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 over 4000 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 and 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

CNS 2020 will be held in Boston on March 14-17, 2020. 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 4000 CNS members via email, the digital 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

Mobile Classified App Advertising*
Your ad will appear in the Mobile App classified ads.

Meeting Program Advertising*
The ad will appear in the meeting digital program on the website.

Printed Schedule Overview
Your logo will appear in the printed schedule overview which goes into the hands of every attendee.

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).

Journal/Brochure Advertising
Place your journal and/or brochures for pickup at the onsite Registration Desk for the duration of the meeting quantity of 800 per Journal/Brochure Advertising should be shipped to decorator and all drayage must be paid for by advertiser.

Flyer Insert Advertising*
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 27th Annual Meeting, General Sessions, Exhibit Space, and Poster Sessions will be held at the Sheraton Boston Hotel and Hynes Convention Center. 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 2020. 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 14, 2020  11:00 AM to 7:30 PM
Sunday, March 15, 2020  8:30 AM to 5:30 PM
Monday, March 16, 2020  8:30 AM to 5:30 PM
Tuesday, March 17, 2020  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 not carpeted, carpet of your choice may 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 6, 2020 to receive a 50% refund; cancellations made after February 6, 2020 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 Sheraton Boston Hotel must be approved by CNS prior to the start of the convention. Please contact exhibits@cogneurosociety.org to inquire about more partnership ideas.

Hotel
The official hotel of the CNS 2020 meeting is the Sheraton Boston Hotel. All exhibiting companies are required to reserve one hotel room for the entirety of the meeting Saturday-Monday, (3) three nights.

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.

Lunch & Learn Workshops
Host a premium luncheon, Sunday-Tuesday, 12:00-1:00 pm, in an individual meeting room for you to showcase your products and services to an interested group of attendees in a more intimate setting. Workshop plus a/v and cost of lunch (your choice) - $2500

Sponsorship

WELCOME RECEPTION SPONSOR – $25,000
Includes:
• Naming Rights in all materials and website
• Four complimentary meeting passes
• Two-page ad in the website digital program
• Logo placement in program, mobile app, and onsite food table signage
• Logo placement in printed schedule overview
• Classified Ad in Mobile App
• Logo and company name on website with link to your website
• Display ad/link in four ListServ emails to CNS meeting database

ATTENDEE WIRELESS – $15,000
Offer premium service to our attendees!
Includes:
• Naming Rights in all materials and website
• Three complimentary meeting passes
• Full page ad in the website digital program
• Logo placement in printed schedule overview
• Logo placement on onsite signage
• Classified Ad in Mobile App
• Logo and company name on website with link to your website
• Display ad/link in three ListServ emails to CNS meeting database

KEYNOTE SPONSOR – $10,000
Includes:
• Naming Rights in all materials and website
• Two complimentary meeting passes
• Full page ad in the website digital program
• Logo placement in printed schedule overview
• Logo placement on onsite signage
• Classified Ad in Mobile App
• Logo and company name on website with link to your website
• Display ad/link in one ListServ email to CNS meeting database

STUDENT TRAINEE NIGHT SPONSOR – $5,000
Includes:
• Naming Rights in all materials and website
• One complimentary meeting pass
• Half page ad in the website digital program
• Logo placement on onsite signage
• Classified Ad in Mobile App
• Logo and company name on website with link to your website
• Display ad/link in one ListServ email 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@cogneurosociety.org to inquire about more partnership ideas.
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 2020 CNS Annual Meeting. The undersigned further understands that the company must reserve one room at the Sheraton Boston Hotel for no less than 3 days.

Signature Date
☐ Email 250-word summary of company and web link.

ADVERTISE
Mobile App Ads
☐ Exhibitors or Sponsors $500
☐ Non-Exhibitors or Sponsors $1000

Digital Program Ads *
The ad will appear in the digital program on the website.
☐ 2-Pages - $1,250
☐ Full Page- $750
☐ Half page - $450

Printed Schedule Overview Logo
Your logo will appear in the printed schedule overview given to all attendees.
☐ Exhibitors or Sponsors $500
☐ Non-Exhibitors or Sponsors $1000

Email ListServ Ads
☐ Small 180W x 150 H - $250
☐ Large 780W x 90 H - $350
☐ 3-pak Small Bundle - $550
☐ 3-Pak Large Bundle - $850
☐ Convention E-bag E-mail - $550
☐ Convention Recap/Save the Date E-mail $550

Onsite Ads
☐ Brochure Distribution (800 qty) - $800
☐ Journal Distribution (800 qty) - $800
☐ Registration Flyer Insert (1000 qty) - $1000

Lunch & Learn Workshops
☐ Host a premium luncheon in individual meeting room for you to showcase your products and services in an interested group of attendees in a more intimate setting. Workshop plus a/v and cost of lunch (your choice) - $2500

Contact exhibits@cogneurosociety.org to inquire about more partnership ideas

EXHIBIT
Early Invitation Before 12/31/19
☐ Premium Bundle $3100 – 1 premium 8’x10’ exhibit booth location, 4 exhibitor passes, Full page ad in the digital program, Logo in printed schedule overview, Mobile App Classified Ad, 3 large ads in ListServ Save $2000
☐ Bundle $2700 - 1 8’x10’ exhibit booth, 3 exhibitor passes, Mobile App Classified Ad, Half page ad in the digital program, 3 small ads in ListServ Save $1100
☐ Standard Booth $2100 - 1 8’x10’ exhibit booth, 2 exhibitor passes
☐ Non-Profit Standard Booth $1050 - 1 8’x10’ exhibit booth, 2 exhibitor passes
☐ Additional Exhibitor passes _____@ $200_____

Reserved After 1/1/20
☐ Premium Bundle $3500 - 1 8’x10’ premium exhibit booth location, 4 exhibitor passes, Full page ad in the digital program, Logo in printed schedule overview, Mobile App Classified Ad, 3 large ads in ListServ Save $2500
☐ Bundle $3000 - 1 8’x10’ exhibit booth, 3 exhibitor passes, Mobile App classified ad, and 3 small ads in ListServ, Save $2350
☐ Standard Booth $2500 - 1 8’x10’ exhibit booth, 2 exhibitor passes
☐ Non-Profit Standard Booth $1250 - 1 8’x10’ exhibit booth, 2 exhibitor passes
☐ Additional Exhibitor passes _____@ $250_____

Contact exhibits@cogneurosociety.org to inquire about more partnership ideas

Cancellation
Full payment must accompany all reservations. Exhibitors and advertisers cancelling space must notify CNS no later than February 6, 2020 to receive a 50% refund; cancellations made after February 6, 2020 will not be refunded.

Total Payment for Advertising $_____

SPONSOR
EVENTS
☐ Welcome Reception - $25,000
☐ Attendee Wireless - $15,000
☐ Keynote Address - $1000
☐ Student Night - $5000

GIVE AWAYS
☐ Tote Bags - $8000
☐ Lanyards - $4500
☐ Volunteer T-shirts - $1900

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.

Contact 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_______

☐ Pay by Check or Money Order*

Email Completed Application to: exhibits@cogneurosociety.org

*Make Checks/Money orders payable to CNS Meeting

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

<table>
<thead>
<tr>
<th>Saturday, March 14</th>
<th>Decorator Set-Up</th>
<th>Exhibitor Application and payment. Confirmation of booth reservation will be sent via email.</th>
<th>CNS Meeting reserves the right to relocate booths for the overall benefit of the meeting.</th>
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</thead>
<tbody>
<tr>
<td>8:00 am – 12 pm</td>
<td>Exhibitors Set-Up</td>
<td>Payment must accompany your Exhibit Application.</td>
<td>LIABILITY AND INSURANCE: The exhibitor, upon contracting to exhibit, expressly releases</td>
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<tr>
<td>11:00 am – 3:00 pm</td>
<td>Exhibits open</td>
<td>To pay by check or money order, make the check or money order payable to CNS Meeting and submit with your Exhibit Application to the address shown on the form. There is a $30 charge for returned checks.</td>
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<td>3:30 – 5:30 pm</td>
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<td>INDEMNITY AND LIMITATION OF LIABILITY: Neither CNS Meeting nor CNS, nor any of their</td>
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<td>officers, agents, employees, affiliates or other representatives shall be held liable for,</td>
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<td>and they are hereby released from liability for, any damage, loss, harm or injury to the person</td>
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<td>or property of the exhibitor or any of its officers, agents, employees or other</td>
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<td>representatives, resulting from theft, fire, water, accident or any other cause. The exhibitor shall also</td>
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<tr>
<td>Sunday, March 15 and Monday, March 16</td>
<td>Exhibit Room access to Exhibitors/Poster set-up only</td>
<td>The exhibitor, upon contracting to exhibit, expressly releases</td>
<td>indemnify and hold harmless CNS Meeting from demands, suits, liability, damages, loss,</td>
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<tr>
<td>7:30 – 8:00 am</td>
<td>Exhibits open</td>
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<td>costs, attorneys’ fees and expenses of whatever kind of nature, including but not limited to,</td>
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<tr>
<td>8:00 am - 5:30 pm</td>
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<td>claims of damage or loss resulting from the breach of these terms, conditions and rules,</td>
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<tr>
<td>5:30-5:45 pm</td>
<td>Poster tear-down</td>
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<td>claims of property or personal injury caused by or attributable in whole or in part to any</td>
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<td>action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of</td>
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<tr>
<td>Tuesday, March 17</td>
<td>Exhibit Room access to Exhibitors/Poster set-up only</td>
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<td>its officers, agents, employees or other representatives, and claims of damage or loss to</td>
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<tr>
<td>7:30 – 8:00 am</td>
<td>Exhibits open</td>
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<td>any third party resulting from an infringement of a copyright or patent or the unauthorized</td>
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<td>8:00 am - 5:00 pm</td>
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<td>use of a registered trademark.</td>
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<tr>
<td>5:00 – 7:00 pm</td>
<td>Exhibitor and poster tear-down</td>
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<td>RESPONSIBILITY: Exhibitor assumes responsibility and agrees to indemnify and defend the</td>
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<tr>
<td>7:00-10:00 pm</td>
<td>Decorator tear-down</td>
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<td>Cognitive Neuroscience Society and the Sheraton Boston Hotel and the Hynes Convention</td>
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<td>Center, and the Hotel’s/Center’s Owner, and their respective owners, managers, subsidiaries,</td>
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<td>affiliates, employees and agents against any claim or expenses arising out of the use of the</td>
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<td>exhibit premises. The Exhibitor understands that neither the Cognitive Neuroscience</td>
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<td>Society nor the Hotel Parties maintain insurance covering the Exhibitor’s property and it is</td>
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<td>the sole responsibility if the Exhibitor to obtain such insurance.</td>
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<td>SECURITY: Liability for all equipment and materials remains with the individual exhibitor.</td>
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<td>Neither the Sheraton Boston Hotel, the Hynes Convention Center, nor the CNS Meeting, is</td>
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<td>liable for, or carries any insurance on, exhibitor property or fixtures. For this reason,</td>
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<td>exhibitors are encouraged to carry insurance on their exhibits at their own expense.</td>
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<td>SOLICITATION: All demonstrations and interviews must be conducted within your assigned</td>
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<td>booth space. All exhibitor printed materials, souvenirs and other articles must be distributed</td>
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<td>within your assigned booth space. Aisle space must be kept clear to permit for a smooth</td>
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<td>flow of traffic. Distribution of printed materials, souvenirs and other articles in the</td>
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<td>registration area, common areas outside the exhibit hall, meeting rooms, or food and</td>
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<td>beverage areas is prohibited. The operation of lotteries or games of chance is permitted</td>
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<td>within applicable law. CNS Meeting reserves the right to prohibit the distribution of items it</td>
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does objectionable or otherwise inappropriate.