



## Cognitive Neuroscience Society Partner Prospectus: Advertise, Exhibit, and Sponsor

The Cognitive Neuroscience Society (CNS) is a nonprofit organization committed to the development of mind and brain research aimed at investigating the psychological, computational, and neuroscientific bases of cognition. CNS is dedicated to bringing its 2000 worldwide members the latest research and dialogues in order to facilitate public, professional and scientific discourse.

The term cognitive neuroscience has now been with us for almost three decades, and identifies an interdisciplinary approach to understanding the nature of thought.

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. The four-day program is filled with plenary speakers, symposia, awards, posters and special events covers all aspects of cognitive neuroscience research. And most importantly the opportunity to connect with colleagues.

### Who attends CNS?

- Researchers and Educators
- Academic Administrators
- Faculty at Top Colleges and Universities
- Clinical Researchers
- Business and Management Consultants
- Students
- Academic and Scientific Publishers
- Technology Companies
- Government Agencies
- Data and Research Service Providers
- Scientific Societies and Organizations

We invite you to join the Cognitive Neuroscience Society at our 24th Annual Meeting. CNS 2017 will be held in San Francisco on March 25-28, 2017. We have a full schedule of events slated for this year's meeting such as Invited Symposia, Symposia, Poster Sessions and a Keynote Speaker, as well as our George A. Miller Award winner, The Fred Kavli Distinguished Career Contributions Award winner and the Young Investigators Award winners.

### Ways to Partner with us:

- As a **Sponsor**, your organization will have high visibility among cognitive neuroscientists. Your logo will be displayed prominently in meeting signs, online, and in our program book.
- **Advertising** opportunities let you reach the best and brightest in the field. Advertise during the annual meeting and reach over 2000 CNS members via email, the print program, Twitter, and other modes!
- **Exhibit** with us and see steady traffic through the Exhibit Hall with poster sessions throughout the day and coffee breaks located near the exhibits.
- **Bundle** sponsorship, advertising, and exhibiting for the most exposure to CNS members.

## Advertise

### Meeting Program Advertising\*

*A meeting program goes into every attendee's hand. The ad will also appear in the pdf on the website.*

- 2-Pages (b&w) - \$1,250
- Back Cover (color) - \$1,000
- Inside Back Cover (b&w) - \$850
- Full Page(b&w)- \$750
- Half page (b&w) - \$450

### Email ListServ Advertising\*

Your link or PDF\* will be uploaded to our website and link to our regular HTML meeting emails. Our database contains over 7,000 targeted Cognitive Neuroscience Society Members and past meeting attendees. Email ads must be provided in JPG format (full color, max 180 pixels wide).

- Small 180 W x 150 H Pixels (max 40k) - \$200
- Large 780W x 90 H Pixels (max 40k) - \$300
- 3-pack of small ads 180 W x 150 H Pixels (max 40k) - \$500
- 3-pack of large ads 780W x 90 H Pixels (max 40k) - \$800
- Meeting e-badge e-mail - \$400
- Meeting Recap/Save the Date e-mail \$400

### Journal/Brochure Advertising - \$600

Place your journal and/or brochures for pickup at the onsite Registration Desk for the duration of the meeting quantity of 600 per. Journal/Brochure Advertising should be shipped to decorator and all drayage must be paid for by advertiser.

### Flyer Insert Advertising - \$600\*

Flyers are distributed to all meeting attendees via insertion in the attendee registration packet. Flyer inserts quantity of 1000 per flyers and are limited to one sheet and not to exceed 8.5" X 11". Shipping instructions will be sent with confirmation of flyer acceptance. Flyer sequence is on a first-come, first-served basis.

*\*Artwork must be pre-approved. Insertion subject to availability, so order early!*

## Exhibit

The Cognitive Neuroscience Society 24th Annual Meeting, General Sessions, Exhibit Space, and Poster Sessions will be held at the San Francisco Hyatt Regency Hotel. Exhibit booth assignments will be made in the order in which reservations are received. The Exhibit Hall floor plan, booth assignments, and Exhibitor Service Kit will be sent to Exhibitors in January 2017. CNS reserves the right to alter the floor plan and reassign booth space at any time if deemed in the best interests of the exhibition.

### Hours

The tentative Exhibit Hall hours are:

Saturday, March 25, 2017	11:00 AM to 7:30 PM
Sunday, March 26, 2017	8:30 AM to 5:30 PM
Monday, March 27, 2017	8:30 AM to 5:30 PM
Tuesday, March 28, 2017	8:30 AM to 3:00 PM

**Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on the final day of the exhibition.**

### Booth Equipment

All standard 8-foot deep x 10-foot wide booths include one 10-foot draped back wall, two 4-foot draped side rails, and one 7-inch x 44-inch sign identifying your organization. The Exhibit Hall is carpeted, but carpet of your choice may also be rented from the exposition service company. Furniture, carpet, electricity, internet, and other accessories must be rented from the exposition service company using the appropriate order forms in the Exhibitor Service Kit.

### Payment and Cancellation Policy

Full payment must accompany all reservations. Exhibitors and advertisers cancelling space must notify CNS no later than February 14, 2017 to receive a 50% refund; cancellations made *after* February 14, 2017 will not be refunded.

### Marketing

Exhibitors and Advertisers are encouraged to consider the various ways to market to CNS members and meeting attendees. All advertising, sponsorships, receptions, workshops, and other meetings at the San Francisco Hyatt Regency Hotel must be approved by CNS prior to the start of the convention. Please contact [exhibits@cognesociety.org](mailto:exhibits@cognesociety.org) to inquire about more partnership ideas.

### Code of Conduct

Exhibitor representatives are responsible for maintaining a collegial and professional environment for attendees, CNS staff, venue staff, other exhibitors, and others participating in the CNS annual meeting. Any exhibitors found to be engaging in unethical conduct or detrimental behaviors, as determined at the sole discretion of convention management, will be evicted from the meeting and will forfeit booth rental and other exhibit-related payments. If you see something, say something!

### Security

Although security guards may be provided at the discretion of CNS, the Exhibitor agrees to retain the sole responsibility at all times for the security of all exhibit materials. Exhibitors are strongly encouraged not to leave items of value unattended in booths.

### Staffing

Each Exhibitor is required to have at least one (1) person monitoring its booth at all times during open hours. It is recommended that at least two (2) people be assigned to monitor each exhibit.

## Sponsorship

### ATTENDEE WIRELESS - \$15,000

2017 is the first year CNS will offer wireless to our attendees. Be in on the ground floor and help us offer premium service!

Includes:

- Naming Rights in all materials and website
- Back Cover full page ad in Program
- Logo placement in program and onsite signage
- Logo and company name on website with link to your website
- Display ad/link in five ListServ emails to CNS meeting database

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

Includes:

- Naming Rights in all materials and website
- Full page black & white ad in the program
- Logo placement in program and onsite food table signage
- Logo and company name on website with link to your website
- Display ad/link in four ListServ emails to CNS meeting database

### KEYNOTE SPONSOR - \$7,500

Includes:

- Naming Rights in all materials and website
- Half page black & white ad in the program
- Logo placement in program and onsite signage
- Logo and company name on website with link to your website
- Display ad/link in three ListServ emails to CNS meeting database

### STUDENT TRAINEE NIGHT SPONSOR—\$5,000

Includes:

- Naming Rights in all materials and website
- Quarter page black & white ad in the program
- Logo placement in program and onsite signage
- Logo and company name on website with link to your website
- Display ad/link in two ListServ emails to CNS meeting database

### Tote Bags - \$8,000

Each meeting attendee can receive a tote 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.

### Volunteer T-Shirts - \$1,900

Each meeting volunteer will receive a t-shirt with your company logo and the line "Sponsored by [your name]" added to the shirt.

*Don't see a sponsorship opportunity that interests you? Let us know and we can customize your package.*

Contact [exhibits@cognesociety.org](mailto:exhibits@cognesociety.org) to inquire about more partnership ideas.

# CNS PARTNER APPLICATION

## CONTACT INFORMATION

Name

Company

Billing Address

City, State, Zip

Phone

Fax

Email

The undersigned hereby authorizes CNS Meeting to reserve space for use by the company or organization listed and specified above at the 2017 CNS Annual Meeting.

Signature

Date

## ADVERTISE

### Meeting Program Advertising

- Outside back cover (color) - \$1,000
- Inside front cover (color) - \$1,000
- Inside back cover (color) - \$850
- 2-Pages (b&w)- \$1,250
- Full Page (b&w) - \$750
- Half Page (b&w) - \$450

### Email ListServ Advertising

- Small 180W x 150 H - \$200
- Large 780W x 90 H - \$300
- 3-pak Small Bundle - \$500
- 3-Pak Large Bundle - \$800
- Convention E-badge E-mail - \$500
- Convention Recap/Save the Date E-mail \$500

### Onsite Advertising

- Brochure Distribution (600 qty) - \$600
- Journal Distribution (600 qty) - \$600
- Registration Flyer Insert (1000 qty) - \$600

Contact [exhibits@cogneurosociety.org](mailto:exhibits@cogneurosociety.org) to inquire about more partnership ideas.

Total Payment for Advertising \$ \_\_\_\_\_

## EXHIBIT

Standard Exhibit booths include an 8' x 10' space in the Exhibit Hall and **two** complimentary registrations per booth reserved. Additional registrations cost \$100 for early rate and \$150 for late rate each.

### Early Invitation received by 12/31/16

- Premium Bundle** \$2900 - 1 exhibit booth, 4 exhibitor passes, Full page ad in the print program, 3 large ads in ListServ
- Bundle** \$2500 - 1 exhibit booth, 3 exhibitor passes, Half page ad in the print program, 3 small ads in ListServ
- Standard Booth** \$2000 - 1 exhibit booth, 2 exhibitor passes
- Additional Exhibitor passes** \_\_\_\_\_ @ \$100= \_\_\_\_\_

### Reserved after 1/1/17

- Premium Bundle** \$3100 - 1 exhibit booth, 4 exhibitor passes, Full page ad in the print program, 3 large ads in ListServ
- Bundle** \$2700 - 1 exhibit booth, 3 exhibitor passes, Half page ad in the print program, and 3 small ads in ListServ,
- Standard Booth** \$2200 - 1 exhibit booth, 2 exhibitor passes
- Additional Exhibitor passes** \_\_\_\_\_ @ \$150= \_\_\_\_\_

### Cancellation

Full payment must accompany all reservations. Exhibitors and advertisers cancelling space must notify CNS no later than February 14, 2017 to receive a 50% refund; cancellations made *after* February 14, 2017 will not be refunded.

Contact [exhibits@cogneurosociety.org](mailto:exhibits@cogneurosociety.org) to inquire about more partnership ideas.

Total Payment for Exhibits \$ \_\_\_\_\_

## SPONSOR

### EVENTS

- Attendee Wireless - \$15,000**
- Welcome Reception - \$10,000
- Keynote Address - \$7500
- Coffee Breaks - \$6000
- Student Night - \$5000

### GIVE AWAYS

- Tote Bags - \$ 8000
- Lanyards - \$ 4500
- Volunteer T-shirts - \$1900
- Notepads - \$1800
- Pens - \$1500

### Terms

1. The sponsor will send a high-resolution logo for inclusion in printed program, website, and signage.
2. When applicable sponsor will send ad for printed program or URL for link.
3. Deadline to receive ads **1/16/17**.

Contact [exhibits@cogneurosociety.org](mailto:exhibits@cogneurosociety.org) to inquire about more partnership ideas.

Total Payment for Sponsors \$ \_\_\_\_\_

Grand Total Payment \$ \_\_\_\_\_

### Pay by Credit Card

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

Exp. Date \_\_\_\_/\_\_\_\_

Security Code \_\_\_\_\_

Email Completed Application to: or

[exhibits@cogneurosociety.org](mailto:exhibits@cogneurosociety.org)

### Pay by Check or Money Order\*

Mail completed application with check to:  
CNS Advertising c/o TM Events, Inc., 971 West  
Campus Point Lane, Goleta, CA 93117

\*Make Checks/Money orders payable to CNS Meeting

# Exhibitor Rules and Regulations

**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.

<p>Saturday, March 25</p> <p>8:00 am – 12 pm</p> <p>11:00 am – 3:00 pm</p> <p>3:30 – 5:30 pm</p>	<p>Decorator Set-Up</p> <p>Exhibitors Set-Up</p> <p>Exhibits open</p>
<p>Sunday, March 26 and Monday, March 27</p> <p>7:30 – 8:00 am</p> <p>8:00 am - 5:30 pm</p> <p>5:30-5:45 pm</p>	<p>Exhibit Room access to Exhibitors/Poster set-up only</p> <p>Exhibits open</p> <p>Poster tear-down</p>
<p>Tuesday, March 28</p> <p>7:30 – 8:00 am</p> <p>8:00 am - 5:00 pm</p> <p>5:00 – 7:00 pm</p> <p>7:00-10:00pm</p>	<p>Exhibit Room access to Exhibitors/Poster set-up only</p> <p>Exhibits open</p> <p>Exhibitor and poster tear-down</p> <p>Decorator tear-down</p>

**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, 971 West Campus Lane, Goleta, CA 93117.

**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 San Francisco Hyatt Regency Hotel 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 San Francisco Hyatt Regency Hotel 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 14, 2017. 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 14, 2017. For cancellations, contact the CNS Exhibit Manager at 805-307-0003 or [exhibits@coagneurosociety.org](mailto:exhibits@coagneurosociety.org)

**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 San Francisco Hyatt Regency Hotel, 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 if the Exhibitor to obtain such insurance.

**SECURITY:** Liability for all equipment and materials remains with the individual exhibitor. Neither the San Francisco Hyatt Regency Hotel, 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.