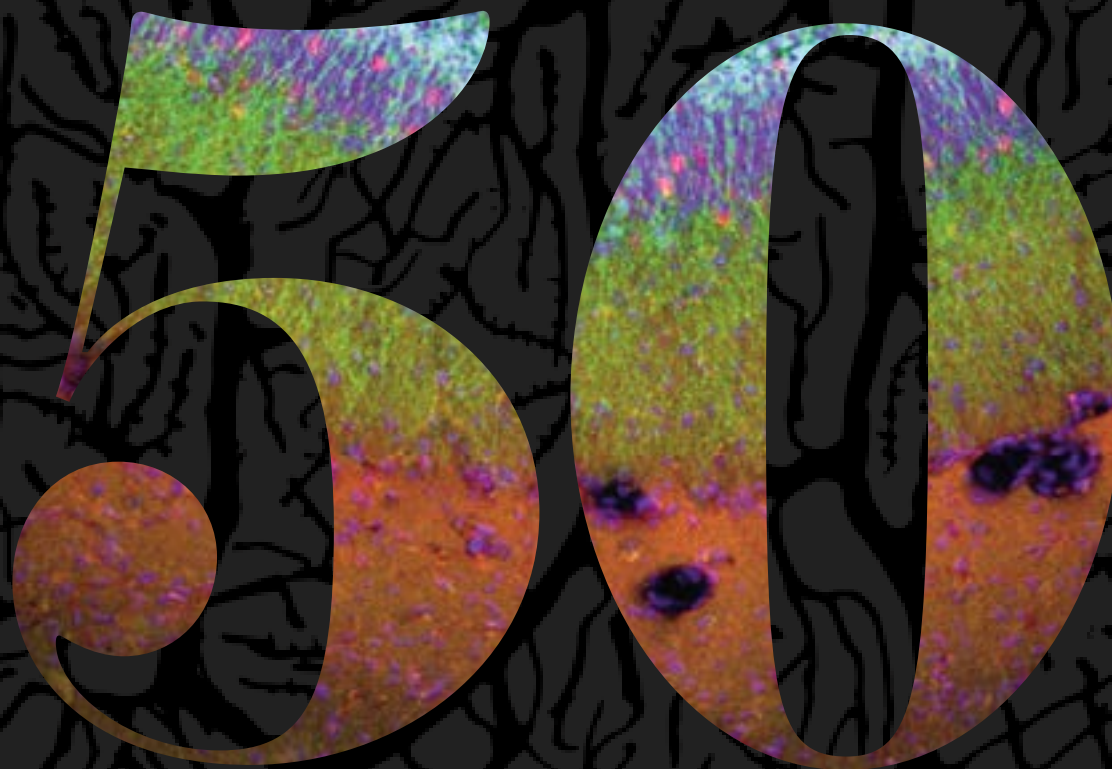




NEUROSCIENCE 2021

50TH ANNUAL MEETING

SPONSORSHIP PROSPECTUS



Chicago, Illinois

SOCIETY *for*
NEUROSCIENCE



CELEBRATING
50 YEARS
1969–2019

November 13–17



NEUROSCIENCE 2021 SPONSORSHIP TIERS AND BENEFITS

New for 2021, SfN offers a variety of sponsorship tiers for your organization to raise visibility and increase engagement with the worldwide neuroscience community gathering at the SfN annual meeting.



Benefits include name and logo placement, social media outreach, digital marketing and advertising, and more. Sponsors also enjoy discounts on additional Neuroscience 2021 support opportunities, including exhibiting, advertising, and lecture and event support.



Sponsorship Tier and Price	Value	Benefits
Platinum \$50,000	Greatest access to SfN marketing reach, highest visibility at annual meeting	<p>Platinum Sponsor Benefits: <i>Sponsorship of one full day of Neuroscience 2021</i></p> <ul style="list-style-type: none"> • Dedicated banner, digital signage throughout day • Dedicated social media post (with sponsor hashtag) • Verbal acknowledgement in opening plenary of sponsored day • Sponsor of day recognition in tier group press release • Complimentary registrations (10) • Social media: 3 sponsor posts shared before/at/after meeting • Social media: individual and tier group posts (with name/logo) before (2 posts), at (1 per day), after meeting 2 posts) • Logo on Neuroscience 2021 banner ads in <i>JNeurosci</i> and <i>eNeuro</i> (estimated reach: 100,000) • Priority points (toward future SfN exhibit space): 5 • Premier status in SfN marketing emails (contacts: 150,000+) • Exclusive sponsor of one SfN meeting eblast • <i>Neuroscience Extra!</i> daily news: product blurb, footer callout (priority placement) • Advertisement in Neuroscience 2021 <i>Program and Exhibit Guide</i> (1/2 page) <p>Plus, Core Benefits:</p> <ul style="list-style-type: none"> • Logo/name on conference banner/digital sponsor list • Logo/name in Neuroscience 2021 <i>Program and Exhibit Guide</i> • Logo/name/link on SfN website sponsor list
Gold \$25,000	Access to SfN marketing reach; enhanced visibility at annual meeting	<p>Core benefits, plus:</p> <ul style="list-style-type: none"> • Complimentary registrations (5) • Social media: 3 sponsor posts shared before, at, after meeting • Social media: 1 tier group post (with name/logo) before meeting; 1 per day at meeting; 1 after meeting • Logo on Neuroscience 2021 banner ads in <i>JNeurosci</i> and <i>eNeuro</i> (estimated reach: 100,000) • Priority points (toward future SfN exhibit space): 3 • Name/logo in SfN marketing emails (contacts: 150,000+) • <i>Neuroscience Extra!</i> daily news: product blurb, footer callout
Silver \$15,000	Enhanced visibility with additional social media and advertising exposure	<p>Core benefits, plus:</p> <ul style="list-style-type: none"> • Complimentary registrations (2) • Social media: 2 sponsor posts shared before and at meeting • Social media: 1 tier group post (with name/logo) per day at meeting; 1 tier group post after meeting • Logo on Neuroscience 2021 banner ads in <i>JNeurosci</i> and <i>eNeuro</i> (estimated reach: 100,000) • Priority points (toward future SfN exhibit space): 2
Bronze \$7,500	Visibility to all attendees on sponsor listings; social media coverage	<p>Core benefits, plus:</p> <ul style="list-style-type: none"> • Social media: 1 sponsor post shared during meeting • Social media: 1 tier group post (with name/logo) after meeting • Priority points (toward future SfN exhibit space): 1

SPONSORSHIP LEVEL

Benefits	Bronze \$7,500	Silver \$15,000	Gold \$25,000	Platinum \$50,000
Special Opportunity: Sponsor of One Day of Neuroscience 2021				
Dedicated banner/digital signage throughout day (logo/name/link)				✓
Dedicated social media post (with sponsor hashtag)				✓
Verbal acknowledgement in opening plenary of sponsored day				✓
Sponsor of day recognition in tier group press release				✓
Name and Logo Placement				
Logo/name on conference banner/digital sponsor list	✓	✓	Enhanced Placement	Premier Placement
Logo/name in Neuroscience 2021 Program	✓	✓	Enhanced Placement	Premier Placement
Logo/name/link on SfN.org website sponsor list	✓	✓	Enhanced Placement	Premier Placement
Social Media				
Share/retweet sponsor content (content must be pre-approved by SfN)	During Meeting (1 each)	Before & During Meeting (1 each)	Before, During, & After Meeting (1 each)	Before, During, & After Meeting (1 each)
Tier group recognition post (logo included) This applies to Twitter, LinkedIn and Facebook Note: The group tier will be posted 1x/day on FB, LI and Twitter and the individual tier will be 1x/day Twitter only	After Meeting (1 post)	During Meeting (1 post/day) After Meeting (1 post)	Before Meeting (1 post) During Meeting (1 post/day) After Meeting (1 post)	Before Meeting (2 posts) During Meeting (1 post/day) After Meeting (2 posts)
Individual sponsor recognition post (logo included)				Before Meeting (2 posts) During Meeting (1 post/day) After Meeting (2 posts)
Social media analytics package (includes # of impressions, likes, clicks)	✓	✓	✓	✓
Marketing and Advertising				
Logo in Neuroscience 2021 banner ads in <i>JNeurosci</i> and <i>eNeuro</i> (estimated reach: 100,000)		✓	✓	Premier Placement
Name/logo/link in SfN marketing emails (contacts: 150,000+)			✓	Premier Placement
<i>Neuroscience Extra!</i> Daily News: product blurb, footer callout			✓	Premier Placement
Exclusive sponsor of one Neuroscience 2021 e-blast				✓
Advertisement in Neuroscience 2021 Program (1/2 page)				✓
Press release announcing tier group				✓
Additional Benefits				
Complimentary full registrations to Neuroscience 2021	0	2	5	10
Priority points (toward future SfN exhibit space)	1	2	3	5
After-meeting report package	✓	✓	✓	✓

ADVERTISING OPPORTUNITIES

Neuroscience 2021 Platinum, Gold, Silver, and Bronze sponsors receive 20% off these advertising opportunities! Extend your brand beyond sponsorships with one of these high-impact on-site advertising opportunities. All opportunities include recognition on the Neuroscience 2021 website, in the official meeting program, and in onsite signage at the meeting. Contact Amit Kumar at adsales@sfn.org for any questions regarding these opportunities.

Neuroscience Extra!

Reach meeting attendees as they prepare for each day of Neuroscience 2021. *Neuroscience Extra!* is the daily e-newsletter sent to meeting registrants to highlight sessions and events happening throughout six days of exciting science. Support includes a leaderboard banner ad above the newsletter masthead.

- Cost per Day..... \$5,000
- Exclusive Support..... \$25,000

Mobile App

Maximize your visibility by advertising on the official SfN meeting mobile app. With steadily increasing mobile device usage among meeting attendees, your ad will display in front of thousands of conference-goers each time they use the app to access the Program, schedule, maps, and more.

- Premium Homepage Banner Ad (per day)
..... \$7,000
- Ad at Start-Up \$25,000
- Exclusive Support..... \$50,000

Hotel Key Cards

Expand your company's reach and be the brand attendees see when they check into their hotel for their stay in Chicago, IL. Support allows you to brand hotel room key cards in major conference hotel blocks.

- Hyatt Regency McCormick Place..... \$5,000 *
- Marriott Marquis Chicago \$5,000 *
- Exclusive Support..... \$7,500 *

Wifi Splash Page

Have your brand front and center by advertising on the Neuroscience 2021 wireless splash page. Your ad will display each time attendees access the internet from mobile devices and computers inside the convention center.

- Exclusive Support..... \$15,000

Shuttle Buses

Stand out in attendees' minds as they make their way to the convention center each day. For five days, shuttle buses will travel throughout the city picking up attendees at the official Neuroscience 2021 hotels. This sponsorship opportunity includes one four-color, 2' x 34' sign displayed on the passenger side of the bus. Ads will run Saturday through Wednesday.

- Per Package \$10,000 *
- Exclusive Support **NEW!**..... \$25,000 *

Sponsored Seating Areas ★

Two seating areas in the convention center's spacious, high-traffic hallways provide the opportunity for sponsors to connect with attendees while they take breaks between sessions. Sponsorship includes 15 to 20 chairs and tables (dependent on location), as well as the ability to display literature and tabletop signs with information about your company.

- Cost per Area..... \$5,000
- Exclusive Support **NEW!**..... \$7,500

Exhibitor Lounge **NEW!** ★

Connect with your fellow exhibitors and industry leaders while they grab coffee, network, or simply recharge. Sponsorship includes prominent signage within the lounge area.

- Exclusive Support..... \$10,000

Pens **NEW!**

Highlight your company on 20,000 pens distributed to attendees in registration and badge-pickup locations, as well as in meeting session rooms.

- Exclusive Support..... \$12,000

Literature Wall **NEW!** ★

Drive traffic to your booth by sponsoring the literature wall in the convention center. Sponsorship includes prominent signage.

- Exclusive Support..... \$5,000

Tote Bags **NEW!** ★

Be the brand attendees see as they grab their complimentary Neuroscience 2021 tote bag at the start of the meeting. Sponsorship includes the ability to place your logo or another design on one side of the bag.

- Exclusive Support..... \$20,000

ADDITIONAL SUPPORT OPPORTUNITIES

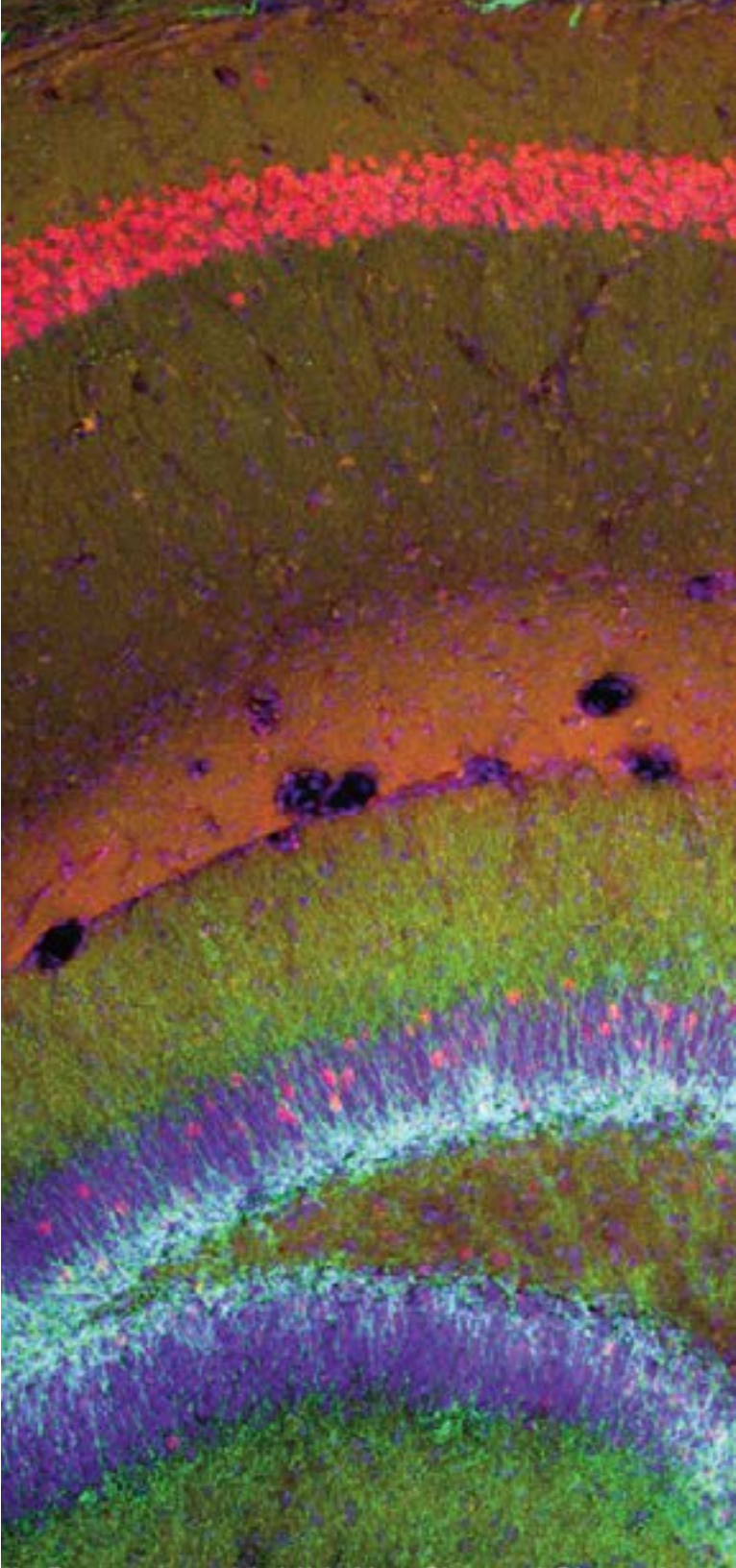
SfN offers additional or stand-alone promotional opportunities for sponsors, exhibitors, advertisers, and contributors seeking wide reach, brand visibility, and targeted awareness of contributions to the field. Supporters are acknowledged in the Neuroscience 2021 *Program and Exhibit Guide*, on the SfN website, and in event-related signage. Recognition is available in certain press releases and verbally at applicable events. Neuroscience 2021 sponsors, exhibitors, advertisers, and others receive discounts on these offerings (see Discounted Rates for 2021 SfN Contributors).

EDUCATIONAL LECTURES AND OTHER EVENTS

- Presidential Special Lectures**
 Among the most anticipated, highest-profile, and widely attended events, with speakers selected by the SfN president. Sponsor is verbally recognized and thanked by SfN president.\$25,000 each, limited to 4
- History of Neuroscience Lecture**
 A chronicle of the evolution and growth of major topics in neuroscience. Sponsor is verbally thanked in session introduction.....\$15,000, limited to 1
- Special Lectures**
 A series of high-profile lectures each representing a neuroscience theme. Sponsor is recognized in event signage.....\$15,000 each

DISCOUNTED RATES FOR 2021 SfN CONTRIBUTORS	
SfN 2021 Contributor Category	Discounts
Neuroscience 2021 Bronze, Silver, Gold, Platinum Tier Sponsors	20% off all Additional Support Opportunities
	20% off Advertising Opportunities
	10% discount off tier sponsorship if exhibiting
Neuroscience 2021 Exhibitors	10% off tier sponsorship + 20% off Additional Support Opportunities
2021 Sustaining Associate Members (SAMs)	20% off Advertising Opportunities
2021 Award and Prize Sponsors	10% off Additional Support Opportunities + 10% off Advertising Opportunities (without tier sponsorship)

For more information or questions about Neuroscience 2021 Sponsorship opportunities, please contact development@sfn.org.



NEUROSCIENCE 2021 SPONSORSHIP AGREEMENT

This agreement presents mutual understanding between the Society for Neuroscience (SfN) and Neuroscience 2021 sponsoring organization (Sponsor) regarding the terms and conditions of this support.

The level of sponsorship support is detailed in the published Neuroscience 2021 Sponsorship Opportunities prospectus (attached). SfN will recognize Sponsor with the benefits as outlined in this prospectus at the level selected by the Sponsor. Any other acknowledgements of Sponsor's support role shall be mutually agreed to by Sponsor and SfN. For any such recognitions and acknowledgements noted herein, Sponsor grants SfN a nonexclusive, royalty-free license to use the name and logo of Sponsor.

Sponsor shall pay the nonrefundable support to SfN thirty days after the receipt of invoice. For accounting purposes, SfN is registered with the IRS as a qualified 501(c)(3) nonprofit organization under FEIN 52-0895843 and donations are deductible to the extent allowed by law.

SfN shall retain control over all aspects of Neuroscience 2021 taking place from November 13 to November 17, 2021. Sponsor gains no rights other than the supporter's rights set forth in this agreement. Sponsor and SfN agree to indemnify and hold the other and its officers, directors, members, and employees harmless from any claims, damages, costs, liabilities, and expenses arising out of the responsible party's activities relating to Neuroscience 2021. Neither Sponsor nor SfN shall be held responsible if Neuroscience 2021 is delayed, adjusted, or cancelled because of internet connectivity issues, an act of God or any other force majeure clause beyond either party's reasonable control. If cancellation or curtailment occurs, SfN will have no further liability to Sponsor.

Sponsorships must be related to the overall mission of the Society and appropriate to the purpose of the supported event. The character of the proposed sponsorship is subject to approval by the Society. SfN reserves the right even after an application and payment is received to refuse applications and sponsorships not meeting standards required or expected, as well as the right to curtail sponsorships that reflect unfavorably on the character of the supported event. All sponsorship language, graphics, and accompanying materials (such as logo, name, tagline, key messages, company literature) must be reviewed and approved by the Society.

Neither party will be liable to the other for any speculative special, incidental, indirect, remote, or consequential damages arising from such party's performance or failure to perform.

Notwithstanding any other provision of these terms and conditions or the sponsorship agreement, the SfN's entire liability to sponsor or otherwise arising in connection herewith will not exceed the amount paid to SfN by sponsor pursuant to the sponsorship agreement.

Neuroscience 2021 Sponsorship Application Form

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Contact Name: _____

Title: _____

Email: _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip: _____ Country: _____

Social Media Handles:

Twitter: _____ Facebook: _____ LinkedIn: _____ Instagram: _____

Level of Sponsorship:

Platinum / \$50,000 Gold / \$25,000 Silver / \$15,000 Bronze / \$7,500

Sponsorship Add-Ons:

Presidential Special Lecture / \$25,000 History of Neuroscience Lecture / \$15,000
 Special Lectures / \$15,000

Please send me information about additional discounted opportunities:

Advertising at Neuroscience 2021 Exhibiting at Neuroscience 2021

I confirm I have read and agreed to the Neuroscience 2021 Sponsorship Agreement attached.

Signature _____ Date _____

Name _____ Title _____

Please email completed form and materials to SfN at development@sfn.org.

Please submit your logo for inclusion in items that are part of your selected sponsorship package. Logo should be submitted as an EPS file, high-quality JPEG or PSD.

Illustration credit: Santiago Ramón y Cajal,
A Purkinje neuron from the human cerebellum, 1899. Ink and pencil on paper.
Courtesy of the Cajal Institute, "Cajal Legacy,"
Spanish National Research Council (CSIC), Madrid, Spain.

SOCIETY *for*
NEUROSCIENCE



CELEBRATING
50 YEARS
1969–2019

1121 14th Street NW / Suite 1010 / Washington, D.C. / 20005