TEAR DOWN:** Exhibitors shall not set up or tear down their exhibit space during exhibit hours. Any exhibit space not occupied by the start of exhibit hours may be cancelled without refund and reassigned by CNS Meeting.

**EXHIBIT POLICY:** All exhibitors are responsible for being aware of and adhering to the following policies.

Exhibitors must keep their exhibit space open and staffed during exhibit hall hours.

Each exhibit booth should be staffed during the poster set up or tear down time periods each day as liability for all equipment and materials remains with the individual exhibitor.

Exhibitors may not sublet or assign any portion of their exhibit space.

Exhibitors agree to comply with all decisions of the Exhibit Manager.

CNS Meeting shall deny, within its sole discretion and for whatever reason, participation at the meeting of any exhibitor which CNS Meeting deems to be inappropriate for the meeting or which CNS Meeting believes would be disruptive to the activities of the meeting.

Exhibitors shall not schedule or promote competitive activities during the time of the meeting except upon the pre-approval of CNS Meeting.

CNS Meeting reserves the right to relocate booths for the overall benefit of the meeting.

**LIABILITY AND INSURANCE:** The exhibitor, upon contracting to exhibit, expressly releases CNS Meeting or any of its officers, directors, employees, or committee members, or the owners, employees, or representatives of the Hyatt Regency from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property prior to during, or subsequent to the period covered by the exhibitor's contract, including but not limited to, any responsibility or liability for negligently caused injury, loss, damage; and further, the exhibitor agrees to hold harmless and indemnify CNS Meeting and the Hyatt Regency, San Francisco in their entirety by any person, and arising out of the exhibitor's acts or omissions. All exhibitors are required to sign an Indemnity and Liability Limitation Agreement.

**CONVENTION SERVICES:** The decorator, Curtin Convention, will send you an exhibitor service kit (ESK) within 60 days of the meeting. The ESK describes your options for ordering equipment and services, such as furniture, plant/floral, computer, audiovisual, electrical, Internet access, and telecom.

**FREIGHT HANDLING:** Shipment of equipment and supplies must be arranged through the decorator, Curtin Convention, which will transport your shipment to the meeting, deliver it to your booth, remove it at the conclusion of the meeting, and ship it back to your company. All your representatives have to do is set up your exhibit and dismantle it. Confirmed exhibitors will receive shipping information along with a complete kit from the decorator, Curtin Convention, approximately 60 days prior to the meeting.

**CANCELLATION POLICY:** Exhibit space reservations may be canceled if written notification is received by the CNS Exhibit Manager on or before February 8, 2013. In such event, a refund of 50% of the exhibit space fees will be given. There will be no refunds for exhibit space cancellations received after February 8, 2013. For cancellations, contact the CNS Exhibit Manager at 415-883-3301 or [exhibits@taramillerevents.com](mailto:exhibits@taramillerevents.com).

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither CNS Meeting nor CNS, nor any of their officers, agents, employees, affiliates or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor shall also indemnify and hold harmless CNS Meeting from demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind of nature, including but not limited to, claims of damage or loss resulting from the breach of these terms, conditions and rules, claims of property or personal injury caused by or attributable in whole or in part to any action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of its officers, agents, employees or other representatives, and claims of damage or loss to any third party resulting from an infringement of a copyright or patent or the unauthorized use of a registered trademark.

**RESPONSIBILITY:** Exhibitor assumes responsibility and agrees to indemnify and defend the Cognitive Neuroscience Society and The Hyatt Regency, San Francisco, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claim or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither the Cognitive Neuroscience Society nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

**SECURITY:** The exhibit hall will be locked during non-exhibit or set up/tear down hours. However, liability for all equipment and materials remains with the individual exhibitor. Neither the Hyatt Regency, San Francisco, nor the CNS Meeting, is liable for, or carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

**SOLICITATION:** All demonstrations and interviews must be conducted within your assigned booth space. All exhibitor printed materials, souvenirs and other articles must be distributed within your assigned booth space. Aisle space must be kept clear to permit for a smooth flow of traffic. Distribution of printed materials, souvenirs and other articles in the registration area, common areas outside the exhibit hall, meeting rooms, or food and beverage areas is prohibited. The operation of lotteries or games of chance is permitted within applicable law. CNS Meeting reserves the right to prohibit the distribution of items it deems objectionable or otherwise inappropriate.



# ADVERTISING OPPORTUNITIES

CNS Meeting invites you to advertise in the CNS Twentieth Annual Meeting Program and Proceedings which will include abstracts of all presentations. Advertising applications for the CNS annual meeting program must be received by February 8, 2013. Advertising space is assigned on a first-come, first-served basis. Full payment MUST accompany all advertising applications: samples must be submitted for approval. Specific shipping instructions will be sent with confirmation of flyer acceptance.

The Special Advertising offers a variety of ways to bring visibility to your company at the meeting and after meeting participants have returned home. Special Advertising is available to CNS Meeting exhibitors and vendors only.

## ADVERTISING

### Advertise in the Meeting Program

Full Page	\$750
Inside front cover (color)	\$1,000
Inside back cover (color)	\$850
Back Cover (color)	\$1,000
2-pages	\$1,250

\*\*A 10% discount is offered to advertisers who also reserve booth space\*\*

The Program is printed in B&W on 8.5" x 11" off-white stock. Ad copy should be in PDF format and delivered to the Exhibit Manager no later than February 17, 2013.

### Journal/Brochure Advertising - \$600

Place your journal and/or brochures for pickup at the onsite Registration Desk for the duration of the meeting. Journal/Brochure Advertising should be shipped to decorator and all drayage must be paid for by advertiser. Contact [kbosch@taramillerevents.com](mailto:kbosch@taramillerevents.com) for shipping information.

## SPECIAL ADVERTISING

### REGISTRATION BAGS - \$8,000

Each meeting attendee can receive a registration bag to hold their registration materials. Your company can have the line "Sponsored by [your name]" added to the bag.

### REGISTRATION BADGE LANYARDS - \$4,500

Each meeting attendee can receive a lanyard to hold their registration badge. Your company can have the line "Sponsored by [your name]" added to the lanyard.

### "SNAIL" MAIL LIST RENTAL

Maximize your exposure by sending direct mail flyers to attendees before the show! Mailing List rental includes a one-time mailing to pre-registered attendees. The list will be provided in .CSV (comma-delimited format) including attendee name, mailing address and affiliation. Prices are based upon the number of attendee names on the list at the time of purchase:

\$500 for less than 1000 current pre-registrant addresses  
\$600 for 1000-2000 current pre-registrant addresses  
\$700 for 2000 or more current pre-registrant addresses

### EMAIL "INSERT" ADVERTISING\*

CNS is going green by reducing our carbon footprint! We've seen so many printed inserts discarded onsite that we're trying something new to save your money and paper, as well as our

environment. We will upload your PDF to our website and link regular HTML Emails. With our database of over 7,000 targeted Cognitive Neuroscience Society Members and past meeting attendees, on average 1500 – 2000 people actually open the email (on more than one occasion) and click the links in the ad. Advertisers on HTML email advertising will receive a report for the email including click-throughs and opens at least 24 hours after the message has deployed.

180 W x 150 H Pixels (max 40k) - \$300

780W x 90 H Pixels (max 40k) - \$400

Artwork must be pre-approved. You may link your ad either to your website or to a PDF document that we link to our site. Please include either the PDF or website link for your ad. Email ads must be provided in JPG or GIF format (full color, max 180 pixels wide). Insertion subject to availability, so order early!

\*Not all special advertising opportunities are available at all meetings. Contact the Meeting Concierge if you are interested at [kbosch@taramillerevents.com](mailto:kbosch@taramillerevents.com).



# SPONSORSHIP OPPORTUNITIES

CNS Meeting invites you to sponsor in the CNS Twentieth Annual Meeting. Please contact, [kbosch@tamilerevents.com](mailto:kbosch@tamilerevents.com) directly to discuss sponsorship opportunities.

## SPONSORSHIP

### 20th ANNIVERSARY GALA SPONSORSHIP

#### Gold Sponsor - \$20,000

- Exclusivity
- Prominent logo placement onstage (and at tables and bars)
- Prominent logo placement in program and advertising
- Sponsor Award winners & Keynote Speakers and their guest attendance at the Gala
- Back Cover full page ad
- Table of 10 tickets
- Inclusion of your logo and company name on website with link to your own website

#### Silver Sponsor - \$10,000

- Logo placement on stage
- Logo placement in program and advertising
- Full page black & white ad (upgrade to color available)
- Table of 10 tickets
- Sponsor 4 Award winners & Keynote Speakers and their guest attendance at the Gala
- Inclusion of your logo and company name on website with link to your own website

#### Bronze Sponsor - \$5,000

- Sponsorship listing in program and advertising
- Half page black & white ad in the program
- Table of 10 tickets
- Sponsor 2 Award winners & Keynote Speakers and their guest attendance at the Gala
- Inclusion of your logo and company name on website with link to your own website

#### BREAKFAST / COCKTAIL RECEPTION SPONSOR - \$6,000

- napkins with company logo (one color)
- Logo & sponsorship signage on all food tables
- Logo on main event signs
- includes display ad/link in one email to CNS meeting database

#### WELCOME RECEPTION SPONSOR - \$10,000

All the above, plus an AD in the program book, name included with all mention of the welcome reception.

Deadline to receive ads 2/8/13



# ADVERTISING APPLICATION

CNS is hereby authorized to reserve advertising space for use during the CNS Meeting, April 13-16, 2013 at the Hyatt Regency, San Francisco. For advertisements in the printed meeting program, you must contact us no later than February 8, 2013. Full payment MUST accompany all advertising applications. It is understood and agreed that all advertising space will be assigned on a first-come, first-served basis, and that CNS Meeting reserves the right to decline any application or disallow any advertisement which is not in keeping with the character of the meeting. It is also understood that there is limited space available for advertisements and that this space may sell out before February 8, 2013.

Special Advertising is available to CNS Meeting exhibitors and vendors only.

## COMPANY INFORMATION

We would like to advertise in the following ways:

HTML Email Advertising, starting at \$300 each  
\_\_\_\_\_ March 12 (advanced registration closes)  
\_\_\_\_\_ March 22 (eBadge – registered attendees only)  
 PDF attachment  Weblink www. \_\_\_\_\_  
\_\_\_\_\_ Brochure or Journal Distribution, \$600 each  
Size and Description

For Insert and Journal Advertising, see **Flyer Application**

Special Advertising:

\_\_\_ Registration Bags, \$8,000  
\_\_\_ Lanyards, \$4,500  
\_\_\_ "Snail" Mailing List Rentals,  
\$500-\$700  
\_\_\_ Email Advertising, \$300-\$400  
\_\_\_ Onsite Signage

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

The undersigned hereby authorizes CNS Meeting to reserve advertisement space for use by the company or organization listed and specified above at the CNS Twentieth Annual Meeting.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT

Total payment for reserved booth(s) \$ \_\_\_\_\_

**Pay by Credit Card** (all major credit cards accepted)

CC # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Fax Completed Application to: 415.593.7606

**Pay by Check or Money Order**

Mail Completed Application and payment to:

CNS Meeting Exhibits

19 Richardson Rd., Novato, CA, 94949

(Make checks/money orders payable to CNS Meeting)

**Billing Address**

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Pay by PayPal**

If you would like to pay by PayPal, please contact our office at 415.883.3301 or

[exhibits@taramillerevents.com](mailto:exhibits@taramillerevents.com)



# PREVIOUS EXHIBITORS

4-D Neuroimaging  
ADInstruments  
American Psychological Association  
ANT - Advanced Neuro Technology  
Avotec, Inc.  
Axxonet Solutions India  
Biocomp Research Institute  
BIOPAC Systems  
Blackwell Publishing  
BrainConnection.com  
Brain Vision LLC  
Cambridge Cognition  
Cambridge Electronic Design, Ltd.  
Cambridge University Press  
Cedrus Corporation  
Cleveland Medical Devices  
Cold Spring Harbor Laboratory Press  
Compumedics Neuroscan  
Cortech Solutions  
Electrical Geodesics Inc.  
Electrode Arrays  
Elsevier Science Ltd.  
Fitzgerald Science Press, Inc.  
FHC, Inc. (Frederick Haer & Co.)  
Frontiers  
Grass Instrument Division of Astro-Med, Inc.  
Hitachi Medical Corporation  
IOSPress  
Integragen  
International Rett Syndrome Assoc.  
John Benjamins Publishing  
Kluwer Academic/Plenum Publishers  
Lawrence Erlbaum Associates Inc.  
Measurand, Inc.  
Millisecond Software  
The MIT Press  
MRI Devices Corporation  
National Institute on Drug Abuse  
National Institute of Mental Health (NIMH)  
National Science Foundation  
Neuroscan Labs

Neurobehaviorial Systems, Inc.  
NeuroFocus, Inc.  
NITRC - Neuroimaging Informatics  
NIRx Medical Technologies  
Noldus Information Technology  
Nordic Neurolab  
Northern Digital, Inc.  
Oxford University Press  
Psychology Press  
Psychology Software Tools, Inc.  
Rogue Research, Inc.  
SA Instrumentation Company  
SAM Technology, Inc.  
Science Magazine  
Scientific Book Displays  
SensoMotoric Instruments, Inc.  
Sensorium, Inc.  
Sensor Systems, Inc.  
Sinauer Associates, Inc.  
Source Signal Imaging, Inc.  
Sona-Systems, Ltd.  
SR Research, Ltd.  
Tobii Technology, Inc.  
Tucker-Davis Technologies  
University of California Press  
Varian, Inc.  
Wiley-Blackwell  
Worth Publishers  
W. W. Norton & Company

## HOTEL RESERVATIONS

All meeting events will be held at the Hyatt Regency, San Francisco:

Hyatt Regency San Francisco  
5 Embarcadero Center, San Francisco, CA 94111  
Exhibiting companies CNS 2013 Meeting attendees will be offered special room rate of \$229 single/double with complimentary wireless in guest rooms. Make your Reservations Online. To book your room, visit our website at <http://www.cnsmeeting.org>.

Book early, hotel rooms tend to sell out fast!

